

April 28, 2026

Sally Beers  
Statutory Planner  
City of Greater Geelong  
137-149 Mercer Street  
Geelong VIC 3220

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Dear Sally,

**RE: Planning Permit Application PP-130-2026 – 194-212 Bellarine Highway, Moolap VIC 3224 – Electronic Major Promotion Sign**

In response to the RFI request dated 19/03/2026, please find the information below:

1. Static vs Digital Sign

The digital display face, shown on the east elevation, comprises an LED screen that will display digital images on a 30-second rotation with an instantaneous transition between images, during the proposed operation hours. This format allows multiple businesses to advertise on the sign, cycling through different local advertisers throughout the week.

In contrast, the static display face on the west elevation will display a single advertiser's content, printed on a traditional advertising banner. This banner would be changed every month.

2. Arborist Report

Please see attached arborist report as requested by Council. Please refer to Page 6 for the conclusion and recommendations.

3. Urban Design Response

The proposed sign height of 5.65m and ground clearance of 2.5 is consistent with the major promotional signs of a similar scale in the immediate vicinity along the Bellarine Highway. The larger Civic sign located further along the highway is a significantly different scale and an unreasonable basis for comparison, as matching its dimensions would introduce visual inconsistency rather than avoid it. The closest oOh! Sign has a ground clearance of 2.5m, which is the same as the proposed sign. On that basis, we believe that the sign in its current form will match the signage character of the area, and any amendment to the height or ground clearance is not warranted.

Should you have any queries in relation to the above matter, please do not hesitate to contact me on 0478 435 248.

Yours sincerely,



Regional Billboard Co.

