

1. Purpose of Application

I am writing to seek Council approval to operate and advertise a **small-scale, home-based optometry service** from my residential property at **11 Donnelly Peak View, Mt Barker (WA 6324)**.

The intent of this proposal is specifically to allow **discrete advertising to nearby neighbours**, informing them of the availability of professional optometric services within the local community.

2. Nature of the Business

The proposed business is a **home-based optometry practice** providing primary eye care services, including but not limited to:

- Comprehensive eye examinations
- Vision assessments
- Prescription of spectacles and contact lenses
- Eye health screening and referrals where required

All services will be delivered **by appointment only** and conducted by a **fully qualified and registered optometrist** in accordance with AHPRA standards and professional guidelines.

3. Hours of Operation

The proposed hours of operation are:

- **Tuesday, Wednesday and Saturday:** [e.g. 9:00 am – 5:00 pm and only by appointments]
- **Sunday & Public Holidays:** Depending on availability

Appointments will be scheduled to avoid congestion and minimise disruption to surrounding residents.

4. Advertising Proposal

Advertising will be **minimal, low-impact, and neighbourhood-focused**, and may include:

- Letterbox flyers distributed **only to nearby residences**
- Community noticeboard postings (if permitted)
- Word-of-mouth referrals

No illuminated signage, large banners, or external commercial displays are proposed.

Any signage (if allowed) would be **small, discreet, and compliant with Council advertising guidelines**.

5. Impact on Neighbourhood Amenity

The business is designed to have **negligible impact** on the residential character of the area:

- No retail frontage or walk-in trade
- Low client numbers per day

- No noise, machinery, or visual disturbance
- No additional waste generation beyond normal household levels

Client parking will be managed within the property or existing street parking, ensuring no obstruction or inconvenience to neighbours.

6. Compliance and Safety

The optometry practice will:

- Comply with all **local planning regulations**, health requirements, and council policies
- Maintain appropriate **professional indemnity insurance**
- Adhere to **infection control and patient privacy standards**
- Operate strictly within the limits of a home-based business classification

7. Community Benefit

This service will provide a **convenient, accessible healthcare option** for local residents, particularly benefiting:

- Elderly residents
- Individuals with mobility or transport limitations
- Families seeking local healthcare services

The practice aims to enhance community health outcomes while maintaining the quiet enjoyment of the neighbourhood.

- The following will show the dimension of the signage, where the customers can park, what area of the house that the customer can access to and also where the examination and frame selections are conducted.



The signage will be placed at the portico and the dimension of it will be 300mm x 660mm which equates to 198000mm². This dimension is within the requirement of the council.



This is a bird's eye view of the property. The area that has been bordered in red colour would accommodate 2 cars at a time. These will be the designated parking spot for the clients during our operating hours.