



Planning Report

Lot 2, PS705828
154-178 Barwon Heads Road
Belmont

Electronic Major Promotion Sign
Ref No : 3044 01956.210

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Draft	29.4.2026	Client Review	JP	Client
1	30.4.2026	Lodgement with Council	JP	
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Attachments

Attachment 1	Copy of Title
Attachment 2	Development Plans, Building Consents, Rev. B, 16.6.2026
Attachment 3	Lighting Impact Report, Kern Consulting, Rev. C, 29.7.2026
Attachment 4	Traffic Safety Review, Stantec, 30.7.2026
Attachment 5	Photo Montage, Vers. 2, 4.8.2026
Attachment 6	Transport for Victoria referral advice, 23.7.2026
Attachment 7	CCMA referral advice, 28.5.2026

1 Introduction

Stantec has been engaged to prepare a Planning Permit Application to construct and display an electronic major promotion sign at Lot 2, PS705828, 154-178 Barwon Heads Road, Belmont.

Subsequent to lodgement of the application and a Transport for Victoria (TfV) initial referral response, the proposal has been re-designed to relocate the sign approximately 95 metres to the south from its original proposed location.

TfV has raised no objection to this revised location subject to conditions. Refer to TfV referral response of the 23.7.2026, Attachment 6.

To facilitate this, we now seek to amend the current Planning Permit application under Section 57A of the *Planning and Environment Act*.

This report and assessment has been updated to reflect the new proposed signage location.

2 Permit Trigger

A permit is required for the above proposal under the following provision of the Planning Scheme :

> Particular Provisions

Advertising Signs	52.05-12	Construct and display a major promotion sign
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3 Subject Site and Context

The subject site is located on the south-west corner of Barwon Heads Road and Breakwater Road, Belmont, and is currently occupied by Belmont Timber and consists of 7 parcels. The site (lot) subject to this application is Vol. 11444 Fol. 822, Lot 2 on Plan of Subdivision No. 705828N. The site is regular in shape with a frontage of approximately 102 metres to Barwon Heads, a frontage of approximately 117 metres to Breakwater Road with an overall area of approximately 1.244 hectares.



Figure 1 – Locality Plan – VicPlan

The site is currently developed for commercial purposes and contains various buildings associated with the operation of Belmont Timber Mitre 10 Trade Centre.



Figure 2 – Aerial of Lot 2, PS705828 – Nearmap – 22.3.2026

Surrounding land is developed for a variety of purposes including industrial/commercial on the western side of Barwon Heads Road, Council depot to the north-east and sports ovals to the south-east. Established residential development is situated to the south-west of the site.

The subject site and surrounding land to the north, south, west and north-west are included within the Industrial 1 Zone. Council's Belmont depot to the north-east is included within Schedule 6 to the Public Use Zone, while the residential area to the south-west is included within Schedule 8 to the Neighbourhood Residential Zone. South Barwon Recreation Reserve to the east is included within the Public Park and Recreation Zone.

The subject site and all surrounding Industrial 1 Zoned land is included within Schedule 20 to the Design and Development Overlay. The subject site and land immediately to the north, south and east, including roadways, is included in Schedule 1 to the Floodway Overlay. A small portion to the west of the subject site is also impacted by Schedule 1 to the Land Subject to Inundation Overlay. Barwon Heads Road to the east and Breakwater Road to the north are also included Schedule 8 to the Specific Controls Overlay.

All surrounding roads are fully constructed, some with multiple carriageways. Barwon Heads Road is a Principle Road Network road.



Figure 3 – Aerial of entirety of Belmont Timber Complex – Nearmap – 22.3.2026

4 Proposal

It is proposed to erect a major promotion sign in the south-east corner of the site. The sign will have a height of 9.98 metres and contain a 12.48 metre by 3.2 metre, 39.936 square metre, digital face. The sign will not extend beyond the property boundaries. The sign will be double-sided digital self-illuminated by closely spaced LED's arranged in a grid pattern and will not comprise backlit neon or boxed fluorescent lighting.

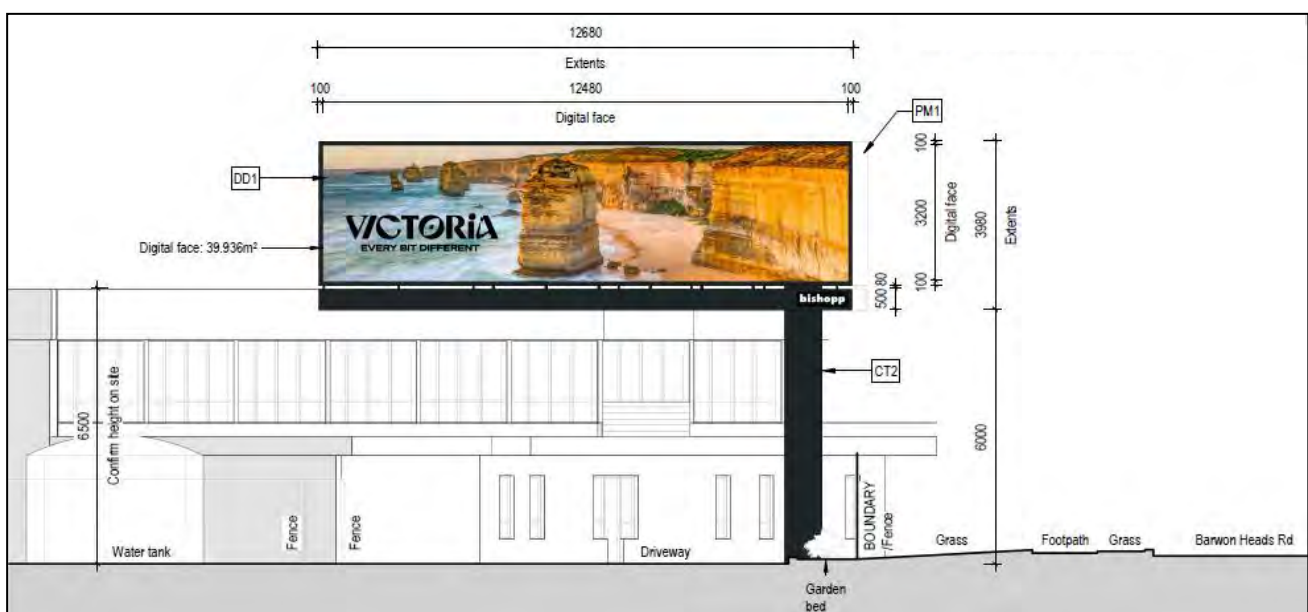


Figure 4 – South-East Elevation, Building Consents

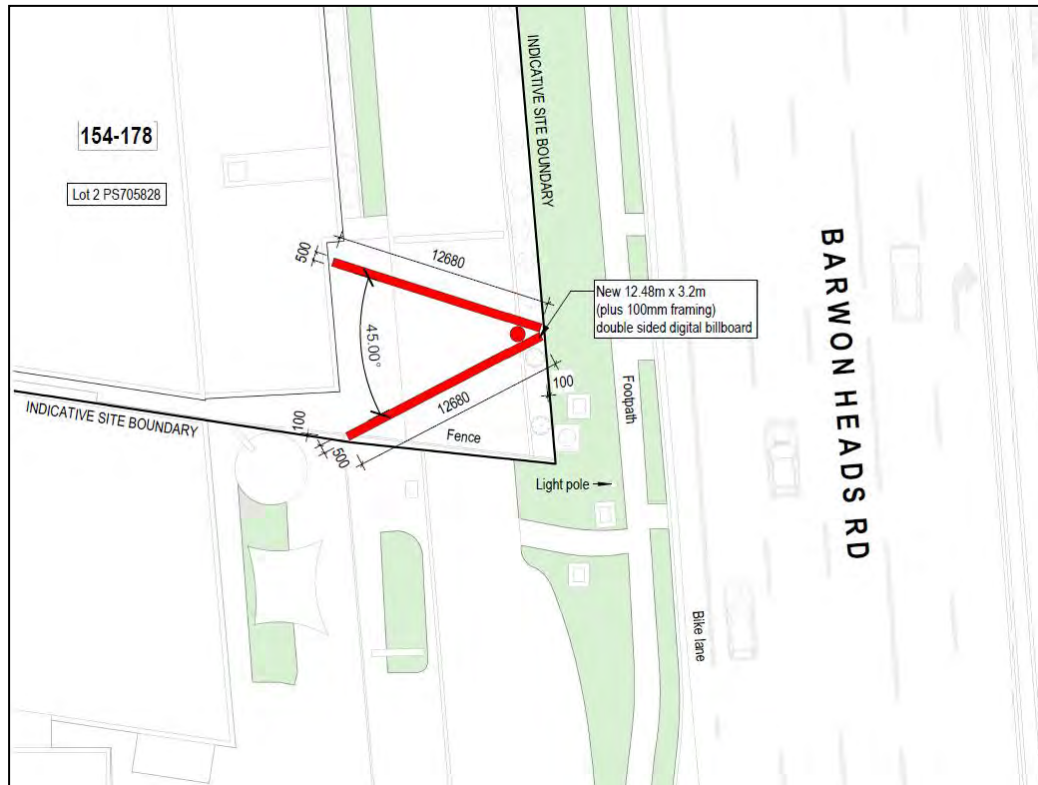


Figure 5 – Site Plan, Building Consents

The sign will display various advertisements for a minimum 30 seconds in duration, before changing to the next image, with a changeover time for graphics of 0.1 seconds, as per TfV requirements. These signs are programmed remotely with no physical work required onsite to alter the images. The sign will have an inbuilt ambient light control system that will automatically adjust the digital luminance (brightness) of images in proportion to available ambient light as follows:

- > Daytime luminance limit of 3,250 cd/m² (Nits) increasing to 5,000 cd/m² if in direct sunlight
- > Nighttime luminance limit of 150 cd/m² (Nits)
- > Dawn and dusk luminance limit of 600 cd/m² (Nits)

It is noted these levels do not exceed TfV requirements, and are in fact lower in luminance than the maximum specified by TfV. Further details regarding illumination can be found in the attached revised Lighting Impact Report prepared by Kern Consulting, Attachment 3.

Colours and materials to be used in the structure of the sign are detailed in Table 1 of the plans as follows:

CODE	DESCRIPTION	SPECIFICATION	COLOUR	IMAGE
CT1	CLADDING TYPE ONE	SOLID ALLUMINUM CLADDING SPECIFICATION Thickness to fabricator's specification Finish: proprietary powdercoat system for marine environments	Colour to match Colorbond 'Monument'	
CT2	CLADDING TYPE TWO	PYLON CLADDING SPECIFICATION Vitrapanel Thickness: 9mm Finish: Pre-finished Coating: Single-sided	Colour to match Colorbond 'Monument'	
PM1	PERFORATED METAL TYPE	PERFORATED METAL SPECIFICATION Locker Group Perforated Aluminum screening Code: R09540A530 Open Area: 40% Thickness: To fabricator's specifications Finish: Powdercoat (marine grade finish to coastal environments) Proprietary rubber separation system at all fixing points. All screen to be custom made. Allow for 50mm margin at perimeter.	Colour to match Colorbond 'Monument'	 Round Hole Straight 10mm
DD1	DIGITAL DISPLAY TYPE	DIGITAL DISPLAY SCREEN SPECIFICATION Refer to fabricator's specification		

Figure 6 – Table 1: Billboard Materials and finished, Building Consents



Figure 7 – Northern View (Indicative), Building Consents

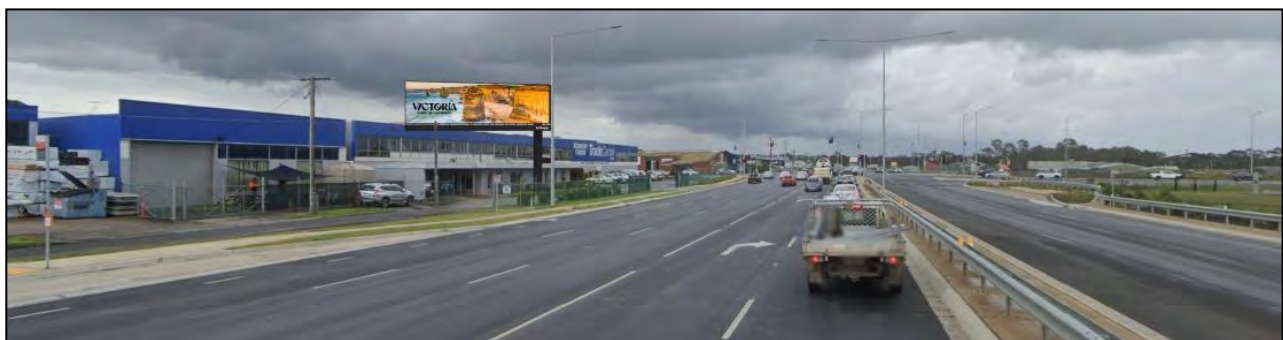


Figure 8 – Southern View (Indicative), Building Consents

5 Uses Not Requiring a Permit

Under the provisions of Clause 62.01 of the Planning Scheme, any requirement in this scheme relating to the use of land, other than a requirement in the Public Conservation and Resource Zone, does not apply to the use of land to display a sign.

Response: No permit is therefore required for the use of a major promotion sign in this instance.

6 Buildings and Works

Under the provisions of Clause 62.02-2, buildings and works not requiring a permit unless specifically required by the Planning Scheme, any requirement in this scheme relating to the construction of a building or the construction or carrying out of works, other than a requirement in the Public Conservation and Resource Zone, does not apply to the construction of or putting up for display a sign (except for a sign consistent with the requirements of Clause 52.05-10 which is provided for in Clause 62.02-1).

Response: No claim is being made that the sign is exempt from buildings and works provisions under Clause 62.02-1, or Clause 52.05-10, signs not requiring a permit. As detailed above, as “the construction of or putting up for display a sign” is not specifically mentioned (required) under the provisions of the Industrial 1 Zone, Design and Development Overlay, Floodway Overlay or Land Subject to Inundation Overlay, it is considered that no specific permit is required (triggered) for the construction of the sign and associated structure under the zone or applicable overlay provisions.

We note that neither overlay specifically requires a permit for “the construction of or putting up for display a sign” under their ‘building and works’ sub-clause. In relation to the Floodway Overlay, CCMA confirmed this in their referral response of the 28.5.2026. Refer to Attachment 7. Refer to Sections 7 and 8 below for additional comments relating to signage within the zone and overlays.

7 Zoning

7.1 Industrial 1 Zone

The subject site is situated within the Industrial 1 Zone.



Figure 9 – Zoning Map – VicPlan

The purpose of the Industrial 1 Zone is:

- > To implement the Municipal Planning Strategy and the Planning Policy Framework.
- > To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.

7.1.1 Use

As detailed in Section 5 above, the use of land to display a sign does not require a permit under the provisions of Clause 62.01 of the Planning Scheme.

7.1.2 Buildings and Works

As detailed in Section 6 above, the construction of a building or the construction or carrying out of works does not apply to the construction of or putting up for display a sign under the provisions of Clause 62.02-2, as the Industrial 1 Zone does not specifically require a permit relating to *“the construction of or putting up for display a sign”*.

7.1.3 Signs

Clause 33.01-5 to the Industrial 1 Zone state sign requirements are at Clause 52.05 and that this zone is in Category 2. Refer to Section 9.1 below for further details relating to signage.

Response: Refer to Section 9.1 below for full details regarding signage triggers and requirements.

8 Overlays

8.1 Design and Development Overlay

The subject site is also included within Schedule 20 to the Design and Development Overlay – Industrial 1, 2 and 3 Zones.



Figure 10 – Design and Development Overlay – VicPlan

The purpose of the Design and Development Overlay, is :

- > To implement the Municipal Planning Strategy and the Planning Policy Framework.
- > To identify areas which are affected by specific requirements relating to the design and built form of new development.

8.1.1 Buildings and Works

Clause 43.02-2, buildings and works, does not specifically require a permit for *“the construction of or putting up for display a sign”*. As a result, no permit is required under the provisions of the Design and Development Overlay for buildings and works associated with the construction of or putting up for display a sign. Refer Section 6 of this report for details of buildings and works not requiring a permit.

8.1.2 Signs

Clause 43.02-4 states sign requirements are at Clause 52.05 unless otherwise specified in a schedule to this overlay. Schedule 20 does not specifically require a permit for *“the construction of or putting up for display a sign”* under 2.0 buildings and works, permit requirement.

Response: *It is noted however, under ‘requirements’ to the Schedule, that “Signage should be co-located on sites which have more than one tenant so as to avoid sign clutter”, with the ‘City of Greater Geelong Sign Guidelines (February 2024)’, listed as a decision guideline. As signage under the Design and Development Overlay are at Clause 52.05, these matters are discussed in further detail in Section 9.1 below.*

8.2 Floodway Overlay

The subject site is also included within Schedule 1 to the Floodway Overlay – Riverine Flooding.



Figure 11 – Floodway Overlay – VicPlan

8.2.1 Buildings and Works

Clause 44.03-2, buildings and works, does not specifically require a permit for “*the construction of or putting up for display a sign*”. We draw Council’s attention to Clause 44.03-2, buildings and works, copy of which is detailed below in Figure 12 below, which contains no reference to signs. In comparison, Clause 43.01-1 to the Heritage Overlay specifically states that buildings and works includes “*Construct or display a sign*”, refer Figure 13 below.

44.03-2 14/12/2023 VC253	Buildings and works A permit is required to construct a building or to construct or carry out works, including: ▪ A fence. ▪ Roadworks, if the water flow path is redirected or obstructed. ▪ Bicycle pathways and trails. ▪ Public toilets. ▪ A domestic swimming pool or spa and associated mechanical and safety equipment if associated with one dwelling on a lot. ▪ Rainwater tank with a capacity of not more than 10,000 litres. ▪ A pergola or verandah, including an open-sided pergola or verandah to a dwelling or a small second dwelling with a finished floor level not more than 800mm above ground level and a maximum building height of 3 metres above ground level. ▪ A deck, including a deck to a dwelling or a small second dwelling with a finished floor level not more than 800mm above ground level. ▪ A disabled access ramp. ▪ This does not apply: ▪ If a schedule to this overlay specifically states that a permit is not required. ▪ To roadworks or bicycle paths and trails constructed or carried out by or on behalf of the Head, Transport for Victoria, to the satisfaction of the relevant floodplain management authority. ▪ To flood mitigation works carried out by the responsible authority or floodplain management authority. ▪ To the following works in accordance with plans prepared to the satisfaction of the responsible authority: – The laying of underground sewerage, water and gas mains, oil pipelines, underground telephone lines and underground power lines provided they do not alter the topography of the land. – The erection of telephone or power lines provided they do not involve the construction of towers or poles. ▪ To post and wire and post and rail fencing.
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Figure 12 – Clause 44.03-2 to the Floodway Overlay, Greater Geelong Planning Scheme

43.01-1 16/10/2025 VC288	Permit requirement A permit is required to: ▪ Subdivide land. ▪ Demolish or remove a building. ▪ Construct a building or construct or carry out works, including: – Domestic services normal to a dwelling if the services are visible from a street (other than a lane) or public park. – A solar energy system attached to a building that primarily services the land on which it is situated if the system is visible from a street (other than a lane) or public park and if the schedule to this overlay specifies the heritage place as one where solar energy system controls apply. – A rainwater tank if the rainwater tank is visible from a street (other than a lane) or public park. – A fence, if the fence is visible from a street (other than a lane) or public park. – Roadworks which change the appearance of a heritage place or which are not generally undertaken to the same details, specifications and materials. – Buildings or works associated with a railway, railway station or tramway constructed or carried out by or on behalf of the Head, Transport for Victoria. – Street furniture other than: – Traffic signals, traffic signs, bus shelters, fire hydrants, parking meters, post boxes and seating. – Speed humps, pedestrian refuges and splitter islands. – A domestic swimming pool or spa and associated mechanical and safety equipment, if the swimming pool or spa and associated equipment are visible from a street (other than a lane) or public park. – A pergola or verandah, including an open-sided pergola or verandah to a dwelling with a finished floor level not more than 800mm above ground level and a maximum building height of 3 metres above ground level. – A deck, including a deck to a dwelling with a finished floor level not more than 800mm above ground level, if the deck is visible from a street (other than a lane) or public park – Non-domestic disabled access, excluding a non-domestic disabled access ramp if the ramp is not visible from a street (other than a lane) or public park. – An electric vehicle charging station if the charging station is visible from a street (other than a lane) or public park. – Services normal to a building other than a dwelling or small second dwelling, including chimneys, flues, skylights, heating and cooling systems, hot water systems, security systems and cameras, downpipes, window shading devices, or similar, if the works are visible from a street (other than a lane) or public park. ▪ Externally alter a building by structural work, rendering, sandblasting or in any other way. ▪ Construct or display a sign. ▪ Externally paint a building if the schedule to this overlay specifies the heritage place as one where external paint controls apply. ▪ Externally paint an unpainted surface. ▪ Externally paint a building if the painting constitutes an advertisement. ▪ Internally alter a building if the schedule to this overlay specifies the heritage place as one where internal alteration controls apply. ▪ Carry out works, repairs and routine maintenance which change the appearance of a heritage place or which are not undertaken to the same details, specifications and materials. ▪ Remove, destroy or lop a tree if the schedule to this overlay specifies the heritage place as one where tree controls apply. This does not apply: – To any action which is necessary to keep the whole or any part of a tree clear of an electric line provided the action is carried out in accordance with a code of practice prepared under Section 86 of the <i>Electricity Safety Act 1998</i>. – If the tree presents an immediate risk of personal injury or damage to property.
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Figure 13 – Clause 43.01-1 to the Heritage Overlay, Greater Geelong Planning Scheme

Response: Based on the wording of Clause 62.02-2 and the fact that the Floodway Overlay makes no specific statement in Clause 44.03-2 that buildings and works includes “the construction of or putting up for display a sign”, in contrast to the Heritage Overlay, it is considered that no permit is required under the Floodway Overlay for the construction of the structure to support the proposed major promotion sign. Therefore, the permit requirements of Clause 3.0 to Schedule 1 to the Floodway Overlay are not applicable in this particular instance.

In addition to this, CCMA in their referral response to the original application of the 28.5.2026 as detailed below extract from page 2 of their response.

“Under the Permit requirement (Clause 3) of Schedule 1 of the Floodplain (sic) Overlay, states a permit is not required to construct a building or carry out works for: “An outdoor advertising sign/structure that is fixed to a building or oriented parallel with the direction of floodwater flow”.

Considering the intent of the above clause, Corangamite CMA would consider that the proposed sign design meets it and therefore does not trigger planning permit consideration under Schedule 1 of the Floodway Overlay.”

Refer to page 2 of Attachment 7 for further details. As a result, this amended application does not require re-referral to CCMA.

8.3 Land Subject to Inundation Overlay

A small portion of the site adjacent to the western boundary is also included within Schedule 1 to the Land Subject to Inundation – Riverine Flooding



Figure 14 – Land Subject to Inundation Overlay – VicPlan

8.3.1 Buildings and Works

Similar to Section 8.2.1 above, Clause 44.04-2, buildings and works, does not specifically require a permit for “the construction of or putting up for display a sign”. In addition to this, the area in which the sign structure will be located is not impacted by the Land Subject to Inundation Overlay.

Response: *It is therefore considered the provisions of the Land Subject to Inundation Overlay are not relevant in this instance.*

9 Particular Provisions

9.1 Signs

Under Clause 33.01-5 signs within the Industrial 1 Zone are a Category 2. Clause 52.05-12 of the Planning Scheme specifies that electronic major promotion signs are Section 2 signs. No conditions are placed against Section 2 signs.

Relevant sign definitions as contained in Clause 73.02 are as follows:

“Electronic sign *A sign that can be updated electronically. It includes screens broadcasting still or moving images.*

Major promotion sign *A sign which is 18 square metres or greater that promotes goods, services, an event or any other matter, whether or not provided, undertaken or sold or for hire on the land or in the building on which the sign is sited.”*

The purpose of Clause 52.05, signs, is:

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

9.1.1 Application Requirements

An application must be accompanied by the following information, as appropriate:

Site context

- > A site context report, using a site plan, photographs or other methods to accurately describe:
 - The location of the proposed sign on the site or building and distance from property boundaries.
 - The location and size of existing signage on the site including details of any signs to be retained or removed.
 - The location and form of existing signage on abutting properties and in the locality.
 - The location of closest traffic control signs.
 - Identification of any view lines or vistas that could be affected by the proposed sign.

Sign details

- > The location, dimensions, height above ground level and extent of projection of the proposed sign.

- > The height, width, depth of the total sign structure including method of support and any associated structures such as safety devices and service platforms.
- > Details of associated on-site works.
- > Details of any form of illumination, including details of baffles and the times at which the sign would be illuminated.
- > The colour, lettering style and materials of the proposed sign.
- > The size of the display (total display area, including all sides of a multi-sided sign).
- > The location of any logo box and proportion of display area occupied by such a logo box.
- > For animated or electronic signs, a report addressing the decision guidelines at Clause 52.05- 8 relating to road safety.
- > > Any landscaping details.

Signs with a display area of 18 square metres or more

- > For a sign with a display area of 18 square metres or more:
 - A description of the existing character of the area including built form and landscapes.
 - The location of any other signs over 18 square metres, or scrolling, electronic or animated signs within 200 metres of the site.
 - Any existing identifiable advertising theme in the area.
 - Photo montages or a streetscape perspective of the proposed sign.
 - Level of illumination including:
 - Lux levels for any sign on or within 60 metres of a Transport Zone 2, Transport Zone 3, a residential zone or public land zone.
 - The dwell and change time for any non-static images.
 - The relationship to any significant or prominent views and vistas.

Response: *It is considered the development plans and supporting assessments and documentation accompanying this application sufficiently detail the above relevant application requirements.*

9.1.2 Decision Guidelines

Before deciding on an application the Responsible Authority must consider, as appropriate:

All signs

- > The character of the area including:
 - The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character.
 - The compatibility of the proposed sign with the existing or desired future character of the area in which it is proposed to be located.
 - The cumulative impact of signs on the character of an area or route, including the need to avoid visual disorder or clutter of signs.
 - The consistency with any identifiable outdoor advertising theme in the area.
- > Impacts on views and vistas:
 - The potential to obscure or compromise important views from the public realm.
 - The potential to dominate the skyline.

- The potential to impact on the quality of significant public views.
- The potential to impede views to existing signs.
- > The relationship to the streetscape, setting or landscape:
 - The proportion, scale and form of the proposed sign relative to the streetscape, setting or landscape.
 - The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements.
 - The ability to screen unsightly built or other elements.
 - The ability to reduce the number of signs by rationalising or simplifying signs.
 - The ability to include landscaping to reduce the visual impact of parts of the sign structure.
- > The relationship to the site and building:
 - The scale and form of the sign relative to the scale, proportion and any other significant characteristics of the host site and host building.
 - The extent to which the sign displays innovation relative to the host site and host building.
 - The extent to which the sign requires the removal of vegetation or includes new landscaping.
- > The impact of structures associated with the sign:
 - The extent to which associated structures integrate with the sign.
 - The potential of associated structures to impact any important or significant features of the building, site, streetscape, setting or landscape, views and vistas or area.
- > The impact of any illumination:
 - The impact of glare and illumination on the safety of pedestrians and vehicles.
 - The impact of illumination on the amenity of nearby residents and the amenity of the area.
 - The potential to control illumination temporally or in terms of intensity.
- > The impact of any logo box associated with the sign:
 - The extent to which the logo box forms an integral part of the sign through its position, lighting and any structures used to attach the logo box to the sign.
 - The suitability of the size of the logo box in relation to its identification purpose and the size of the sign.
- > The need for identification and the opportunities for adequate identification on the site or locality.
- > The impact on road safety. A sign is a safety hazard if the sign:
 - Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.
 - Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background that may reduce the clarity or effectiveness of a traffic control device.
 - Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.
 - Is at a location where particular concentration is required, such as a high pedestrian volume intersection.
 - 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.
 - Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.

- 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.
- Is within 100 metres of a rural railway crossing.
- Has insufficient clearance from vehicles on the carriageway.
- Could mislead drivers or be mistaken as an instruction to drivers.

Major promotion signs

- > The effect of the proposed major promotion sign on:
 - Significant streetscapes, buildings and skylines.
 - The visual appearance of a significant view corridor, viewline, gateway location or landmark site identified in a framework plan or local policy.
 - Residential areas and heritage places.
 - Open space and waterways.
- > When determining the effect of a proposed major promotion sign, the following locational principles must be taken into account:
 - Major promotion signs are encouraged in commercial and industrial locations in a manner that complements or enhances the character of the area.
 - Major promotion signs are discouraged along forest and tourist roads, scenic routes or landscaped sections of freeways.
 - Major promotion signs are discouraged within open space reserves or corridors and around waterways.
 - Major promotion signs are discouraged where they will form a dominant visual element from residential areas, within a heritage place or where they will obstruct significant viewlines.
 - In areas with a strong built form character, major promotion signs are encouraged only where they are not a dominant element in the streetscape and except for transparent feature signs (such as neon signs), are discouraged from being erected on the roof of a building.

Response: *The following comments are made in relation the appropriateness of the proposed sign having regard to the above decision guidelines.*

- > Character of area – Both Barwon Heads Road and Breakwater Road are major arterial roads, with Barwon Heads Road providing a vital link from the Armstrong Creek Growth Area, with Breakwater Road providing the main east-west link across the Barwon River from the Bellarine Peninsula to the southern suburbs of Geelong. The area contains a mixture of uses with recreational and local government uses to the east of Barwon Heads Road, with industrial/service business uses on the western side. Both Roads contain multiple lanes, with the intersection being signalised with multiple turning lanes.

Buildings in the vicinity are large industrial buildings and sheds, predominantly of concrete tilt slab construction. The spotlight/anaconda development on the north-east corner of Settlement and Breakwater Roads contains under-building parking with sheer walls to Breakwater Road.

The Council depot to the north-east contains numerous industrial buildings constructed of Colorbond, storage areas and open vehicle parking. South Barwon Recreation Reserve to the south-east contains several cricket ovals, training nets and clubrooms. Land in the Neighbourhood Residential Zone directly abuts the Industrial 1 Zone to the west of Walker Street. This zone is approximately 117 metres west of the location of the proposed sign.

The vicinity therefore contains a mixture of uses and development. For this reason, it is considered the display of an electronic major promotion sign on an arterial road will not be detrimental to eclectic nature of the character of the area.

- > Views and vistas – Due to the height, scale and bulk of surrounding buildings, the location of the sign in the south-east corner of the site, the sign will not obscure views, dominate the skyline or impede views of existing signage or traffic control devices in the vicinity.
- > Streetscape, setting or landscape – The proportion, scale and form of the proposed sign is relative to the size of the land and that of surrounding development. It will not protrude beyond the title boundaries. As the sign will be electronic and display advertisements for a minimum 30 seconds in duration, the sign will display advertisements other than the sites tenant. This is considered to be appropriate and would not result in a proliferation of signage in this vicinity. The changing nature of the display will negate the need for the clustering of signs in this location to avoid visual clutter of signage.
- > Relationship to the site and building – The site is used for the sale and distribution of building materials, predominantly timber products. Due to the size of the site and that of surrounding buildings, it is considered the proportion, scale and form of the proposed sign is proportionate with the existing surrounding buildings.
- > Impact of structures associated with the sign – As demonstrated in the attached development plans, the structure of the sign will consist on a single support pole, with a 'V' shaped double sided sign mounted above. It is considered the sign will appropriately sit within the site and not dominate the streetscape, thereby minimising the overall appearance of the sign, resulting in minimal impact to the adjacent buildings, site, streetscape, setting, views or vistas of the area.
- > Illumination – As previously mentioned, the site is located on a major arterial road. Surrounding businesses currently contain a variety of signage, some of which is also illuminated, in addition to security and street lighting. The sign will display various advertisements for a minimum 30 seconds in duration, before changing to the next image. The sign will have an inbuilt ambient light control system that will automatically adjust the digital luminance (brightness) of images in proportion to available ambient light. This level of luminance is below the maximum specified by TfV. In addition to this, although not required by TfV, the proponent is open to limiting nighttime operation by turning the billboard off between the hours of 11.00pm to 6.00am on the following day.
- > Need for identification – As the sign will be electronic and display advertisements for a minimum 30 seconds in duration, the sign will display advertisements other than the sites tenant. This is considered appropriate as it will reduce the need to additional signage in the vicinity by encouraging the consolidation of signage on major roads in commercial areas. The changing nature of the display will negate the need for the clustering of signs in this location to avoid visual clutter of signage.
- > Impact on road safety / Major promotion signs – The sign will have an inbuilt ambient light control system that will automatically adjust the digital luminance (brightness) of images in proportion to available ambient light, thereby minimising glare. Due to the height/location of the sign and nature of illumination, the sign will not obstruct drivers view of the signalised intersection or create confusion. The sign will not flash or mimic emergency services, with images changing every 30 seconds.

The sign will not be adjacent to any residential areas or heritage places or impede view lines. Although the South Barwon Recreation Reserve is opposite, the sign is located within the Industrial 1 Zone, where large 'big box' structures are located, therefore minimising significant variations in the height of buildings and structures.

To support the safety aspects of the proposal, a road safety review has been undertaken by Stantec which indicates the proposed digital sign demonstrates appropriate consideration of roadside safety principles. Refer Attachment 4 for further details. In addition, TfV as the road management authority does not object to a permit being issued subject to conditions. Refer Attachment 6.

10 Decision Guidelines

Under the provisions of Clause 65.01, before deciding on an application or approval of a plan, the responsible authority must also consider the following relevant decision guidelines :

- > The matters set out in section 60 of the Act.
- > The Municipal Planning Strategy and the Planning Policy Framework.
- > The purpose of the zone, overlay or other provision.
- > Any matter required to be considered in the zone, overlay or other provision.
- > The orderly planning of the area.
- > The effect on the environment, human health and amenity of the area.
- > The proximity of the land to any public land.
- > The impact the use or development will have on the current and future development and operation of the transport system.

Response: As detailed throughout this report, the proposed sign is considered to be appropriate having regard to the above decision guidelines and can be supported by various policies as outlined in Section 9 below. Importantly, it is considered the sign is consistent with the decision guidelines of Clause 52.05-8 as detailed in Section 9.1.2 of this report.

11 Policy Framework

It is considered the proposal is consistent with the relevant State, Regional and Local Planning Policies as outlined below:-

11.1 Planning Policy Framework

11.01-1S – Settlement – This policy aims to facilitate the sustainable growth and development of Victoria and deliver choice and opportunity for all Victorians through a network of settlements. A relevant strategy is to focus investment and growth in major regional cities, including Geelong.

11.03-1S – Activity Centres – Aims to encourage the concentration of major retail, residential, commercial,

15.01-1S – Urban Design – Aims to create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity. Relevant strategies include:

- > Requiring development to respond to its context in terms of character, cultural identity and heritage, natural features and surrounding landscape
- > Ensuring that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.
- > Promoting good urban design along and abutting transport corridors.

15.01-1L03 – Signs in Urban Environments – This policy applies to all urban land in the municipality. Objectives and strategies of which are to encourage signs to meet the objectives and strategies of the *City of Greater Geelong Sign Guidelines* (February 2024). The following are relevant sections for the guidelines:

02 General Guidelines

Objectives, as relevant:

- > 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 facilitate the display of signs for businesses and community groups in order to provide opportunities for identification and promotion where appropriate.

Strategies, as relevant:

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.
5. Encourage signs to integrate with the architectural or landscape features of the host site or building.

Policy Guidelines, as relevant:

3. Flat signs on building walls should relate to the architecture of the building in style and placement.

04 Industrial Areas – Category 2

Objectives, as relevant:

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

Strategies, as relevant:

1. Ensure signs respect the built form and the landscape context, and are not the dominant feature.
3. Limit freestanding signs.
4. Avoid signs that interfere with pedestrian or vehicular thoroughfares or business entrances.
5. Avoid signs that have an adverse effect on the safety, appearance and efficiency of a road.

07 Interface Areas

Objective:

- > To ensure signs in commercial and industrial areas do not have a detrimental impact on High Amenity and Sensitive areas.

Strategies:

1. Signs should not dominate the outlook from or result in increased illumination to adjoining landscapes, passive open space or nearby dwellings.
2. Ensure signs do not have a detrimental impact on access to daylight or sunlight, including perception of light and shadow, or overshadowing of any sensitive space (including footpaths, public and private open space, windows) at any time of the year.
3. Ensure signs near rural areas are sympathetic in scale and do not dominate any landscape, coastal or environmental features, view corridors or vistas.
4. Discourage the use of floodlit signs and ensure that they are primarily directed away from visually sensitive areas.
5. Limit illuminated signs near residential areas, open space and other sensitive interfaces.

Policy Guidelines, as relevant:

1. Limit the number of signs on any one property that are visible from the High Amenity or Sensitive area to the minimum number necessary to identify the premises.
2. Sign colours should be compatible with surrounding landscape.
3. Illuminated signs should be located, baffled and the level of illumination controlled to ensure there is no unreasonable spill of light beyond the area of the sign or loss of amenity.

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

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.

Policy Guidelines, as relevant:

1. Providing a minimum 1 kilometre separation between major promotion signs on the same road.
2. Discourage major promotion signs that would restrict the development of a site or conflict with an identified strategic development objective.
3. Discourage 'pop out' elements.
4. Discourage more than one major promotion sign at any intersection.
5. Limiting major promotion signs on walls to:
 - 20 per cent of the wall area,
 - A maximum area of 25 square metres,
 whichever is the lesser.

13 Electronic 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.

Strategies:

1. 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.
2. Encourage animated signs (including digital media, holographic, 3D and projections) to activate public places.
3. Ensure electronic and animated signs prioritise road and rail safety.

Policy Guidelines, as relevant:

1. Control electronic and animated signs to have appropriate levels of illumination responsive to sunlight, weather conditions and time of day.

2. Limit the number of electronic signs to one per premises.
3. Discourage electronic signs that face a residential area, passive open space or other sensitive interfaces.

15.01-2S – Building Design – The objective of which is to achieve building design and siting outcomes that contribute positively to the local context, enhance the public realm and support environmentally sustainable development. Relevant strategies to achieve this include ensuring the form, scale, and appearance of development enhances the function and amenity of the public realm and ensuring development considers and responds to transport movement networks and provides safe access.

Response: *It is considered the display of an electronic major promotion sign is consistent with and can be supported by the above relevant policies. The sign will be set within the sites title boundaries and subordinate to the built form of surrounding development. Being a promotion sign, it will allow for the co-location and consolidation of signs and negate the need to multiple promotion signs within the area.*

In relation to the requirements of Council's sign guidelines for major promotion signs:

- > *The sign respects the scale and built form of the building, will not impact the functionality of the area and will not dominate the skyline.*
- > *The overall height of the sign is considered to be appropriate having regard to surrounding industrial/commercial buildings.*
- > *Although opposite a recreation reserve, the sign is considered to be appropriately located and will 'nestle' into the surrounding industrial/commercial precinct.*
- > *The proposed illumination of the sign will not be distracting or spill into adjacent sites due to the public lighting associated with the adjacent roadways and intersection.*
- > *Although the sign is in the vicinity of a signalised intersection, due to the height, scale and bulk of surrounding buildings, and the location of the sign in the south-east corner of the site, the sign will not obscure views, dominate the skyline or impede views of existing signage or traffic control devices in the vicinity.*
- > *The attached Traffic Safety Review indicates no safety issues would arise from the proposed sign. Transport for Victoria has raised no objection to the proposal from a safety perspective and have provided conditions for inclusion on any permit issued.*

In relation to Council's guideline of providing a minimum 1 kilometre separation distance between major promotion signs, it is noted there is a non-electronic promotion sign located at 184 Barwon Heads Road, corner of Grayling Street, approximately 214 metres south of the location of this proposed promotion sign.

As can be seen from the photo montage, Attachment 5, Figure 4, due to the siting of the existing promotion sign at 184 Barwon Heads Road and surrounding landscaping, the sign is barely visible when approaching from the south. It is therefore considered that no visual distractions or safety issues will result. This was also stated in the attached supporting reports. Further, it is noted that:

Two double sided major promotion signs are located within 330 metres of each other on the southern side of Portarlington Road, Moolap, number 252-260, digital, and 284, floodlit. Attachment 5, Figure 6.

Two double sided major promotion signs are located within 295 metres of each other on the northern side of Bellarine Highway, Moolap, number 187-189 Bellarine Highway, digital, and 35 Twitt Street, floodlit. Attachment 5, Figure 7.

Two single sided digital major promotion signs have recently been approved within 358 metres of each other on Latrobe Terrace, 172 and 2-6 Fenwick Street (Gordon Institute of TAFE). Attachment 5, Figure 8.

Council's policy of providing a minimum 1 kilometre separation between major promotion signs on the same road has been noted in VCAT decision *Australian Outdoor Media Pty Ltd v Greater Geelong CC* [2026] VCAT 146, **"to be an arbitrary figure, which needs to be assessed having regard to the context of a particular site"**.

As advised, there is a non-illuminated major promotion sign on the corner of Grayling Street, approximately 214 metres south of the proposed sign. Neither Stantec's Traffic Engineers nor TfV raised any concerns from a safety perspective regarding the proximity of the signs to each other.

12 Response to Previous Objections Lodged

The original application was placed on public notification on the 9th June, 2026 to which (7) seven objections were received by Council. This amended proposal has taken into consideration the issues raised which are summarised with comments provided as follows:

1. Loss of residential amenity (light, visual intrusion, outlook impacts)

The sign will not directly face any residential areas. The design of the sign, being 'V' shaped in nature, will direct the digital faces towards the north and south, with the rear, non illuminated back of the sign, facing west.

Our client will accept lower luminance levels to those specified by TfV if Council deems necessary.

The difference in ground level from Merrilyn Street to Barwon Heads Road is approximately 4 metres (Google Earth Pro), with some 2 storey industrial buildings existing between these locations. As the subject site is lower than all objectors land, the overall visual impact of the sign will be minimal.

2. Visual dominance / visual clutter

There are no similar signs, i.e., electronic, internally illuminated, panel, pole or sky signs on Barwon Heads Road in the immediate vicinity of the site. There is a non-illuminated major promotion sign on the corner of Grayling Street, approximately 214 metres south of the proposed sign. Business identification signs exist for businesses within this industrial precinct, the majority of which are located on the building or at entrance driveways. As a result, it is not considered the proposed sign would result in visual dominance or clutter.

3. 24-hour operation and lack of advertising content controls

Although the sign will not directly face towards residential areas and the level of luminance will reduce based on time of the day and background light, our client has indicated they are open to restricting operation of the sign between the hours of 11.00pm and 6.00am if necessary.

4. Road safety and driver distraction

A Road Safety Review has been undertaken by Transport Engineering experts who have not raised any road safety concerns with the proposal. Refer Attachment 4. In addition TfV have raised no concerns from a safety or distraction perspective with the revised location of the proposed sign. Refer Attachment 6.

5. Impact on recreation/open space areas

The South Barwon Recreation Reserve and associated sporting fields are located on the opposite side of Barwon Heads Road, and it is not envisaged the proposed sign would have any visual or distracting impacts on users of the reserve. The sign is not animated, with use of the reserve primarily occurring during daylight hours. The intersection of Barwon Heads and Breakwater Roads is well lit with lighting, including both sides of the road and the central median occurring for approximately 330 metres south of the intersection, some 220 metres beyond the location of the proposed sign. It is noted the proponent may consider limitations to hours of operation of the sign, however street lighting occurs all night.

6. Inadequate assessment of residential impacts

Sufficient regard has been given to impacts to residential land 117 metres to the west of the proposed sign throughout this report and the accompanying lighting and road safety reports.

7. Property value impacts

It is the long held view of VCAT that loss of property values is not a planning consideration.

Refer to Attachment 3, Lighting Impact Report, and Attachment 4, Traffic Safety Review, for further details of assessments and reviews regarding luminance (brightness) and safety aspects of the proposal.

13 Conclusion

The proposal is consistent with the State and Local Planning Policy context in relation to the display of major promotion signage in industrial zones.

The proposal is considered to be in compliance with the requirements of Clause 52.05 relating to promotional signage in the Industrial 1 Zone as the attached assessment indicates.

The proposal is therefore considered to be consistent with the purpose of the Industrial 1 Zone and satisfies all the relevant application requirements and decision guidelines of Clause 52.05 and objectives and strategies of the *City of Greater Geelong Sign Guidelines* (February 2024).

For the reasons outlined in this report, it is considered the proposal is appropriate and should therefore be supported by Council.