

Officer report

VicSmart Planning Permit Application
Application No. PA2604217
1 Bogong High Plains Road Falls Creek



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Officer Assessment Report
Development Assessment



Department
of Transport
and Planning

Executive Summary

Key information	Details										
Application No.:	PA2604217										
Received:	09/02/2026										
Statutory Days:	2 days										
Applicant:	Amy Robertson, c/- Alpine Resorts Victoria (ARV)										
Planning Scheme:	Alpine Resorts										
Land Address:	1 Bogong High Plains Road, Falls Creek										
Proposal:	Display of a business identification sign										
Development value:	\$3,600.00										
Why is the Minister responsible?	In accordance with the schedule to Clause 72.01 of the Planning Scheme, the Minister for Planning is the Responsible Authority for this application because: <i>The responsible authority for the administration and enforcement of this planning scheme or a provision of this planning scheme is specified in this clause and the schedule to this clause.</i>										
Why is a permit required?	<table border="1"> <thead> <tr> <th>Clause</th> <th>Trigger</th> </tr> </thead> <tbody> <tr> <td>Zone: Schedule 1 to Clause 37.02 Comprehensive Development Zone (CDZ1)</td> <td><i>N/A (Exempt from triggering a permit)</i></td> </tr> <tr> <td>Overlays: Schedule 1 to Clause 44.06 Bushfire Management Overlay, (BMO1)</td> <td><i>N/A (Exempt from triggering a permit)</i></td> </tr> <tr> <td>Schedule 2 to Clause 43.02 Design and Development Overlay Schedule 2, Area 1, (DDO2-A1)</td> <td><i>N/A (Exempt from triggering a permit)</i></td> </tr> <tr> <td>Particular Provisions Clause 52.05-2 (Signs)</td> <td><i>Permit triggered 'to construct or put up for display a business identification sign'</i></td> </tr> </tbody> </table>	Clause	Trigger	Zone: Schedule 1 to Clause 37.02 Comprehensive Development Zone (CDZ1)	<i>N/A (Exempt from triggering a permit)</i>	Overlays: Schedule 1 to Clause 44.06 Bushfire Management Overlay, (BMO1)	<i>N/A (Exempt from triggering a permit)</i>	Schedule 2 to Clause 43.02 Design and Development Overlay Schedule 2, Area 1, (DDO2-A1)	<i>N/A (Exempt from triggering a permit)</i>	Particular Provisions Clause 52.05-2 (Signs)	<i>Permit triggered 'to construct or put up for display a business identification sign'</i>
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Particular Provisions Clause 52.05-2 (Signs)	<i>Permit triggered 'to construct or put up for display a business identification sign'</i>										
Cultural Heritage	The subject land is not located within an area of cultural heritage sensitivity.										
Referral authorities	N/A										
Public Notice	Notice of the application under section 52 of the Act was not required because: Pursuant to Clause 71.06-2 of the Alpine Resorts planning Scheme (the Scheme), 'A VicSmart application is exempt from: <ul style="list-style-type: none"> • <i>The notice requirements of section 52(1)(a), (b), (c) and (d) of the Act.</i> • <i>The decision requirements of section 64(1), (2) and (3) of the Act.</i> • <i>The review rights of section 82(1) of the Act.'</i> 										
Delegates List	Not required										
Recommendation	The application is recommended for approval subject to the conditions as outlined.										

Background



1. The key milestones in the process of the application were as follows:

Milestone	Date
Application lodgement	18/03/2025
Decision Plans	<ul style="list-style-type: none">• Site Plan, prepared by ARV (1 page).• Signage details, prepared by ARV (1 page).
Other Supportive Documents	<ul style="list-style-type: none">• Cover letter, prepared by ARV and dated 9 February 2026 (2 pages).• Application Form.

2. The subject of this report is the decision plans (as described above).

3. The proposal can be summarised as follows:

- To construct or put up for display a business identification sign (BIS). (Refer to Figures 1 for details of sign).

4. Specifically, the proposal comprises a BIS on the south/eastern side of the Gateway Hub building. (Refer to Figure 2 for location of sign). The sign will comprise the following:

- Display painted art work as a fixed mural on the wall incorporating native vegetation and animal imagery and incorporates the business name 'GATEWAY HUB'.
- A maximum length of 4 m, a maximum height of 2 m and comprising a maximum overall area of 7.3 sqm.
- Painted in natural, earthy tones with white writing.



Figure 1: Proposed sign (Source: Application)



Figure 2: Location of sign (Source: Application (modified by DTP))

Site Description

5. The site is known as 1 Bogong High Plains Road and is located on the south/west side of Bogong High Plains Road. (Refer to Figure 3).
6. The site is irregular in shape and has the following attributes:
 - Located just outside and to the north of the Falls Creek Village.
 - The land contains the Gateway Hub building, managed by the ARV and used as a community space which can be used to host a meeting or workshop, use as a hot desk for work and the like. an accommodation building over 3 levels.
 - The site falls from the south to the north.
 - Access to the existing lodge is directly from Bogong High Plains Road.

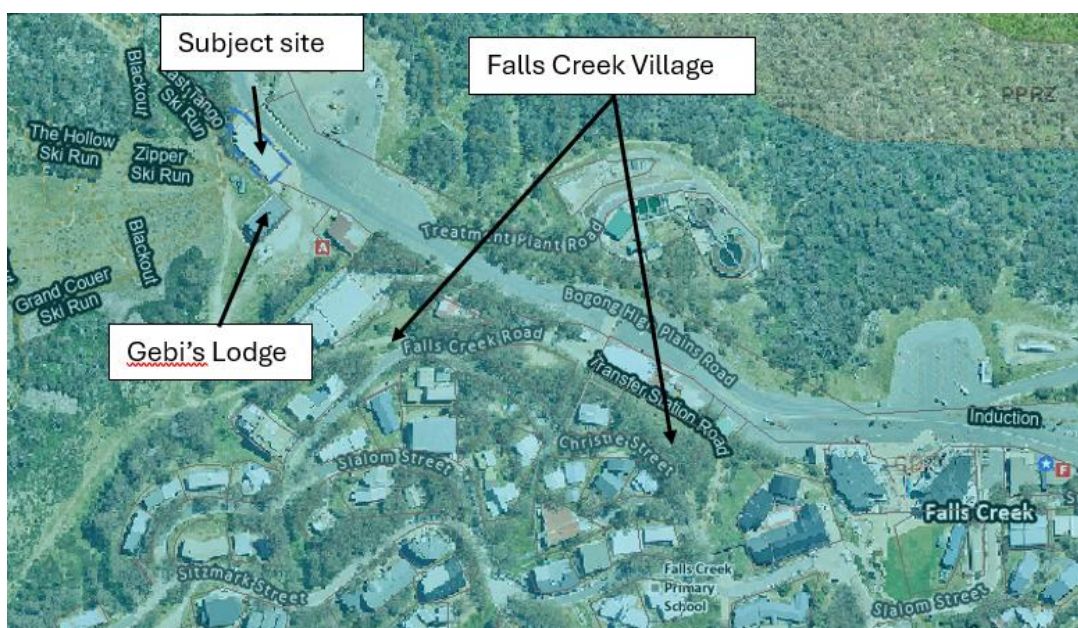


Figure 3: Aerial image of subject land and nearby properties (Source: Application)

Site Surrounds

7. The subject site abuts or is nearby the following (Refer to Figure 3):
 - Car park (to the east).
 - 3 Bogong High Plains Road (Gebi's Lodge) (to the south) and the Falls Creek Village further south.



Planning Policy Framework

- The Planning Policy Framework (PPF) provides the broad policy direction within the Victoria Planning Provisions. The planning principles set out under the PPF are to be used to guide decision making on planning proposals across the state.
- The following policies are considered relevant to this application:

Clause	Description
02.03-5	Built Environment
12.01-1S	Protection of Biodiversity
12.04-1S	Sustainable Development in Alpine Areas
15.01-2S	Building Design
17.04-1S	Facilitating Tourism

Local Planning Policy Framework

- The Municipal Strategic Statement (MSS) and Local Planning Policy Framework (LPPF) within Planning Schemes across Victoria outline principal characteristics of a given municipality (municipal profile) and provide specific visions, goals, objectives, strategies and implementation plans.
- The MSS within the Alpine Resorts Planning Scheme identifies the objectives and strategies for the Falls Creek alpine resort.
- The following policies are considered relevant to this application:

Clause 11	Settlement
11.01-1L	Alpine Villages
11.01-1L	Falls Creek Village
Clause 12	Environmental and Landscape Values
12.01-1L	Protection of biodiversity in alpine resorts
Clause 15	Built Environment and Heritage
15.01-2L	Built form in alpine resorts
Clause 17	Economic Development
17.04-1L	Alpine tourism
17.04-1L	Falls Creek Tourism

- The Assessment section of this report provides an assessment of the relevant planning policies.

Statutory Planning Controls

Clause 37.02 – Comprehensive Development Zone, Schedule 1 (CDZ1)

- A planning permit is not triggered for a sign pursuant to the CDZ. However, the CDZ1 at sub-clause 5.0 states that sign requirements are at Clause 52.05 and the sign is within Category 3.



Clause 43.02 – Design and Development Overlay, Schedule 2, Area 1 (DDO2-A1)

15. A planning permit is not triggered for a sign pursuant to the DDO.

Clause 44.06 – Bushfire Management Overlay, Schedule 1 (BMO1)

16. A planning permit is not triggered for a sign pursuant to the BMO.

Clause 52.05 – Signs

17. A planning permit is triggered to construct or put up for display a sign in section 2. Clause 52.05-11 Category 3 – High amenity areas, indicates that a BIS is a section 2 (permit required).
18. Clause 52.05-2 – VicSmart applications, states that the display of a sign in the Comprehensive Development Zone is a VicSmart application if the following requirements are met:
- The sign is not within 30 metres of land in a residential zone.
 - The sign is not a pole sign, a sky sign, a reflective sign, internally illuminated sign, floodlit sign, electric sign or animated sign.
 - The display area of the sign does not exceed 10 square metres.
19. The proposed sign meets the requirements resulting in a VicSmart application. The application must meet the information requirements and decision guidelines of Clause 59.09 Signs.

VicSmart Applications and Requirements

20. Clause 59.09-1 sets out the information requirements for any VicSmart application for a sign. Clause 59.09-2 outlines the relevant decision guidelines.

Referrals and Notice

21. The application is exempt from the notice requirements of section 52(1)(a), (b) and (d), the decision requirements of section 64(1), (2) and (3) and the review rights of section 82(1) of the Planning and Environment Act 1987 pursuant to Clause 71.06-2 of the Scheme.



Clause 59.09 Signs (VicSmart)

22. In assessing the VicSmart application, the responsible authority must consider certain items, as appropriate and listed in the Decision Guidelines of Clause 59.09-2. The relevant items and a response follow:
23. *Whether the proposal is consistent with any relevant local advertising policy set out in the scheme.*
- 'The Commercial Sign Policy 1997' is an incorporated document and is referenced under the CDZ. The proposed sign is generally consistent with the incorporated document as it utilises suitable colours and is located on the building wall.
24. *Whether the proposal will impact the character of the area including:*
- *Natural environment, heritage, waterway, open space and rural landscape values.*
 - *The desired future character of the area.*
 - *The cumulative impact of signs on the character of an area.*
 - *The need to avoid visual disorder or clutter of signs*
 - The painting of the proposed sign on the building wall will have no impact on the natural environment of the area.
 - The sign is respectful of the sites character by using suitable, earthy colours, that will blend into the natural landscape.
 - The character of the area will remain unaffected as the painted finish ensures minimal structural impact to the existing building and maintains a visually cohesive streetscape appearance.
 - The sign will not add to visual clutter or signage disorder within the area.
 - The sign supports wayfinding for visitors who will use the building.
25. *Whether the proposal will impact views and vistas including:*
- *Important views from the public realm.*
 - *Significant public views.*
 - *Views to existing signs.*
 - No views and vistas will be disrupted by the proposed sign.
 - The sign will provide for way finding for users of the building without being a disruption to the natural environment due to the suitable earthy use of colours.
26. *Whether the proportion, scale and form of the proposed sign relates to the site, building, streetscape, setting or landscape including:*
- *The position of the proposed sign, including if it protrudes above existing buildings or landscape and natural elements.*
 - *Screening of unsightly elements.*
 - *The number, scale and location of existing signs.*
 - *The ability to rationalise or simplify the number of signs.*
 - *The ability to include landscaping to reduce the visual impact of the proposed sign structure.*
 - *The extent to which the proposed sign requires the removal of vegetation.*
 - The sign will be painted on a mural then placed on a bland wall, thus providing some character to the building.
 - The proposed sign is proportionate with the host building and is submissive being painted onto the building's exterior with a muted and earthy colour tones.
 - There will be no adverse impact to the environment as a result of the signage and the sign will not result in a dominant building element.
27. *Whether the proposed sign is consistent with any outdoor advertising theme.*



- The recognisable advertising theme at Falls Creek is the names of lodges. The proposed sign will continue this theme.
28. *Whether there is a need for identification and the opportunities for adequate identification on the site or locality.*
- Falls Creek attracts numerous visitors to the village and there is a need for identification of the building by persons not familiar with the location and for users of the building.
29. *Whether the proposed sign will adversely impact road safety.*
- The proposed sign is submissive to the building, is non-illuminated and is muted and uses earthy tones which will not adversely impact road safety.

Aboriginal Cultural Heritage Management Plan (CHMP)

33. The site is not located within an area of cultural heritage sensitivity.

Recommendation



34. The proposed signage is generally consistent with the relevant planning policies of the Alpine Resorts Planning Scheme and will improve the site.
35. **It is recommended that** a Permit be issued for Application No. PA2604217 being for *To construct or put up for display a business identification sign* at the land known as 1 Bogong High Plains Road, Falls Creek.



Prepared & approved by:

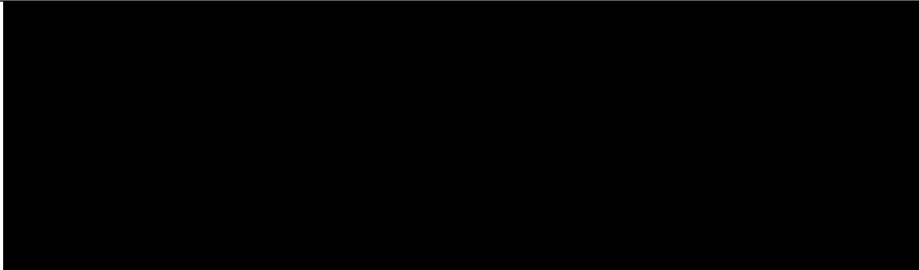
I have considered whether there is a conflict of interest in assessing this application and I have determined that I have:

- No Conflict**
- Conflict and have therefore undertaken the following actions:
 - Completed the **Statutory Planning Services declaration of Conflict/Interest form.**
 - Attached the Statutory Planning Services declaration of Conflict/Interest form on to the hardcopy file.
 - Attached the Statutory Planning Services declaration of Conflict/Interest form into the relevant electronic workspace.

Name:

Title:

Phone:



Reviewed by:

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