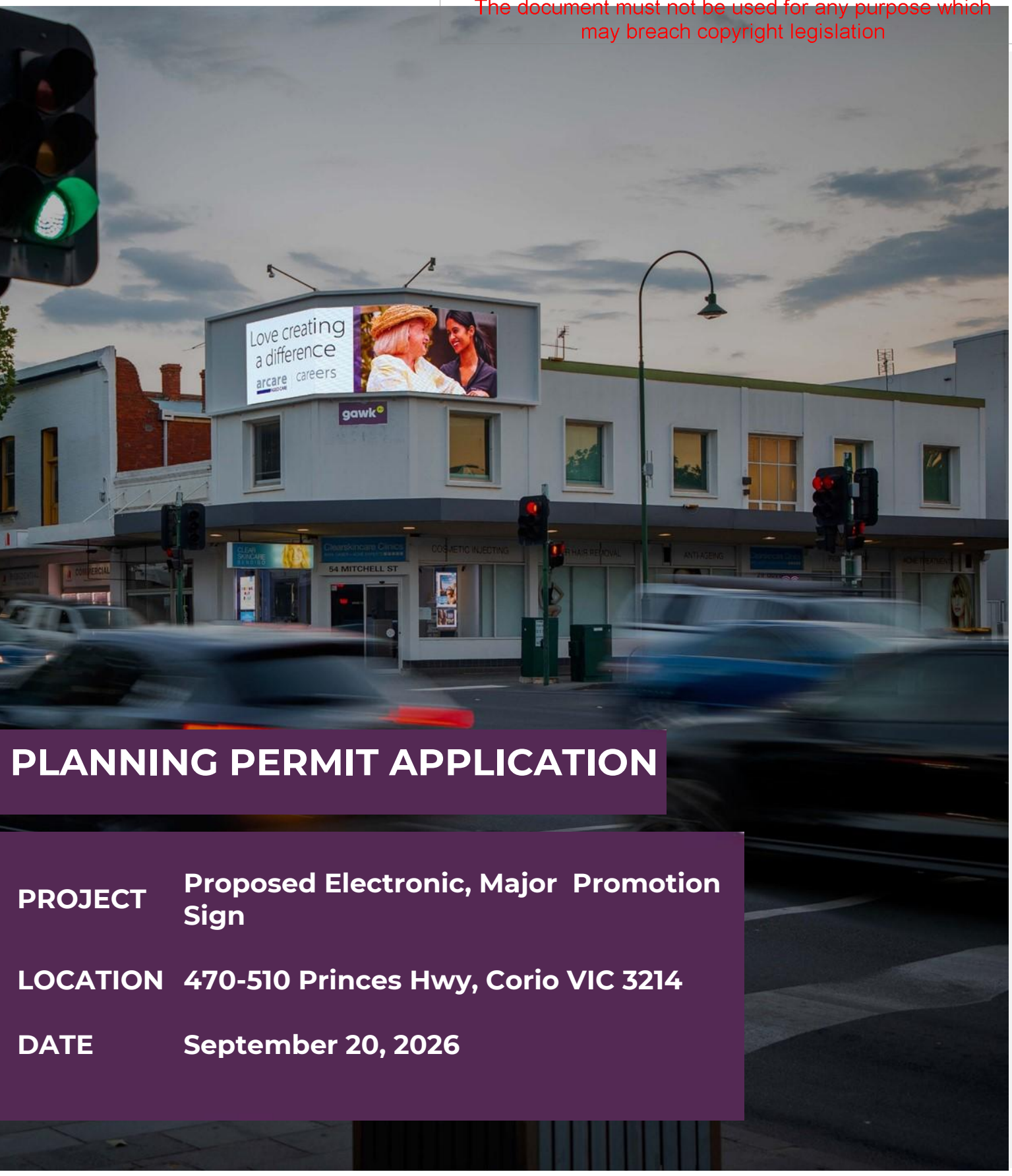
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PLANNING PERMIT APPLICATION

PROJECT	**Proposed Electronic, Major Promotion Sign**
LOCATION	**470-510 Princes Hwy, Corio VIC 3214**
DATE	**September 20, 2026**

City of Greater Geelong, Statutory Planning - Date Received 21.09.2026

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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.

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

Gawk is the platinum partner of Geelong Chamber of commerce, with it's head office in Geelong. It has 18 local full time staff, and, strong ingrained relationship with a range of community groups and sports teams.

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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 located at 470-510 Princes Highway, Corio, within the City of Greater Geelong. The land is zoned Commercial 2 Zone (C2Z), consistent with the established commercial character of this section of the Princes Highway corridor. The site is owned by Centuria Property Funds No. 4 Ltd and is occupied by the Geelong Gate Homemaker Centre, a large format retail centre with multiple tenancies including Derrimut Gym, Lincraft, Early Settler, James Lane, BCF Geelong, Dominos Pizza and Red Rooster.

The main building is located along the eastern boundary of the site, with two smaller tenancies occupied by Dominos and Red Rooster positioned to the south-west, and a fourth building sited along the southern boundary. The built form is single storey in scale, with a height of approximately 8m. The site itself is irregular and broadly triangular in shape, reflecting its position between the Princes Highway and the adjoining rail corridor, and has an overall area of 4.929ha. The site has a single frontage to the Princes Highway of 579.63m.

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Vehicle access to the site is provided via two points. The main entrance is off Broderick Road through a signalised intersection, providing access to the centre's facilities and large at grade car park. A second driveway connects to Forest Road South and operates as an exit only. Loading bays serving the centre are located behind the building along the eastern boundary. No street parking is provided or required, with the site instead served by its own off street car park accessed from the Princes Highway off ramp. The site is generally flat.

Ground coverage across the site comprises the building footprint and sealed car parking areas, with landscaping provided along the Princes Highway frontage. Business identification signage associated with the existing tenancies is present on site, however there is no existing freestanding promotion signage on the property, and no sign is to be replaced or relocated as part of this proposal.

The proposed sign is to be located along the western boundary of the site, roughly halfway along its length, fronting directly onto the Princes Highway. In this position the sign will face north-east and south-west, and will primarily be viewed by south-westbound and north-eastbound traffic travelling along the Princes Highway. The sign will not be visible to traffic on any other street.

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

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4.2 Surrounding Context



Figure 2 – Aerial Photograph of Surrounding Area

The locality characteristics are:

- North: the interchange between the Princes Highway and the Geelong Ring Road, together with the railway corridor used by Geelong freight and V-Line services.
- East: the rail corridor, beyond which lies land zoned for industrial use.
- South: 452-458 Princes Highway, a large petrol station. The Commercial 2 Zone continues for a further 640m south along the Princes Highway before transitioning to industrial zoning.
- West: directly opposite the site across the Princes Highway is 40 Broderick Road, the Geelong Harness Racing track, held under the Special Use Zone.

The surrounding area is unambiguously commercial in character, defined by its position on a major regional highway rather than a traditional retail strip. The Geelong Gate Homemaker Centre itself, together with the large format retail and service uses to its south, establishes a robust commercial precinct orientated to highway exposure and vehicle based trade. Built form in the immediate vicinity is predominantly single storey, large footprint retail and service buildings, consistent in scale with the subject site's own building. The Geelong Harness Racing track opposite the site is a prominent landmark that dominates the streetscape for traffic travelling along this section of the Princes Highway.

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Signage in the vicinity is dominated by large format business identification signage associated with the Homemaker Centre and neighbouring commercial premises, reflecting the scale and highway orientation of the built form it identifies. There is an existing supersite promotion sign of comparable scale and format to the proposal located approximately 283m from the proposed location, a distance beyond the 200m radius typically considered for visual clutter assessment. Given this separation, together with the intervening built form and the differing sightlines of the two signs, the proposal will not result in visual clutter or a proliferation of signage when viewed in conjunction with this existing sign. The Princes Highway at this location carries a mix of tourist, local and freight traffic, reflecting its function as a key arterial route into and out of Geelong.

The appropriate zoning and the robust commercial context were key factors in choosing this site for this development. The absence of any heritage issues in the immediate context was also an important factor.

5. PROPOSED DEVELOPMENT

5.1. Description of Proposed Development

The proposal seeks approval for the erection and display of an electronic major promotion sign on the property at 470-510 Princes Highway, Corio including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed electronic promotion sign (as detailed in the attached town planning package) proposes a double sided, 42.41m² display faces, with a V-Shaped structure, to capture traffic in a north-east, and south-west direction along the princes highway.

The digital display face is proposed to display static images on a 30 second rotation, with an instantaneous transition between images. The operation hours of the sign are proposed at 5am to 11pm, aligning with the commercial areas operating hours. All luminance levels for the digital sign can be found at Appendix 7.

In addition to this each display face, there will be a permanent 0.27m² 'Gawk' business identification sign on the skirting board to the left of the display face. Therefore, the total advertising area will be 42.68m². Refer to the town planning documentation for further details.

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5.2. Design Response

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

- The height of the sign structure, at 11.3m, is appropriate to its highway frontage context. While it exceeds the 8m height of the existing Homemaker Centre building, this is consistent with the scale required for a major promotion sign to be read comfortably by traffic travelling at highway speed, and is directly comparable to the existing supersite sign of similar format located nearby.
- The proposed scale of the sign, at 42.41 square metres per display face, reflects an established supersite format already present in this section of the Princes Highway, rather than introducing a new or unfamiliar scale of signage to the area.
- The sign is sited at grade along the site's Princes Highway frontage, with no surrounding buildings or structures positioned to obscure or interrupt views of the sign from either direction of travel, ensuring the display faces are read clearly by approaching traffic without relying on other structures for screening or framing.
- The double sided, back to back orientation of the sign directly addresses both carriageways of the Princes Highway, maximising exposure to the north-east and south-west bound traffic streams that pass the site, consistent with the highway's role as a key arterial and tourist route into and out of Geelong.
- The materials and finishes proposed, being a powder coated black column and a colorbond skirting board in a night sky finish, are utilitarian and recessive in character, allowing the sign to sit comfortably within the robust, highway commercial context of the site without competing with the surrounding built form.
- The sign incorporates operational controls to manage amenity impacts, including a two way brightness sensor that automatically dims the display in line with ambient lighting conditions, and a restriction on illumination between midnight and 4am, further detailed at Appendix 7.

All surrounding properties have a consideration for the robust commercial and retail 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.

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6. STATUTORY PLANNING CONTROLS

6.1. Zoning

Commercial 2 Zone

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

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

Purpose

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

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

Table 1 – Category 1

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

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

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

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

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

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

Commented [HB1]: Check against planning scheme for future reference.

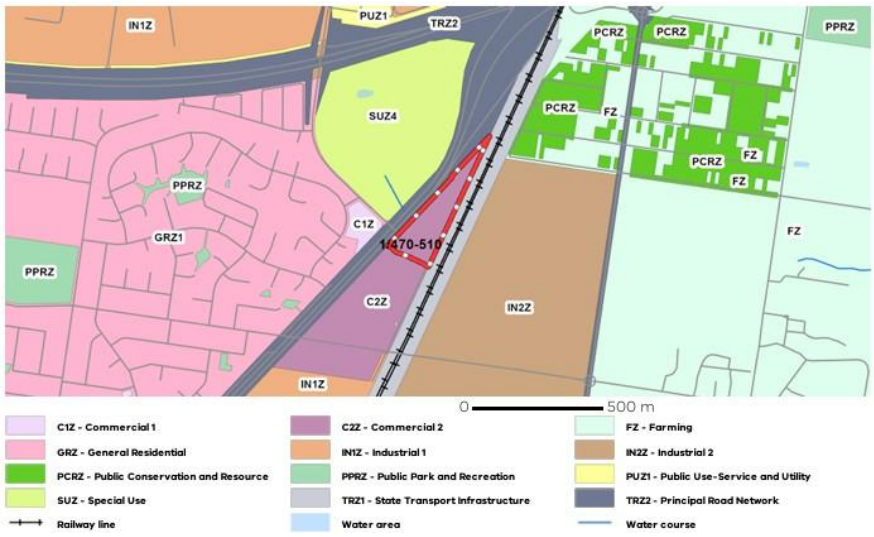


Figure 3 – Zone Controls of the Site & Surrounds

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6.2. Overlays

The current VicPlan Planning Property Report for the site confirms that the only overlay directly affecting the subject land is the Environmental Audit Overlay (EAO). The Design and Development Overlay, Environmental Significance Overlay, Heritage Overlay, Public Acquisition Overlay, Restructure Overlay and Special Building Overlay are all noted as applying only in the vicinity of the site, and do not directly affect the subject land. The site is also confirmed as not being within a designated bushfire prone area.



Figure 4 – Zone Controls of the Site & Surrounds

Environmental Audit Overlay (EAO)

The subject site is affected by an Environmental Audit Overlay. The purpose of this overlay is to ensure that potentially contaminated land is suitable for its intended use, and to require an environmental audit process to be undertaken where necessary prior to the commencement of a sensitive use. The overlay identifies restrictions relevant to uses of the land that are unrelated to the current proposal, and makes no mention of advertising signage. The erection of a promotion sign does not constitute a sensitive use, and does not trigger the requirement for an environmental audit under this overlay. Accordingly, the EAO does not affect this permit application.

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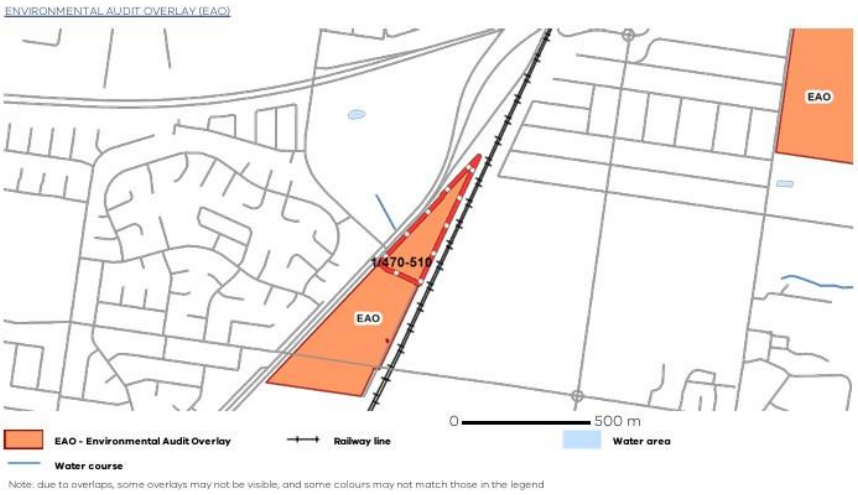


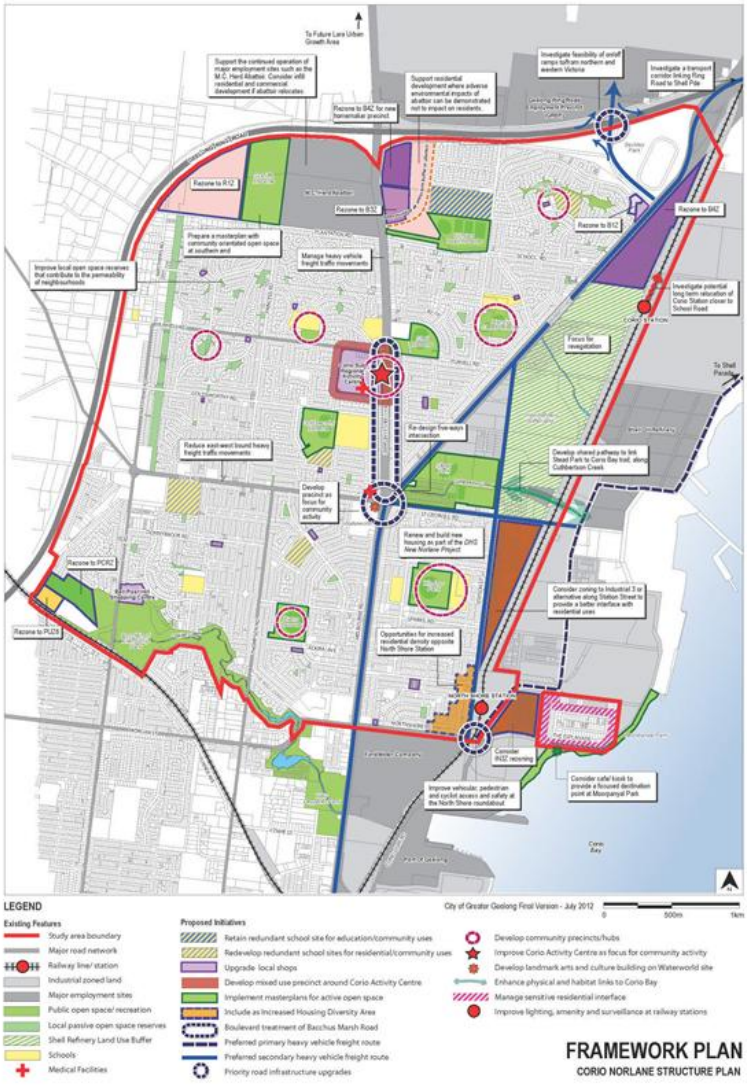
Figure 5 – Zone Controls of the Site & Surrounds

As no other overlays directly apply to the subject land, no further overlay based assessment is required.

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7. LOCAL PLANNING POLICIES

Clause 11.03-6L-02 Corio Norlane



Corio Norlane Framework Plan Map

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The Corio Norlane framework plan is set to shortly expire, but, one of it's objectives was to have the subject site utilised commercially, which has happened. The site is located outside of the Corio Activity Centre and other precincts identified for specific local initiatives under the Framework Plan, and as such the proposal does not impact any of the proposed initiatives or strategies set out in the Framework Plan. The site's position on the Princes Highway places it within a well trafficked gateway corridor to Geelong and the surrounding districts. On this basis, the subject site represents a suitable location in Corio for a major promotion sign, without interfering with any visions or strategies put forward by the Framework Plan.

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 utilising an existing commercial site directly adjacent to a major transport corridor, the Princes Highway. The sign provides a platform for local and regional businesses to reach a wide highway based audience, encouraging economic activity within an established commercial precinct without any additional land take. Its use of an existing, underutilised portion of the site aligns with efficient and sustainable development principles.

Clause 02.03-9 Infrastructure

Strategic directions

- *Encourage safe and equal access to community and development infrastructure for all members of the community.*
- *Develop a comprehensive, safe and accessible open space network.*
- *Ensure that development and community infrastructure is provided or upgraded in a sustainable and timely manner.*

The proposal enhances access to commercial infrastructure by improving the visibility of local services and businesses along a key regional highway. It represents a low impact addition to an already established commercial site, delivered without placing any additional demand on public infrastructure or open space networks.

Clause 13.07-1S Land Use Compatibility

Strategies

- *Ensure that use or development of land is compatible with adjoining and nearby land uses.*
- *Avoid or otherwise minimise adverse off-site impacts from commercial, industrial and other uses through land use separation, siting, building design and operational measures.*

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- *Protect commercial, industrial and other employment generating uses from encroachment.*

The proposed sign is fully compatible with the surrounding commercial and highway transport uses and introduces no new land use conflicts. Its siting within the established Geelong Gate Homemaker Centre, well removed from any residential interface, ensures there are no adverse off-site impacts. The sign supports the centre's existing employment generating tenancies without affecting their operation or safety.

Clause 15.01-1S Urban Design

Strategies

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

The proposal has been carefully designed to respond to its highway commercial context, an area already shaped by high traffic volumes and large format signage. While larger in scale than typical business identification signage, the sign's height and format are consistent with the character of highway oriented promotion signage already established along this part of the Princes Highway corridor. The sign incorporates operational controls, including automatic brightness dimming and restricted overnight illumination hours, to manage its impact on visual amenity. Positioned at the site's boundary and well removed from any pedestrian or active frontage, the sign poses no impact on pedestrian safety, access or amenity, and its presence along this key arterial route reinforces rather than detracts from the area's established commercial identity.

Clause 17.01-1S Diversified Economy

Strategies

- *Protect and strengthen existing and planned employment areas.*
- *Facilitate regional, cross-border and inter-regional relationships to harness emerging economic opportunities.*
- *Facilitate growth in a range of employment sectors, including retail and tourism.*

The proposal supports the growth of the Greater Geelong economy by offering increased advertising opportunities across a range of employment sectors, with a particular focus on local and regional businesses. Positioned along a major transport corridor connecting Geelong to Melbourne and the broader region, the sign enhances business visibility and access to jobs and services without expanding the site's built footprint, and supports inter regional connections for passing tourist and freight traffic.

Clause 17.04-1S Facilitating Tourism

The Princes Highway, on which the subject site is located, is a key route for visitors travelling to and through the Geelong region. This gives the site

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significant value as an advertising location for local businesses, tourism operators and other regional attractions, with the potential to prompt passing travellers to stop in the area. The proposal is therefore a valuable means of encouraging the kind of investment and visibility that supports the growth of tourism in Corio and the broader Greater Geelong region, consistent with the intent of this clause.

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

02 General Guidelines

Objectives

- *To ensure signs respond to the natural setting and urban context in which they are located.*
- *To ensure signs do not alter or obscure views to significant natural or built features.*
- *To ensure signs do not dominate the streetscape, host site or building.*
- *To ensure that signs do not interfere with movements and viewlines of pedestrians and cyclists, and the safety of roads and railways.*

The proposed sign responds appropriately to the highway commercial context of the site. As detailed in Section 4 and Appendix 4 of this report, it does not obscure or interrupt any significant natural or built features and does not affect any important views or vistas. Given its setback from the carriageway and its freestanding format at the site boundary, the sign does not interfere with pedestrian, cyclist or vehicle movement, or with the safety of the adjoining road or rail corridor. The sign provides an appropriate platform for promotion within a commercial precinct where signage of this nature and scale is already an established element of the streetscape.

12 Major Promotion Signs

Objectives

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

The proposed major promotion sign responds to the scale of its highway commercial context, in which large format signage and bulky goods retail buildings are already an established feature. Its double sided, back to back format and height are consistent with an existing supersite promotion sign already present in the immediate area, and its location well away from any residential or other sensitive interface ensures the proposal does not adversely affect the character, amenity or functionality of the site or surrounding area.

Strategies

- *Encourage the provision of architectural interest in the design of major promotion signs.*
- *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.*
- *Ensure major promotion signs are spaced at a sufficient distance apart.*

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The sign is designed as an architecturally considered A-frame steel structure with a defined skirting board and logo plate, rather than a plain single panel format. It is not located within or above any usable open space or building on the host site or adjoining land, and will not overshadow or reduce amenity to any part of the Homemaker Centre or neighbouring properties. There are no residential or other sensitive land uses nearby to be adversely affected by the proposal.

On sign spacing: the Guidelines' policy guideline for a minimum 1km separation between major promotion signs on the same road warrants specific comment. The existing supersite promotion sign identified in Section 4 of this report is located approximately 283m from the proposed site along the Princes Highway, short of this separation distance. However, Australian Outdoor Media Pty Ltd v Greater Geelong CC [2026] VCAT 146 (2 March 2026) provides the clear expectations around implementing this policy. The existing sign demonstrates that this stretch of the Princes Highway has already been found capable of accommodating a major format sign without unacceptable impact, and the differing orientation and viewing catchment of the two signs, together with the intervening built form, means the two signs will not be viewed together or compete for the same passing audience. On this basis, the separation between the two signs does not warrant refusal of this application.

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8. CONCLUSION

In conclusion, we submit that:

- The proposal seeks the approval for the development of an electronic major promotion sign on the property at 470-510 Princes Highway, Corio.
- The digital display face is proposed to display static images on a 30 second rotation, with an instantaneous transition between images. The operation hours of the sign are proposed at 5am to 11pm, aligning with the commercial areas operating hours.
- The Subject Site is one the most suitable for the proposed sign in all of Geelong. It is located in the heart of the retail precinct and is not in close proximity to any heritage overlays or residential properties.
- The proposal is clearly supported by local policies in the Geelong Planning Scheme – whether evaluating the location or design of the sign. The net benefit of the sign, utilised by local businesses, from a strong local business (Gawk), will have a significant positive impact on the local economy.
- The proposal employs a high level of consideration to the provisions and policies set out about advertising signage in clause 52.05.
- The proposal is consistent with the built form on the subject site and surrounding properties. The design has carefully considered the height of nearby buildings and has ensured no important views or vistas will be impacted.

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

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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 11418 FOLIO 292 — Security no : 124117350405Q — Produced 12/08/2024 09:31 AM

LAND DESCRIPTION

Land in Plan of Consolidation 371271J.
PARENT TITLES :
Volume 09902 Folio 662 Volume 09948 Folio 045
Created by instrument PC371271J 01/05/2013

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor
CENTURIA PROPERTY FUNDS NO. 4 LTD of "CHIFLEY PLAZA CHIFLEY TOWER" LEVEL 41 2 CHIFLEY SQUARE SYDNEY NSW 2000
AS400140B 31/07/2019

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AS400141Y 31/07/2019
COMMONWEALTH BANK OF AUSTRALIA

MORTGAGE AY071943M 05/06/2024
COMMONWEALTH BANK OF AUSTRALIA

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 set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE PC371271J FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NUMBER		STATUS	DATE
AY070215D (E)	TRANSFER CONTROL OF ECT	Completed	05/06/2024
AY071943M (E)	MORTGAGE	Registered	05/06/2024

----------END OF REGISTER SEARCH STATEMENT----------

Additional information: (not part of the Register Search Statement)

ADMINISTRATIVE NOTICES

NIL

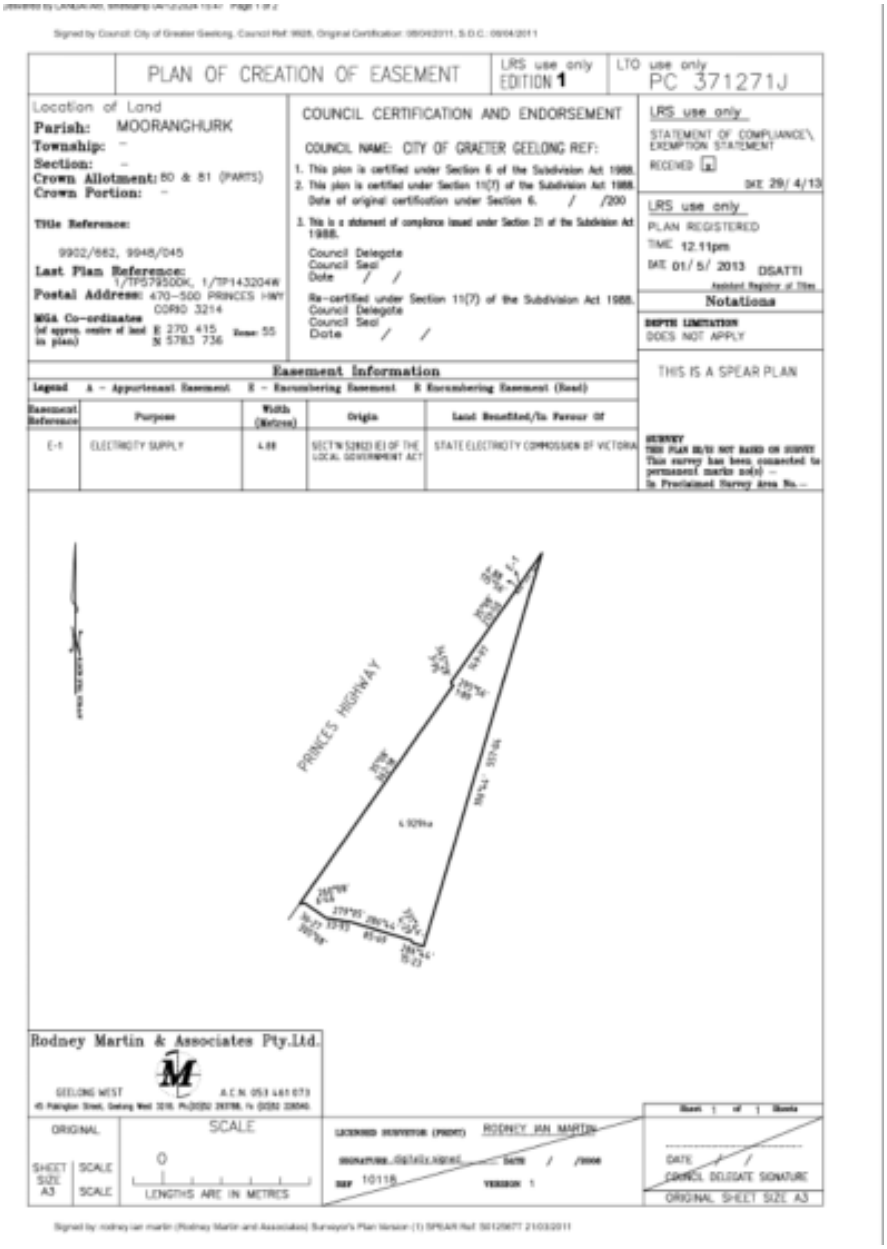
eCT Control 19234R MINTER ELLISON
Effective from 05/06/2024

DOCUMENT END

Delivered from the LANDATA® System by Landchecker Pty Ltd

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10.APPENDIX 2 – COPY OF PLAN



PLAN OF CREATION OF EASEMENT

LRS use only EDITION 1

LTO use only PC 371271J

Location of Land
Parish: MOORANGHURK
Township: –
Section: –
Crown Allotment: 80 & 81 (PARTS)
Crown Portion: –
Title Reference: 9902/662, 9948/045
Last Plan Reference: 1/TP579500K, 1/TP143204W
Postal Address: 470–500 PRINCES HWY CORIO 3214
MGA Co-ordinates (of approx. centre of land in plan) E 270 415 N 5783 736 Zone: 55

COUNCIL CERTIFICATION AND ENDORSEMENT

COUNCIL NAME: CITY OF GREATER GEELONG REF:

1. This plan is certified under Section 6 of the Subdivision Act 1988.
2. This plan is certified under Section 11(7) of the Subdivision Act 1988. Date of original certification under Section 6. / /200
3. This is a statement of compliance issued under Section 21 of the Subdivision Act 1988.

Council Delegate
Council Seal
Date / /

Re-certified under Section 11(7) of the Subdivision Act 1988.
Council Delegate
Council Seal
Date / /

LRS use only
STATEMENT OF COMPLIANCE\ EXEMPTION STATEMENT
RECEIVED
DATE 29/ 4/13

LRS use only
PLAN REGISTERED
TIME 12.11pm
DATE 01/ 5/ 2013 DSATTI
Assistant Registrar of Titles

Notations

DEPTH LIMITATION DOES NOT APPLY

THIS IS A SPEAR PLAN

SURVEY
THIS PLAN IS/IS NOT BASED ON SURVEY
This survey has been connected to permanent marks no(s) –
In Proclaimed Survey Area No. –

Easement Information

Legend A – Appurtenant Easement E – Encumbering Easement R Encumbering Easement (Road)

Easement Reference	Purpose	Width (Metres)	Origin	Land Benefited/In Favour Of
E-1	ELECTRICITY SUPPLY	4.88	SECTN 128(2) (E) OF THE LOCAL GOVERNMENT ACT	STATE ELECTRICITY COMMISSION OF VICTORIA

PRINCES HIGHWAY

4.929ha

Rodney Martin & Associates Pty.Ltd.
GEELONG WEST A.C.N. 053 461 073

ORIGINAL SHEET SIZE A3 SCALE 0 LENGTHS ARE IN METRES

LICENSED SURVEYOR (PRINT) RODNEY IAN MARTIN
SIGNATURE DATE / /2008
REF 10116 VERSION 1

Sheet 1 of 1 Sheets
DATE / /
COUNCIL DELEGATE SIGNATURE
ORIGINAL SHEET SIZE A3

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11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

Prepared By: **Qualification:**	James Course Advanced Diploma of Building Design (Architectural) *Including: BUIL5922 – Undertake site survey and analysis to inform design process*
Software:	Adobe Photoshop Creative Cloud *Informed by: Site features and measurements plan prepared in Autodesk Revit 2018*
Methodology:	Relevant data obtained from site measure up performed by James Course in conjunction with topographical maps from various online sources: *services.land.vic.gov.au/maps &*
Perspective View 01:	Camera: iPhone 8 Type: Digital Lens Size: 27mm Angle: Landscape – Parallel to ground Date: 04/05/2026 Time: 09:57am Height Above Ground: 1600mm Modified elements: Nil Assumptions: Height and Length are relative to the documented site features plan; however definitive accuracy cannot be guaranteed.
Perspective View 02:	Camera: iPhone 8 Type: Digital Lens Size: 27mm Angle: Landscape – Parallel to ground Date: 04/05/2026 Time: 09:59am 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.

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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 site currently features business identification signage typical of a large format retail centre. This includes wall mounted fascia signage identifying individual tenancies, such as the Derrimut 24:7 Gym signage along the tenancy frontage, and a freestanding pylon sign near the site's Princes Highway entrance identifying the centre and a number of its tenants, including Freedom, Lincraft, Early Settler and BCF Geelong. There is no existing freestanding promotion or advertising sign of the scale proposed anywhere on the site.





Location and Form of Existing Signage on Abutting Properties
The adjoining petrol station property to the south features a pylon sign and canopy fascia signage typical of service station developments. Similar pylon and business identification signage is common at other commercial properties further south along this stretch of the Princes Highway. Directly opposite the site to the west, across the Princes Highway, is the Geelong Harness Racing track, which does not feature comparable commercial advertising signage.

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The Location of Closest Traffic Control Signs
The closest traffic control device is the traffic signals at the intersection of the Princes Highway and Broderick Road, which forms the site's main vehicle entrance.



View Lines or Vistas Which May Be Affected by the Proposed Sign:
There are no important views or vistas impacted by the proposed sign, which is freestanding and ground mounted with no elevated outlook affected.

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 7 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.

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The Size of the Display (Total Advertising Area Including all Sides of a Multi-Sided Sign)
Included on page A03 of the town planning documentation. Also referenced in section 5.1 of this report.

The Location of any Corporate Logo Box and Proportion of Display Area Occupied by such a Logo Box
Included on page A03 of the town planning documentation.

Any Landscaping Details
No additional landscaping details.

A Description of the Existing Character of the Area Including Built Form and Landscapes
Refer to section 4 of this report.

The Location of any Other Signs Over 18 Square Metres, or Scrolling, Electronic or Animated Signs Within 200 Metres of the Site
There are no signs of this nature within 200m of the proposed sign. The closest is an existing major promotion sign of comparable scale and format, located approximately 283m away, as discussed in Section 4 of this report.

Any Existing Identifiable Advertising Theme in the Area
As shown in Appendix 5, the majority of properties along this stretch of the Princes Highway feature a mixture of wall mounted business identification signage and freestanding pylon signage, consistent with the large format, highway oriented retail character of the precinct. This signage, together with the existing nearby major promotion sign, is the key source of colour and vitality in this precinct.

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.

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13. APPENDIX 5 – SURROUNDING SIGNAGE & BUILT FORM

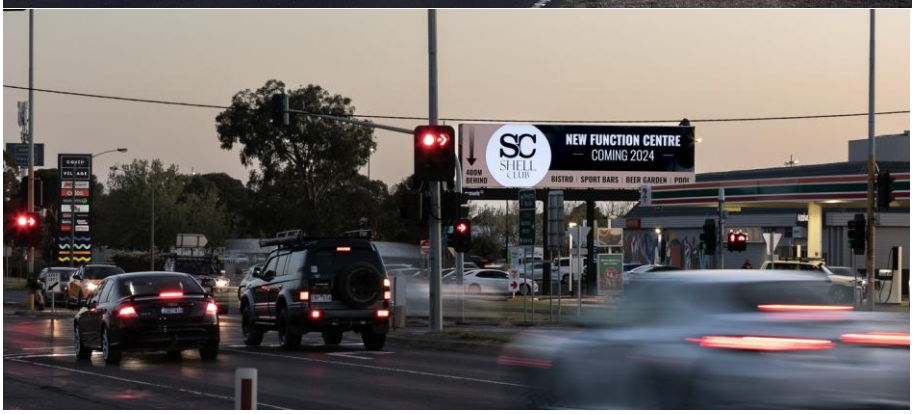




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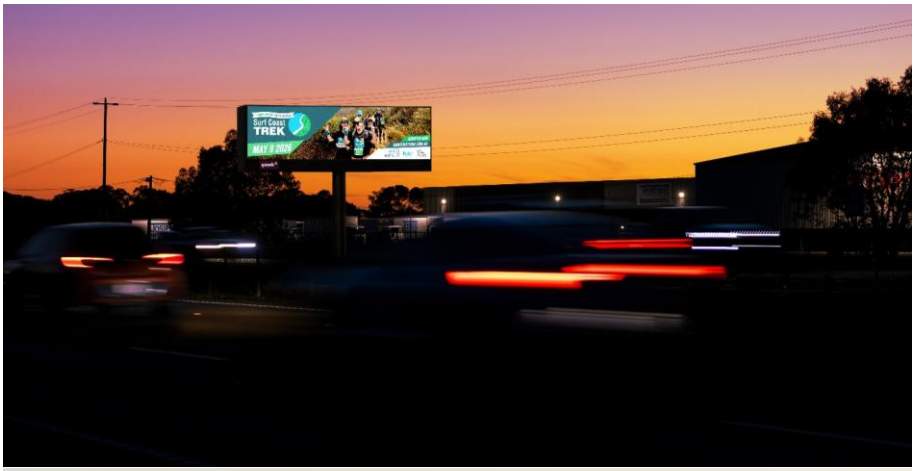
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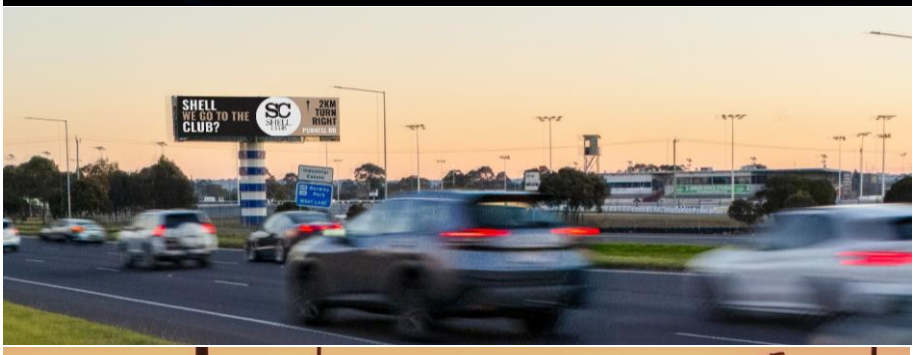


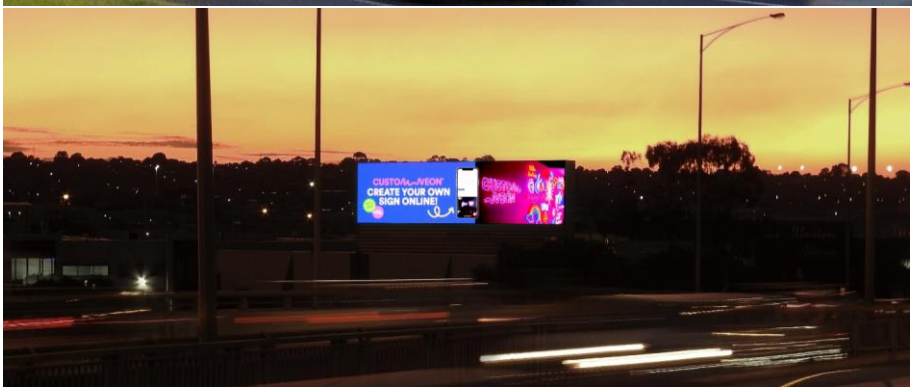


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14.APPENDIX 6 – VICROADS TEN POINT CHECKLIST

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

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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.