



PLANNING PERMIT APPLICATION

PROJECT **Proposed Electronic Promotion Sign**

LOCATION **259 Myers St, East Geelong VIC 3219**

DATE **April 27, 2026**

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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 James & Luke Course – 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 Virtue Homes, Keith Williams Real Estate, Latrobe City Council, Latrobe Plaza, TR FM, Traralgon Harvey Norman, Traralgon Automotive Group, Zambrero Traralgon.

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 site is a Commercial 1 Zone zoned lot owned by Yomara Pty Ltd. The property is occupied by Foodmart East Geelong, operating as a local supermarket and retail offering. The site currently houses a medium sized single storey commercial building, which occupies the entirety of the lot and extends to a height of approximately 5m. The lot is irregular in shape, with a main frontage to Myers Street measuring 17.28m and a secondary frontage to Garden Street of 22.56m. The overall site area is approximately 995.25m². The proposed sign is located at the south western corner of the property, projecting above the existing roofline and targeting eastbound traffic along Myers Street and Sydney Parade.

There is a single driveway to the subject site which provides vehicular access off Garden Street. This driveway facilitates access to the rear car parking and service area associated with the supermarket, including a small loading zone. There is some street parking available along Myers Street, which accommodates short term visits to the surrounding retail strip, however there is no street parking along Garden Street due to the proximity of the intersection and traffic conditions.

The built form on the subject site comprises a medium sized retail supermarket building, constructed in a simple commercial style typical of neighbourhood shopping strips. The building features a combination of brickwork and lightweight cladding, with a generally neutral colour palette consistent with surrounding development. The primary frontage presents large shopfront windows and glazed entry doors addressing Myers Street, with a canopy awning providing weather protection to pedestrians. Secondary façades are more utilitarian in nature, with limited openings and service related functions located toward the rear of the site.

The site currently contains business identification signage associated with the Foodworks tenancy, primarily located along the main frontage and directed toward pedestrian and vehicular traffic along Myers Street. In addition, there are existing third-party advertising signs mounted along the western façade facing Garden Street, which are visible to passing traffic. These wall mounted signs will be removed as part of the proposed development.

The site is largely covered by the built form and surrounding concrete hardstand areas, with sealed surfaces accommodating pedestrian movement and service access. The topography of the site is generally flat, with an even gradient across the property.

The proposed promotion sign will be located at the southwestern corner of the site, projecting above the roof of the built form and oriented to face west. The sign will be primarily viewed by eastbound traffic travelling along Myers Street

and Sydney Parade and will also be visible to northbound traffic along Garden Street as vehicles approach the nearby intersection.

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 Commercial 1 Zone continues along Garden Street and beyond, transitioning into a mix of smaller scale commercial and allied health uses, including Geelong Neurology at 83 Garden Street, before giving way to more residential zoned land further north.
- To the east, the commercial strip continues along Myers Street with adjoining shopfront tenancies, including Dill Corner Café and other local businesses such as hospitality and real estate services, forming a consistent retail frontage.
- To the south, across Ormond Road, the commercial zoning continues with a strip of businesses including Buxton Geelong East, All General Surveying, Dollar Curtains and Blinds, and a hairdresser, reinforcing the ongoing commercial nature of the precinct.
- To the west, Garden Street forms a key boundary, beyond which there is an additional strip of commercial properties including tenancies such as Snif Perfumery, Brumby's Patisserie and Australia Post, contributing to the active commercial streetscape.

The subject site is located within a well established and cohesive commercial precinct in East Geelong, characterised by a consistent Commercial 1 zoning and a strong presence of retail, service based businesses and hospitality venues. The immediate and wider context reflects a neighbourhood activity centre, where shopfront style development, active frontages and customer oriented land uses dominate the streetscape. Residential properties are generally set behind this commercial layer, reducing direct interface with the subject site.

Myers Street and Garden Street function as important local connector roads, with Myers Street facilitating east west traffic movement through the precinct, while Garden Street provides north south connectivity and links to nearby intersections including Sydney Parade and Ormond Road. The subject site occupies a prominent corner position within this network, increasing its visibility to passing vehicular traffic from multiple directions.

The surrounding built form is predominantly single storey to low rise commercial development, with consistent shopfront articulation, awnings and a regular pattern of business identification signage. Signage throughout the area is moderate to strong, typically integrated within façades or presented as wall mounted and occasional freestanding signs, contributing to an established advertising character within the precinct.

The appropriate zoning and the robust commercial context 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 an electronic promotion sign on the property at 259 Myers St, Geelong East including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed electronic promotion sign (as detailed in the attached town planning package) proposes one 16.64m² display face. The sign will primarily be viewed by eastbound traffic on Myers St. It will also be visible to eastbound traffic on Sydney Parade, and to a lesser extent northbound traffic on Garden St.

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 state standard operating hours. All luminance levels for the digital sign can be found at Appendix 7.

In addition to this 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 will be 16.91m². 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 clear and direct relationship with the existing single storey built form on the subject site, projecting from the southwestern corner and extending above the roofline, ensuring the sign remains visually anchored to the building.
- It will always be viewed within the context of a Commercial 1 zoned precinct, characterised by continuous shopfront development and a consistent commercial streetscape, reinforcing the established character of the area.
- The promotion sign responds to its prominent corner location at the intersection of Myers Street, Garden Street, Sydney Parade and Ormond Road, and is positioned to maximise visibility while maintaining pedestrian amenity and existing access arrangements.
- The size and height of the sign, with an underside clearance aligned to the 5m built form, have been selected to ensure clear visibility to eastbound traffic along Myers Street without dominating the streetscape or overwhelming the existing built form.
- The site has been strategically selected due to its position within a well established neighbourhood commercial strip and its exposure to consistent local, commuter and visitor traffic.

- The location of the sign along Myers Street and its visibility from Garden Street allows advertisers to reach a broad audience travelling through East Geelong, supporting local business visibility and contributing to the economic activity of the precinct.

All surrounding properties have a consideration for the robust commercial precinct. 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 1 Zone

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

Under Clause 34.01 Commercial 1 Zone, the following purpose and information applies.

Purpose

- 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.

In this above mentioned Clause, in section -9, '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.

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 Electronic 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.

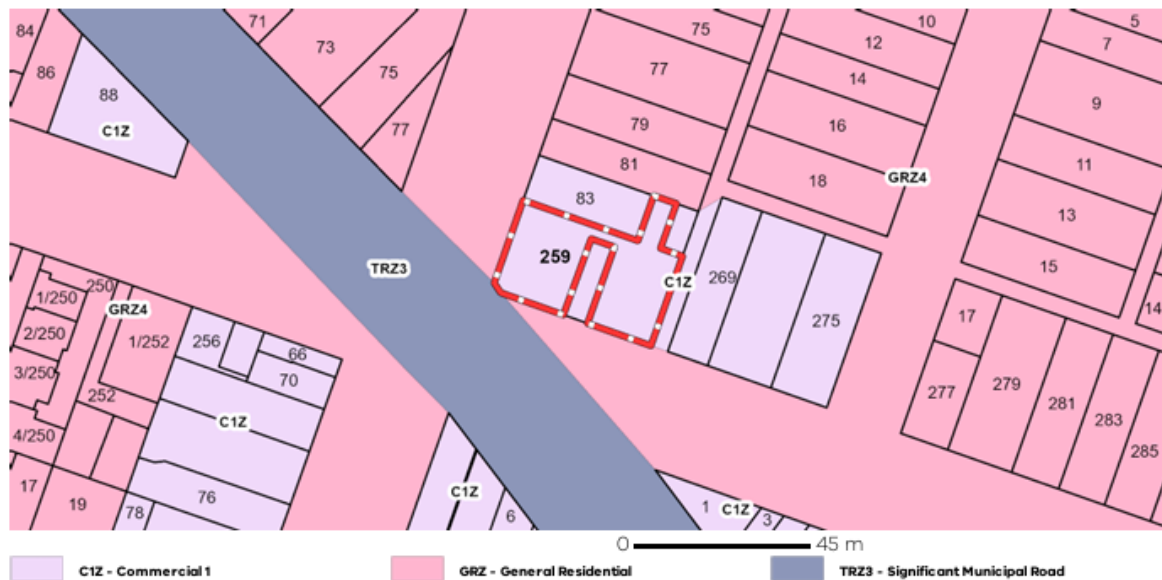


Figure 3 – Zone Controls of the Site & Surrounds

6.2. Overlays



Figure 4 – Heritage Overlay of the Site & Surrounds

HO1175 – Residence 75 Sydney Parade

The proposed sign will not negatively impact the heritage significance of 75 Sydney Parade. The significance of the building is derived from its form, siting and distinctive brick detailing, which are appreciated within its immediate residential context. The subject site is located within a separate commercial precinct and the sign is oriented away from the heritage property, ensuring it does not obscure, dominate or detract from views of the building. As such, the proposal maintains the integrity and appreciation of the heritage place and does not diminish its architectural or historical significance.

HO939 – Residence 77 Garden Street

The proposed sign will not impact the heritage significance of 77 Garden Street, which is valued as an intact Edwardian dwelling with distinctive roof form, verandah detailing and materials. The sign is located within a separate commercial precinct and oriented away from the dwelling, ensuring it does not obscure, dominate or detract from its presentation. As such, the proposal maintains the building's architectural and historical significance.

HO1642 – Residence 284 Myers Street

The proposed sign will not impact the heritage significance of 284 Myers Street, which is recognised as a contributory element within an Early Twentieth Century Residential Area. The sign is located within a separate commercial precinct and is oriented away from the residential area, ensuring it does not detract from the character, setting or streetscape values of the heritage overlay. As such, the proposal maintains the integrity and appreciation of the broader residential heritage context.

HO892 – Residence 11 Connor Street

The proposed sign will not impact the heritage significance of 11 Connor Street, which is recognised for its architectural value as a well preserved Federation Bungalow and its contribution to a broader Edwardian villa precinct. The sign is located within a separate commercial area and is oriented away from the residential streetscape, ensuring it does not obscure, dominate or detract from the building's presentation or setting. As such, the proposal maintains the architectural integrity and regional significance of the heritage property.

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 neighbourhood activity centre, without necessitating additional land use or expansion of the built form. Positioned on a prominent corner with exposure to Myers Street and surrounding connector roads, the sign capitalises on existing transport infrastructure and consistent volumes of local and commuter traffic to deliver strong advertising visibility. By integrating with the existing building and utilising an already active commercial site, the development promotes sustainable economic growth and provides enhanced opportunities for local and regional businesses to reach a broader audience within a well established commercial precinct.

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 improving the visibility and accessibility of local commercial services within an established neighbourhood activity centre. Positioned on a prominent corner with exposure to Myers Street and Garden Street, the sign increases awareness for passing commuters, visitors and the broader community, without impacting pedestrian movement, vehicle sightlines or access to surrounding infrastructure. The development represents a low impact addition to an existing building, delivered without increasing demand on public infrastructure, open space networks or community facilities, and is consistent with the orderly and efficient use of serviced urban land.

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 proposed sign is fully compatible with the surrounding Commercial 1 zoned land uses, which comprise a mix of retail, service based and hospitality development within a well established neighbourhood activity centre. Positioned at the south western corner of the site and projecting above the existing built form, the sign does not introduce any new land use conflicts or sensitive interfaces. Its elevated siting and integration with the building ensure there are no adverse off site amenity, safety or operational impacts on adjoining properties or the surrounding road network. The proposal supports the ongoing function, visibility and viability of local employment generating uses, without compromising their ability to operate effectively within the precinct.

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 has been carefully designed to respond to its established commercial context within the East Geelong activity centre. Positioned at the south western corner of the site and projecting above the existing single storey built form, the sign is integrated with the building and remains proportionate to the scale of surrounding development. It will be viewed within a consistent streetscape of low rise retail buildings and existing signage, ensuring it does not appear visually dominant. Its elevated placement ensures that it does not interfere with pedestrian movement, active frontages or access to surrounding infrastructure, while maintaining clear and safe sightlines at the nearby intersection. The design avoids adverse impacts on the amenity of the public realm and surrounding properties, and contributes to the commercial identity of the precinct along a key local transport corridor, representing a considered and contextually appropriate urban design outcome.

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 the role of an established neighbourhood activity centre and enhancing opportunities for a broad range of local businesses. By introducing third party advertising at a prominent corner location with exposure to Myers Street and Garden Street, the sign increases visibility for retail, hospitality and service based industries operating within East Geelong and the wider region. The development does not alter or displace existing employment uses, instead leveraging existing infrastructure and consistent traffic volumes to support business growth, improve awareness of local services and contribute to ongoing economic activity within the precinct.

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 viewlines 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 the urban context of 259 Myers Street by being integrated with the existing single storey commercial building and positioned at the south western corner, projecting above the roofline in a manner that remains visually anchored to the host structure. Located within a well established Commercial 1 zoned precinct, the sign does not obscure any significant natural or built features, and is viewed within an already active commercial streetscape. Its elevated placement ensures it does not interfere with pedestrian or cyclist movement at street level, while maintaining clear sightlines for vehicles travelling along Myers Street, Garden Street and through the nearby intersection. The sign will not dominate the streetscape or host building, and instead contributes to the established commercial character of the area by providing an appropriate and expected form of advertising within a neighbourhood activity centre.

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 responds appropriately to the relevant strategies by consolidating signage on the subject site through the removal of existing wall mounted advertising along the Garden Street façade, reducing visual clutter and improving

overall presentation. The sign is integrated with the host building and positioned at the south western corner, ensuring it remains proportionate in scale to both the built form and the surrounding streetscape. The development avoids unnecessary repetition of signage and does not obscure existing business identification, instead complementing the Foodworks branding on site. Its placement and design align with the architectural form of the building, while its elevated position ensures it does not interfere with pedestrian movement, visibility or the safe operation of the surrounding road network.

03 Highway Oriented Commercial Areas

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 achieves the relevant objectives by ensuring the sign remains clearly subordinate to the existing built form and broader commercial context. Positioned above the single storey building at the south western corner, the sign is visually anchored to the structure and does not compete with or overwhelm the host site or surrounding development. It supports the clear identification of the premises and surrounding businesses by contributing to the overall advertising function of the precinct, without obscuring existing business identification signage. Furthermore, the sign has been carefully sited to avoid any interference with the functionality of the site, maintaining safe vehicle access, clear sightlines and uninterrupted pedestrian movement.

Strategies:

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

The proposal is consistent with the relevant strategies by avoiding excessive or oversized signage, with a single, well proportioned sign replacing multiple existing wall mounted advertisements on the site. The sign has been carefully positioned at the south western corner above the built form, ensuring it does not interfere with pedestrian pathways, vehicle access points or business entrances. Its elevated placement and integration with the building ensure that it does not result in any loss of amenity, and does not adversely impact the surrounding built environment or the safety and efficiency of the adjacent road network.

13 Electronic and Animated Signs

Objectives:

- *To encourage electronic and animated signs in appropriate locations that add vitality and light to a commercial or industrial area*
- *To avoid electronic and animated signs that unreasonably affect the amenity of a site or area*
- *To avoid electronic and animated signs that may have an adverse effect on road or rail safety*

The proposal satisfies the relevant objectives by locating an electronic sign within an appropriate and established commercial setting, where it contributes to the vitality and activation of the streetscape. Positioned at a prominent corner within a Commercial 1 zoned precinct, the sign enhances visibility and adds a contemporary advertising element without detracting from the amenity of the area. The design incorporates modern display technology that manages brightness and transitions, ensuring minimal impact on surrounding properties. Furthermore, the sign is carefully sited and oriented to maintain clear sightlines and avoid distraction to drivers, ensuring there are no adverse impacts on road safety or the efficient operation of the surrounding transport network.

Strategies:

- *Avoid electronic and animated signs that will result in unreasonable light spill, glare, disturbance, intrusion or other detrimental effects on the amenity of surrounding rural or residential areas or public open space.*
- *Encourage animated signs (including digital media, holographic, 3D and projections) to activate public places.*
- *Ensure electronic and animated signs prioritise road and rail safety.*

The proposal responds appropriately to the relevant strategies by ensuring the electronic sign does not result in unreasonable light spill, glare or visual disturbance to the surrounding area. The site is located within a well established Commercial 1 zoned precinct, removed from sensitive residential interfaces, and the sign utilises modern display technology to manage brightness and transitions in a controlled manner. The digital format contributes to the activation of the streetscape, adding a contemporary element to the commercial environment while remaining consistent with the character of the area. Importantly, the sign has been sited and oriented to prioritise road safety, maintaining clear sightlines and avoiding driver distraction within the surrounding road network.

Policy Guidelines:

- *Control electronic and animated signs to have appropriate levels of illumination responsive to sunlight, weather conditions and time of day.*
- *Limit the number of electronic signs to one per premises.*

- *Discourage electronic signs that face a residential area, passive open space or other sensitive interfaces.*

The proposal satisfies the policy guidelines by incorporating illumination controls that respond to varying environmental conditions, ensuring appropriate brightness levels throughout the day and night. The development comprises a single electronic sign on the premises, avoiding over proliferation of digital signage within the site. Furthermore, the sign does not face directly toward any residential areas or sensitive interfaces, and is instead oriented toward a commercial roadway and intersection, ensuring there are no adverse amenity impacts. Overall, the proposal represents a well managed and policy compliant electronic signage outcome within this commercial precinct.

8. CONCLUSION

In conclusion, we submit that:

- The proposal seeks the approval for the development of an electronic promotion sign on the property at 259 Myers St, Geelong East.
- 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 5am to 11pm, aligning with the commercial areas operating hours.
- The Subject Site is the most suitable for the proposed sign in all of Geelong. It is located in the heart of the highway adjacent commercial precinct and is not in close proximity to any unbuffered 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

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The Victorian Government acknowledges the Traditional Owners of Victoria and pays respects to their ongoing connection to their Country, History and Culture. The Victorian Government extends this respect to their Elders, past, present and emerging.

REGISTER SEARCH STATEMENT (Title Search) Transfer of Land Act 1958

VOLUME 12129 FOLIO 291
No Coft exists

Security no : 124129155958S
Produced 20/04/2026 04:27 PM

LAND DESCRIPTION

Common Property on Registered Plan of Strata Subdivision 036807W.
Created by instrument SP036807W 01/08/2019

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor
OWNERS CORPORATION PLAN NO. SP036807W of 269 RYRIE STREET GEELONG VIC 3220
AS349519G 12/07/2019

ENCUMBRANCES, CAVEATS AND NOTICES

Any encumbrances affecting Common Property that are derived from an encumbrance shown on titles to lots affected by the Owners Corporation.

Any encumbrances created by Section 98 Transfer of Land Act 1958 or Section 12 Strata Titles Act 1967 or Section 24 Subdivision Act 1988 and any other encumbrances shown or entered on the plan set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE SP036807W 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: 267 RYRIE STREET GEELONG VIC 3220

OWNERS CORPORATIONS

The land in this folio is affected by
OWNERS CORPORATION PLAN NO. SP036807W

DOCUMENT END

Delivered from the LANDATA® System by Landchecker Pty Ltd

10. APPENDIX 2 – COPY OF PLAN

SP 36807 W

CHART 21 PLAN OF STRATA SUBDIVISION	
THE PARCEL – The whole of the land described in Certificate of Title Volume 9446 Folio 262 being part of Crown Allotments 184 & 185 SECTION 23 CITY OF GEELONG Parish of CORIO County of GRANT POSTAL ADDRESS OF BUILDINGS 269 RYRIE STREET GEELONG 3220 FOR CURRENT ADDRESS FOR SERVICE OF NOTICE SEE OWNERS CORPORATION SEARCH REPORT	REGISTERED TIME 7.45 DATE 12.10.90 OFFICIAL RECORD S.H. MAY 1990
THE LAND MARKED E-1 AND E-2 IS ENCUMBERED BY AN EASEMENT FOR DRAINAGE & SEWERAGE VIDE AP61623R/72 PART OF UNITS 22, 23, 24, 25, 26, 27, 28 & 29 AND PART OF THE COMMON PROPERTY ARE AFFECTED BY THIS ENCUMBRANCE THE LAND MARKED E-1 IS ENCUMBERED BY A SEWERAGE EASEMENT VIDE LP 178940. PART OF UNIT 29 AND PART OF THE COMMON PROPERTY IS AFFECTED BY THIS ENCUMBRANCE. Diagram showing the external boundaries of the site and the location in relation thereto at ground level of all buildings in the parcel.	
SURVEYORS CERTIFICATE I, WILLEN NAGEL OF 118 HIGH STREET BELMONT a surveyor licensed under the Surveyors Act 1978 certify that this plan and any measurements on which it is based have been made by me or under my personal direction and supervision; that the standard of accuracy of any measurements made to determine the external boundaries of the site complies with the requirements of and under the Surveyors Act 1978; that the plan accurately represents as at the 27th day of April 1990 in the manner required by or under the Strata Titles Act 1987 and by or under the Surveyors Act 1978; and within the limitations of the scale used and the standard of accuracy required, the boundaries of the units and the location at ground level of all buildings in the parcel in relation to the external boundaries of the site; and that all units are within the parcel. Signature <i>W. Nagel</i> Date 27-4-90	SEAL OF MUNICIPALITY AND ENDORSEMENT Signed pursuant to Section 6 (1), Strata Title Act The Council of the CITY OF GEELONG hereby consents to the Subdivision of Land as shown on this Plan in witness whereof the Seal of the Municipality was hereto affixed this 28th day of August 1990 in the presence of <i>John V. Jones</i> Mayor <i>W. Nagel</i> Town Clerk
GRANT ST. QUENTIN - SURVEYORS - 118 HIGH STREET, BELMONT 3216. PHONE 05221 44 2033, FAX 05221 43 7204.	SURVEYORS REF. 2001/90 W. Nagel LICENSED SURVEYOR SHEET 1 OF 4 SHEETS

11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

Prepared By:	James Course
Qualification:	Advanced Diploma of Building Design (Architectural) <i>Including: BUIL5922 – Undertake site survey and analysis to inform design process</i>
Software:	Adobe Photoshop Creative Cloud <i>Informed by: Site features and measurements plan prepared in Autodesk Revit 2018</i>
Methodology:	Relevant data obtained from site measure up performed by James Course in conjunction with topographical maps from various online sources: <i>services.land.vic.gov.au/maps &</i>
Perspective View 01:	Camera: iPhone 15 Plus Type: Digital Lens Size: 27mm Angle: Landscape – Parallel to ground Date: 05/09/2025 Time: 10:43am 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: 05/09/2025 Time: 10:44am 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

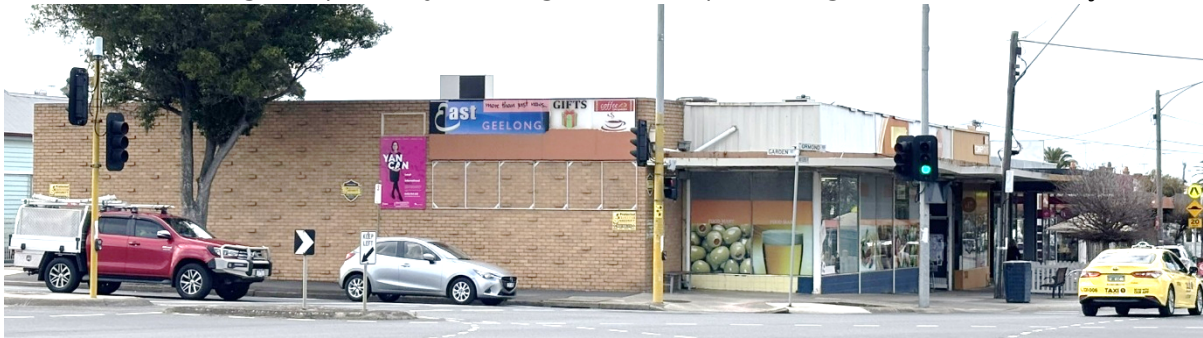
Included on page A01 & A02 of the town planning documentation.

Location for Proposed Sign

Included on page A02 of the town planning documentation.

Location and Size of Existing Signage on the Site

Current signage on the site is comprised of window and awning signage for Foodworks along the primary frontage and the panelling of its western façade.



Location and Form of Existing Signage on Abutting Properties

Abutting properties utilise a mix of fascia mounted and awning signage, typical of a neighbourhood retail strip. As seen below:





The Location of Closest Traffic Control Signs

The closest traffic control sign are traffic lights for the intersection. These are shown below:



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

There are no important views or vistas impacted by the proposed 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

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

There are no Major Promotion Signs or Electronic Signs within 200m of this site.

Any Existing Identifiable Advertising Theme in the Area

As shown above and in Appendix 5, the majority of properties along this stretch of Myers St 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. Images of typical signage are shown in Appendix 5.

Photo Montages or a Streetscape Perspective of the Proposed Sign

Included on page A04 of the town planning documentation.

Level of Illumination

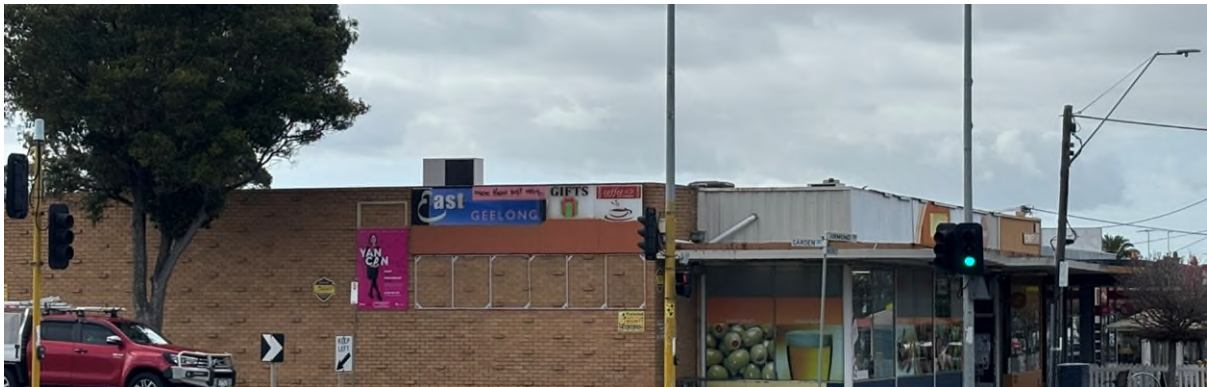
Please refer to appendix 6 for further information on the lighting.

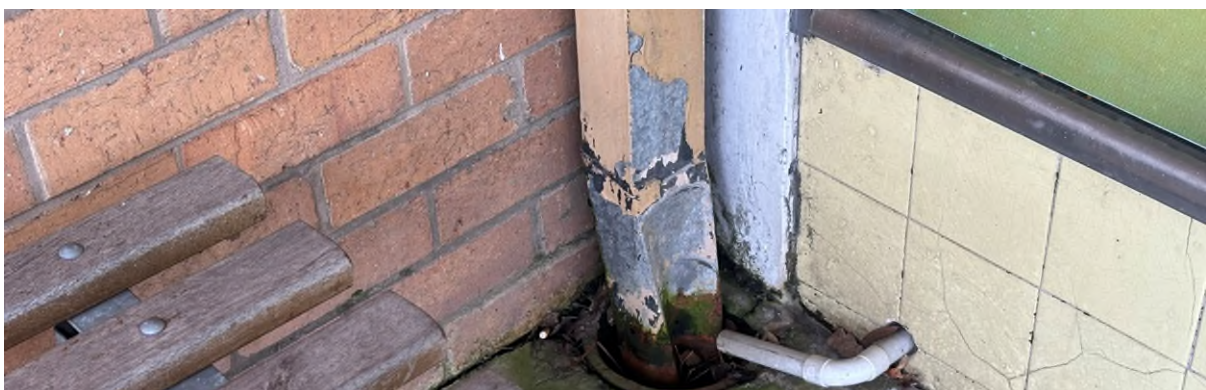
The Relationship to any Significant or Prominent Views and Vistas

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 has no impact on any line of sight.
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 proposal is not within 100m of a railway crossing.
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/m2)
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.