



Planning Report

311-319 Portarlington Road

Moolap

Electronic Major Promotion Sign
Ref No: 3044 01956.220

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Document History

Version	Date	Description of Revision	Prepared by	Reviewed by
1	13.8.2026	Lodgement	JP	MP
2	21.9.2026	Response to Further Information	JP	CB

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Attachments

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Attachment 2	Development Plans, Building Consents, Rev. A, 17.7.2026, Rev. C (reduced height) Drawings AO3-AO6, 21.9.2026
Attachment 3	Lighting Impact Report, Kern Consulting, Rev. B, 11.8.2026
Attachment 4	Safety Review, Stantec, 3.8.2026
Attachment 5	Photo Montage, Rev. 1
Attachment 6	Transport for Victoria, Referral Response, 7.9.2026

1 Introduction

Stantec has been engaged to prepare a Planning Permit Application to construct and display an electronic major promotion sign at 311-319 Portarlington Road, Moolap.

A pre-application meeting was held with Council Officers on the 3rd July, 2026 to discuss the proposal, with the planner providing the following comments and recommendations:

- > Consideration of the '*Moolap Coastal Strategic Framework Plan*' at Clause 11.03-6L-03.
- > Strategies relevant to signage at Clause 15.01-1S: Urban design.
- > Relevant provisions and application of '*City of Greater Geelong Sign Guidelines*' (February 2024).
- > Context and built form of area.

Council requested further information on the 7th September, 2026, with this revised Version 2 report addressing the reduction in height of the sign to 7 metres.

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 bounded by Cheetham Road to the north and Portarlington Road to the south-west and is currently occupied by Cleanaway waste services and used as a truck depot. The site consists of one lot, Vol. 10778 Fol. 910, Lot 2 on Plan of Subdivision No. 410193A.. The site is irregular in shape with a frontage of approximately 110 metres to Cheetham Road, a frontage of approximately 93 metres to Portarlington Road with an overall area of 7,343 square metres. A 4-metre wide drainage easement is located within the site's south-eastern boundary.

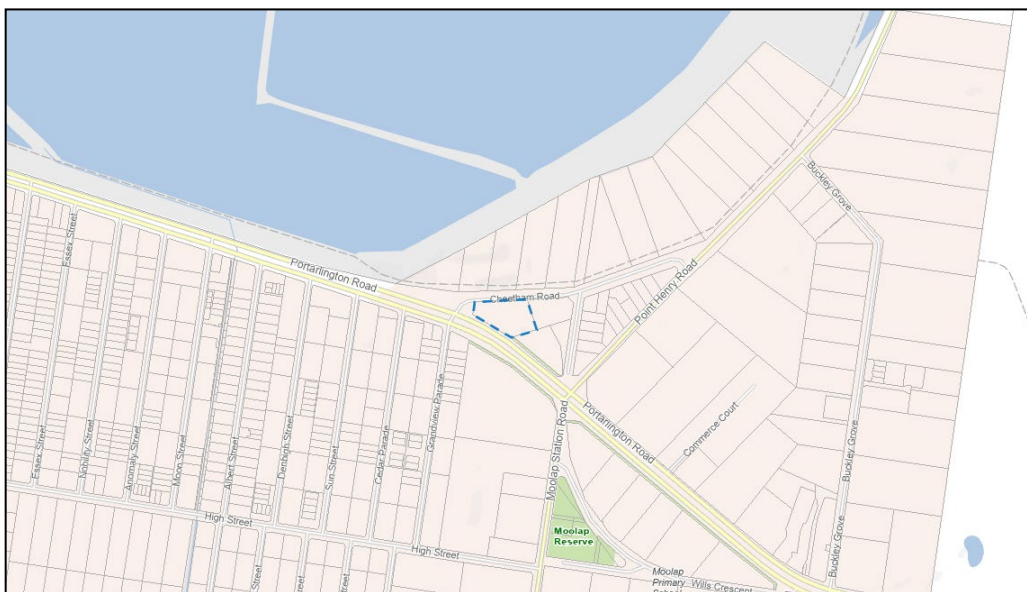


Figure 1 – Locality Plan – VicPlan

The site is currently developed for industrial purposes and contains Cleanaway waste services Moolap depot.



Figure 2 – Aerial of Site – "Nearmap Vertical Imagery" © 22.3.2026 Nearmap Australia Pty Ltd

Surrounding land is developed for a variety of industrial purposes including truck servicing to the east, animal welfare centre to the south-east, with the former Cheetham Salt Works to the north. Land on the southern side of Portarlington Road contains the Moolap Industrial Estate.

The subject site and surrounding land to the north, east and south-east are included within the Industrial 1 Zone. The former Cheetham Salt Works is included in Schedule 1 to the Special Use Zone. The Moolap Industrial Estate on the southern side Portarlington Road is also included in the Industrial 1 Zone.

The subject site and all surrounding Industrial 1 Zoned land is also included within Schedule 20 to the Design and Development Overlay. Cheetham Salt Works to the north is included in Heritage Overlay 1582. The northern boundary of the subject site, Cheetham Road to the north and north-east, land to the south is impacted by the Land Subject to Inundation Overlay. Portions of the subject site and surrounding land and roads are also impacted by the Special Building Overlay.

All surrounding roads are constructed with a bitumen seal with open drains. Portarlington Road and (part of) Cheetham Road to the west are Principal Road Network roads.



Figure 3 – Aerial of locality – "Nearmap Vertical Imagery" © 22.3.2026 Nearmap Australia Pty Ltd

4 Proposal

It is proposed to erect an electronic major promotion sign in the south-west corner of the site. The sign will have an overall height of 7 metres and contain two 12.48 metre by 3.2 metre, 39.94 square metre, digital faces. 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. **Refer Attachment 2, Development Plans.**

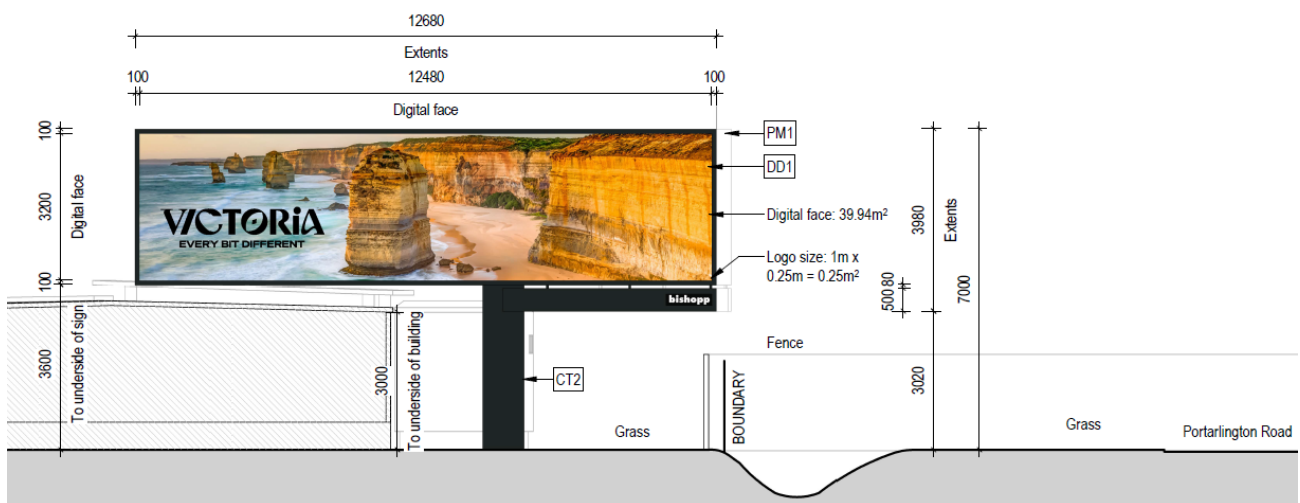


Figure 4 – West Elevation, Building Consents



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 the transition from one advertisement to another must be instantaneous, consistent with Transport for Victoria (TfV) referral response. These signs are programmed remotely with no physical work required on site 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.

Further details regarding illumination can be found in the attached revised Lighting Impact Report prepared by Kern Consulting. **(refer to 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 – Western View (Indicative), Building Consents



Figure 8 – Eastern 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 an electronic 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, Land Subject to Inundation Overlay or Special Building 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.

7 Zoning

7.1 Industrial 1 Zone

The subject site is situated within the Industrial 1 Zone.

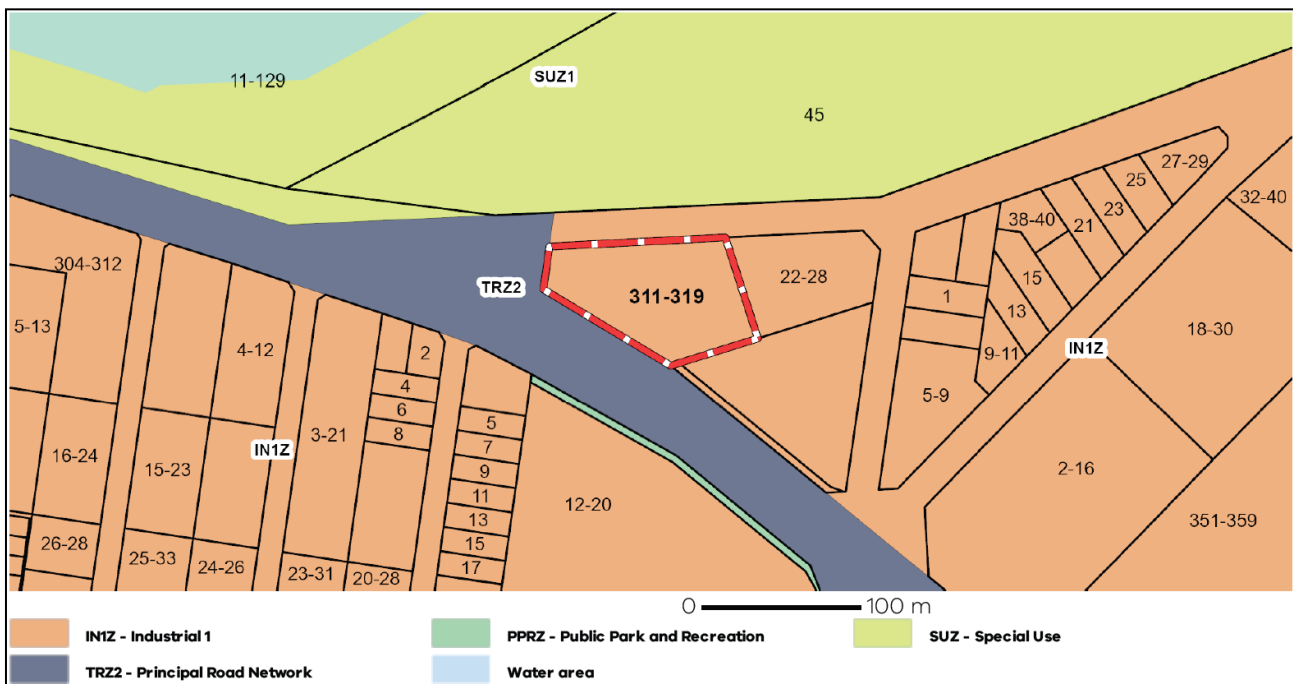


Figure 9 – Zoning Map – VicPlan

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.

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.

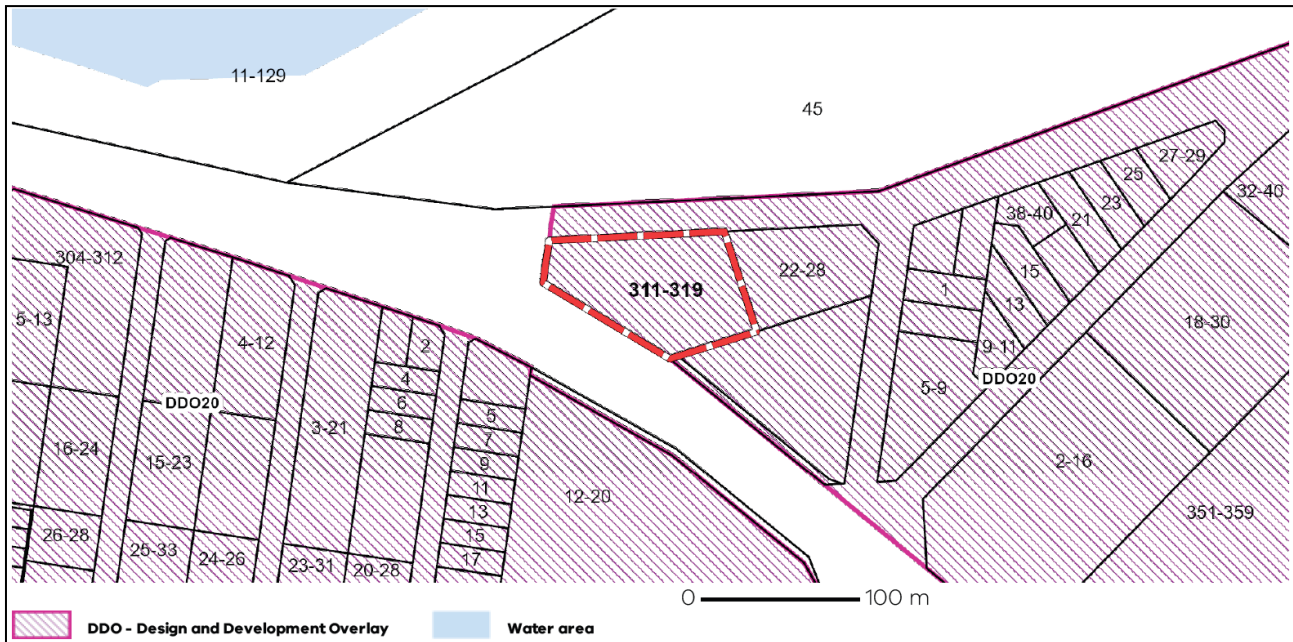


Figure 10 – Design and Development Overlay – VicPlan

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 states at Clause 4.0, signs, *“none specified”*. We noted that the overlay does not specifically require a permit for *“the construction of or putting up for display a sign”* under Clause 43.02-2, buildings and works, permit requirement.

Response: As signage under the Design and Development Overlay are at Clause 52.05, matters relating to signage are discussed in further detail in Section 9.1 below. It is noted however, under 'requirements' to Schedule 20 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 and discussed in Section 9.1.

8.2 Land Subject to Inundation Overlay

A portion of the northern boundary adjacent to Cheetham Road and the open drain to Portarlington Road to the west and south of the site are also included within Schedule 2 to the Land Subject to Inundation – Coastal Inundation and Hazard.

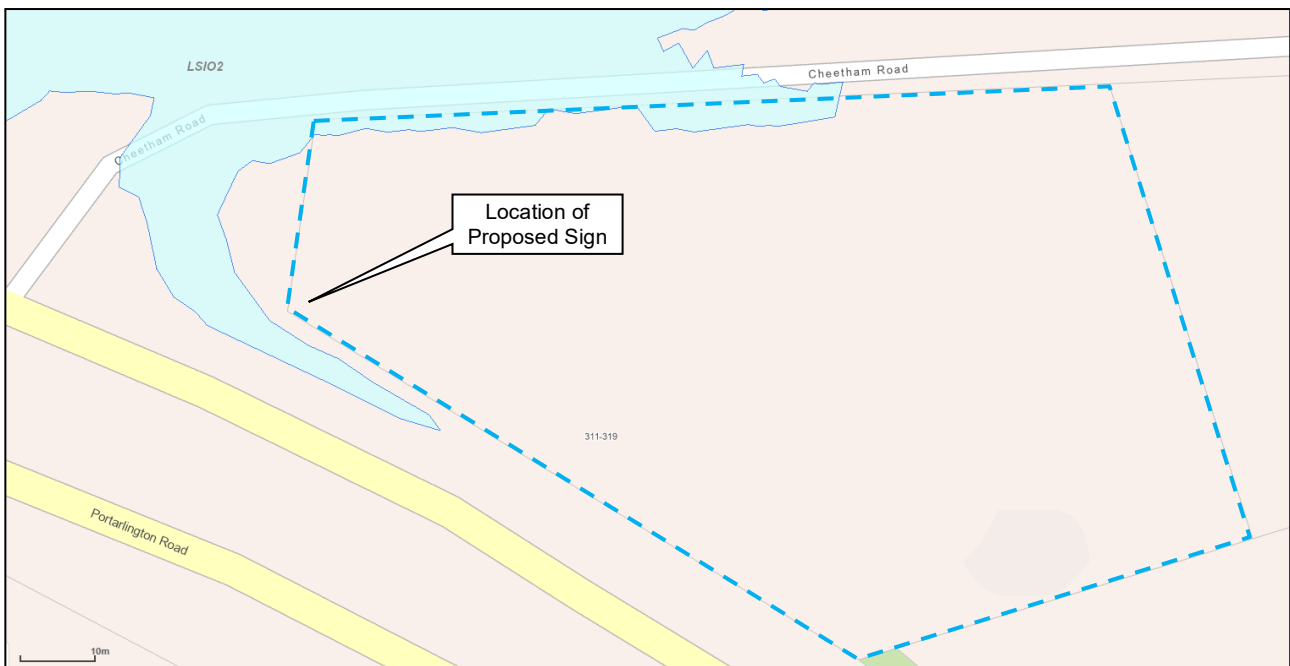


Figure 11 – Land Subject to Inundation Overlay – VicPlan

The purpose of the Land Subject to Inundation Overlay, is:

- > To implement the Municipal Planning Strategy and the Planning Policy Framework.
- > To identify flood prone land in a riverine or coastal area affected by the 1 in 100 (1 per cent Annual Exceedance Probability) year flood or any other area determined by the floodplain management authority.
- > To ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, responds to the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.
- > To minimise the potential flood risk to life, health and safety associated with development.
- > To reflect a declaration under Division 4 of Part 10 of the Water Act, 1989.
- > To protect water quality and waterways as natural resources by managing urban stormwater, protecting water supply catchment areas, and managing saline discharges to minimise the risks to the environmental quality of water and groundwater.
- > To ensure that development maintains or improves river, marine, coastal and wetland health, waterway protection and floodplain health.

8.2.1 Buildings and Works

Similar to Section 8.1.1 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”. Although not specifically triggered by the overlay, it is also noted Clause 3.0 to Schedule 2 states that “a permit is not required to construct a building or carry out works for an outdoor advertising sign/structure”. 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: A permit is therefore not required in this instance for “the construction of or putting up for display a sign” under the provisions of the overlay. As a result, the provisions of the Land Subject to Inundation Overlay are not relevant in this instance, with signage discussed in Section 9.1 below.

8.3 Special Building Overlay

Portions of the subject site are also included within the Special Building Overlay. It is noted the location of the proposed sign is not impacted by the overlay.

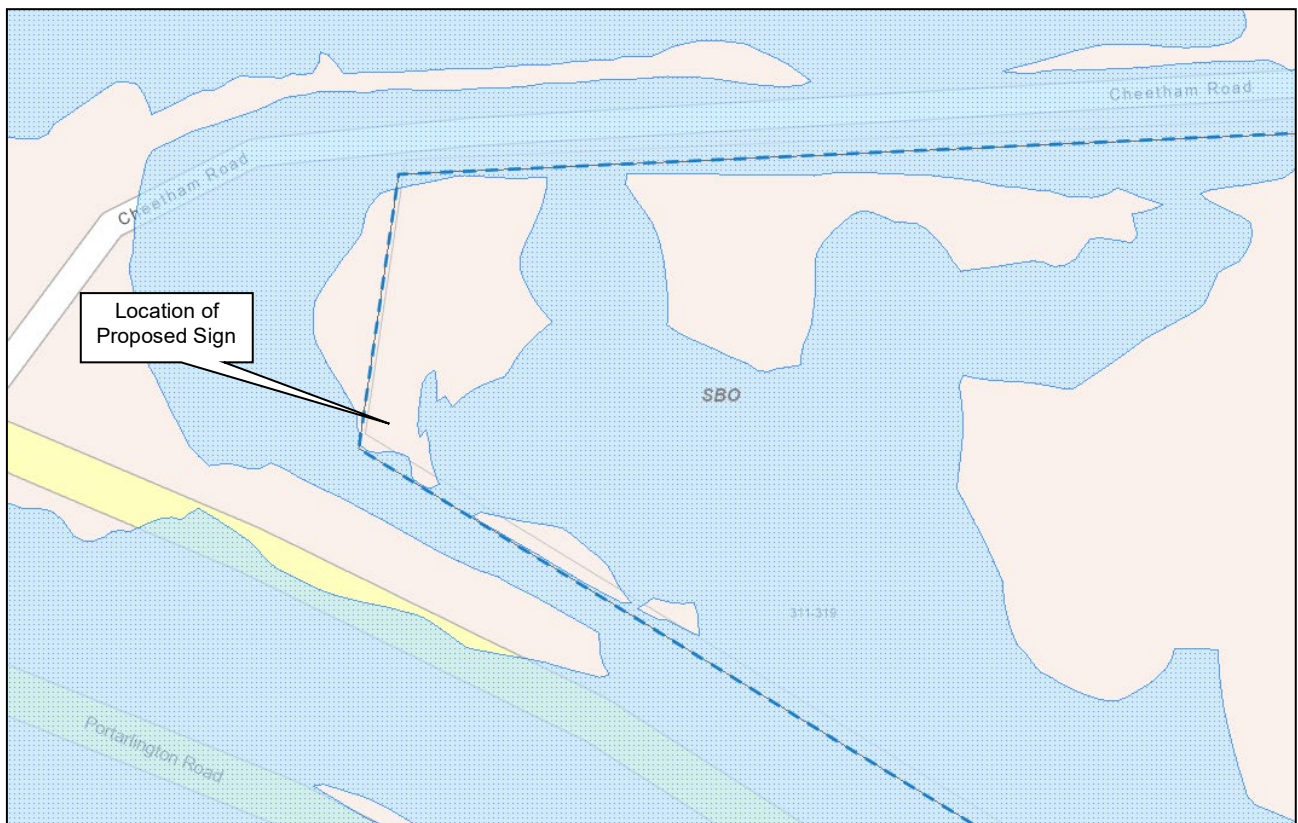


Figure 12 – Special Building Overlay – VicPlan

The purpose of the Special Building Overlay, is:

- > To implement the Municipal Planning Strategy and the Planning Policy Framework.
- > To identify land in urban areas liable to inundation by overland flows from the urban drainage system as determined by, or in consultation with, the floodplain management authority.
- > To ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.

- > To protect water quality and waterways as natural resources by managing urban stormwater, protecting water supply catchment areas, and managing saline discharges to minimise the risks to the environmental quality of water and groundwater.

8.3.1 Buildings and Works

Similar to Section 8.1.1 above, Clause 44.05-2, buildings and works, does not specifically require a permit for “the construction of or putting up for display a sign”.

Response: A permit is therefore not required in this instance for buildings and works as the overlay does not specifically include the statement “the construction of or putting up for display a sign” under buildings and works, and the location of the proposed sign is not impacted by the overlay. As a result, the provisions of the Special Building Overlay are not relevant in this instance, with signage discussed in Section 9.1 below.

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 – Portarlington Road is a major arterial road, providing one of two direct road access to the Bellarine Peninsula, and providing a vital link to Leopold and towns on the northern peninsula including Drysdale/Clifton Springs, Portarlington, Indented Head and St Leonards. The Moolap Industrial Estate to the south-west and Buckley Grove/Point Henry industrial precinct to the east and north-east, are major industrial and service business providers for the eastern suburbs. The Moolap Industrial Estate predominantly contains smaller business on smaller lots, whereas the Buckley Grove/Point Henry precinct contains larger scale operations including manufacturing, construction and recycling business. In recent years, business fronting Portarlington Road have been redeveloped with larger buildings.*

Buildings to the north-east of the site vary in size ranging from single storey industrial sheds, to large industrial buildings of concrete tilt slab construction including business such as PJ & T Motors, Geelong Animal Welfare Society, Lysaght, Modularity by Rendine, AH Plant and the Point Henry Recovery and Transfer Station. Recently constructed R & J Batteries premises and a recently approved industrial subdivision are located opposite, on the southern side of Portarlington Road.

Land to the south-east fronting Willis Crescent contains a number of large manufacturing business, the Moolap Primary School and Moolap Tennis Club. The former Cheetham Salt Works is situated opposite the site on the northern side of Cheetham Road.

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

- > Views and vistas – Due to the height, scale and bulk of surrounding buildings and curvature of the road, the location of the sign in the south-west 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, particularly the Lysaght building in the background and R & J Batteries to the south. 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 as a depot for rubbish trucks, by Cleanaway, who are contracted by several surrounding municipalities, including the City of Greater Geelong, to collect general waste, green waste and recycling. 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 this industrial precinct.
- > 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. We note there is a double sided electronic major promotion sign approximately 820 metres to the west (252-260 Portarlington Road) and single sided electronic major promotion sign approximately 1 kilometre to the east (401-409 Portarlington Road). There is no visible sightline to these signs from the subject site.
- > 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 location of the sign, nature of illumination and curvature of the road, the sign will not obstruct drivers view of the signalised intersection approximately 255 metres to the south-east, or distract or confuse drivers. 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, the site is however, opposite a heritage place. The former Cheetham Salt Works, comprising vast areas of former salt drying pans and numerous structures and buildings, is included in HO1582 and is also included on the Victorian Heritage Register Ref. No. H1157. The site consisted of a series of evaporation and crystalliser pans, an extensive basalt sea-wall and a memorial hall/library building and former manager's residence, both of which are located on allotments south of Portarlington Road, including administration and workshop structures and associated land, which were located on the northern side of Portarlington Road. None of the existing buildings were original and largely dated from the mid to late 20th century. Operations at the site ceased in 2009, with all buildings on the northern side of Portarlington Road having since been removed.

The area directly to the north of the subject site contains the remnant of basalt sea-walls and areas of evaporative and crystalliser pans. For this reason, the display of an electronic major promotion sign will not be detrimental to the heritage plans. The salt works is identified as being historically, archaeologically and scientifically (technically) important to the state. Historically for its association with the early and important Victorian salt industry, being the first successful solar saltworks established in Victoria. Culturally, despite the lack of original buildings, the site is an important remnant of the salt industry as it clearly demonstrates the important processes of salt production in its extensive network of salt pans. Scientifically as it demonstrates a high degree of technical achievement in its successful introduction, application and modification of the salt gathering processes used in Europe in the late 19th century. An important remaining component of the industry include the extensive basalt sea-wall and extensive areas of evaporative and crystalliser pans.

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.

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 11 below. Importantly, it is considered the sign is consistent with the decision guidelines of Clause 52.05-8 as detailed in Section 9.1 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.

11.03-6L-03 – Moolap-Point Henry – The Moolap Coastal Strategic Framework Plan intends to provide a strategic framework to guide change for the vision for the area for the next 100 years.

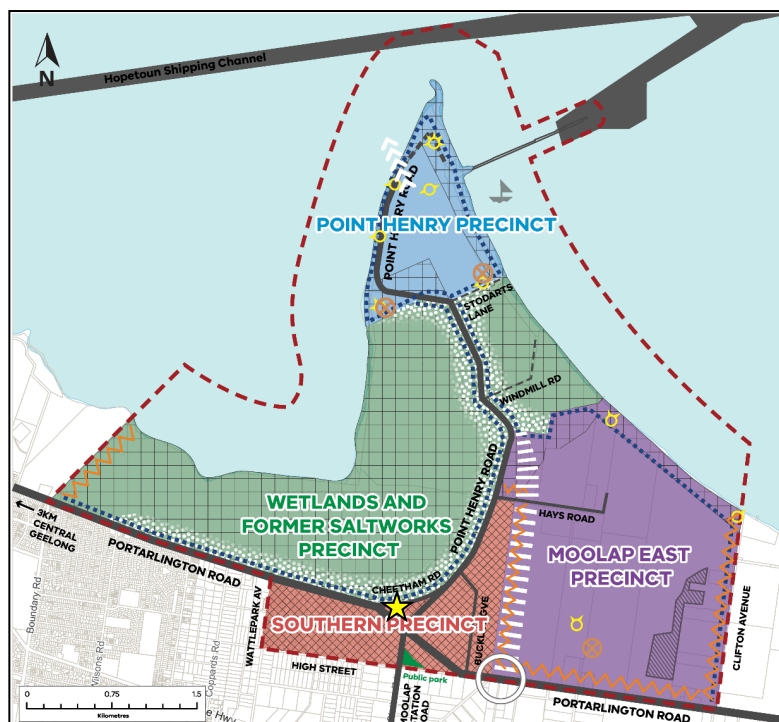


Figure 13 - Moolap Coastal Strategic Framework Plan Map

The subject site is located within the 'Southern Precinct' of the framework Plan. Within the Southern Precinct, it is the Plan's intention for the Precinct to remain a location for medium and light industry and employment opportunities, support industrial activities and commercial businesses, while improving streetscapes and landscapes to bolster amenity and environmental outcomes. Relevant strategies include

- > Improving the streetscape, visual amenity and interface throughout the Southern Precinct.
- > Supporting land use and development consistent with an industrial zoning of the land while avoiding impacts on residential areas, areas of significant environmental values and the Moolap East Precinct, considering its future transition to residential.

The 'Wetlands Precinct' of the Plan, which is situated to the north of the subject site, contains strategies which aim to facilitate public access, manage, promote and enhance areas of historical and cultural significance and manage the interface and potential impacts and risks from adjacent uses.

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 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 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, contained to more than 8m in height, 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.*

The 'Moolap Coastal Strategic Framework Plan' at Clause 11.03-6L-03, is a long-term, 100 year, vision for what was predominantly the former Alcoa aluminium smelter and surrounding industrial and farming land. The Framework Plan makes vision statements on how four individual precincts within the area should develop over the next 100 years, which we are currently at year 7 of. As it is a very high level document, little detail is provided in relation to signage within the precincts, with the Southern Precinct making statements of "improving the streetscape, visual amenity and interface throughout the Southern Precinct" and "supporting land use and development consistent with an industrial zoning of the land while avoiding impacts on residential areas, areas of significant environmental values and the Moolap East Precinct, considering its future transition to residential". The site itself has no interface with any residential component of the East Precinct.

The 'Wetlands Precinct', to the north of the site, contains strategies which aim to facilitate public access, manage, promote and enhance areas of historical and cultural significance and manage the interface and potential impacts and risks from adjacent uses. It is considered the display of an electronic major promotion sign will not prejudice the implementation of the Framework Plan over the next 93 years.

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 as outlined in "Character of area" of the decision guidelines to Clause 52.05, signs, at Section 9.1.2 above.*

- > The overall height of the sign, having been reduced to 7 metres, is considered to be appropriate having regard to surrounding industrial buildings and topography. Of particular note is the similarity in height of the reduced height sign to that of the existing industrial building on the southern side of Portarlington Road at 1-3 Grandview Parade.
- > The reduced height of the sign is more integrated with the design of the existing structure on the site. Appropriate clearance above the building has been achieved negating the repositioning of the sign to the east.
- > Although opposite a heritage place, as outlined in Section 9.1.2 above, it is not considered the display of signage will impact the heritage aspects of the former Cheetham salt works, being the ground level basalt sea-walls and areas of evaporative and crystalliser pans. For this reason, it is considered the display of an electronic major promotion sign will not be detrimental to the heritage place.
- > 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 will be approximately 255 metres from a signalised intersection, due to the height, scale and bulk of surrounding buildings and curvature on the road, the location of the sign in the south-west corner of the site, 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. Further, Transport for Victoria have provided in principle support for the proposal, subject to the completion of a lighting assessment, which has been undertaken and attached.

In relation to Council's guideline of providing a minimum 1 kilometre separation distance between major promotion signs, it is noted there is an electronic promotion sign located at 351-359 Portarlington Road, approximately 468 metres south-east of the location of this proposed promotion sign. Due to topography, siting of buildings and the curvature of the road, this sign is not visible from the subject site. Likewise, the floodlit major promotion sign at 284 Portarlington Road, approximately 515 metres west of the site, is also not visible heading in a westerly direction from the subject site.

As can be seen from the photo montage, **Attachment 5, Figure 4**, to topography, siting of buildings and the curvature of the road, these signs are not visible from the subject site. 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 are two major promotion signs within the vicinity of the proposed sign. Neither Stantec's Traffic Engineers or TfV raised any concerns from a safety perspective regarding the proximity of the signs to each other. **(Refer to Attachments 4 & 6 respectively)**

12 Conclusion

The proposal is consistent with the State and Local Planning Policy context in relation to the display of electronic 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.