

# NOTICE OF PROPOSED DEVELOPMENT

Notice is hereby given that an application has been made for planning approval for the following development:

**SITE:****7 ROSENDALE ROAD, SORELL****PROPOSED DEVELOPMENT:****SIGNAGE**

The relevant plans and documents can be inspected at the Council Offices at 47 Cole Street, Sorell during normal office hours, or the plans may be viewed on Council's website at [www.sorell.tas.gov.au](http://www.sorell.tas.gov.au) until **Monday 13th October 2025**.

Any person may make representation in relation to the proposal by letter or electronic mail ([sorell.council@sorell.tas.gov.au](mailto:sorell.council@sorell.tas.gov.au)) addressed to the General Manager. Representations must be received no later than **Monday 13th October 2025**.

**APPLICATION NO: 5.2025-244.1**

**DATE: 26/09/2025**

**Part B: Please note that Part B of this form is publicly exhibited.**

Full description of Proposal:	Use:
	Development:
	<i>Large or complex proposals should be described in a letter or planning report.</i>
Design and construction cost of proposal: \$ .....	

Is all, or some the work already constructed:	No: <input type="checkbox"/> Yes: <input type="checkbox"/>
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Location of proposed works:	Street address: .....
	Suburb: ..... Postcode: .....
	Certificate of Title(s) Volume: ..... Folio: .....

Current Use of Site	.....
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Current Owner/s:	Name(s).....
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Is the Property on the Tasmanian Heritage Register?	No: <input type="checkbox"/> Yes: <input type="checkbox"/>	<i>If yes, please provide written advice from Heritage Tasmania</i>
Is the proposal to be carried out in more than one stage?	No: <input type="checkbox"/> Yes: <input type="checkbox"/>	<i>If yes, please clearly describe in plans</i>
Have any potentially contaminating uses been undertaken on the site?	No: <input type="checkbox"/> Yes: <input type="checkbox"/>	<i>If yes, please complete the Additional Information for Non-Residential Use</i>
Is any vegetation proposed to be removed?	No: <input type="checkbox"/> Yes: <input type="checkbox"/>	<i>If yes, please ensure plans clearly show area to be impacted</i>
Does the proposal involve land administered or owned by either the Crown or Council?	No: <input type="checkbox"/> Yes: <input type="checkbox"/>	<i>If yes, please complete the Council or Crown land section on page 3</i>
<b>If a new or upgraded vehicular crossing is required from Council to the front boundary please complete the Vehicular Crossing (and Associated Works) application form</b> <a href="https://www.sorell.tas.gov.au/services/engineering/">https://www.sorell.tas.gov.au/services/engineering/</a>		



**Sorell Council**  
 Development Application: 5.2025.244.1 -  
 Development Application - 7 Rosendale Road,  
 Sorell - P1.pdf  
 Plans Reference: P1  
 Date Received: 09/09/2025

Declarations and acknowledgements	
<ul style="list-style-type: none"> <li>I/we confirm that the application does not contradict any easement, covenant or restriction specified in the Certificate of Title, Schedule of Easements or Part 5 Agreement for the land.</li> <li>I/we consent to Council employees or consultants entering the site and have arranged permission and/or access for Council's representatives to enter the land at any time during normal business hours.</li> <li>I/we authorise the provision of a copy of any documents relating to this application to any person for the purposes of assessment or public consultation and have permission of the copyright owner for such copies.</li> <li>I/we declare that, in accordance with s52(1) of the <i>Land Use Planning and Approvals Act 1993</i>, that I have notified the owner(s) of the intention to make this application.</li> <li>I/we declare that the information in this application is true and correct.</li> </ul> <p><i>Details of how the Council manages personal information and how you can request access or corrections to it is outlined in Council's Privacy Policy available on the Council website.</i></p>	
<ul style="list-style-type: none"> <li>I/we acknowledge that the documentation submitted in support of my application will become a public record held by Council and may be reproduced by Council in both electronic and hard copy format in order to facilitate the assessment process, for display purposes during public exhibition, and to fulfil its statutory obligations. I further acknowledge that following determination of my application, Council will store documentation relating to my application in electronic format only.</li> </ul>	
<ul style="list-style-type: none"> <li>Where the General Manager's consent is also required under s.14 of the <i>Urban Drainage Act 2013</i>, by making this application I/we also apply for that consent.</li> </ul>	
<b>Applicant Signature:</b>	<div style="text-align: center; margin-bottom: 10px;"> </div> Signature: ..... Date: .....

Crown or General Manager Land Owner Consent	
<p>If the land that is the subject of this application is owned or administered by either the Crown or Sorell Council, the consent of the relevant Minister or the Council General Manager whichever is applicable, must be included here. This consent should be completed and signed by either the General Manager, the Minister, or a delegate (as specified in s52 (1D-1G) of the <i>Land Use Planning and Approvals Act 1993</i>).</p> <p>Please note:</p> <ul style="list-style-type: none"> <li>If General Manager consent is required, please first complete the General Manager consent application form available on our website <a href="http://www.sorell.tas.gov.au">www.sorell.tas.gov.au</a></li> <li>If the application involves Crown land you will also need a letter of consent.</li> <li>Any consent is for the purposes of making this application only and is not consent to undertaken work or take any other action with respect to the proposed use or development.</li> </ul>	
<p>I _____ being responsible for the administration of land at _____ declare that I have given permission for the making of this application for _____</p>	
<div style="text-align: right;"> <div style="border: 1px solid orange; padding: 5px; margin-top: 5px;"> <p><b>Sorell Council</b></p> <p>Development Application: 5.2025.244.1 - Development Application - 7 Rosendale Road, Sorell - P1.pdf Plans Reference: P1 Date Received: 09/09/2025</p> </div> </div>	
<b>Signature of General Manager, Minister or Delegate:</b>	Signature: ..... Date: .....

# PLANNING REPORT

## Billboard Signs

### 7 Rosendale Road, Sorell



**Sorell Council**

Development Application: 5.2025.244.1 -  
Development Application - 7 Rosendale Road,  
Sorell - P1.pdf  
Plans Reference: P1  
Date Received: 09/09/2025



Author: Lisa Balding

Date: 9 September 2025

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1. Certificate of Title
2. Proposal Plan

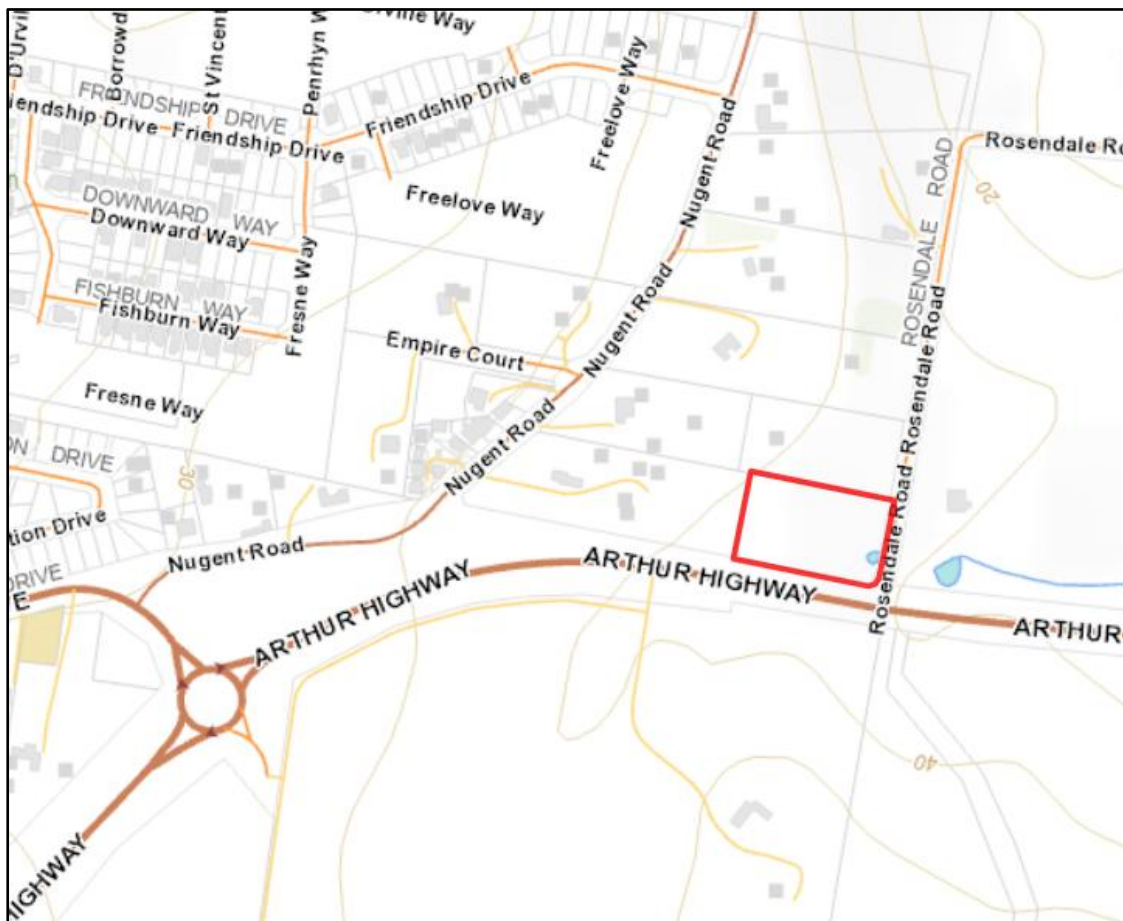
# 1. Introduction

The proposal is for two billboard signs to be located in the south western corner of the site. The site is located on the outskirts of Sorell, adjacent to the Arthur Highway, and therefore provides a location that has high visibility to motorists travelling on the highway.

## 1.1 Site and surrounds

The site is a 1ha vacant rural residential lot located on the outskirts of the town of Sorell. The site is bound by the Arthur Highway to the south, Rosendale Road to the east and rural residential properties to the north and west. Access to the dwelling site is off Rosendale Road.

The surrounding area consists generally of developed rural residential lots to the north and west. To the east immediately opposite the site is the Sorell Fruit Market and beyond is a mixture of larger rural and rural residential properties. Vegetation on the surrounding properties is predominately pasture.



**Figure 1: Location plan (Source: LISTmap)**

## 1.2 Certificate of Title

Title reference	Owner	Area
184094/2	Arthur Rosendale Pty Ltd	1ha

## 2. Proposal

### 2.2 Proposal Description

The proposal is for a 2 billboard signs, orientated to face southwest and southeast. The signs are to be attached to two standard 20ft shipping containers in a 'v' shape which will be located 20m from the southern boundary adjoining the Arthur Highway and 10m from the western boundary.

## 3. Planning Scheme

### 3.1 Zones/Codes

The site is zoned Rural Living under the Tasmanian Planning Scheme – Sorell and is subject to the Bushfire Prone Areas Code, Airport obstacle limitation area Code and Airport noise exposure area Code overlays.

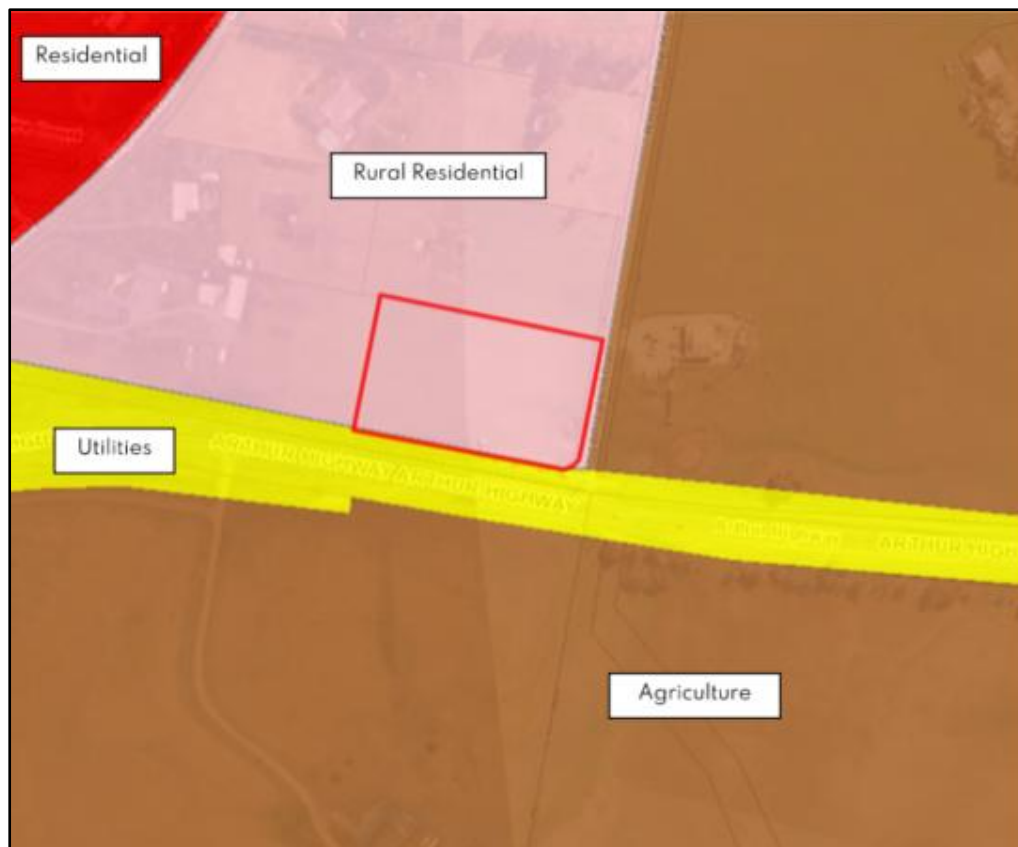
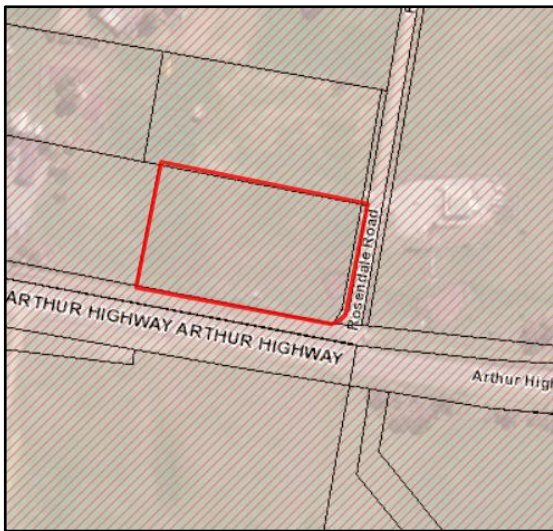
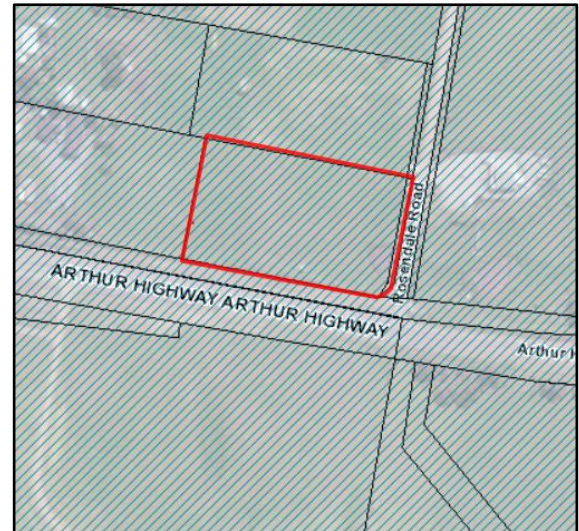


Figure 2: Zoning map of site and surrounding area (Source: TheLIST)



**Figure 3: Bushfire Prone Areas Code Overlay**  
**Source: TheLIST)**



**Figure 4: Airport obstacle limitation area**  
**Code Overlay (Source: TheLIST)**



**Figure 5: Airport noise exposure area Code Overlay (Source: TheLIST)**

### 3.2 Use

In accordance with Clause 6.2.6, a sign is not required to be categorised into a Use class.

### 3.3 Signs Code

The sign is considered to meet the definition of a “Billboard” sign which is an allowable sign type in the Rural Living Zone.

### Cl.6.1 Design and siting of signs

Development standard	Assessment
<p><i>A1</i></p> <p><i>A sign must:</i></p> <p><i>(a) be located within the applicable zone for the relevant sign type set out in Table Cl.6; and</i></p> <p><i>(b) meet the sign standards for the relevant sign type set out in Table Cl.6, excluding for the following sign types, for which there is no Acceptable Solution:</i></p> <p><i>(i) roof sign;</i>  <i>(ii) sky sign; and</i>  <i>(iii) billboard.</i></p>	<p>There is no Acceptable Solution for a Billboard sign and therefore the proposal must be assessed against the Performance Criteria.</p>
<p><i>Pl.1</i></p> <p><i>A sign must:</i></p> <p><i>(a) be located within an applicable zone for the relevant sign type as set out in Table Cl.6; and</i></p> <p><i>(b) be compatible with the streetscape or landscape, having regard to:</i></p> <p><i>(i) the size and dimensions of the sign;</i>  <i>(ii) the size and scale of the building upon which the sign is proposed;</i>  <i>(iii) the amenity of surrounding properties;</i>  <i>(iv) the repetition of messages or information;</i>  <i>(v) the number and density of signs on the site and on adjacent properties; and</i>  <i>(vi) the impact on the safe and efficient movement of vehicles and pedestrians.</i></p> <p><i>Pl.2</i>  <i>If a roof sign, sky sign or billboard, the sign must:</i></p> <p><i>(a) be located within the applicable zone for the relevant sign type set out in Table Cl.6;</i>  <i>(b) meet the sign standards for the relevant sign type in Table Cl.6; and</i></p>	<p>Complies.</p> <p>Each sign face complies with the maximum dimensions specified in Table Cl.6.</p> <p>The signs will be attached to shipping containers which are residential in size and scale.</p> <p>The signs comply with the boundary setbacks for the zone and are located over 100m from the nearest dwelling on 8 Nugent Road. On this basis the signs will not have a detrimental impact on the amenity of the adjoining properties. In addition, the signs are located 20m from the Arthur Highway frontage and do not contain moving messages, therefore will not have a detrimental impact on road safety.</p> <p>Complies.</p> <p>Complies.</p>

<p><i>(c) not contribute to visual clutter or cause unreasonable loss of amenity to the surrounding area, having regard to:</i></p> <ul style="list-style-type: none"> <li><i>(i) the size and dimensions of the sign;</i></li> <li><i>(ii) the size and scale of the building upon which the sign is proposed;</i></li> <li><i>(iii) the amenity of surrounding properties;</i></li> <li><i>(iv) the repetition of messages or information;</i></li> <li><i>(v) the number and density of signs on the site and on adjacent properties; and</i></li> <li><i>(vi) the impact on the safe and efficient movement of vehicles and pedestrians.</i></li> </ul>	<p>The only sign in the general location is a mobile sign advertising the Sorell Fruit market which can often be seen parked at the intersection of the Arthur Highway and Rosendale Road and over 100m from the proposed sign location therefore not resulting in visual clutter. As the signs are located 20m from the Arthur Highway frontage, the proposal is not considered to have a detrimental impact on the traffic movement along Arthur Highway.</p>
<p><i>A2</i>  <i>A sign must be not less than 2m from the boundary of any lot in the General Residential Zone, Inner Residential Zone, Low Density Residential Zone, Rural Living Zone or Landscape Conservation Zone.</i></p>	<p>Complies</p>
<p><i>A3</i>  <i>The number of signs for each business or tenancy on a road frontage of a building must be no more than:</i></p> <ul style="list-style-type: none"> <li><i>(a) 1 of each sign type, unless otherwise stated in Table Cl.6;</i></li> <li><i>(b) 1 window sign for each window;</i></li> <li><i>(c) 3 if the street frontage is less than 20m in length; and</i></li> <li><i>(d) 6 if the street frontage is 20m or more, excluding the following sign types, for which there is no limit:</i></li> </ul> <ul style="list-style-type: none"> <li><i>(i) name plate; and</i></li> <li><i>(ii) temporary sign.</i></li> </ul>	<p>Does not comply as 2 billboard signs are proposed, therefore the proposal must be assessed against P3.</p>
<p><i>P3</i>  <i>The number of signs for each business or tenancy on a street frontage must:</i></p> <ul style="list-style-type: none"> <li><i>(a) not unreasonably increase in the existing level of visual clutter in the streetscape, and where possible, reduce any existing visual clutter in the streetscape by replacing existing signs with fewer, more effective signs; and</i></li> </ul>	<p>The only sign in the general location is a mobile sign advertising the Sorell Fruit market which is usually parked at the intersection of the Arthur Highway and Rosendale Road and over 100m from the proposed sign location therefore not resulting in visual clutter along the Arthur Highway.</p>

<i>(b) not involve the repetition of messages or information.</i>	The billboard signs will contain messages that may be variable and therefore will not result in repetition.
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#### Cl.6.2 Illuminated signs

N/A as the signs are not proposed to be illuminated.

#### Cl.6.3 Third party sign

<b>Development standard</b>	<b>Assessment</b>
<p><i>AI</i> <i>No Acceptable Solution.</i></p>	<p>Cannot comply, therefore must be assessed against PI.</p>
<p><i>PI</i></p> <p><i>A third party sign must be compatible with the natural and built environment of the surrounding area, having regard to:</i></p> <p><i>(a) the content of the sign;</i>  <i>(b) the necessity for the advertisement to be in the location;</i>  <i>(c) opportunities for alternative locations or other methods to achieve the intended purpose (e.g. eligibility for Tasmanian Visitor Information System (TVIS) signs); and</i>  <i>(d) the likely impact on the operation and safety of a railway, road, footpath, or navigable water ; and</i>  <i>(e) any advice from a State authority.</i></p>	<p>A billboard sign is, by definition, one that contains changeable and variable messages and therefore the content of the sign is not known at this time.</p> <p>The signs location takes advantage of the high volume of traffic travelling south and north along the Arthur Highway.</p> <p>Given that the billboards are mounted on shipping containers, the size and scale are compatible with buildings on surrounding properties, many of which contain shipping containers, typically used for residential storage.</p> <p>As the signs not illuminated and are located 20m from the road frontage will ensure that this will not impact the operation of the highway.</p>

## 4 Conclusion

The proposal is for 2 billboard signs to be located at 7 Rosendale Road, Sorell. It is considered that the proposal will not have a detrimental impact on the amenity of the surrounding area and should be approved.

# APPENDIX 1

## CERTIFICATE OF TITLE

## SEARCH OF TORRENS TITLE

VOLUME 184094	FOLIO 2
EDITION 2	DATE OF ISSUE 06-Jun-2023

SEARCH DATE : 19-Mar-2024

SEARCH TIME : 10.48 AM

DESCRIPTION OF LAND

Parish of SORELL Land District of PEMBROKE  
Lot 2 on Sealed Plan 184094  
Derivation : Part of 980 Acres Gtd. to Thomas Villeneuve Jean  
& Cornelius Driscoll  
Prior CT 7963/1

SCHEDULE 1

N133492 TRANSFER to ARTHUR ROSENDALE PTY LTD Registered  
06-Jun-2023 at 12.01 PM



SCHEDULE 2

Reservations and conditions in the Crown Grant if any  
SP184094 EASEMENTS in Schedule of Easements  
SP 7963 FENCING PROVISION in Schedule of Easements  
SP 7963 COUNCIL NOTIFICATION under Section 468(12) of the  
Local Government Act 1962  
N134177 MORTGAGE to Murdoch Clarke Mortgage Management  
Limited Registered 06-Jun-2023 at 12.02 PM

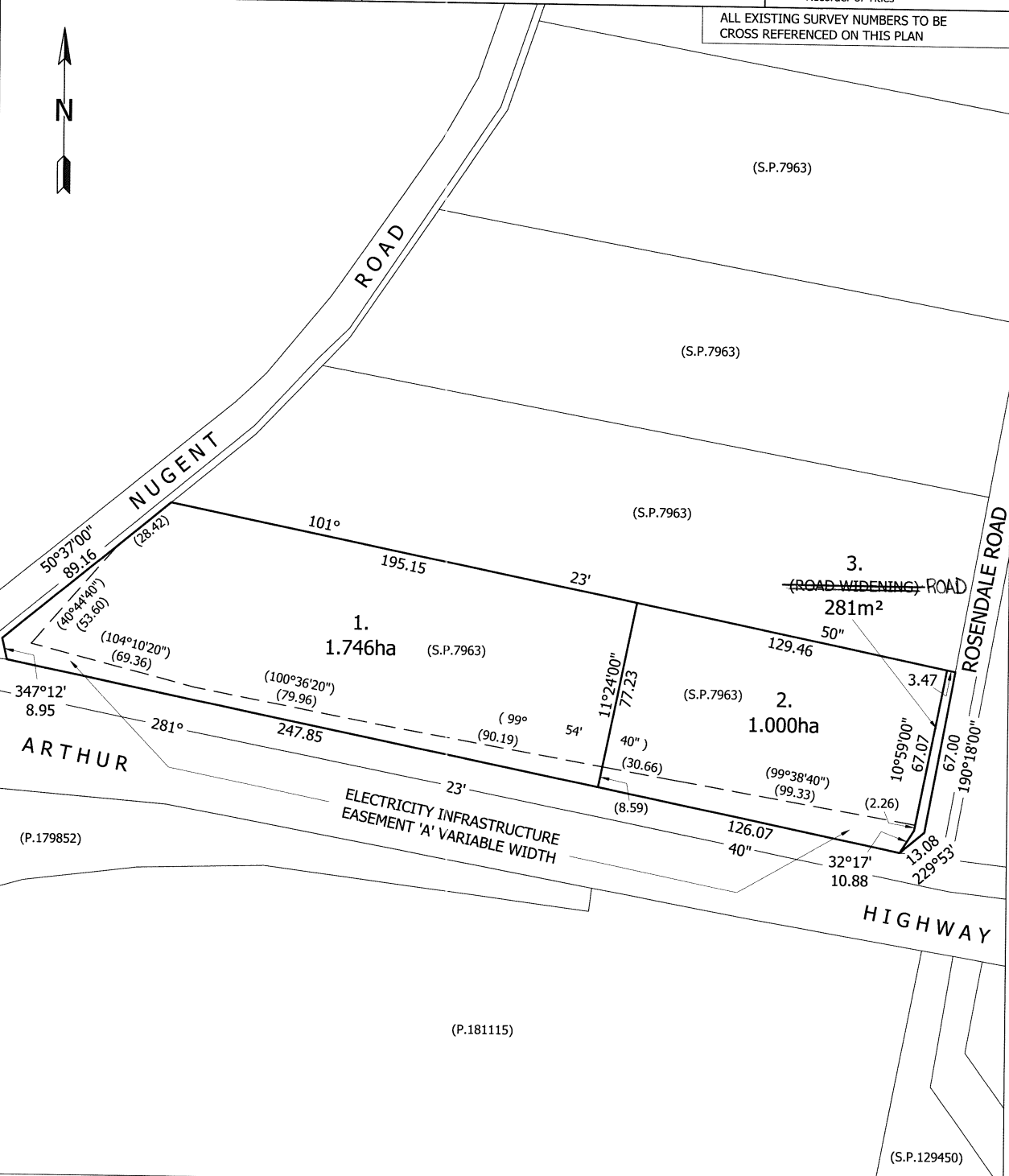
UNREGISTERED DEALINGS AND NOTATIONS



No unregistered dealings or other notations

'PRIORITY FINAL PLAN'

<p>OWNER: BRENDAN MATTHEW WOODS TAMMY MAREE WOODS</p> <p>FOLIO REFERENCE: C.T.7963/1</p> <p>GRANTEE: PART OF 980 ACRES GRANTED TO THOMAS VILLENEUVE JEAN AND CORNELIUS DRISCOLL</p>	<p><b>PLAN OF SURVEY</b></p> <p></p> <p>WOOLCOTT SURVEYS</p> <p>BY SURVEYOR: COLIN STERLING SMITH LOCATION: LAND DISTRICT OF PEMBROKE PARISH OF SORELL</p> <p>SCALE 1:1500 LENGTHS IN METRES</p>	<p>REGISTERED NUMBER <b>SP184094</b></p> <p>APPROVED EFFECTIVE FROM - 6 APR 2023</p> <p> Recorder of Titles</p>
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ALL EXISTING SURVEY NUMBERS TO BE CROSS REFERENCED ON THIS PLAN



<p> Registered Land Surveyor</p> <p>13/10/2022 Date</p>	<p> Council Delegate</p> <p>27.3.23 Date</p>
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<b>SCHEDULE OF EASEMENTS</b>	Registered Number  <b>SP 184094</b>
<b>NOTE:</b> THE SCHEDULE MUST BE SIGNED BY THE OWNERS & MORTGAGEES OF THE LAND AFFECTED. SIGNATURES MUST BE ATTESTED.	

PAGE 1 OF 2 PAGE/S

## EASEMENTS AND PROFITS

Each lot on the plan is together with:-

- (1) such rights of drainage over the drainage easements shown on the plan (if any) as may be necessary to drain the stormwater and other surplus water from such lot; and
- (2) any easements or profits a prendre described hereunder.

Each lot on the plan is subject to:-

- (1) such rights of drainage over the drainage easements shown on the plan (if any) as passing through such lot as may be necessary to drain the stormwater and other surplus water from any other lot on the plan; and
- (2) any easements or profits a prendre described hereunder.

The direction of the flow of water through the drainage easements shown on the plan is indicated by arrows.

### Electricity Infrastructure Easement In Gross


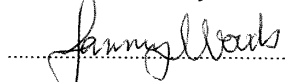
Lot 1 on the plan is subject to an Electricity Infrastructure Easement in gross in favour of TasNetworks over that part of Lot 1 which is marked "ELECTRICITY INFRASTRUCTURE EASMENT 'A' VARIABLE WIDTH" on the plan

Lot 2 on the plan is subject to an Electricity Infrastructure Easement in gross in favour of TasNetworks over that part of Lot 2 which is marked "ELECTRICITY INFRASTRUCTURE EASMENT 'A' VARIABLE WIDTH" on the plan

**Electricity Infrastructure Easement** (with the benefit of a restriction as to user of land) means:

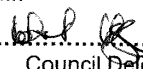
**FIRSTLY** all the full and free right and liberty for TasNetworks and its servants agents and contractors at all times:

- 1) to clear the lands marked "ELECTRICITY INFRASTRUCTURE EASMENT 'A' VARIABLE WIDTH" (**Servient Land**); and
- 2) to lay, erect, construct, place, replace, inspect, operate, alter, add to, install, remove, repair, renew, maintain, modify and/or use, upon, over, under and/or along the Servient Land towers, poles, wires, cables, apparatus, appliances and/or other ancillary work (all of which are collectively referred to as the **Electricity Infrastructure**) for the transmission and distribution of electrical energy and for purposes incidental to that;
- 3) to cause or permit electrical energy to flow or be transmitted through and along the Electricity Infrastructure;
- 4) to cut away, remove and/or keep clear of the Electricity Infrastructure all trees and other obstructions or erections of any nature which may at any time overhang, encroach and/or be in or on the Servient Land and which may in any way endanger or interfere with the proper operation of the Electricity Infrastructure and making good all damage occasioned thereby; and
- 5) to enter into and upon the Servient Land for all or any of the above purposes with or without all necessary plant, equipment, machinery and/or vehicles of any kind and if necessary to cross over the remainder of the

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(USE ANNEXURE PAGES FOR CONTINUATION)

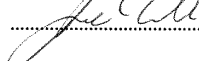
SUBDIVIDER: BRENDAN MATTHEW WOODS AND TAMMY MAREE WOODS  FOLIO REF: CT 7963/1  SOLICITOR & REFERENCE: DOBSON MITCHELL ALLPORT HMJ: 2001616	PLAN SEALED BY: SORELL COUNCIL DATE: 27.3.23 7.2022.9.1 REF NO.	 Council Delegate
<b>NOTE:</b> The Council Delegate must sign the Certificate for the purposes of identification.		

<b>ANNEXURE TO SCHEDULE OF EASEMENTS</b> PAGE 2 OF 2 PAGES	Registered Number <b>SP 184094</b>
SUBDIVIDER: BRENDAN MATTHEW WOODS AND TAMMY MAREE WOODS FOLIO REFERENCE: 7963/1	

land contained in the servient tenement, and where practical in consultation with the registered proprietor of the servient tenement, for access to and egress from the Servient Land and making good all damage occasioned thereby.

**SECONDLY**, the benefit of a covenant for TasNetworks with the registered proprietor(s) of the servient tenement, for themselves and their successors in title to the Servient Land, not to erect any buildings or place any structures or objects that could interfere with the proper and safe operation of the Electricity Infrastructure, to the intent that the burden of the covenant may run with and bind the Servient Land and every part of it and that the benefit of the covenant is to be annexed to the easement mentioned above.

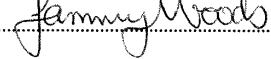
**TasNetworks** means Tasmanian Networks Pty Ltd ACN 167 357 299 or its legal successors from time to time

Signed by **BRENDAN MATTHEW WOODS** in the presence of: ) 

Witness signature ) 

Full name (print) ) Corrine Woods

Witness address ) 24 Allen St Westbury TAS 7303.

Signed by **TAMMY MAREE WOODS** in the presence of: ) 

Witness signature ) 

Full name (print) ) AMANDA BENSON

Witness address ) 11 GRW CLOSE BRACKLEY TAS 7030

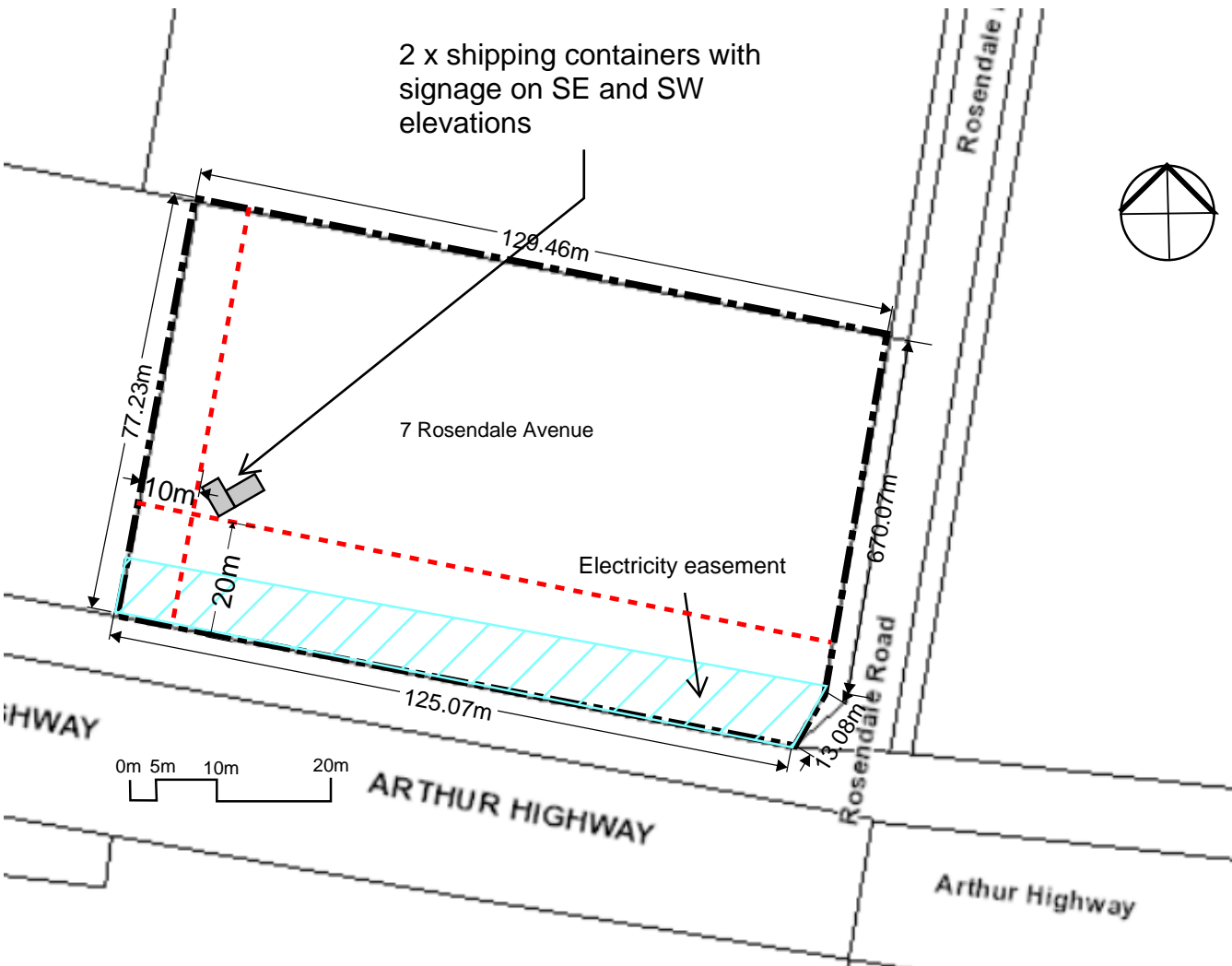
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**NOTE:** Every annexed page must be signed by the parties to the dealing or where the party is a corporate body be signed by the persons who have attested the affixing of the seal of that body to the dealing.

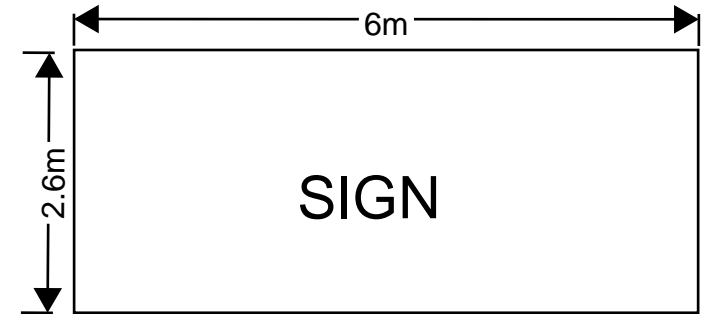
# APPENDIX 2

## PROPOSAL PLAN

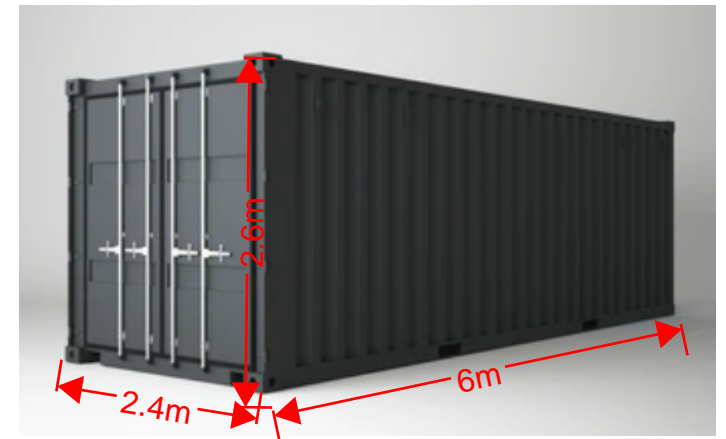
# PROPOSED BILLBOARD SIGNS 7 ROSENDALE ROAD, SORELL



Site plan



Sign dimensions - SE & SW elevations



Shipping container dimensions



**Sorell Council**

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