



PLANNING PERMIT APPLICATION

PROJECT Proposed Double-sided Electronic Major Promotion Sign

LOCATION 194-212 Bellarine Highway, Moolap VIC 3224

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2. INTRODUCTION

2.1. Overview of Gawk

Gawk is a family run business that develops, owns and operates outdoor advertising billboards throughout Victoria – primarily in regional areas. The company was founded by [REDACTED] – who have extensive experience in Outdoor Advertising, Town Planning and Managing Projects. The business was founded to ensure that local and regional businesses have access to Outdoor Advertising to grow their businesses.

2.2. Outdoor Advertising Industry

While traditional forms of media (radio, television, print) have been in decline for the past decade, Outdoor has been flourishing and has been used by a huge number of businesses to grow. Total out of home industry revenue in Australia has grown for the past 8 consecutive years, with over 6% growth from 2016-2017 (source: OMA).

2.3. Advertising Content

At Gawk we pride ourselves on helping local businesses grow using outdoor advertising. Companies within a small radius to our advertising signs will always take preference over large nationwide advertising campaigns. Typically, at least 50% of the advertising content is for businesses located within a 5km radius of the sign. Road safety messages from the TAC are also very common across regional billboards.

Gawk has a handful of electronic billboards around Regional Victoria (Ballarat, Traralgon, Torquay, Warragul, Warrnambool, Mildura + more). We have a track record of prioritising local businesses as advertisers. Over 75% of the advertising content on electronic signs has historically been local businesses, and another 15% being government advertising. For example, in Traralgon our long term clients have included [REDACTED]

Advertising content is governed by the Australian Advertising Standards Bureau – which has a code of ethics in addition to industry specific controls for sensitive industries such as alcohol. The code of ethics is strictly obeyed and does not allow for religious, racist, sexually explicit or offensive advertising content.

2.4. Community Benefits

Our billboards help grow local businesses as well as attract visitors to the town. Advertisements often prompt travellers to stop in that town which puts money in the local economy when motorists may have not otherwise stopped. In addition to the immense benefits for advertiser's Gawk provides value to our landlords from which it leases property. Our landlords receive fixed rent payments each year throughout our lease term which can provide stability and increase their

property value. Additionally, wherever possible we use local contractors for construction and ongoing installation of billboard skins.

3. SITE SELECTION

When seeking a site in an area there are numerous factors that are considered. Gawk seeks to work within the planning policies and frameworks within the council and avoids sites that have planning overlays which discourage major promotion signs. Properties in commercial and industrial areas along major highways and arterial roads are typically what Gawk looks for.

Properties owned by local property owners and small businesses are prioritised over large national investors. When choosing the exact location on the property we seek an area that is currently unused and will not impact the day-to-day use of the property. It is also important to ensure the location where the sign will be located does not inhibit any development or future plans for the property. This collaboration is important to us as having a positive relationship with our property owners is something we pride ourselves on.

During the site selection process, Gawk focuses on areas outside the realm of residentially utilised and zoned properties. Ensuring there is always an extended visual and spatial barrier between the proposal and any potentially effected residential properties. The major focus is to identify areas with a built form character where the size and scale of the proposed sign will be justified by the surrounding context of the proposed site.

4. SITE DESCRIPTION & EXISTING CONDITIONS

4.1. Site Description

The subject is a (C2Z) commercially zoned lot owned by Mal-Fam Nominees Pty Ltd and occupied by Jayco, a campervan and recreational vehicle dealership. The site is a triangular shape and fronts the Bellarine Highway for approximately 191 metres. Its overall site area is approximately 6,277m² and is covered entirely by sealed concrete where there is not built form, excepting some small sections of gravel which are present along the site boundary and some display areas. The specific area of the proposed promotion sign is in the eastern point of the site approximately 8.5 metres from its eastern boundary, presenting to east and westbound traffic along the Bellarine Highway.

There are two driveways on the subject site behind electronic security gates, both of which provide vehicular access to the site from and onto the Bellarine Highway. Marked parking spaces for customer use are available on the subject site but there is no street parking available in front of the property, as the site directly abuts the Highway.

The built form on this allotment is confined to its south-west corner which accommodates a block of four single storey, flat roofed garage buildings that function as vehicle storage and a service facility for the dealership. These units feature a frontage of roller doors that allow vehicular access into the service and garage areas, as well as a small entrance that provides pedestrian access to the service centre office. The built form is clad and finished in blue and white corrugated metal. Attached to the service building is service canopy that presents in a similar manner to a petrol station canopy, which extends out into the middle of the lot. The remainder of the site comprises unmarked hardstand areas used for the display of caravans.

There has been an existing promotion sign at the eastern corner of the property, that has been advertising 'Geelong Community Foundation'. This sign has been on the site since 2020, and has only recently had its signage removed, but the structure remains in tack. A part of this proposal is removing this existing structure and replacing it with this promotion sign.

The other existing signage on the site is appropriately scaled and limited to the business identification of the tenant. This signage is printed on the cladding of the garage unit's façade and the Highway oriented elevation of the service canopy.

The proposed promotion sign will be located at the eastern point of the allotment, positioned 8.5 metres from its eastern boundary. The sign will be oriented perpendicular to the Bellarine Highway facing both east and west, viewed by east and westbound traffic travelling along the Bellarine Highway, through this established commercial corridor.



A copy of the certificate of title and associated title plan are attached as part of this town planning submission.



Figure 1 – Aerial Photograph of Subject Site

4.2 Surrounding Context



Figure 2 – Aerial Photograph of Surrounding Area

The locality characteristics are:

- To the north the subject site directly abuts the Bellarine Highway. The land north of the highway is zoned as Rural Living which extends for approximately 200 metres. This area is currently occupied by Caravans 'R' Us, another RV dealership, and provides a strong commercial buffer that further limits any direct residential interface with the subject site and the highway from the low density residential zoning located further north.
- To the east Rural Living zoned land extends for over 500 metres. This area accommodates a small cluster of roadside commercial uses, including a

café and a gardening supplies business, as well as areas of undeveloped farmland. The nature of developments in this direction, and their setbacks establishes a low sensitivity to highway based advertising infrastructure.

- To the south the site is buffered by a bank of trees and the Bellarine Rail walking trail. Beyond this the surrounding land transitions into an expansive area of farmland extending for over one kilometre. This separation, both visually and physically, ensures that the subject site does not present an interface with residential uses to the south and reinforces the rural edge character of the broader locality.
- To the west commercial zoning continues for more than one kilometre along the Bellarine Highway. This stretch of highway frontage accommodates additional recreational vehicle dealerships such as Advantage Caravan Repairs and Snowy River Geelong, as well as fast food outlets and service station uses including McDonalds, KFC and 7-Eleven. These land uses are highly visible, signage rich and specifically designed to engage passing traffic, establishing a robust commercial and advertising character along this section of the highway through their roadside adjacent commerce. This section of the Bellarine highway to the west also includes a double-sided digital Civic supersite and a double-sided static Super 8 oOh! billboard which further reinforces the established character of advertising in the precinct.

The character of the surrounding area is defined by its highway oriented uses. Throughout this stretch of the Bellarine Highway large format roadside land uses and sites of strong vehicular focused commerce are each designed to maximise their commercial presence to passing traffic through strong business identification signage. The location carries limited risk of impeding on residential sensitivities due to separation distances, zoning buffers and intervening uses of the rural land that exists immediately beyond the highway corridor. Third party advertising signage present on the opposite side of the highway from the proposed site and further west along the Bellarine reinforces the suitability of advertising infrastructure within this context.

Traffic along this section of the Bellarine Highway comprises local and commuter movements servicing the Geelong suburbs, retail and light industrial areas, as well as moderate freight traffic, with increased tourist volumes during holiday periods toward the Bellarine Peninsula. The nearest major intersection at Coppards Road is located more than 570 metres from the proposed sign, while a minor intersection at Twitt Street is accommodated via a dedicated slip lane. As a result, the subject site is not located within a complex traffic environment.

The sites appropriate zoning in a robust location that offers strategic exposure, contributes to the modernisation of advertising within the precinct and adds vitality without imposing on any sensitive uses were key factors in choosing this site for this development. The absence of any heritage issues in the immediate context was also an important factor.

5. PROPOSED DEVELOPMENT

5.1. Description of Proposed Development

The proposal seeks approval for the erection and display of a freestanding double sided, electronic major promotion sign on the property 194 – 212 Bellarine Highway, including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed electronic major promotion sign (as detailed in the attached town planning package) proposes two 18.26m² display faces. The sign will primarily be viewed by east and westbound traffic on the Bellarine Highway.

The digital display face is proposed to display static images on a 30 second rotation, with an instantaneous transition between images. The operation hours of the sign are proposed at 4am to 11:59pm, aligning with industry standards. All luminance levels for the digital sign can be found at Appendix 7.

In addition to each display face, there will be a permanent 0.27m² 'Gawk' business identification sign on the skirting board to the left of the display face. Therefore, the total advertising area for each side will be 18.53m². Refer to the town planning documentation for further details.

5.2. Design Response

The proposal is carefully sited and designed, to ensure that:

- It has a connection to the built form on the subject site and adjoining commercial properties, adding vitality to the established commercial character of the area.
- The sign will always be viewed against a backdrop of commercially zoned land and highway oriented uses along the Bellarine Highway.
- The promotion sign is located in a manner that complements its context and purposely sited to ensure the visibility to the Subject Site and abutting properties remain unaffected.
- The size and height of the promotion sign have been designed to ensure clear visibility to passing traffic along the Bellarine Highway, without compromising views or adversely impacting the visual amenity of the surrounding area. The scale of the sign is consistent with existing third party advertising signage within the broader Geelong highway network.
- The site was carefully selected due to its location within an established commercial corridor, where signage, visibility and engagement with vehicular traffic are defining characteristics of the streetscape.
- The decision of this application will be influenced by the provisions of Clause 52.05. The assessment largely relates to context and sensitivity, and it is submitted that any sensitivities in the area are nominal due to the strong commercial and highway oriented character of the surrounds
- The location of the sign along the Bellarine Highway allows local advertisers to reach a key audience of local, commuter and visitor traffic

travelling through Geelong and toward the Bellarine Peninsula, providing positive flow on benefits to the local economy.

All surrounding properties have a consideration for the robust commercial and retail precinct, featuring a mix of wall-mounted, fascia, and freestanding signs, that results in a definitively active and commercial environment. Almost all properties are designed to be visible and prominent for passing traffic. This is reinforced by the frequency of signage in the area – a clear theme which can be viewed in Appendix 5.

6. STATUTORY PLANNING CONTROLS

6.1. Zoning

Commercial 2 Zone

The Subject Site is situated within the Commercial 2 Zone. 'Sign requirements are at Clause 52.05. This zone is in Category 1' (Minimum Limitations).

Under Clause 34.02 Commercial 2 Zone, the following purpose and information applies.

Purpose

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.*
- *To ensure that uses do not affect the safety and amenity of adjacent, more sensitive uses.*

In this above mentioned Clause, in section -8, 'Sign requirements are at Clause 52.05. This zone is in Category 1'. This Clause does not provide decision guidelines for the proposed application, and thus, requires consideration at Clause 52.05.

Table 1 – Category 1

Under Clause 52.05-11, the following information applies for Category 1 Signage:

Purpose

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

Section 1 – Permit not required	
Sign	Condition
Bed and breakfast sign Business identification sign Home based business sign Promotion sign	The total display area of all signs to each premises must not exceed 8 sqm. This does not include a sign with a display area not exceeding 1.5 sqm that is below a verandah or, if no verandah, that is less than 3.7 m above pavement level.
Direction Sign	None specified.
Internally illuminated sign	The total display area to each premises must not exceed 1.5 sqm.

	No part of the sign may be above a verandah or, if no verandah, more than 3.7m above pavement level. The sign must be more than 30m from a residential zone or pedestrian traffic lights.
Section 2 – Permit Required	
Sign	Condition
Any sign not in Section 1	None specified
Section 3 – Prohibited	
Sign	Condition
Nil	

A permit for the proposed Major Promotion Sign is triggered by the call out in Section 2, 'any sign not in Section 1'.

Refer to Appendix 4 for a detailed response to the provisions requirements set out in Clause 52.05.



Figure 3 – Zone Controls of the Site & Surrounds

6.2. Overlays

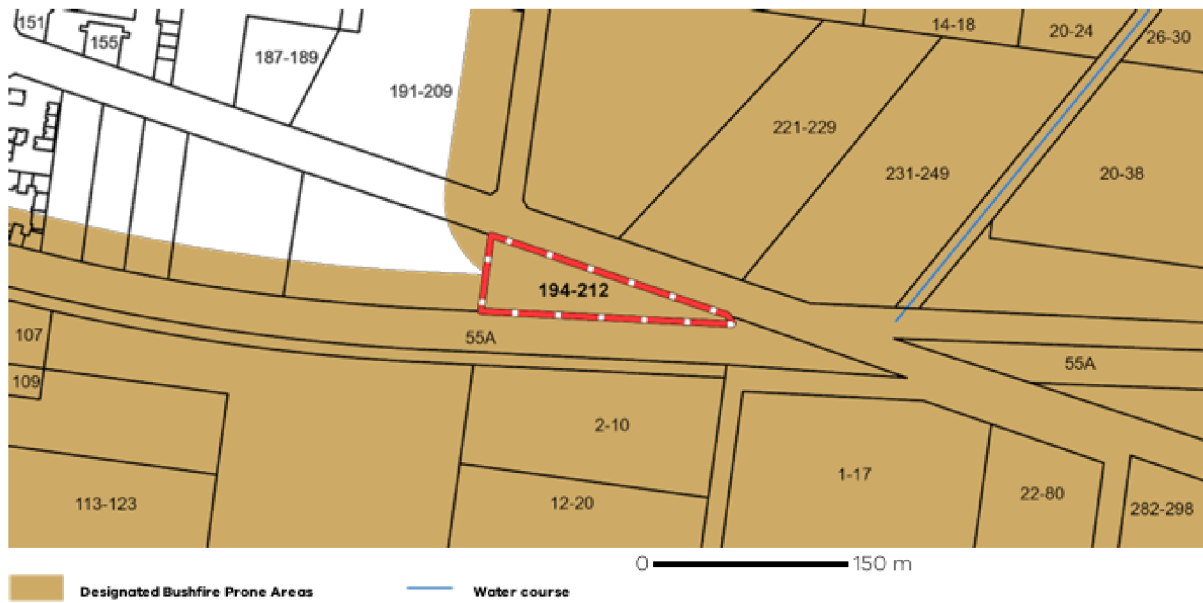


Figure 4 – Bushfire Prone Area Overlay

The subject site is covered by a Designated Bushfire Prone Area. This overlay identifies the need to prioritise the protection of human life, and the requirements for non-combustible materials to be used in developments. Generally, this overlay is relevant to larger scale developments with habitable rooms. However, the proposal uses non-combustible materials and would not adversely affect the surrounding land in the case of a bushfire.

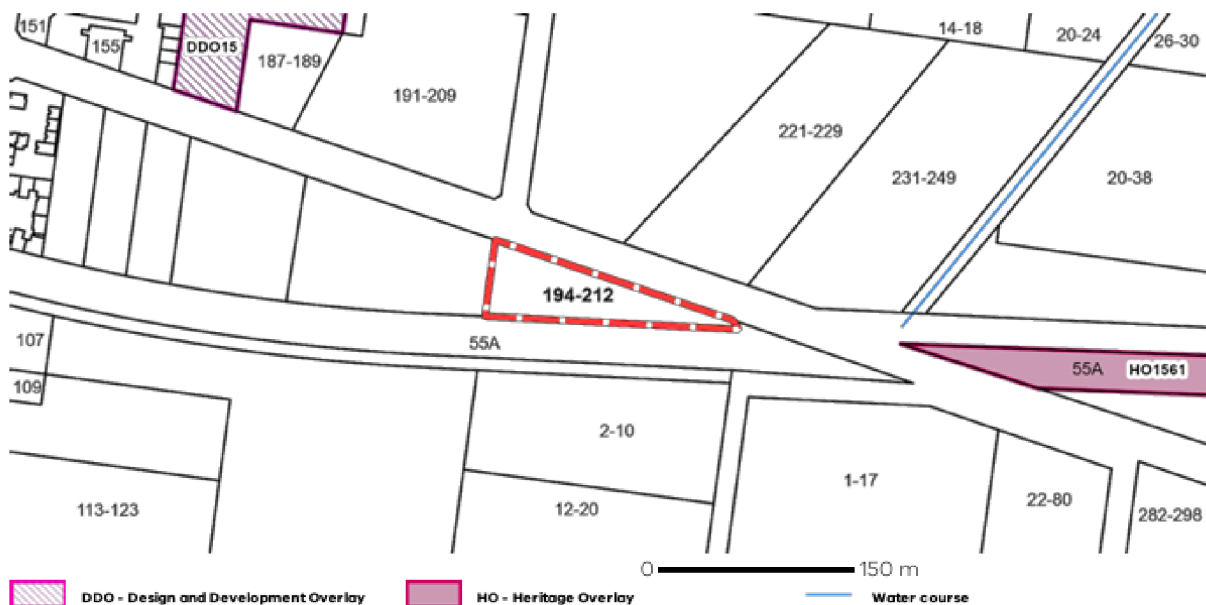


Figure 5 – Heritage Overlay

A heritage item identified as HO1561, the Geelong–Queenscliff Railway Line, is located approximately 100 metres to the east of the subject site, however the



heritage overlay is tightly defined and applies only to land within 5 metres either side of the centre line of the railway. The proposed promotion sign is well outside this extent and does not physically or visually interact with the heritage corridor, with separation further reinforced by distance, existing vegetation and the intervening highway environment. The proposal will not impact the setting, significance or appreciation of the historic railway line, and no heritage impacts are anticipated.

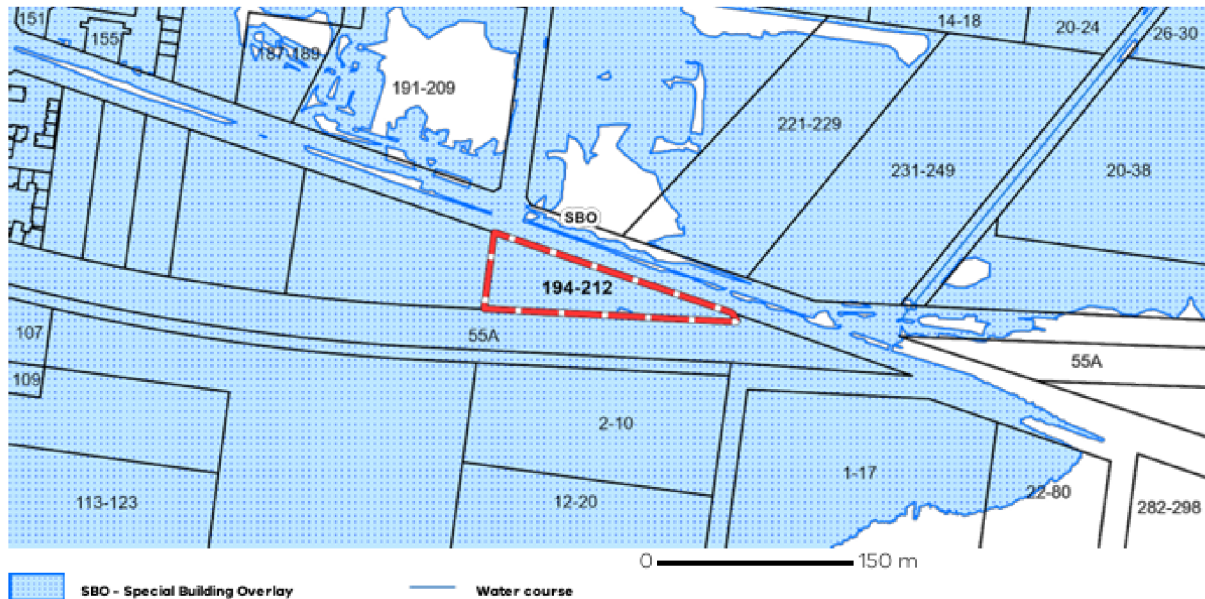


Figure 6 –Special Building Overlay

The subject site is affected by the Special Building Overlay, however the proposed sign will not impact flood behaviour or drainage. The sign is supported on posts with a minimal ground footprint and does not obstruct overland flow paths or reduce flood storage. As signage on posts is contemplated within the overlay, the proposal will maintain the free passage of floodwaters and will not increase flood levels or velocities, and the SBO does not present a constraint to the development.

7. LOCAL PLANNING POLICIES

Clause 02.03-7 Economic development

Strategic directions

- *Provide an adequate supply of industrial land that meets the needs of different industries.*
- *Focus new industrial development around major transport routes and infrastructure assets.*
- *Encourage the growth of new and economically sustainable industry sectors.*
- *Provide a diverse range of high quality industrial and commercial land.*

The proposal supports economic development by reinforcing the commercial function of an established site along the Bellarine Highway, a key transport corridor servicing Geelong and the Bellarine Peninsula. The sign utilises a small portion of existing commercial land without constraining ongoing operations and provides a high exposure platform for a range of local and regional businesses. This supports business visibility, encourages sustainable commercial activity and contributes to the diversity and quality of development within a strategically located commercial corridor.

Clause 02.03-9 Infrastructure

Strategic directions

- *Encourage safe and equal access to community and development infrastructure for all members of the community.*
- *Develop a comprehensive, safe and accessible open space network.*
- *Ensure that development and community infrastructure is provided or upgraded in a sustainable and timely manner in all areas, with particular regard to the servicing of new communities in urban growth areas and large urban infill areas.*

The proposal supports infrastructure objectives by enhancing the visibility of commercial services along the Bellarine Highway, improving awareness and access for local and regional traffic without placing any demand on community infrastructure or open space networks. It is a low impact addition to an existing developed site, does not require infrastructure upgrades and operates sustainably within the capacity of the established transport corridor and surrounding commercial environment.

Clause 13.07-1S Land Use Compatibility

Strategies

- *Ensure that use or development of land is compatible with adjoining and nearby land uses*
- *Avoid locating incompatible uses in areas that may be impacted by adverse off-site impacts from commercial, industrial and other uses.*
- *Avoid or otherwise minimise adverse off-site impacts from commercial, industrial and other uses through land use separation, siting, building design and operational measures.*
- *Protect commercial, industrial and other employment generating uses from encroachment by use or development that would compromise the ability of those uses to function safely and effectively.*

The proposal is compatible with adjoining and nearby land uses, being located within an established highway oriented commercial corridor characterised by roadside retail and service uses. It is well separated from sensitive interfaces and does not introduce any adverse off-site impacts, with its siting and scale ensuring no interference with surrounding operations. The proposal supports the ongoing function of employment generating uses by utilising a small portion of the site without compromising safety, access or operational efficiency.

Clause 15.01-1S Urban Design

Strategies

- *Require development to respond to its context in terms of character, cultural identity and heritage, natural features, surrounding landscape and climate.*
- *Ensure development contributes to community and cultural life by improving the quality of living and working environments, facilitating accessibility and providing for inclusiveness.*
- *Ensure the interface between the private and public realm protects and enhances personal safety.*
- *Ensure development supports public realm amenity and safe access to walking and cycling environments and public transport.*
- *Ensure that the design and location of publicly accessible private spaces, including car parking areas, forecourts and walkways, is of a high standard, creates a safe environment for users and enables easy and efficient use.*
- *Ensure that development provides landscaping that supports the amenity, attractiveness and safety of the public realm.*
- *Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.*
- *Promote good urban design along and abutting transport corridors.*

The proposal responds appropriately to its highway based commercial context, sitting within an established transport corridor characterised by large format development and signage. Its siting and design ensure it does not impact heritage values, natural features or surrounding landscapes, and it is well separated from sensitive interfaces. The sign does not interfere with pedestrian, cycling or vehicle movements, maintains public safety and does not compromise the use or function of car parking or forecourt areas. Scaled and positioned to avoid visual dominance, the proposal minimises amenity impacts and supports good urban design outcomes along the Bellarine Highway.

Clause 17.01-1S Diversified Economy

Strategies

- *Protect and strengthen existing and planned employment areas and plan for new employment areas.*
- *Facilitate regional, cross-border and inter-regional relationships to harness emerging economic opportunities.*
- *Facilitate growth in a range of employment sectors, including health, education, retail, tourism, knowledge industries and professional and technical services based on the emerging and existing strengths of each region.*
- *Improve access to jobs closer to where people live.*
- *Support rural economies to grow and diversify.*

The proposal supports a diversified economy by reinforcing an established employment area along the Bellarine Highway and enhancing visibility for a broad range of local and regional businesses. Its location on a key transport corridor facilitates connections between Geelong, surrounding regions and the Bellarine Peninsula, supporting retail, tourism and service based industries. By utilising existing commercial land without constraining employment uses, the proposal contributes to economic activity and access to jobs without impacting surrounding rural or commercial operations.

Clause 34.02 – Commercial 2 Zone

Purpose:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.
- To ensure that uses do not affect the safety and amenity of adjacent, more sensitive uses.

The proposal is consistent with the intent of the Commercial 2 Zone by reinforcing the commercial function of a highway oriented site used for bulky goods retail and associated services. The sign supports business visibility and commercial activity without constraining existing or future uses of the land. Its siting and scale ensure there are no impacts on the safety or amenity of nearby, more sensitive uses, with the development operating entirely within the expectations of a commercial highway environment.

The City of Greater Geelong - Sign Guidelines - February 2024 (Clause 15.01-1L-03)

02 General Guidelines

Objectives:

- *To ensure signs respond to the natural setting and urban context in which they are located.*
- *To ensure signs do not alter or obscure views to significant natural or built features.*
- *To ensure signs do not dominate the streetscape, host site or building.*
- *To ensure that signs do not interfere with movements and view lines of pedestrians and cyclists, and the safety of roads and railways.*
- *To facilitate the display of signs for businesses and community groups in order To provide opportunities for identification and promotion where appropriate.*

The proposed sign responds appropriately to its highway based commercial context and is designed to sit comfortably within the established streetscape of the Bellarine Highway. Its scale, height and siting ensure it does not dominate the host site or surrounding area, nor obscure views to any significant natural or built features. The sign is positioned to avoid interference with pedestrian, cyclist or vehicle movements and does not impact road or rail safety. Within this commercial corridor, the proposal provides an appropriate and orderly opportunity for business promotion that aligns with the character and function of the area.

Strategies:

1. *Encourage signs to be co-located and consolidated wherever possible, particularly where there is more than one tenancy.*
2. *Encourage signs that are integrated with and proportionate in height and scale to the host building, site and streetscape.*
3. *Manage the number and repetition of signs on a single lot and streetscape.*
4. *Avoid signs that dominate or obscure business identification signs within a site or the surrounding area.*
5. *Encourage signs to integrate with the architectural or landscape features of the host site or building.*
6. *Encourage signs that are sensitive to the movement, visibility and functionality of the public realm and infrastructure.*

The proposal consolidates advertising into a single, clearly defined sign that is proportionate to the scale of the site and the expansive Bellarine Highway streetscape. Its siting and height ensure it integrates with the open layout and built form of the site without dominating or obscuring existing business identification signage. The design is simple and restrained, allowing it to sit comfortably within the architectural and landscape context while avoiding visual clutter. The sign is positioned to respect movement, sightlines and the functionality of the public realm, ensuring no impact on pedestrian, cyclist or vehicle safety.

03 Commercial Areas – Highway Oriented

Objectives:

- To ensure signs are subordinate to the built form and landscape context in which they are located.
- To provide for the clear identification of premises.
- To discourage signs that interfere with the functionality of a site

The proposal ensures the sign remains subordinate to the surrounding built form and landscape by responding to the scale, openness and highway oriented character of the Bellarine Highway corridor. It provides clear identification and advertising visibility without interfering with the operation, access or functionality of the site. The siting and design avoid any conflict with vehicle movements or internal site activities, ensuring the sign integrates efficiently within this established commercial environment.

Strategies:

1. Avoid oversized and excessive numbers of signs.
2. Avoid signs that interfere with pedestrian or vehicular thoroughfares or business entrances.
3. Avoid signs that result in loss of amenity or adversely affect the natural or built environment, or the safety, appearance or efficiency of a road or rail corridor.

The proposal avoids oversized signage by limiting advertising to a single sign that is proportionate to the scale of the site and the Bellarine Highway corridor. It is sited clear of pedestrian and vehicular access points and does not interfere with business entrances or internal site movements. The design and location ensure there is no loss of amenity and no adverse impact on the surrounding built or natural environment, or on the safety, appearance or efficiency of the adjoining road or rail corridor.

Guidelines:

[...]

5. Discourage freestanding signs unless there is no opportunity for signs to be incorporated into buildings, or the building which it relates to on the site is set back from a road more than 20 m.

6. Freestanding business identification signs should:

- Be placed at right (90 degree) angle to sensitive interfaces (such as open space and residential areas)
- Not protrude over a dominant skyline, including buildings, structures and tree canopies, when viewed from the ground within 1 km.
- Be less than the height of the building to which it relates, excluding parapets, or 7 m, whichever is lesser.
- For sites with one street frontage, be restricted to one sign per premises.
- For sites with more than one street frontage and the frontages are both greater than 150 m long and each have access to a road, be limited to a total of two freestanding signs, with not more than one sign on each frontage.
- Be spaced and set back from the street consistently with the prevailing spacing and setbacks in the streetscape.

7. Discourage sky signs, high wall signs and bunting signs.

The freestanding sign is appropriate in this instance due to the substantial setback of the built form from the Bellarine Highway and the lack of opportunity to integrate signage into buildings in a manner that would achieve legibility for highway traffic. The sign is limited to a single structure on the frontage and is oriented perpendicular to sensitive interfaces, ensuring it does not present toward residential or open space areas. It remains below the height of the associated built form and well under 7 metres, does not project above the skyline or tree canopy, and is set back and spaced consistently with other signage along this highway corridor. The proposal does not include any sky signs, high wall signs or bunting signs, and presents as a restrained and compliant outcome within a highway oriented commercial setting.

12 Major Promotion Signs

Objectives

- *To ensure major promotion signs respect the scale and form of their built form and landscape context.*
- *To avoid major promotion signs that adversely affect the character, amenity and functionality of a site or area.*
- *To avoid major promotion signs that dominate the surrounding area.*

The proposed major promotion sign respects the scale and form of the host site and its highway oriented landscape context, responding to the openness and commercial character of the Bellarine Highway corridor. Its siting and design

ensure it does not adversely affect the character, amenity or functionality of the site or surrounding area, and it remains proportionate to nearby development. The sign is deliberately scaled and positioned to avoid visual dominance, allowing it to be read clearly by passing traffic without overwhelming the surrounding environment.

Strategies

1. *Encourage the provision of architectural interest in the design of major promotion signs.*
2. *Ensure major promotion signs are not located in, overshadow or result in loss of amenity to usable areas of the host site or adjoining land.*
3. *Ensure major promotion signs are spaced at a sufficient distance apart.*
4. *Avoid major promotion signs that dominate buildings and uses on the host site and adjoining land.*
5. *Avoid major promotion signs in land near sensitive interfaces including river corridors, passive open space and residential areas, particularly where it will form part of the skyline when viewed from these areas.*

[...]

The proposed major promotion sign incorporates a clean and contemporary design that is appropriate to its highway oriented commercial setting. It is positioned clear of usable areas on the site and adjoining land and does not result in any loss of amenity or overshadowing. The sign is well separated from other major promotion signs along the Bellarine Highway and is scaled to avoid dominating the host site or nearby uses. It is located well away from sensitive interfaces, including residential areas and open space, and does not form part of the skyline when viewed from these locations, ensuring impacts on amenity and character are avoided.

Policy Guidelines

1. *Major Promotion Signs should be spaced at least 1 km from any other Major Promotion Sign on the same road.*
2. *Ensure major promotion signs stay relevant and well maintained, by allocating an expiry date to permits of up to 5 years from the date of issue of the permit.*
3. *Discourage major promotion signs that would restrict the development of a site or conflict with an identified strategic development objective.*
4. *Avoid 'pop out' elements.*
5. *Avoid more than one major promotion sign at any intersection.*
6. *Major promotion signs displayed on walls of a building should not cover more than:*
 - *20 per cent of an elevation less than 100 square metres; or*
 - *20 square metres of an elevation between 100 – 200 square metres.*

While the planning policy expresses a preference for a 1 kilometre spacing between major promotion signs, it is considered that reduced weight should be afforded to this guideline in the context of this section of the Bellarine Highway. This corridor already contains several major promotion signs within a 1 kilometre catchment, establishing a clear and well-defined advertising character. This includes a double-sided digital Civic supersite with a display area of 43.12 square metres located approximately 415 metres from the subject site, a double-sided static Super 8 oOh! billboard with a display area of 18.23 square metres located approximately 115 metres from the site, and an existing 12 square metre ex-Geelong Community Foundation signage structure currently located on the subject land.

The existing Civic supersite is more than 200 metres from the proposed sign, satisfying the relevant planning policy separation requirements, and is not legible to drivers until after they have passed the subject site. Importantly, the proposal does not introduce an additional sign into the corridor, but instead replaces existing structure designed to accommodate third-party advertising that is already present on the land. In this context, the prevailing conditions and character demonstrate a consolidated advertising environment, and the strict application of the 1-kilometre spacing guideline is not considered determinative of the appropriateness of the proposal.

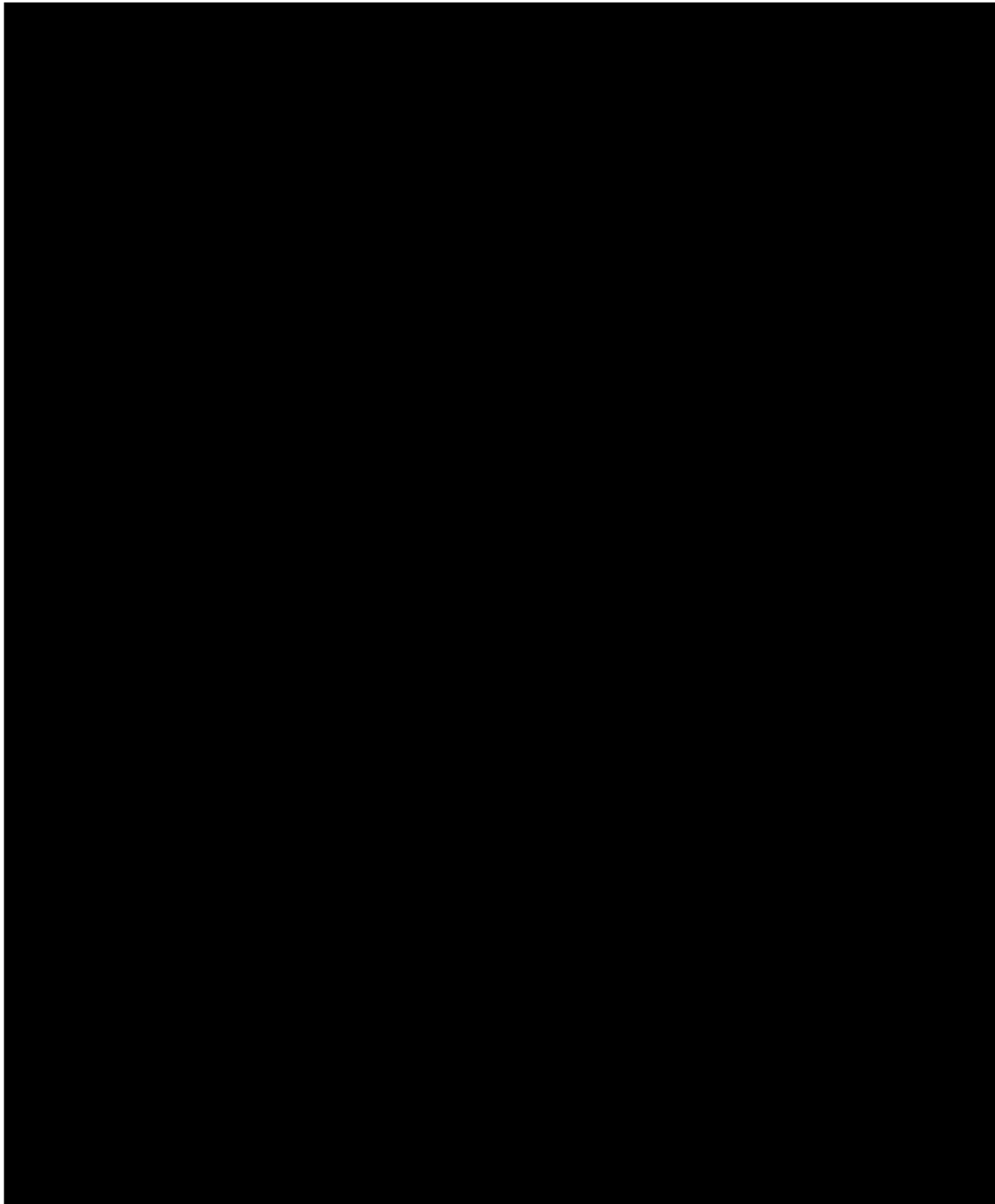
8. CONCLUSION

In conclusion, we submit that:

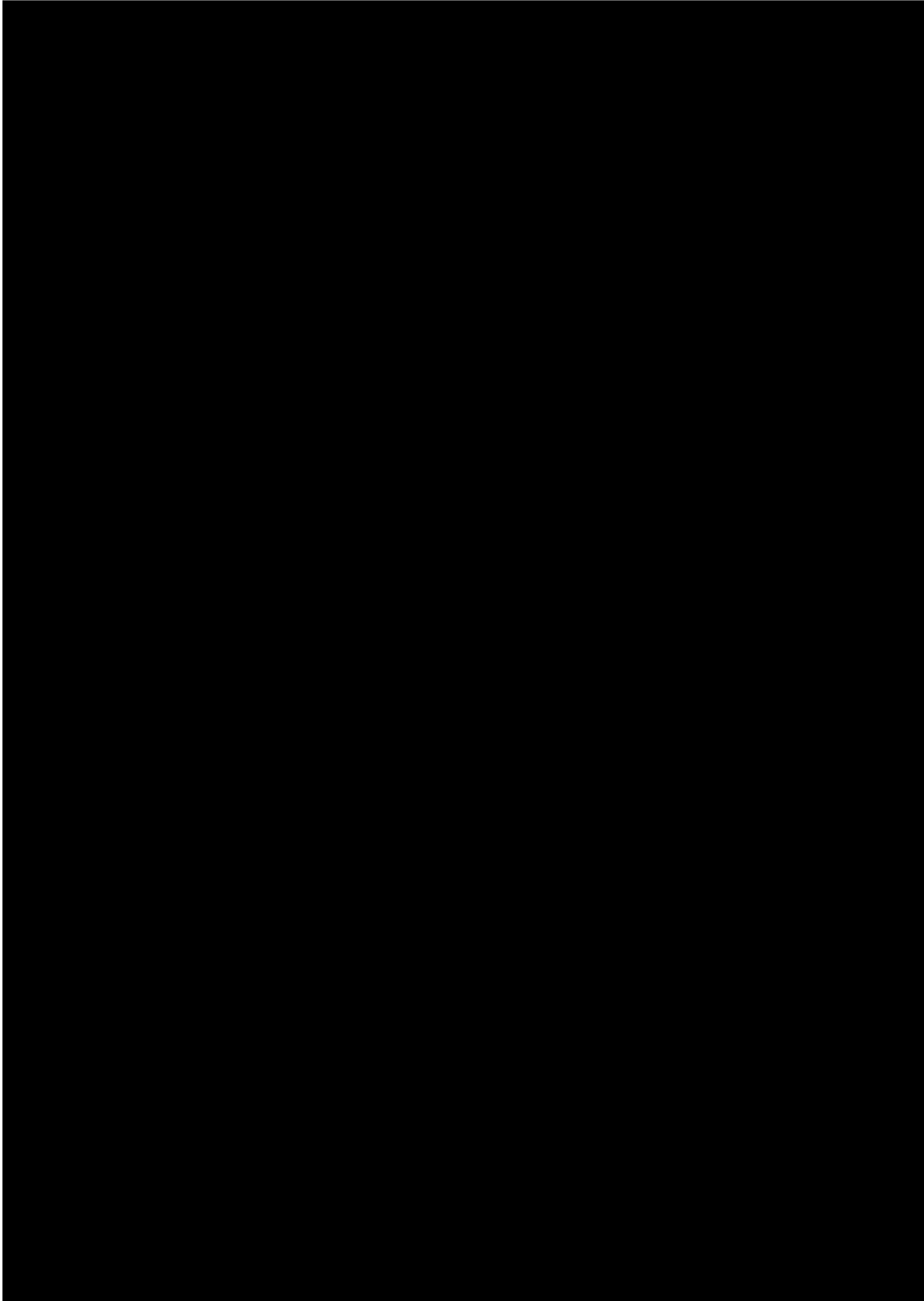
- The proposal seeks the approval for the development of a double-sided electronic major promotion sign on the property at 194-212 Bellarine Highway, Moolap.
- The digital display face is proposed to display static images on a 30 second rotation, with an instantaneous transition between images. The operation hours of the sign are proposed at 4am to 11:59pm, aligning with the industry standards.
- The Subject Site is the most suitable for the proposed sign in all of Moolap. It is located in the heart of this highway adjacent commercial precinct and is not in close proximity to any heritage overlays or residential properties.
- The proposal is clearly supported by local policies in the Greater Geelong Planning Scheme – whether evaluating the location or design of the sign.
- The proposed sign will primarily be used to advertise local businesses. This can have very positive impacts on the local economy.
- The proposal employs a high level of consideration to the provisions and policies set out about advertising signage in clause 52.05.
- The proposal is consistent with the built form on the subject site and surrounding properties. The design has carefully considered the height of nearby buildings and has ensured no important views or vistas will be impacted.

Overall, we conclude that the proposed development is consistent with the relevant state and local planning policies. The development also addresses the strategic directions and policy objectives of Greater Geelong City Council.

9. APPENDIX 1 – COPY OF TITLE



10.APPENDIX 2 – COPY OF PLAN



11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT



Qualification: Advanced Diploma of Building Design (Architectural)
Including: BUIL5922 – Undertake site survey and analysis to inform design process

Software: Adobe Photoshop Creative Cloud
Informed by: Site features and measurements plan prepared in Autodesk Revit 2018



Perspective View 01: Camera: iPhone 15 Plus
Type: Digital
Lens Size: 27mm
Angle: Landscape – Parallel to ground
Date: 12/01/2026
Time: 03:00pm
Height Above Ground: 1600mm
Modified elements: Nil
Assumptions: Height and Length are relative to the documented site features plan; however definitive accuracy cannot be guaranteed.

Perspective View 02: Camera: iPhone 15 Plus
Type: Digital
Lens Size: 27mm
Angle: Landscape – Parallel to ground
Date: 12/01/2026
Time: 03:03pm
Height Above Ground: 1600mm
Modified elements: Nil
Assumptions: Height and Length are relative to the documented site features plan; however definitive accuracy cannot be guaranteed.



12. APPENDIX 4 – CLAUSE 52.05

The relevant requirements for advertising signage are set out in Clause 52.05, which outlines that the following items must be addressed:

Site Context Report

Included on page A01 & A02 of the town planning documentation.

Location for Proposed Sign

Included on page A02 of the town planning documentation.

Location and Size of Existing Signage on the Site



Location and Form of Existing Signage on Abutting Properties









The Location of Closest Traffic Control Signs



The nearest traffic control sign indicates that a right hand turn is not permitted between the median.

View Lines or Vistas Which May Be Affected by the Proposed Sign:

There are no important views or vistas impacted by the proposed freestanding sign

Dimensions, Height Above Ground Level and Extent of Projection of the Proposed Sign

Included on page A03 of the town planning documentation.

Height, Width & Depth of the Total Sign Structure Including Method of Support and any Associated Structures Such as Safety Devices and Service Platforms

Included on page A03 of the town planning documentation.

Details of Associated On-Site Works

Installation of steel structure in line with engineer's specifications, steel erection via crane (no onsite welding, all bolted together), installation of cladding/display face fixed on to steel structure.

Details of any Form of Illumination Including Details of Baffles and the Times at Which the Sign Would be Illuminated

For Digital: The proposed sign is to be electronic, refer to appendix 6 for further information on the lighting. It would be switched off from Midnight to 4am.

The Colour, Lettering Style and Materials of the Proposed Sign

Included on page A03 of the town planning documentation.

The Size of the Display (Total Advertising Area Including all Sides of a Multi-Sided Sign)

Included on page A03 of the town planning documentation. Also referenced in section 5.1 of this report.

The Location of any Corporate Logo Box and Proportion of Display Area Occupied by such a Logo Box

Included on page A03 of the town planning documentation.

Any Landscaping Details

No additional landscaping details.

A Description of the Existing Character of the Area Including Built Form and Landscapes

Refer to section 4 of this report.

The Location of any Other Signs Over 18 Square Metres, or Scrolling, Electronic or Animated Signs Within 200 Metres of the Site



Pictured above, a double-sided static Super 8 oOh! billboard with a display area of 18.23 square metres is located approximately 115 metres from the site. A double-sided digital Civic supersite with a display area of 43.12 square metres is located approximately 415 metres from the subject site, outside the 200 metre callout. Both signs are discussed in Sections 4 and 7 of this report and demonstrate the established suitability of this corridor for major advertising signage.

Any Existing Identifiable Advertising Theme in the Area

As shown above and in Appendix 5, the majority of properties along this stretch of the Bellarine Highway have medium to large sized business identification signage. This signage is the key source of colour and vitality in this precinct. This signage comes in many forms and sizes – with a mixture of medium-large scale business identification and promotion signage. These signs are a mixture of wall mounted, awning fascia and under awning signs as well as freestanding and pole signs. Images of typical signage as demonstrated above.

Photo Montages or a Streetscape Perspective of the Proposed Sign

Included on page A04 of the town planning documentation.

Level of Illumination

Please refer to appendix 6 for further information on the lighting.

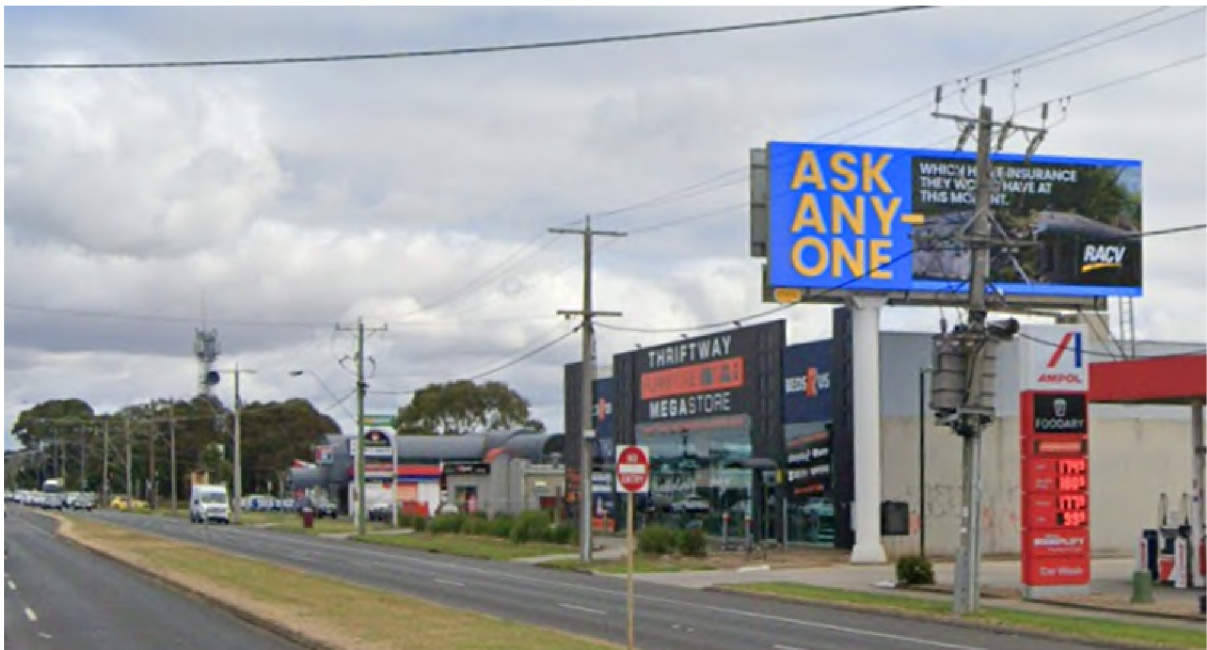
The Relationship to any Significant or Prominent Views and Vistas

As identified above, the proposal is deemed as having no effect on any significant views or vistas.

In summary, the proposal is representative of the guidelines set out in clause 52.05. The proposal is characteristic to the scale of the surrounding context of built form. The impacts on any important or significant views are negligible.



13. APPENDIX 5 – SURROUNDING SIGNAGE & BUILT FORM











14.APPENDIX 6 – VICROADS TEN POINT CHECKLIST

No.	Item	Comment/Response
01	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed sign is sited clear of intersections and access points and will not obstruct driver sightlines at any intersection, curve or point of egress from the subject site or adjoining properties.
02	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The sign will not obstruct any views, and standard conditions for electronic signs will ensure it has no impact on the effectiveness of nearby traffic control devices.
03	Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.	The electronic screen adjusts brightness depending on the time of day to ensure there are no brightness issues.
04	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	Our assessment is there are no features nearby which may require particular concentration.
05	Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.	The advertising face is reviewed under strict guidelines to ensure no traffic control symbolism exists.
06	Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.	Not considered to be an issue.
07	Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.	It is understood that the proposed sign would not have any traffic control symbolism or directional advice to drivers.
08	Is within 100 metres of a rural railway crossing.	the adjacent trainline is historic rather than operational and therefore this consideration is not applicable.
09	Has insufficient clearance from vehicles on the carriageway.	The proposal will not effect the current clearance conditions on the subject site.
10	Could mislead drivers or be mistaken as an instruction to drivers.	As is outlined above, strict guidelines are adhered to in order to ensure advertising faces do provide instructions to drivers.

15. APPENDIX 7 – BRIGHTNESS

Luminance Level

The sign will be installed with a two-way brightness sensor, which is programmed with the following settings:

LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Dimming Level to achieve compliance	Max Permissible Luminance (cd/m ²)
Full Sun on face of Signage	100 %	No Limit
Day Time Luminance (typical sunny day)	85.7%	6000
Morning and Evening Twilight and Overcast Weather	10 %	700
Nighttime	5%	350

The dimming % is based on a maximum calibrated screen brightness of 7000 cd/m². The above adjustments have been calculated to comply with the maximum allowable veiling luminance of 0.25 cd/m².

Maintenance & Display Issues

We have several systems in place to help mitigate any potential issues, as well as rectification measures in place. As follows:

- Operating System: Is set up with remote access, which can be shot off via our online portal.
- Switchboard: It set up (through a different system), where we can turn the power supply on/off to the whole billboard at any stage.
- Screen: The individual LED panels have background sensors which report any malfunctions or content issues.
- Camera: We also install a camera, which is a secondary failsafe. This is reviewed against scheduled content to ensure it aligns.

These measures ensure we catch any potential issues early, and can rectify them through a few different solutions.