



PLANNING PERMIT APPLICATION

PROJECT **Proposed Electronic Promotion Sign**

LOCATION **4-6 Breakwater Road, Belmont VIC
3216**

DATE **May 26, 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 an industrial zoned property currently occupied by John Deere and GSW Grounds Care. T

The Subject Site almost entirely covered by the built form, a warehouse style building with a corrugated roof on a slight incline, roller door entry, and glass windows at the customer entry as well as overlooking the property's frontage. The building is constructed from red brick.

The scale of this building (6.5m in height) fits in well with the character of the area, with most other properties in this industrial precinct of Belmont of similar height and scale, or bigger. The Subject Site currently has a prominent free-standing "John Deere" sign positioned at the frontage. This sign will be moved from its existing location to the western corner of the frontage as part of the proposal. Other signage currently on the property includes wall mounted business identification signage.

There is vehicle access to the property via Breakwater Rd. Parking is available in a paved driveway positioned at the building's frontage. A gravel driveway extends around the eastern side of the building.

The site is rectangular in shape, with a total area of 1002m². This makes it similar in size than many other blocks in the area. The Subject Site has an approximately 70 m frontage to Breakwater Rd.

The topography of the site is almost entirely flat though with an even gradient across the entire property within the boundaries. This topography is consistent with adjacent properties. There is a small amount of vegetation in the form of landscaping bordering the driveway parallel to Barwon Heads Rd.

The proposed major promotion sign will be electronic and will primarily be viewed by westbound traffic on Breakwater Rd.

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

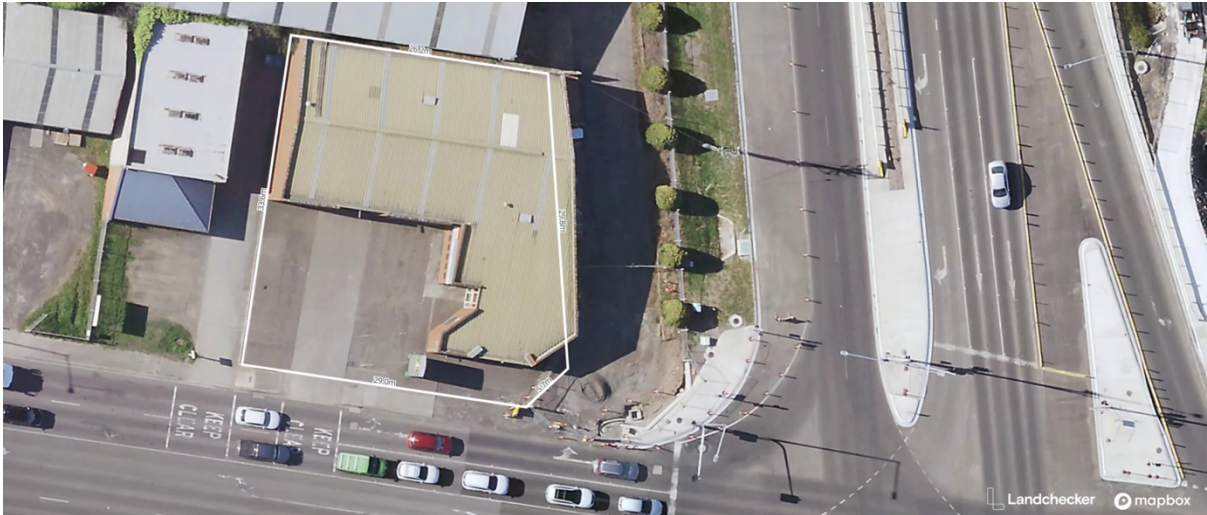


Figure 1 – Aerial Photograph of Subject Site

4.2 Surrounding Context



Figure 2 – Aerial Photograph of Surrounding Area

The locality characteristics are:

- To the western boundary lies 8 Breakwater Rd, an industrial zoned property occupied by Belmont Automotive, a car repair shop. The next road to the west is Settlement Rd.
- To the southern boundary lies Breakwater Rd. Beyond is 154-178 Breakwater Rd, an industrial zoned property occupied by Belmont Timber Mitre 10 Trade Centre, a hardware store.
- To the eastern boundary lies Barwon Heads Rd, a principal road network. Beyond is 135 Barwon Heads Rd, which is land zoned for Public Use-Local Government. To the south-east, diagonally opposite the Subject Site, is South Barwon Reserve, which is land zoned as Public Park and Recreation.
- To the northern boundary lies 150 Barwon Heads Rd, an industrial zoned property occupied by Audisport, an auto parts store, and PETstock Belmont, a pet store. The next road to the north is Curtis St.

The area surrounding Breakwater Rd (on which the Subject Site is located) is an industrial zoned precinct in Belmont. This is clear in zoning, use and character and is identified as such in several local policies. The area has clearly been designed to be an industrial and commercial centre and this is reflected in the current usage and character of the area.

This character stretches to the north, south and west of the Subject Site, along Breakwater Rd and Barwon Heads Rd. The area has numerous commercial businesses including major retailers such as Spotlight, Independent Living Specialists and Anaconda. There is a trade and industry focus for many businesses in the area, such as Belmont Timber Mitre 10 Trade Centre.

The sign will primarily be viewed by westbound traffic on Breakwater Rd. The Subject Site is zoned industrial and its current usage and those of surrounding sites reflect this zoning.

As one would expect in an industry dominated area in proximity to a major highway, Princes Hwy, there is some signage. This signage comes in a few forms and sizes—with a mixture of medium-large scale business identification and promotion signage. These signs are predominantly wall mounted and contribute most of the colour and vitality in this area. Images of typical signage are shown in Appendix 4.

The closest promotion sign is a 12.66m x 3.35m Gawk sign located at 184 Barwon Heads Rd, Belmont, approximately 300m away. There are several other promotion signs, including digital, in Geelong, as shown in Appendix 4.

The appropriate zoning and the robust industrial 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 4 Breakwater Road, Belmont including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

We additionally are seeking to relocate the existing John Deere pylon sign to the other side of the road frontage.

The proposed electronic promotion sign (as detailed in the attached town planning package) proposes one 16.16m² display face. The sign will primarily be viewed by westbound traffic on Breakwater Road.

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 standard operating hours for signage in Geelong. 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 16.43m². 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 connection to the built form character in the area surrounding Breakwater Rd. It will add further colour and vitality to this industrial hub. It is of similar size (7.5m in height) and scale as existing signage in the area.
- It will always be viewed with a background of commercial buildings. The sign's location ensures it seamlessly fits into the built form on the Subject Site.
- The location of the sign allows local advertisers to reach a key audience of local and visitor traffic in Belmont. This is a valuable audience for local advertisers which can have very positive impacts on the local economy.
- The height of the proposed sign has been carefully designed to be no bigger than other signs in the area. It was also important for the sign to be sized for adequate viewing for passing traffic.
- The site was carefully selected due to its location within a key industrial precinct in Belmont. This ensures the effects on the surrounding properties is minimal. There are no residentially zoned properties within view of the proposal.

- The size and height of the promotion sign was designed to ensure it is visible to traffic, without compromising any views or impacting on the visual amenity of this area in Belmont.

All surrounding properties have a consideration for the robust industrial 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

Industrial 3 Zone

The Subject Site is situated within the Industrial 3 Zone. 'Sign requirements are at Clause 52.05. This zone is in Category 2' (Low Limitations).

Under Clause 33.03 Industrial 3 Zone, the following purpose and information applies.

Purpose

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict.
- To provide a buffer between the Industrial 1 Zone or Industrial 2 Zone and local communities, which allows for industries and associated uses compatible with the nearby community.
- To allow limited retail opportunities including convenience shops, small scale supermarkets and associated shops in appropriate locations.
- To ensure that uses do not affect the safety and amenity of adjacent, more sensitive land uses.

In this above mentioned Clause, in section -5, 'Sign requirements are at Clause 52.05. This zone is in Category 2'. This Clause does not provide decision guidelines for the proposed application, and thus, requires consideration at Clause 52.05.

Under Clause 52.05-12, the following information applies for Category 2 Signage:

Purpose

To provide for adequate identification signs and signs that are appropriate to office and industrial areas.

Section 1 – Permit not required	
Sign	Condition
Bed and breakfast sign Business identification sign Home based business sign Pole sign	The total display area of all signs to each premises must not exceed 8 sqm. This does not include a direction sign.
Direction Sign	Only one to each premises.
Internally illuminated sign	The total display area to each premises must not exceed 1.5 sqm.

	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.

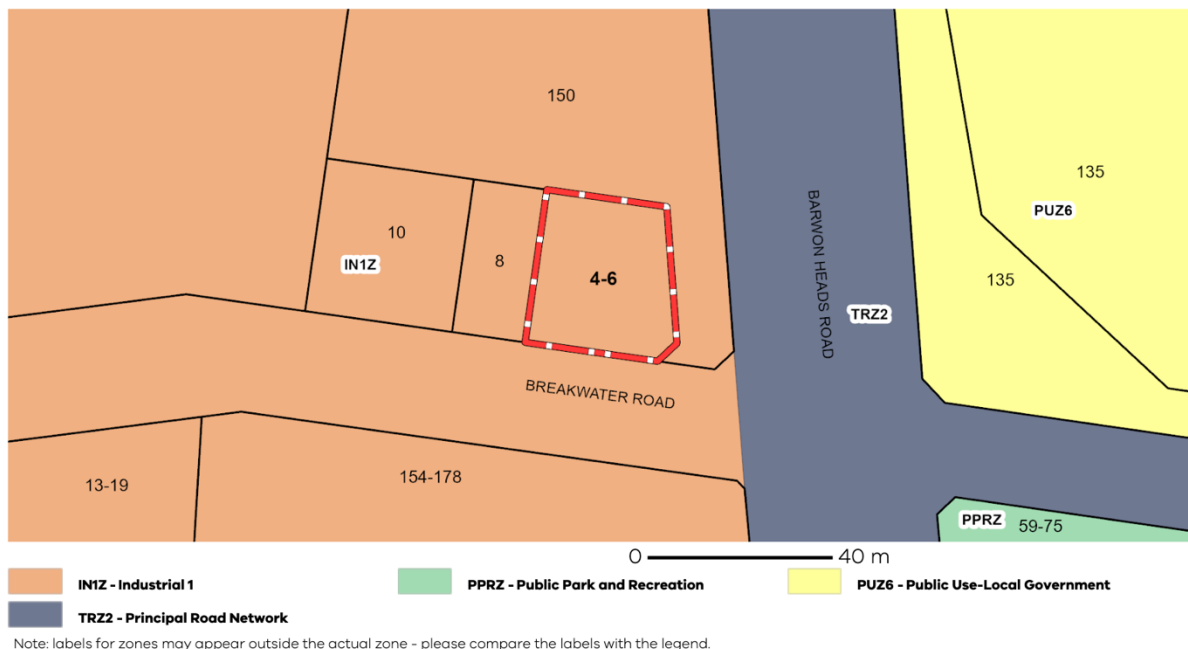


Figure 3 – Zone Controls of the Site & Surrounds

6.2. Overlays

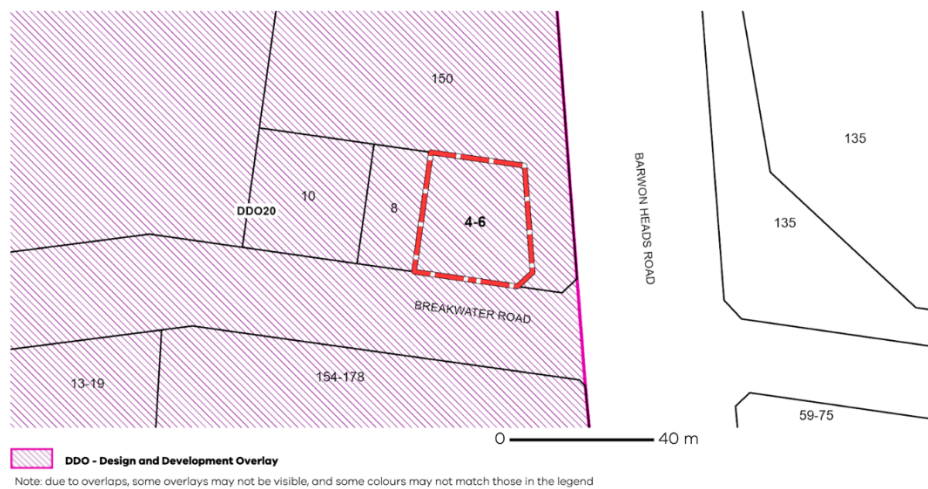


Figure 4 – Design and Development Overlay

The subject site has a design and development overlay “DDO” encompassing the land parcel. This overlay objectives include to improve the visual appearance and image of industrial areas. Under the schedule to the DDO, there is no call out to signage, and this permissibility falls under the zoning and signage controls at 52.05.



Figure 4 – Floodway Overlay

There is a Floodway overlay “FO” that covers the Subject Site. As stated in the overlay, a permit is not required for an outdoor advertising sign/structure. Therefore, this overlay is not applicable to this application.

7. LOCAL PLANNING POLICIES

Greater Geelong Planning Scheme

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 strengthening the commercial function of an established Industrial area within this area of Belmont, without requiring additional land. Located at this prominent intersection of Barwon Heads Road and Breakwater Road, both key transport corridors within Belmont, the sign leverages existing industrial backdrops and high volumes of commuter, freight and local traffic to provide valuable exposure to Geelong businesses. By utilising this vacant space in the streetscape, the development promote economically sustainable growth and enhances opportunities for local and regional advertisers within a strategically positioned mixed use precinct.

Clause 15.01-1S Urban Design

Objective

To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.

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 proposed electronic major promotion sign at 4 Breakwater Road, Belmont responds appropriately to the established urban context of this well-defined industrial precinct. The character of the area along Breakwater Road is defined by large warehouse-style buildings, trade and retail uses, and a consistent presence of business identification and promotion signage, the proposed sign is proportionate to this context at approximately 7.5m in height and is oriented toward westbound traffic in a manner consistent with the existing advertising character of the streetscape. The proposal does not interface with any residential, heritage or sensitive land uses, with the site bounded by industrial properties and major arterial roads on all boundaries, ensuring the sign does not compromise the amenity or safety of any sensitive interface.

The sign is freestanding and positioned at the site's frontage without obstructing pedestrian movement, cycling infrastructure, vehicle access points or any publicly accessible walkways on or adjacent to the site. The electronic display incorporates an automated two-way brightness sensor that adjusts luminance levels in response to ambient light conditions, ensuring the sign does not create unreasonable glare or light spill that could affect surrounding properties or road users. The sign displays static images on a 30-second rotation with an instantaneous transition, avoiding flashing or animated content that could distract drivers, and the proposal satisfies all requirements of the VicRoads Ten Point Checklist, confirming it does not obstruct sightlines, mimic traffic control devices or otherwise compromise the safety or efficiency of Breakwater Road.

The proposal promotes good urban design along this key industrial transport corridor by contributing to the commercial vitality and visual identity of the precinct without detracting from the amenity or functionality of the public realm. The existing landscaping treatment along the driveway frontage is retained, and the sign structure is sited so as not to remove or damage any existing vegetation. Overall, the proposed sign represents a contextually appropriate outcome that supports the objectives of Clause 15.01-1S by minimising detrimental impacts on amenity, the built environment and road safety while reinforcing the established commercial character of Breakwater Road.

The City of Greater Geelong Sign Guidelines February 2024

Chapter 2: General Guidelines

Objectives:

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

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.*

Policy Guidelines:

1. *New development should nominate consistent areas for the display of signs for each business tenancy.*
2. *Encourage the preparation of signage strategies for nonresidential proposals with a large floor area or multiple tenancies.*
3. *Flat signs on building walls should relate to the architecture of the building in style and placement.*
4. *Encourage use of individual letters as an alternative to large, flat signs on building walls where appropriate.*
5. *Encourage signs that retain existing trees and introduce new landscaping and vegetation.*
6. *Reflective signs should be avoided.*

The proposed electronic major promotion sign at 4 Breakwater Road responds appropriately to the urban context of this established industrial precinct, being proportionate in height and scale to the surrounding warehouse-style built form and consistent with the existing advertising character along Breakwater Road and Barwon Heads Road. The sign does not alter or obscure views to any significant natural or built features, will always be viewed with a backdrop of industrial buildings, and does not dominate the streetscape or host site. The existing John Deere business identification signage on the building remains unaffected, and the proposed sign is clearly distinguished as a single third-party promotion sign, avoiding unnecessary repetition or clutter on the lot. Its freestanding placement at the site frontage maintains clear separation from pedestrian areas, does not interfere with vehicle access or cyclist movements along Breakwater Road, and preserves safe sightlines for passing traffic. The sign is non-reflective, incorporates an automated brightness sensor to manage luminance across all lighting conditions, and the existing landscaping treatment along the driveway frontage is retained without removal of any vegetation. Overall, the proposal represents a consolidated and contextually responsive signage outcome that facilitates valuable advertising opportunities for local businesses within an industrial area where signage is an expected and established component of the built environment.

Chapter 4: Industrial Areas

Objectives:

- 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:

1. Ensure signs respect the built form and the landscape context, and are not the dominant feature.
2. Incorporate areas for the display of signs for each business tenancy within the building design.
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.

Policy Guidelines:

1. Encourage signs in the locations shown in Figure 5.
2. Discourage signs in the locations shown in Figure 6.
3. Freestanding business identification signs should:
 - Be placed at a right (90 degree) angle to sensitive interfaces (such as open space and residential areas)
 - Not protrude over a dominant skyline, including buildings, structures and tree canopies, when viewed from the ground within 1 km.
 - Not exceed the dominant existing building height of an area.
 - For sites with one street frontage, be restricted to one sign per premises.
 - For sites with more than one street frontage and the frontages are both greater than 150 m long and each have access to a road, be limited to a total of two freestanding signs, with not more than one sign on each frontage.
 - Be spaced and set back from the street consistently with the prevailing spacing and setbacks in the streetscape.

The proposed electronic major promotion sign is appropriately subordinate to the established industrial built form along Breakwater Road, sitting at approximately 7.5m in height which is consistent with and does not exceed the dominant building heights in the surrounding precinct. The sign does not interfere with the day-to-day functionality of the subject site, with no impact on vehicle access, parking, building entries or operational areas, and its freestanding placement at the frontage does not obstruct pedestrian or vehicular thoroughfares along Breakwater Road. The subject site has a single frontage to Breakwater Road, and the proposal comprises only one freestanding sign on that frontage, with the existing John Deere pylon sign to be relocated to another position on the property rather than removed, ensuring no net increase in freestanding signs. The proposed sign does not protrude over the dominant skyline of the precinct, and is set back and spaced from the street in a manner consistent with the prevailing character of signage along this stretch of Breakwater Road. Given the industrial context of all surrounding land uses, there are no sensitive interfaces such as residential areas or passive open space within the direct view angle of the

sign, and the proposal will not adversely affect the safety, appearance or efficiency of Breakwater Road or Barwon Heads Road.

Chapter 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.

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:

Consider 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.

The proposed electronic sign is located within an established industrial area along a key arterial road, which is an appropriate location for an electronic sign that adds vitality and commercial visibility to the precinct. The sign is oriented to face westbound traffic on Breakwater Road and is not visible from any residential interface, passive open space or other sensitive land use, ensuring the proposal does not unreasonably affect the amenity of surrounding properties. The sign will be installed with a two-way brightness sensor calibrated to automatically adjust luminance levels in response to ambient light conditions, operating at up to 6,000 cd/m² during typical daytime conditions, reducing to 700 cd/m² at twilight and 350 cd/m² at night, with the sign switching off between midnight and 4am. This ensures full compliance with maximum permissible luminance levels and eliminates any unreasonable light spill or glare to surrounding properties at all times of day. The proposal comprises a single electronic sign on the subject site, consistent with the policy guideline limiting electronic signs to one per premises. The sign displays static images on a 30-second rotation with an instantaneous transition, avoiding flashing or animated content that could distract drivers, and the proposal has been assessed against the VicRoads Ten Point Checklist at Appendix 6, confirming it does not obstruct sightlines, mimic traffic control devices, or otherwise compromise the safety or efficiency of Breakwater Road.

8. CONCLUSION

In conclusion, we submit that:

- The proposal seeks the approval for the development of an electronic promotion sign on the property at 4 Breakwater Road, Belmont.
- 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 standard operating hours.
- The Subject Site is the most suitable for the proposed sign in all of Belmont. It is located in the heart of the industrial precinct and is not in close proximity to any heritage overlays or residential properties.
- The proposal is clearly supported by local policies in the Greater Geelong Planning Scheme – whether evaluating the location or design of the sign.
- The proposed sign will primarily be used to advertise local businesses. This can have very positive impacts on the local economy.
- The proposal employs a high level of consideration to the provisions and policies set out about advertising signage in clause 52.05.
- The proposal is consistent with the built form on the subject site and surrounding properties. The design has carefully considered the height of nearby buildings and has ensured no important views or vistas will be impacted.

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

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 08875 FOLIO 001

Security no : 124134983992X
Produced 26/05/2026 11:45 AM

LAND DESCRIPTION

Lot 6 on Plan of Subdivision 090906.
PARENT TITLE Volume 08667 Folio 442
Created by instrument LP090906 11/05/1971

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor
MCINNES PROPERTY HOLDINGS PTY LTD of 66 WYBELLENNA DRIVE FAIRHAVEN VIC 3231
AW619962A 09/03/2023

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AW619963X 09/03/2023
JUDO BANK PTY LTD

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

DIAGRAM LOCATION

SEE LP090906 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: 4-6 BREAKWATER ROAD BELMONT VIC 3216

ADMINISTRATIVE NOTICES

NIL

eCT Control 16667Y GADENS LAWYERS
Effective from 09/03/2023

DOCUMENT END

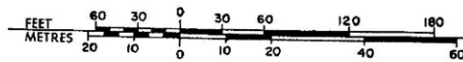
Delivered from the LANDATA® System by Landchecker Pty Ltd

10.APPENDIX 2 – COPY OF PLAN

Delivered by LANDATA®, timestamp 26/05/2026 11:46 Page 1 of 1

LP90906
EDITION 1
APPROVED 24/12/171

PLAN OF SUBDIVISION OF PART OF CROWN ALLOT. 109	APPROPRIATIONS	ENCUMBRANCES & OTHER NOTATIONS
PARISH: CORIO COUNTY: GRANT SCALE OF FEET 		



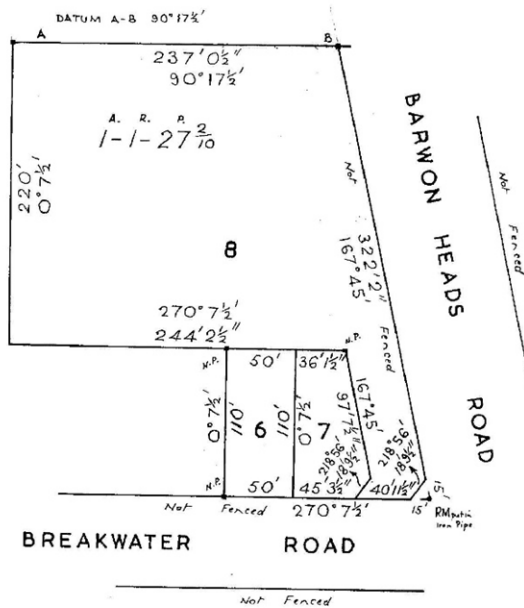
V.8667 F.442

LOT 8 HAS NOT BEEN SURVEYED AND
ALL MEASUREMENTS ARE TAKEN
FROM TITLE.

THE WHOLE OR PART OF THIS PLAN
IS SHOWN ON INDEX PLAN No. 5...

FEET	METRES
15.00	4.572
18.79	5.727
36.12	11.009
40.96	12.485
45.29	13.804
50.00	15.240
97.62	29.755
110.00	33.528
220.00	67.056
237.04	72.250
244.21	74.435
322.17	98.197

A R P	HECTARES
1 1 27.2	0.5747



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 8 Type: Digital Lens Size: 27mm Angle: Landscape – Parallel to ground Date: 12/02/2023 Time: 02:58pm 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

The Subject Site currently has a freestanding sign positioned at the frontage. This sign will be relocated to the western corner of the frontage as part of the proposal. Other signage currently on the property includes wall mounted business identification signage. These are shown below:





Location and Form of Existing Signage on Abutting Properties

Existing signage on neighbouring properties includes wall-mounted business identification signage, as shown below:



The Location of Closest Traffic Control Signs

The closest traffic control sign is a pedestrian crossing sign located over 50m away at the turning lane from Breakwater Rd into Barwon Heads Rd, heading south away from the Subject Site. This is 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 will be viewed with industrial buildings in the background.

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 is an existing 42m² major promotion sign located 300m from the Subject Site at 184 Barwon Heads Rd, Belmont. There is other promotion signs, including a digital one, located at 17 Settlement Road, Belmont. The nearest digital sign being the one at Settlement Road is 260m away. Examples of such signage are shown below:





Any Existing Identifiable Advertising Theme in the Area

As shown above and in Appendix 5, the majority of properties along this stretch of Barwon Heads Road and Breakwater Road 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 is freestanding with a backdrop of industrial built forms.
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.