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NOTICE OF AN APPLICATION FOR PLANNING PERMIT The document must not be used for any purpose which may breach any copyright.

The land affected by the application is located at:	3 Main Street BAIRNSDALE VIC 3875 Lot: 1 TP: 818246, Lot: 2 LP: 78466					
The application is for a permit to:	Development of Electronic Signage (Double sided)					
'						
A permit is required under the	A permit is required under the following clauses of the planning scheme:					
Planning Scheme Clause	Matter for which a permit is required					
52.05	Signs					
The applicant for the permit is:	ant for the WBS Pty Ltd & AB Projects and Services Pty Ltd					
The application reference number is:	5.2025.98.1					

You may look at the application and any documents that support the application free of charge at: https://www.eastgippsland.vic.gov.au/building-and-development/advertised-planning-permit-applications

You may also call 5153 9500 to arrange a time to look at the application and any documents that support the application at the office of the responsible authority, East Gippsland Shire. This can be done during office hours and is free of charge.

Any person who may be affected by the granting of the permit may object or make other submissions to the responsible authority.

An objection must

- be made to the Responsible Authority in writing,
- include the reasons for the objection, and
- state how the objector would be affected.

The responsible authority must make a copy of every objection available at its office for any person to inspect during office hours free of charge until the end of the period during which an application may be made for review of a decision on the application.

If you object, the Responsible Authority will tell you its decision.



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REGISTER SEARCH STATEMENT (Title Seatech for many preach and hot 1958

VOLUME 08943 FOLIO 583

Security no : 124124305518K Produced 09/05/2025 08:52 AM

LAND DESCRIPTION

Lot 2 on Plan of Subdivision 078466. PARENT TITLE Volume 06324 Folio 666 Created by instrument E486089 07/08/1972

REGISTERED PROPRIETOR

Estate Fee Simple Joint Proprietors

AW356409P 09/12/2022

ENCUMBRANCES, CAVEATS AND NOTICES

Any encumbrances created by Section 98 Transfer of Land Act 1958 or Section 24 Subdivision Act 1988 and any other encumbrances shown or entered on the plan or imaged folio set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE LP078466 FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

-----END OF REGISTER SEARCH STATEMENT-----

Additional information: (not part of the Register Search Statement)

Street Address: 3 MAIN STREET BAIRNSDALE VIC 3875

ADMINISTRATIVE NOTICES

NIL

DOCUMENT END



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Document Identification	LP078466
Number of Pages	1
(excluding this cover sheet)	
Document Assembled	09/05/2025 08:52

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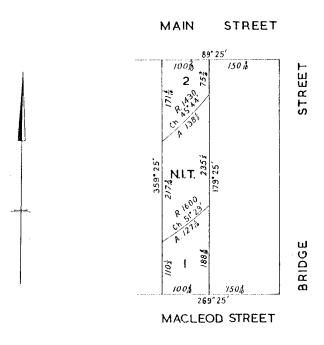
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	N o 1222
PLAN OF SUBDIVISION OF:	APPROPRIATIONS
CROWN PRE-EMPTIVE RIGHT, SECTION A	
TOWNSHIP OF BAIRNSDALE	
PARISH: BAIRNSDALE	
COUNTY: TANJIL	
SCALE OF LINKS 150 150 150	

Vol. 6324 For 666



CONSENT OF COUNCIL	SURVEYOR'S CERTIFICATION
11th May 1966	I certify that this plan has been made by me and accords with title and is mathematically correct. Licensed Surveyor. 20 Hand day of April 1966

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VOLUME 06324 FOLIO 667

Security no : 124124305519J Produced 09/05/2025 08:52 AM

LAND DESCRIPTION

Lot 1 on Title Plan 818246T.
PARENT TITLE Volume 05630 Folio 961
Created by instrument 1722142 24/02/1939

REGISTERED PROPRIETOR

Estate Fee Simple Joint Proprietors

AW356409P 09/12/2022

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DIAGRAM LOCATION

SEE TP818246T FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

-----END OF REGISTER SEARCH STATEMENT------

Additional information: (not part of the Register Search Statement)

Street Address: 3 MAIN STREET BAIRNSDALE VIC 3875

ADMINISTRATIVE NOTICES

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Document Identification	TP818246T
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TITLE PLAN

LOCATION OF LAND

Parish: BAIRNSDALE Township: BAIRNSDALE

Section: Crown Allotment: Crown Portion:

CROWN PRE-EMPTIVE RIGHT SECTION A (PT)

Last Plan Reference:-

Derived From: VOL. 6324 FOL. 667

Depth Limitation: NIL ANY REFERENCE TO MAP IN THE TEXT MEANS THE DIAGRAM SHOWN ON THIS TITLE PLAN

Description of Land/Easement Information

THIS PLAN HAS BEEN PREPARED BY LAND REGISTRY, LAND VICTORIA FOR TITLE DIAGRAM **PURPOSES**

COMPILED: Date: 19/04/06 VERIFIED: A. DALLAS Assistant Registar of Titles

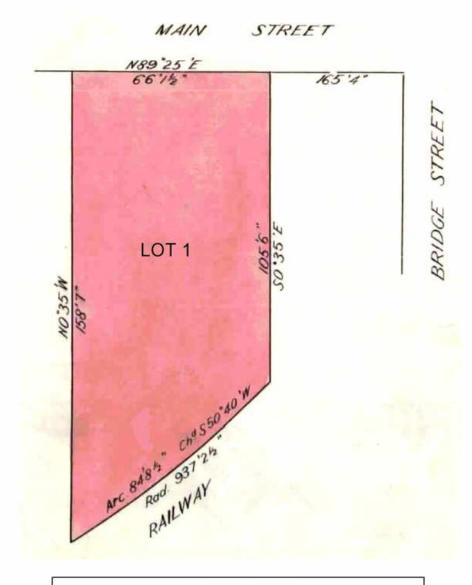


TABLE OF PARCEL IDENTIFIERS

WARNING: Where multiple parcels are referred to or shown on this Title Plan

LOT 1 = PART OF CROWN PRE-EMPTIVE RIGHT SECTION A

LENGTHS ARE IN FEET AND INCHES Metres = 0.3048 Feet Metres = 0.201168 x Links

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Kerry Stow

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From: Snapforms Notifications <no-reply@snapforms.com.au>

Sent:Thursday, 27 March 2025 2:37 PMTo:Planning Unit AdministrationSubject:Planning Permit application

Attachments: Planning_Permit_Application_2025_2025-03-27T14-36-31_23880221_0.pdf; Title.pdf;

Concept Plans.pdf

Planning Permit Application

A "Planning Permit Application" has been submitted via the East Gippsland Shire Council website, the details of this submission are shown below:

Applicant name: WBS Pty Ltd & AB Projects and Services Pty Ltd

Business trading name: WBS Pty Ltd & AB Projects and Services Pty Ltd

Email address: kenw@whitesats.com.au

Postal address: PO Box 509 Bairnsdale VIC 3875

Preferred phone number:

Street number: 3

Street name: Main Street

Town: BAIRNSDALE

Post code: 3875

Lot number: 2

Plan number: LP78466

Is there any encumbrance on the Title such as a restrictive covenant, section 173 agreement or other obligation such as an easement or building envelope?: No

Will the proposal result in a breach of a registered covenant restriction or agreement?: No

Existing conditions: Vacant Commercial Zoned Land

Description of proposal: To build an advertising pylon sign - 2 sided

Estimated cost of development: 500000

Has there been a pre-application meeting: No

Full copy of Title: Title.pdf

Plans: Concept Plans.pdf

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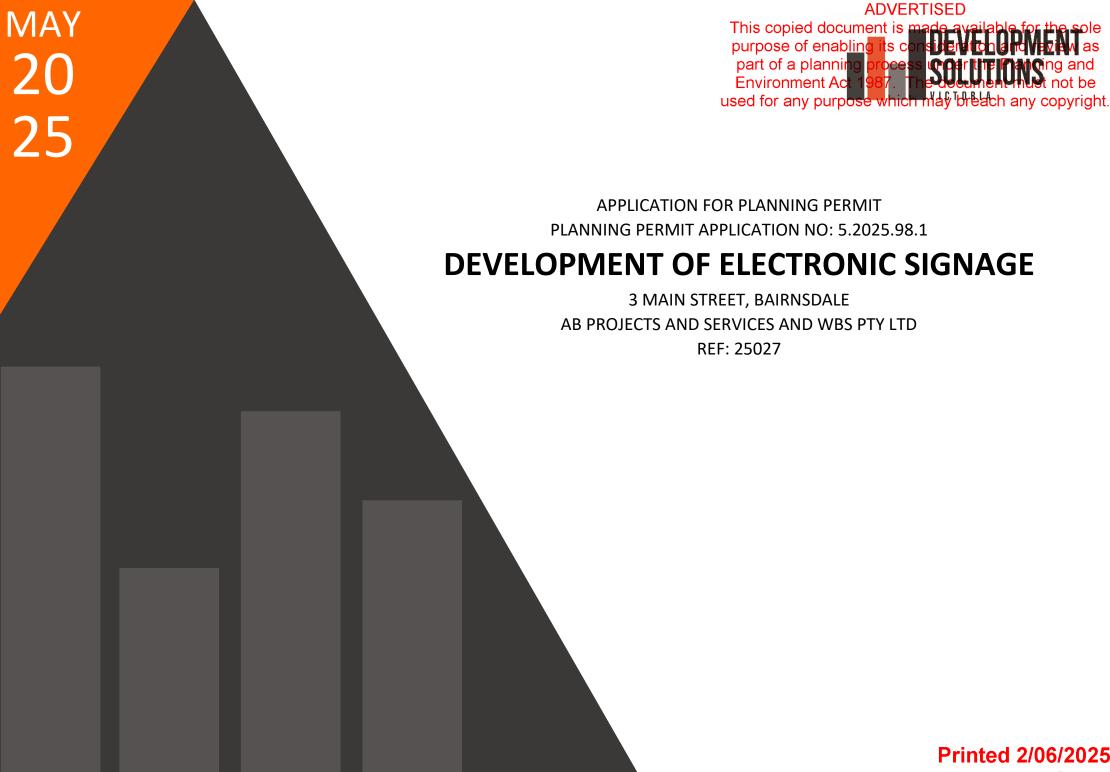
Declaration: Yes

Authority Check: Yes

Notice Contact Check: Yes

Notice check 2: Yes

Privacy Statement Acknowledge: Yes



CONTENTS

Introduction 1 4 Site Context 2 5 The Proposal 3 11 **Zones and Overlays** 13 5 **Other Planning Provisions** 16 Planning Assessment 6 17 7 Conclusion 19

APPENDIX

A Copy of Title and Plan of Subdivision

B Proposed Signage Plans

DOCUMENT REVISION

1 Draft Report DAC 06/05/2025

2 Final Report CMC 07/05/2025

DSV Ref: 25027

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1. INTRODUCTION

Development Solutions Victoria Pty Ltd have prepared this planning submission on behalf of AB Projects and Services and WBS Pty Ltd, the applicants to Planning Permit Application No: 5.2025.98.1 for the Development of Electronic Signage on land at 3 Main Street, Bairnsdale.

This submission and supporting documentation provide details of the subject site, relevant planning controls and policies and delivers an assessment against the provisions of the East Gippsland Planning Scheme in response to the request for further information provided to the applicant on 9th April, 2025.

The subject site is the former home of the historic Imperial Hotel which was demolished in 2023. There is a current Planning Permit Application 5.2024.259.1 being considered for the use and development of a warehouse, office and car parking dispensation. This application is proposing to construct a large electronic sign on the subject site whilst the other planning application is being considered and until the proposed development is constructed.

The proposal is consistent with the objectives of the East Gippsland Planning Scheme, is an appropriate development in this location and will result in a positive planning outcome.

	used for any purpose which may breach a
Address	3 Main Street, Bairnsdale
Site Description	Lot 1 on Title Plan 818246T and Lot 2 on Plan of Subdivision 078466
Title Particulars	Vol 06324 Fol 667
	Vol 08943 Fol 583
Site Area	Approximately 1,406m ²
Proposal	Development of Electronic Signage
Planning Scheme	East Gippsland Planning Scheme
Zone	Commercial 1 Zone
Overlays	Land Subject to Inundation Overlay
Aboriginal Cultural Heritage	Identified as an area of Cultural Heritage Sensitivity
Permit Triggers	Clause 52.05 Signs
Notice	Exempt from notice at Clause 34.01-7
Referrals	Department of Transport
Work Authority Licence	Not Applicable
Planning Scheme	Municipal Planning Strategy – Clause 02
requirements	Settlement – Growth area town – Clause 02.03-1
	Environmental and landscape values – Clause 02.03-2
	Environmental risks and amenity – Clause 02.03-3
	Built environment and heritage – Clause 02.03-5
	Planning Policy Framework – Clause 10
	Settlement – Clause 11
	Environmental and landscape values – Clause 12
	Environmental risks and amenity – Clause 13
	Built environment and heritage – Clause 15
	Signs – Clause 52.05
	Decision guidelines – Clause 65

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2. SITE CONTEXT

Site

The subject site is located at 3 Main Street, Bairnsdale. A copy of the Titles and Title Plan are contained in *Appendix A*. The title is not affected by any restrictive covenants or agreements.

The site is irregular in shape with a total area of approximately 1,406m² and is currently vacant land, formally occupied by the Imperial Hotel. The hotel was demolished by the current owner in 2023.

The site is flat in nature and does not contain any vegetation. Details of the site are depicted in the photographs provided below.

Access is existing via a bitumen access road along the northern boundary connecting directly to Bridge Street and Main Street. Bridge Street is a bitumen sealed road connecting directly to Main Street, traversing in a north south direction. Main Street is a bitumen sealed Highway with kerb and channel traversing in an east to west direction.

The subject site in relation to Bairnsdale as well as the surrounding land, is shown in the locality plans in *Figure 1* and *Figure 2*.

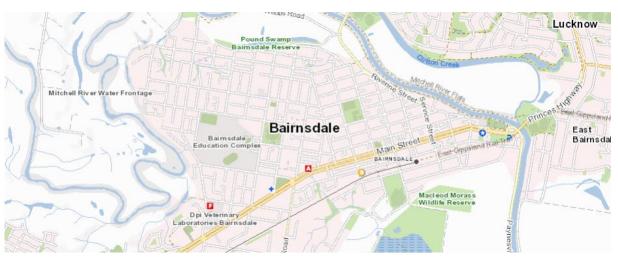


Figure 1 – Locality Plan – 3 Main Street, Bairnsdale (source: mapshare.vic.gov.au)



Figure 2 – Locality Plan – 3 Main Street, Bairnsdale (source: mapshare.vic.gov.au)

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Surrounds

The land in this locality is predominantly developed with commercial and retail development and public open space.

Adjoining the northern boundary comprises the existing access road and further to Main Street. Adjoining the eastern boundary comprises Bridge Street. Adjoining the southern boundary comprises the East Gippsland Rail Trail and further commercial development occupied by Playful Paws and Sand n Soil Bairnsdale. Adjoining the western boundary is public park and recreation land identified as Davidson Oval, containing the All-Abilities Playground and the Bairnsdale Skate Park.

Other commercial development in the locality includes:

- NRMA Bairnsdale Riverside Holiday
 Park
- Federation Training
- Lantern Palace
- Bairnsdale Antiques and Collectables
- The HIIT Factory Bairnsdale
- Lucke's Fresh Food Market

Bairnsdale is the main commercial city of East Gippsland, located on the Mitchell River and is built around the Princes Highway. The Princes Highway through the main centre of Bairnsdale is a large boulevard featuring trees, garden areas, a rotunda and many other public amenities.







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Photograph 6 – Subject site at 3 Main Street, Bairnsdale.



Photograph 8 – Existing access road facing east adjoining the northern boundary.



Photograph 10 – Subject site facing northeast along the southern boundary.



Photograph 7 – Existing access road to subject site facing northeast.



Photograph 9 – Subject site facing north along the western boundary.



Photograph 11 – Subject site facing south along the northern boundary.

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Photograph 12 – Subject site facing southwest.



Photograph 14 – Neighbouring property at 2 Macleod Street, Bairnsdale southeast of the subject site.



Photograph 16 – Main Street facing west.



Photograph 13 – Neighbouring property at 9 Main Street, Bairnsdale adjoining the western boundary.



Photograph 15 – Main Street facing east – Mitchell River Bridge.



Photograph 17 – Intersection of Main Street and Bridge Road.

3. THE PROPOSAL

This application seeks approval for the display of a large electronic sign. The proposed signage plans are contained in *Appendix B*.

The proposal includes one double sided electronic sign as identified in the proposed signage plans. The proposed pole sign will be located approximately 4.8 metres from the northern boundary and 12.5 metres from the western boundary.

The sign will be a wedge shape and will be approximately 5.88 metres wide at the widest point. The overall height of the sign will be approximately 8.0 metres.

The proposed double-sided sign will have an overall total display area of $32m^2$ with each sign being approximately 2 metres high by 8 metres wide.

The proposed signage will consist of an electronic video sign designed for advertising purposes. This will provide the owner with an opportunity to gain economic benefit through the display of commercial content whilst providing clear messaging to passing traffic on the Princes Highway.

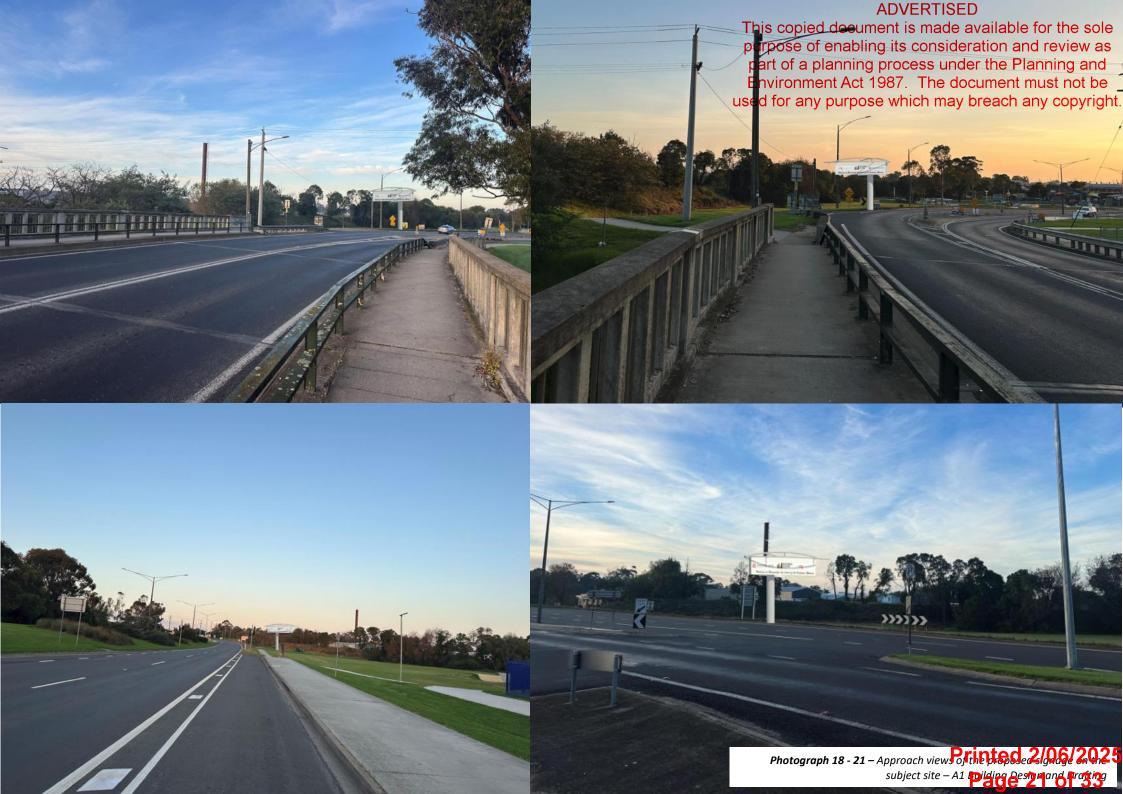
A visual representation of the proposed sign and supporting structure is provided below and within the signage plans contained in *Appendix B*.

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Figure 3 – Artist impression – A1 Building Design and Drafting



4. ZONES AND OVERLAYS

Commercial 1 Zone

The purpose of the Commercial 1 Zone is:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.
- To provide for residential uses at densities complementary to the role and scale of the commercial centre.

An extract of the Commercial 1 Zone Map is provided to the right in *Figure 5*.

Clause 34.01-9 provides Sign requirements are at Clause 52.05 and this zone is Category 1 – Commercial areas – minimal limitation.

Clause 52.05 provides a permit is required for an Electronic Sign. The provisions of Clause 52.05 are addressed in Section 5 below.

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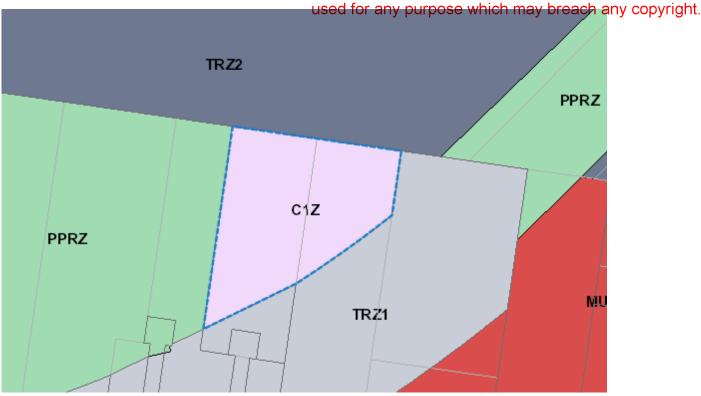


Figure 5 – Commercial 1 Zone – (source - mapshare.vic.gov.au)

Land Subject to Inundation Overlay

The purpose of the Land Subject to Inundation Overlay is:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To identify flood prone land in a riverine or coastal area affected by the 1 in 100 (1 per cent Annual Exceedance Probability) year flood or any other area determined by the floodplain management authority.
- To ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, responds to the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.
- To minimise the potential flood risk to life, health and safety associated with development.
- To reflect a declaration under Division 4 of Part 10 of the Water Act, 1989.
- To protect water quality and waterways as natural resources by managing urban stormwater, protecting water supply catchment areas, and managing saline discharges to minimise the risks to the

- environmental quality of water and groundwater.
- To ensure that development maintains or improves river, marine, coastal and wetland health, waterway protection and floodplain health.

An extract of the Land Subject to Inundation Overlay Map is provided in *Figure 6*.

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This is not addressed further.

an outdoor sign / structure.



Figure 6 – Land Subject to Inundation Overlay – (source - mapshare.vic.gov.au)

Aboriginal Cultural Heritage

Under the provisions of the *Aboriginal Heritage Act 2006* the subject site is recognised as being within an area of Aboriginal Cultural Heritage Sensitivity.

The display of signage is an exempt activity and as such does not require a Cultural Heritage Management Plan. Furthermore, it is determined that the entire site has been significantly disturbed.

An extract of the Aboriginal Cultural Heritage Map is provided to the right in *Figure 7*.

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Figure 7 – Aboriginal Cultural Heritage Map – (source - mapshare.vic.gov.au)

5. OTHER PLANNING PROVISIONS

CLAUSE 52.05 – SIGNS

The purpose of Signs at Clause 52.05 are:

- To regulate the development of land for signs and associated structures.
- To ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.
- To ensure signs do not contribute to excessive visual clutter or visual disorder.
- To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance of efficiency of a road.

The subject site is within a Commercial 1 Zone which identifies the subject site as Category 1 – Commercial areas – Minimal limitation.

Clause 52.05-11 includes the following purpose for signs in this category:

 To provide for identification and promotion signs and signs that add vitality and colour to commercial areas.

As an Electronic Sign is not listed it falls within Section 2 – Permit required. The total area of the proposed double sided electronic sign is $32m^2$.

The relevant decision guidelines are addressed in Section 6 of this submission.

A full description of the proposed signage is provided within Section 3 of this submission and within the proposed signage plan contained in *Appendix B*.

Other Electronic Signage

An existing single-sided electronic sign is located at 322 Main Street, Bairnsdale, currently occupied by EG Ampol. The sign is positioned along the eastern boundary of the site, as shown in the Google Street View image below.

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kilometres from the existing sign at 322 Main Street, ensuring a suitable separation distance whilst avoiding visual clutter or saturation of electronic signage within the area. Having a large sign will ensure suitable visibility for passing vehicles which are limited to 60km speed limits in this location.

There are several large billboard style signs in East Gippsland with one each being located at the eastern and western entrances to Bairnsdale.



Photograph 22 - EG Ampol - Google Street View

6. PLANNING ASSESSMENT

This proposal has been assessed against the objectives and standards of applicable clauses of the East Gippsland Planning Scheme and it is considered that the proposed signage is appropriate for the following reasons:

- The proposal meets the objectives of the Municipal Planning Strategy at Clause 02 and the Planning Policy Framework at Clause 10 providing for an appropriate development that can be respectful of the existing surrounding environment.
- The proposal will contribute to a high standard of visual amenity by designing and locating the proposed electronic sign to respond to the surrounds and ensure there is no negative environmental implications as sought to achieve by the relevant clauses including Clause 02.03 and Clause 11.
- Clause 02.03-1 identifies Bairnsdale as a growth area town. Bairnsdale is the gateway to East Gippsland and is the largest town in the Shire providing major commercial, retail, educational and publicsector services.
- Clause 17 Economic development considers all sectors to be critical in
 achieving economic prosperity. The
 proposed signage will provide an
 opportunity for the owner of the land to

- rent advertising space therefore providing economic benefit whilst also providing an opportunity to engage with a large sector of the community.
- The proposal is generally consistent with the decision guidelines of Clause 52.05-8 signage which seeks to regulate the development of land for signs and associated structures. The proposed signage will include an electronic double sided sign. The specific details including location, dimensions and a visual description of the proposed signage is identified in Section 3 of this submission and within the proposed signage plan contained in *Appendix B*. The total combined area of the proposed signage is 32m². Signage will be supported by a metal structure and will be a wedge design.
- The setback of the proposed sign has been selected to ensure the sign is not distracting or obstructive to road users.
- The proposed sign will not obstruct a driver's line of sight at an intersection, curve or point of egress.
- This location is not considered to be a point where particular concentration is required, such as high pedestrian volumes.
- The sign will not be mistaken for a traffic control device and any material being advertised will not require close study from

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- The proposed signage will be used to display advertising and promotional signage, similar to the one located at EG Ampol in Bairnsdale. Any advertising signage to be displayed will be of a high-quality design and will not contain any flashing lights that may distract drivers or create any visual clutter in this location.
- The illumination of the signage will be in accordance with the requirements of the Department of Transport, and it is expected this will be provided by way of a condition on any permit to be granted as a result of the referral process of the planning permit application.
- It is considered that landscaping to reduce the visual impact of parts of the sign structure is not necessary in this instance given it would unlikely to be visible from the road network.
- There is approximately 1.3 kilometres between the existing electronic sign on the EG Ampol site and the proposed electronic sign. A series of images showing how the sign would look on approach from different directions are provided in Section 3 of this submission and within the signage plans.

Historically the former Imperial Hotel on the site had extensive signage. This can be seen in the images on Page 8 of this submission and below.



Other signage in the area includes the large sign for the All Abilities Park located approximately 150 metres west of the site and the large Bairnsdale Riverside Caravan Park located on the opposite side of Main Street approximately 180 metres northwest of the subject site. Images of these two signs are included below.

- These large signs are indicative of how signs are minimalist but clear in this particular area of Bairnsdale, unlike the more built up areas which tend to have many signs however generally smaller and often busier to provide messaging to pedestrians rather than passing traffic.
- The scale of this sign is considered to be appropriate for the location. There is a need to ensure any advertising sign in this location is large to enable a message to be provided that is clear and visible to passing traffic without causing distraction.
- The visual impact of the sign will be minimal and appropriately soften by the existing vegetation on the former railway reserve south of the subject site.

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- proximity to this site that will be impacted by the proposed signage.
- This location is not defined by significant views that will be impacted by the proposed sign.
- This submission has addressed the decision guidelines of Clause 65, and the proposed display of signage supports orderly planning of the area whilst taking into consideration the potential effect on the environment, human health and the amenity of the area.
- There are no factors of this proposal that are likely to cause or contribute to land degradation, salinity or reduce water quality.







7. CONCLUSION

This submission is in response to the request for further information pertaining to planning permit application no: 5.2024.98.1 for the Development of Electronic Signage at 3 Main Street, Bairnsdale.

The relevant provisions of the East Gippsland Planning Scheme have been addressed, and it has been ascertained that the proposed display of signage is appropriate in this location. It is requested that the proposal be supported for the following reasons:

- The proposal is consistent with the objectives and strategies outlined in the Municipal Planning Strategy and the Planning Policy Framework.
- The proposal is consistent with the objectives of Clause 52.05 Signs.
- The proposal will provide for advertising in an appropriate location.

It is requested that a planning permit be granted for this proposal.

Development Solutions Victoria

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Disclaimer:

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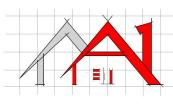
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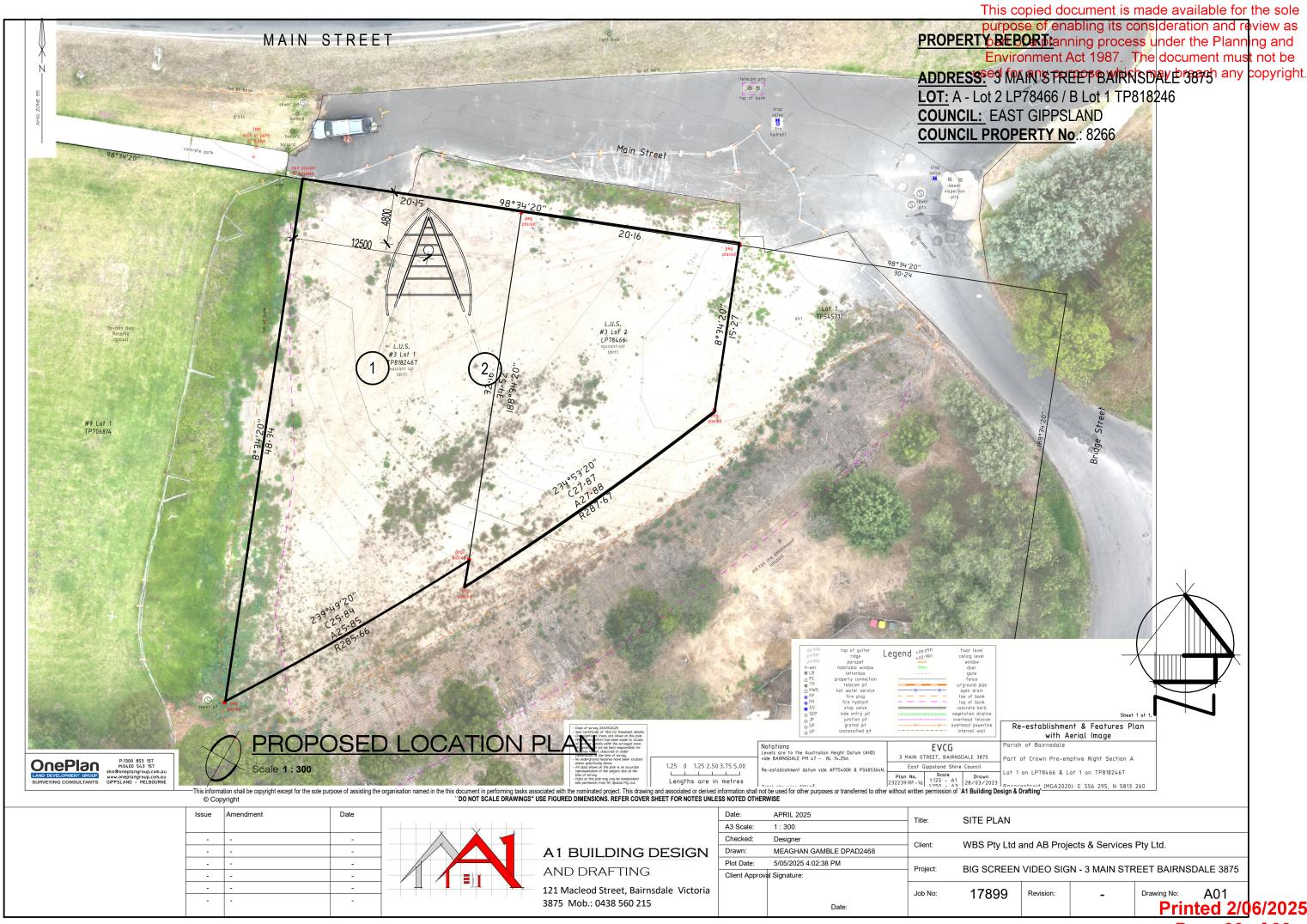
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A1 BUILDING DESIGN AND DRAFTING 121 Macleod Street, Bairnsdale Victoria 3875 Mob.: 0438 560 215

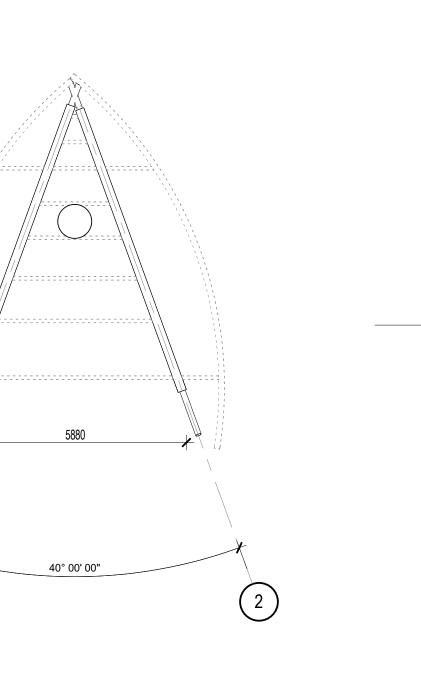
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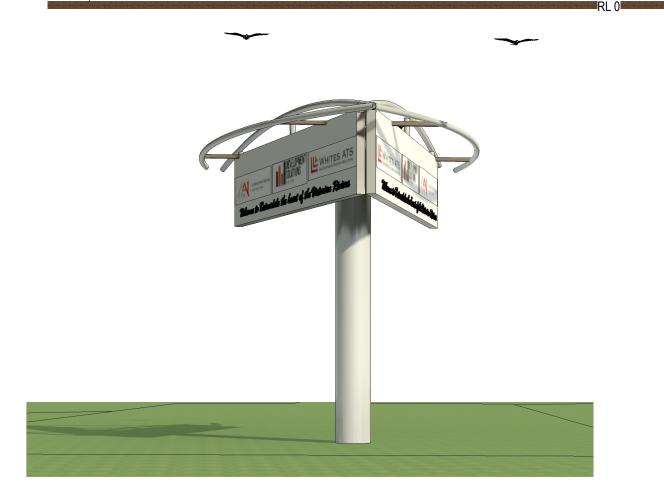


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Welcome to Bairnsdale the heart of the Victorian Riviera

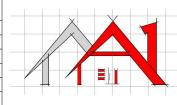


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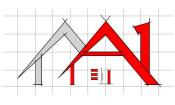


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