



Southern Grampians
SHIRE COUNCIL

Planning Committee

Minutes

28 May 2025

Held at 10.00 am in the
Martin J Hynes Auditorium
5 Market Place, Hamilton

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1. ATTENDEES**Councillors**

Cr Jayne Manning (Chair)
Cr Katrina Rainsford

Officers

Mr Rory Neeson, Director Wellbeing Planning and Regulation
Ms Marg Scanlon Director Infrastructure and Sustainability
Mr Daryl Adamson, Manager Shire Strategy and Regulation
Ms Anita Collingwood, Planning Coordinator
Ms Mindy McCubbin, Senior Statutory Planner
Mr Rhys Oatley, Senior Statutory Planner

Coleraine Residents

Marleene Lee
Lorraine Jeugen
Lyn Boxer
Fran Malone

Applicant

James Course, Gawk (applicant for items 6.1 and 6.2)

Landowner

Warren Butcher, (landowner 7 Ballarat Road Hamilton)

Minutes

Sharon Clutterbuck, Executive Assistant - Director Wellbeing Planning and Regulation

2. WELCOME AND ACKNOWLEDGEMENT OF COUNTRY**3. APOLOGIES**

Kerrie Jones, Hayley Rigby, Chris Rigby, Freida Troeth, Paul (no last name given) - Objectors to Item 6.1

4. CONFIRMATION OF MINUTES

Minutes of the Meeting held on 18 December, 2024 have been circulated.

RECOMMENDATION

That the minutes of the meeting held on 18 December, 2024 be confirmed as a correct record.

RESOLUTION

That the minutes of the Planning Committee meeting held on 18 December, 2024 be confirmed as a correct record.

Moved **Rory Neeson**
Seconded **Cr Katrina Rainsford**

Carried

5. DECLARATION OF INTEREST

nil

6. MATTERS FOR DECISION

6.1 TP-09-2025 Gordon Street Coleraine

Executive Summary

Planning application TP-09-2025 seeks a permit under Clause 52.05 (Signs) for the construction and display of externally illuminated major promotional signage. The proposal is consistent with policy objectives related to Urban Design (Clause 15.01-1S), Sign Design (Clause 15.01-1L), the Industrial Zone and 52.05 signage policy. The proposed sign satisfies the application requirements outlined in Clause 52.05- 6 by being designed to complement the existing character of the surrounding area, including its industrial and open landscape features. The applicant has agreed to remove the external illumination from the sign and has provided a landscape plan to show proposed planting around the proposed sign. These can form conditions on any permit issued. The sign has been designed to have minimal visual impact with no other promotional signs exceeding 18 square metres within 200 metres of the subject site. The proposal avoids visual clutter and maintains the area's distinctive character. It is recommended the Planning Committee approve the application for a planning permit.

Proposal

The application proposes:

- A freestanding, double-sided major promotion sign.
- Two 18.26m² display faces.
- Sign dimensions 8.3m x 2.2m, standing at an overall height of 5.15 metres.
- Structure to include a permanent 0.27m² 'Gawk' business identification sign on the skirting board to the left of each display face
- The total advertising area on each side, including the business identification, will measure 18.53m². Total signage area of 37.06m².
- Sign display to feature third-party advertising within the designated advertising space.
- A Catching Pen café sign is also located on the subject site.
- 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.
- The proposed sign is to be externally illuminated on both sides. The lighting would be switched off from midnight to 4.00am.

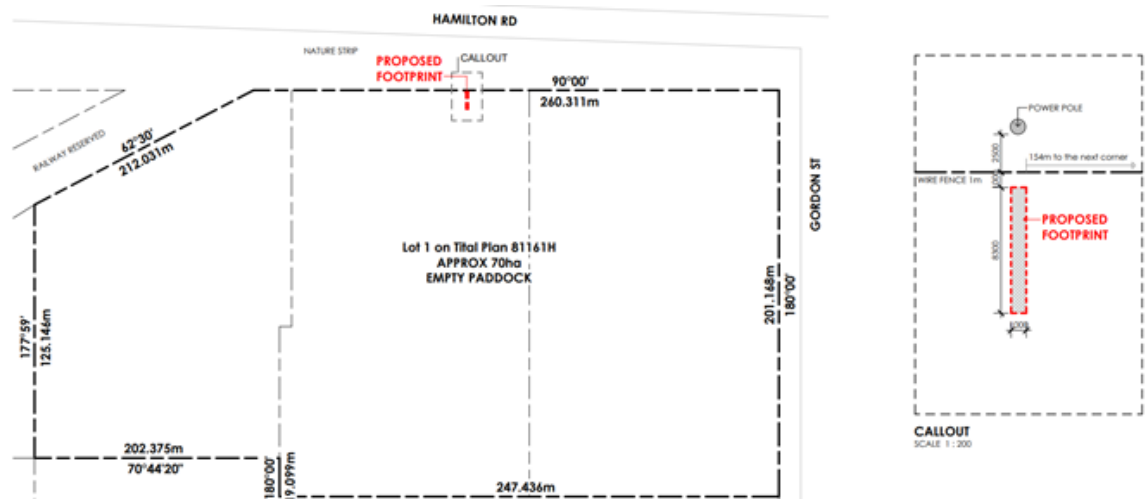


Figure 1: Site plan with sign location in red

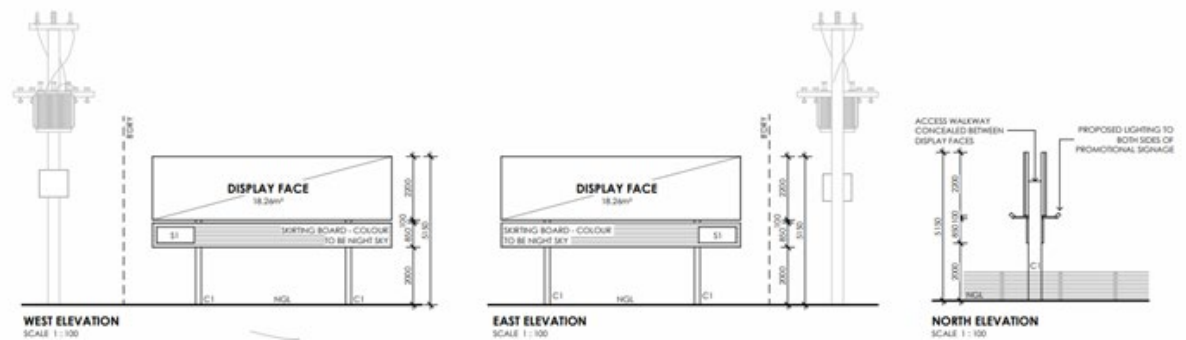


Figure 2: Sign elevation views

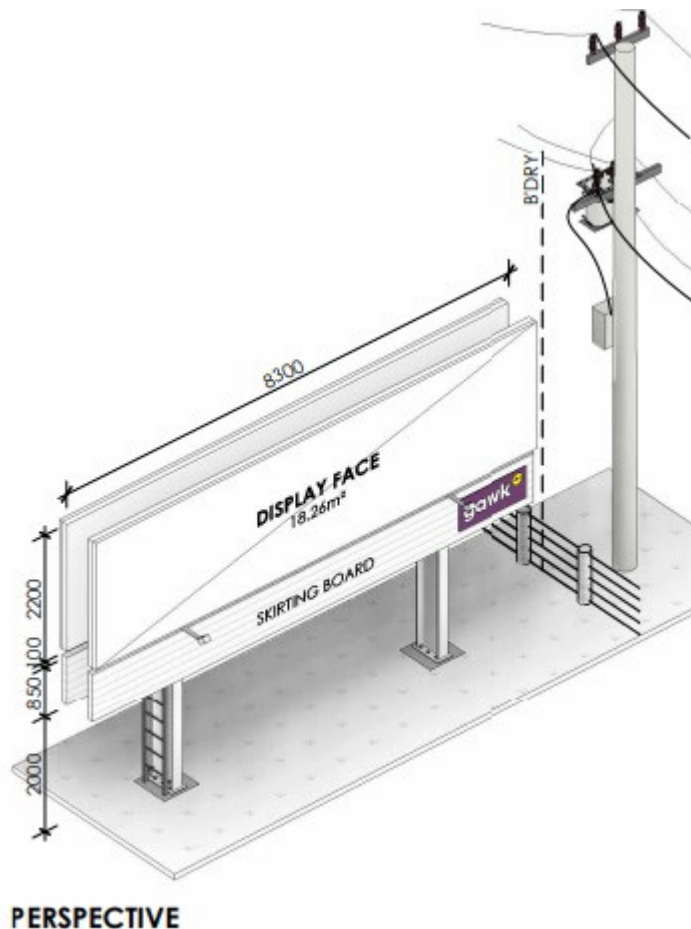


Figure 3: Sign 3D perspective

Subject Site

The site currently comprises of three parcels 6.88 hectares in area with the major promotional signage to be located on the parcel as Lot 1 on Plan of Subdivision 381161H. The lot is rectangular in shape, with the north boundary fronting Hamilton Road. The land is a cleared, vacant block, entirely within the Industrial 1 Zone.

Locality

The land is surrounded by farming zoned land as well as General Residential Zone 2 and Low Density Residential Zone 2 across the road from the subject site. Hamilton Road is a Transport Road Zone 2 (TRZ2). The land is in proximity to Cavendish-Coleraine Road, Glenelg Highway (B160) to the north, Coleraine Racecourse, Racecourse Road to the east, Coleraine Golf Club, B&E Automotive Services, Supportive Solutions, Tarrenlea Road, Robertson Street, McKeberly Street to the south, and Coleraine Railway Station, CFA Fire Station, McConochie

Street, Coleraine Railway Reserve to the west. The majority of properties along this part of Glenelg Highway have medium to large sized business identification signage. This signage comes in many forms and sizes, with a mixture of medium-large scale business identification and promotion signage. These signs are a mixture of wall mounted, fascia and freestanding signs.

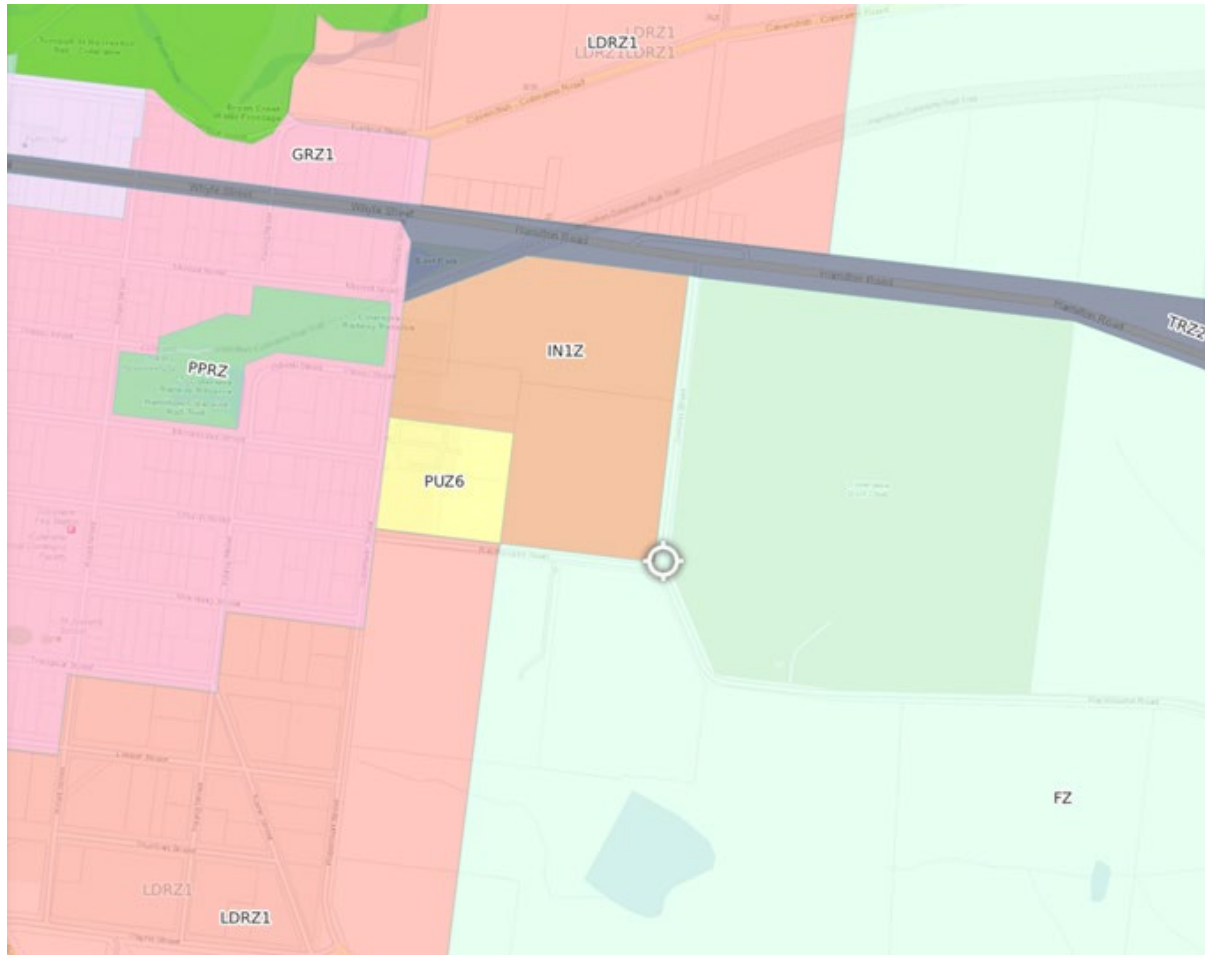


Figure 4: Zoning map of the subject site and surrounds (Source: Pozi)



Figure 5: Aerial imagery of the subject site and surrounds (Source: Pozi)

There is another major promotion sign along Glenelg Highway situated over 100 metres from the site, which is a previously constructed Gawk Outdoor sign and there is a Mobil service station sign along the highway at 42 Whyte Street Coleraine, over 500 metres away.



Figure 6: Major promotion sign along Glenelg Highway



Figure 7: Mobil service station sign on Whyte Street

Site History

There is no relevant site history.

Public Notification

The application underwent a minimum 14-day public notification process, which concluded on 10 April 2025.

Eleven (11) objections were received. The key concerns raised can be summarised as follows (with the Planning Officer's Response in plain text following) –

- *The subject site has sensitive open space and residential interfaces, highly contrary to Clause 52.05-8, notably but not limited to:*
 - a. *Coleraine Golf Club (Farming Zone);*
 - b. *East Park (PCRZ) to the West; and*
 - c. *Low Density Residential directly over the Road.*

While the site is located near a residential zone, the nearest dwellings are situated over 90 metres from the proposed sign. In regard to the Farming Zone and Public Recreation, there is over 100 metres of separation between these locations and the proposed sign. The Glenelg Highway provides a significant physical and visual buffer between the sign and these areas.

To further minimise any potential impact on nearby properties a condition on any permit issued could require the removal of external illumination from the sign, reducing the visual impact of the sign, particularly during evening hours.

A condition on any permit issued should also require the planting of native vegetation around the sign to soften the area around the sign.

- *There is an advertising board already available where events are advertised, a fire danger sign and a 'Coleraine Sign' nearby*

The existing signs service important community messaging functions and are all small-format structures under five square metres in size directly on the road reserve and are some distance from the proposal. The proposed signage will not dominate this existing signage, nor will it result in a negative cumulative impact.

- *External illumination is excessive in scale to its surroundings and does not have regard to the natural environment, open space or rural setting.*

A condition on any permit issued should require the removal of external illumination from the sign.

- *External illumination will be distracting to drivers on the highway.*

A condition on any permit issued should require the removal of external illumination from the sign.

- *The sign would have an impact on a driver's line of sight to all residents departing and arriving, contrary to Clause 52.05.*
The proposed sign would have no impact on a driver's line of sight due to the sign display area being raised 2.85 metres above ground level. It is located on industrial land and private property, set back from the road. The sign will not obstruct the road or interfere with visibility for drivers.
- *Residents will have no control over what advertising is shown on the sign*
All advertising must comply with national standards and codes for design and content, and the intention is to prioritise local businesses as the primary advertisers.
- *Sign will affect the amenity of nearby properties*
The sign is located on industrial land, set back from the road, and designed to minimise visual intrusion, ensuring it does not unreasonably impact the amenity of nearby residential properties.
- *Size of sign too large*
The size of the proposed sign is consistent with an existing sign on the opposite side of Coleraine. A sign of this scale is appropriate and in keeping with the visual character of Coleraine and other rural townships.
- *Will spoil views of the countryside and site presents an open rural landscape along the edge of the gateway into town*
The sign has been carefully sited to minimise visual disruption, and with the potential for framing vegetation, it will help ensure that the proposal integrates with the surrounding open landscape.
- *Would not enhance entry to Coleraine as required by the policy.*
The sign provides an opportunity by supporting local businesses and economic development in the Southern Grampians Shire.
- *Would not complement the character of the area*
The character of the surrounding area is mixed, and the advertising signage is appropriate for the context of the site.
- *Land has always been used for farming and agriculture rather than industry*
While historically used for agriculture, the land is zoned for industrial purposes, and the proposed signage is an acceptable outcome for this zoning. Signs in the Industrial 1 Zone, as per Clause 33.01-5, are in Category 2 – Office and industrial. Clause 52.05-12 of the planning scheme sets out the provisions for signs in this category. There are low limitations for signs in office and industrial areas, with no prohibited sign types.
- *It presents an opportunity for the sign to be graffitied, which has happened to a similar sign in town*
A condition will be required on any permit condition that signs are to be maintained in good condition to the satisfaction of the Responsible Authority. This is a standard condition of signage permits and would enable Council to compel the landowner to repair or maintain the sign should it be defaced or otherwise damaged.
- *Town will receive no benefit from promotional signage*
The applicant, Gawk, has commented that the intent of their business is to prioritise local businesses, creating platforms for them to promote their services and reach both local and visitors audiences.

- *Inconsistent with state and local policy outcomes*
The proposal supports local economic activity and land use zoning objectives, aligning with policy outcomes that encourage appropriate use of industrial land and signage.
- *Not enough information about the sign online*
The application documents were published on Council's website for the duration of the notice period, including planning report and plans.
- *Difficulty accessing Greenlight to object*
Council accepts objections in written form, whether submitted online, via email or on paper.
- *Errors in letters being sent to affected properties*
Letters were sent to surrounding property owners and occupiers in accordance with the Act. Site notices were also placed on the subject site to capture properties that may not get advertised to.

Referrals

There are no referral authorities specified in the planning scheme for an application of this type.

Planning Framework

Clause 00 Purpose and Vision

- o 02.03-1 – Settlement
- o 02.03-6 – Economic Development

Clause 10 Planning Policy Framework

- Clause 15 – Built Environment and Heritage
 - o 15.01-1S – Urban Design
 - o 15.01-1L – Sign Design

Zone

Clause 33.01 Industrial Zone

The land is located within the Industrial Zone

Advertising sign requirements are at Clause 52.05. This zone is in Category 2.

Overlays

None

Clause 50 Particular Provisions

Clause 52.05 – Signs

Clause 52.05-12: A planning permit is required to construct and display externally illuminated major promotional signage in Category 2.

Clause 60 General Provisions

Clause 65 Decision guidelines

Because a permit can be granted does not imply that a permit should or will be granted. The responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the decision guidelines of this clause.

Other Considerations

Title Restrictions

N/A

Bushfire Prone Area

Yes - The subject site is covered by a Designated Bushfire Prone Area. This overlay identifies the need to prioritise the protection of human life, and the requirements for non-combustible materials to be used in developments.

Generally, this mapped area is relevant to larger scale developments with habitable rooms. However, the proposal uses non-combustible materials and would not adversely affect the surrounding land in the case of a bushfire.

Cultural Heritage

N/A

Assessment**ZONE****Clause 33.01 Industrial Zone**

It is the purpose of the zone:

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.

Sign requirements are at Clause 52.05. This zone is in Category 2.

The subject site, located at Gordon Street, Coleraine VIC 3315, falls within the Industrial 1 Zone (IN1Z) under the Southern Grampians Planning Scheme. This zoning designation is intended to support manufacturing, storage, and distribution industries in a manner that ensures the safety and amenity of the surrounding community. Promotional signage is generally appropriate in the IN1Z and the proposed sign complements and enhances the character of the area, aligning with the site's industrial surroundings.

PARTICULAR PROVISIONS**Clause 52.05 Signs****Purpose**

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.

Under Clause 52.05, the site falls within Category 2 for advertising signage, which supports signage that is consistent with industrial land use and integrates with the local streetscape without affecting safety or visual amenity. The proposed promotional sign meets these requirements by providing a commercial advertising solution in a prominent location, helping to promote local businesses and support industrial activity.

The decision guidelines of 52.05-8

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate (with Officer's assessment proceeding the decision guideline consideration in italics).

52.05-8 DECISION GUIDELINE CONSIDERATION	OFFICER'S ASSESSMENT
All signs	

The character of the area	Satisfied The proposal is consistent with the built form on the Subject Site and surrounding properties.
Impacts on views and vistas	Satisfied The signs would not impact any views or vistas as the site is not located near any important views.
Relationship to the streetscape, setting or landscape	Satisfied The proposal is in an industrial area adjacent to a main road.
The relationship to the site and building	Satisfied N/A- there is no built form on the subject site.
The impact of structures associated with the sign	Satisfied The sign structure would be minimal and simple in design.
The impact of any illumination	Satisfied A condition on any permit issued would require external illumination to be removed.
The impact of any logo box associated with the sign	Satisfied The logo box would have minimal impact and will be appropriate given its size and subordinate placement.
The need for identification and the opportunities for adequate identification on the site or locality	Not applicable The sign would be used for advertising purposes rather than business identification purposes, though local businesses could pay to advertise on the sign.
The impact on road safety	Satisfied The signs would not impact road safety through the following hazards listed at 52.05-8; Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property. <i>The proposed sign would have no impact on any line of sight. There is a substantial setback from the property boundary to the carriageway and the sign is raised 2.58m above ground level which is above eye level for drivers of most vehicles.</i> 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. <i>The closest traffic control device is over the other side of the road, so the sign would not be viewed as the background to this sign.</i> Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing. <i>Strict guidelines apply to the design and coloration of advertising. The sign will not be reflective, animated or have flashing features and a condition on any permit issued can require the external illumination to be removed.</i> Is at a location where particular concentration is required, such as a high pedestrian volume intersection. <i>The location is deemed to have no special consideration.</i> 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. <i>The advertising face is reviewed under strict guidelines to ensure no traffic control symbolism exists. The sign itself has a large display area that would not be readily confused with traffic signs which are standardised.</i>

	Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic. <i>As with other advertising billboards, the proposal would not require a detailed study.</i> 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. <i>It is understood that the proposed sign would not have any traffic control symbolism or directional advice to drivers. The nearest intersections would be over 200m from the proposed sign. The sign would not distract the driver from an immediate turn off. A condition on any permit issues would require this.</i> Is within 100 metres of a rural railway crossing. <i>The proposal is not within 100m of a rural railway crossing.</i> Has insufficient clearance from vehicles on the carriageway. <i>The proposal will not affect the current clearance conditions on the subject site due to the nominated setback.</i> Could mislead drivers or be mistaken as an instruction to drivers. <i>Gawk, has commented that the intent of their business is to prioritise local businesses, creating platforms for them to promote their services and reach both local and visitors audiences, which would not mislead drivers or be mistaken as an instruction to drivers. A condition on any permit issues would require this.</i> Is within 100 metres of a rural railway crossing. <i>The sign is not within 100 metres of a rural railway crossing.</i>
Major promotion signs	
The effect of the proposed major promotion signs on:	
Significant streetscapes, buildings and skylines.	Satisfied There are no significant streetscapes, buildings or skylines in the immediate area.
The visual appearance of a significant view corridor, view lines, gateway location or landmark site identified in a framework plan or local policy.	Satisfied The signs would not be located in a significant view corridor or near a landmark site, signified by the absence of any design or landscape overlays.
Residential areas and heritage places	Satisfied The site is not located in an Heritage Overlay and the signage would not create any significant impact on the potential future emerging residential uses of the area.
Open space and waterways	Not applicable
When determining the effect of a proposed major promotion sign, the following locational principles must be considered:	
Major promotion signs are encouraged in commercial and industrial locations in a manner that complements or enhances the character of the area.	Satisfied The proposed signage would be appropriate in the context of the Transport Road Zone 2. Other major promotional signs are located within proximity to the site along major roads.
Major promotion signs are discouraged along	Satisfied

forest and tourist roads, scenic routes or landscaped sections of freeways.	The signage is not considered to be in a sensitive location given that the external illumination would be required to be removed as a condition on any permit issued. The proposed signage is not located within any scenic or tourist locations.
Major promotion signs are discouraged within open space reserves or corridors and around waterways.	Satisfied The site is not within a riparian area or other open space reserve or corridor but within privately owned, industrially zoned land at a township gateway.
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 view lines.	Satisfied As per the above comments.
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.	Satisfied The area does not have a strong built form character and no dominant design features have been identified. The proposed sign is not to be erected on or near any buildings.

The sign would abut Hamilton Road and be over 250 metres from Gordon Street and over 150 metres away from the Hamilton Coleraine Rail Trail. While the site is located near a residential zone, the nearest dwellings are situated over 90 metres from the proposed sign. In regard to the Farming Zone and Public Recreation, there is over 100 metres of separation between these locations and the proposed sign. The Glenelg Highway provides a significant physical and visual buffer between the sign and these areas. To further minimise any potential impact on nearby properties a condition on any permit issued would require the removal of external illumination from the sign, reducing the visual impact of the sign, particularly during evening hours. The height and scale of the sign is consistent with other signage in the region, including a nearby Gawk Outdoor promotional sign on Glenelg Highway over 100 metres away and the Mobil service station sign on Whyte Street, over 500 metres away, both of which contribute to an established local signage context.

MUNICIPAL PLANNING STRATEGY

Clause 2.03-1 – Settlement

It is policy that ineffectively planning for future urban growth, Council will:

- Provide and enforce clear settlement boundaries.
- Plan for and support development that readily accommodates the future extension of sewerage services.
- Plan for and improve services and facilities to meet the needs of local communities.
- Ensure development does not negatively affect environmental values.
- Retain the non-urban break between Hamilton and Tarrington for agricultural uses.
- Support development that contributes to the economic viability and liveability of the Shire's smaller towns, including small-scale light and service industries.

- Facilitate a range of housing types in serviced residential locations, particularly infill development.
- Plan for an ageing population by supporting aged care facilities.
- Attract new residents by encouraging a broad range of housing and lifestyle options.
- Retain the existing low density housing character in Wannon.

The proposed sign on Gordon Street, Coleraine, supports the objectives of Clause 02.03-1 by contributing to the economic sustainability and liveability of Coleraine, recognised as one of the Shire's smaller townships. The sign offers a platform for local businesses, light industry, and service providers to promote their services and is expected to stimulate economic activity and attract both visitors and customers. Consistent with the focus of Clause 02-03-1 on protecting environmental values, the sign has been designed to minimise its environmental impact and complies with relevant planning controls. Its strategic location reinforces the town's character and infrastructure, helping to create new economic opportunities and support the area's long-term prosperity.

Clause 2.03-6 – Economic Development

It is policy that in managing and supporting industrial development, Council will:

- Facilitate new and expanded industry and business offering economic development opportunities.
- Support investment and new employment generating development to diversify the Shire's economic base.
- Plan for suitable sites for industry, especially noxious industry.
- Provide infrastructure for industrial uses, such as roads, drainage, power and sewerage.
- Encourage industrial development that protects residential amenity.
- Facilitate the expansion of mineral sands processing.

The proposed promotional sign on Gordon Street, Coleraine, aligns with the objectives of Clause 02.03-6 by supporting new economic development opportunities within the Shire. Serving as a platform for local businesses to advertise their products and services, the sign is expected to broaden market reach, stimulate business growth, and attract investment contributing to the expansion of Coleraine's economic base. By increasing visibility for commercial and industrial enterprises, the proposal reflects the council's commitment to energising the local economy and enhancing the vibrancy of the region. Located within the Industrial 1 Zone, the sign supports the Shire's strategic direction to encourage industrial growth while safeguarding residential amenity. Its carefully selected position ensures it complements nearby industrial and commercial uses without impacting residential areas.

PLANNING POLICY FRAMEWORK

Clause 15 Built Environment and Heritage

Planning is to recognise the role of urban design, building design, heritage and energy and resource efficiency in delivering liveable and sustainable cities, towns and neighbourhoods.

Planning should ensure all land use and development appropriately responds to its surrounding landscape and character, valued built form and cultural context.

Planning should protect places and sites with significant heritage, architectural, aesthetic, natural, scientific and cultural value.

Planning should incorporate measures to protect culturally significant heritage places in locations exposed to climate related hazards.

Planning must support the establishment and maintenance of communities by delivering functional, accessible, safe and diverse physical and social environments, through the

appropriate location of use and development and through high quality buildings and urban design.

Planning should promote excellence in the built environment and create places that:

- Are enjoyable, engaging, and comfortable to be in.
- Support human health and community wellbeing.
- Accommodate people of all abilities, ages and cultures.
- Contribute positively to local character and sense of place.
- Reflect the particular characteristics and cultural identity of the community.
- Enhance the function, amenity and safety of the public realm.

Planning should promote development that is environmentally sustainable and minimise detrimental impacts on the built and natural environment.

Planning should facilitate development that:

- Is adapted and resilient to climate related hazards.
- Supports the transition to net zero greenhouse gas emissions.
- Minimises waste generation and supports resource recovery.
- Conserves potable water.
- Supports the use of, and access to, low emission forms of transport.
- Protects and enhances natural values.
- Minimises off-site detrimental impacts on people and the environment.

The proposed promotional sign on Gordon Street, Coleraine, supports the objectives of Clause 15 by positively contributing to the local character and reinforcing the area's economic and cultural identity. Its design is sympathetic to the surrounding industrial setting, enhancing public amenity, safety.

Clauses 15.01-1S – Urban Design

Objective

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

Strategies

The location and design of the proposed sign appropriately address these objectives, with more detailed direction provided under Clause 52.05, the relevant permit trigger that outlines specific signage requirements.

- Require development to respond to its context in terms of character, cultural identity, natural features, surrounding landscape and climate.
- Ensure development contributes to community and cultural life by improving the quality of living and working environments, facilitating accessibility and providing for inclusiveness.
- Ensure the interface between the private and public realm protects and enhances personal safety.
- Ensure development supports public realm amenity and safe access to walking and cycling environments and public transport.
- Ensure that the design and location of publicly accessible private spaces, including car parking areas, forecourts and walkways, is of a high standard, creates a safe environment for users and enables easy and efficient use.
- Ensure that development provides landscaping that supports the amenity, attractiveness and safety of the public realm.
- Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.
- Promote good urban design along and abutting transport corridors.

The siting and design of the proposed sign adequately meets the objectives and strategies of Clause 15.01-1S, with more specific guidance coming from Clause 52.05-08 (see decision guideline considerations above).

15.01-1L – Sign Design

Objective

To ensure that signs are designed to be compatible with the scale, character and appearance of the site and area.

Strategies

Encourage a high standard of design that provides diversity and adds visual interest.

Encourage signs relating to the use of the building as opposed to products.

Ensure that the design, location and appearance of signs does not create a traffic hazard.

Support promotional, floodlit, animated, high wall, panel, pole and sky signs that provide diversity and visual interest and are not detrimental to the character and appearance of the streetscape or individual buildings.

Policy guidelines

Consider as relevant:

- Discourage multiple signs under verandahs, except where:
 - The use occupies a long street frontage.
 - Signs are more than 2.7 metres above the footpath and located more than 750 millimetres from the kerb.
- Discourage promotional signs, except where:
 - No part of the sign projects more than 3.7 metres above ground level.
 - The advertisement area does not exceed 2 square metres.
 - The sign complements the activity carried out on the land.

The proposed promotional sign on Gordon Street, Coleraine, aligns with Clause 15.01-1L by adding visual interest to the streetscape without contributing to clutter. This double-sided, freestanding sign is positioned for visibility for both motorists and pedestrians while avoiding any traffic safety concerns. Its design is well-integrated with the surrounding industrial context, supporting signage that enhances the area's streetscape character and reinforces its functional role. The sign promotes safety, visual variety, and cohesive design, consistent with the clause's objectives, subject to conditions.

GENERAL PROVISIONS

Clause 65 Decision Guidelines

Because a permit can be granted does not imply that a permit should or will be granted. The responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the decision guidelines of this clause. The decision guidelines of that clause include section 60 of the *Planning and Environment Act 1987*, planning policy and decision guidelines among other matters.

Clause 65.01 Approval of an application or plan

Before deciding on an application or approval of a plan, the responsible authority must consider, as appropriate:

The matters set out in section 60 of the Act.

- Any significant effects the environment, including the contamination of land, may have on the use or development.
- 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.

- Factors likely to cause or contribute to land degradation, salinity or reduce water quality.
- Whether the proposed development is designed to maintain or improve the quality of stormwater within and exiting the site.
- The extent and character of native vegetation and the likelihood of its destruction.
- Whether native vegetation is to be or can be protected, planted or allowed to regenerate.
- The degree of flood, erosion or fire hazard associated with the location of the land and the use, development or management of the land so as to minimise any such hazard.
- The adequacy of loading and unloading facilities and any associated amenity, traffic flow and road safety impacts.
- The impact the use or development will have on the current and future development and operation of the transport system.

This clause does not apply to a VicSmart applications

The proposed major promotion sign complies with the decision guidelines outlined in Clause 52.05-8, as it is appropriately located within an industrial zone, where it contributes positively to the area's character without causing visual disruption. Positioned along Gordon Street and near the Glenelg Highway, the site is situated away from forested, scenic, or tourist routes, thereby preserving key view lines and visual aesthetics. Additionally, the sign is carefully sited to avoid dominating nearby residential areas or encroaching on heritage precincts. The proposed sign will integrate well with the industrial context and align with local planning objectives while maintaining the area's visual and residential amenity.

MEETING PROCESS

Mindy McCubbin, Senior Statutory Planner

The Senior Statutory Planner outlined details of the application

The application seeks a permit under Clause 52.05 (Signs) for the construction and display of externally illuminated major promotional signage. The proposal is consistent with policy objectives related to Urban Design (Clause 15.01-1S), Sign Design (Clause 15.01-1L), the Industrial Zone and 52.05 signage policy. The proposed sign satisfies the application requirements outlined in Clause 52.05- 6 by being designed to complement the existing character of the surrounding area, including its industrial and open landscape features. The applicant has agreed to remove the external illumination from the sign and has provided a landscape plan to show proposed planting around the proposed sign. These can form conditions on any permit issued. The sign has been designed to have minimal visual impact with no other promotional signs exceeding 18 square metres within 200 metres of the subject site. The proposal avoids visual clutter and maintains the area's distinctive character. It is recommended the Planning Committee approve the application for a planning permit.

James Course, Gawk

Land is currently zoned appropriately.
Positive form of industrial development

Sign will have no lights and have added extra landscaping.

Objectors

Fran Malone - Coleraine Development Association

Believes sign is too big
Opposite residential homes
No benefit to town
Looking at restructuring land as part of Coleraine Structure Plan
Only benefit is to the landowner

Lorraine Juegen
Believes sign will be a distraction to drivers entering town.

Lyn Boxer

Distraction to drivers
Issues with landowners opposite entering driveways

Marlene Lee

Around 6 local events a year that won't be advertised on the sign.
One person on Racecourse road not notified.

Questions

What sort of signage will be erected? – Answer - sign will be a static one.

Changes to signage expected 4-5 times a year.

What types of advertising were displayed on the Gawk sign on the west side of Coleraine?
- Answer – ads included tourism for the Limestone coast, fertiliser, Kelpie festival.

Were any ads for Coleraine businesses advertised? - Answer – no

RECOMMENDATION

That Council having caused notice of Planning Application TP-09-2025 to be given under Section 52 of the Planning and Environment Act 1987 and having considered all the matters required under Section 60 of the Planning and Environment Act 1987 decides to grant a Notice of Decision to Grant a Permit for the construction and display of a major promotion sign at land known as Gordon Street, Coleraine, Lot 1 on Title Plan 381161H in accordance with the endorsed plans, with the application dated 28 January 2025 and subject to conditions set out in Attachment 3.

RESOLUTION

That Council having caused notice of Planning Application TP-09-2025 to be given under

Section 52 of the Planning and Environment Act 1987 and having considered all the matters required under Section 60 of the Planning and Environment Act 1987 decides to issue a Notice of Decision to Refuse to Grant a Permit for the construction and display of a major promotion sign at land known as Gordon Street, Coleraine, Lot 1 on Title Plan 381161H in accordance with the submitted plans, with the application dated 28 January 2025 for the following reasons:

1. The application is contrary Clause 02.03-6 of the Southern Grampians Planning Scheme as the major promotional signage would not support local businesses and the economic development of Coleraine.
2. The application is contrary to Clause 15.01-1L of the Southern Grampians Planning Scheme, because the major promotional sign would not be compatible with the scale, character and appearance of the site and surrounding area of Coleraine.
3. The application is contrary to the purpose of Clause 52.05 of the Southern Grampians Planning Scheme as the signage would have a negative impact on the visual character of Coleraine and would result in an over-saturation of signage on and around the site.

Moved **Cr Katrina Rainsford**
Seconded **Cr Jane Manning**

Carried

6.2 TP-64-2024 7 Ballarat Road Hamilton

Executive Summary

Planning application TP-64-2024 seeks a permit under Clause 52.05 to construct and display a single sided, electronic promotion sign at 7 Ballarat Road Hamilton. The application presents a sign to be located within the front setback, beside the existing building and on the western side of the lot adjacent to the Grange Burn river frontage. The sign would be prominently displayed for traffic travelling on Ballarat Road. The application has been assessed against planning policy at Clause 15.01 of the Southern Grampians Planning Scheme, the sign provisions of Clause 52.05 and decision guidelines of Clause 65 and found to be inconsistent with the objectives and requirements of the Planning Scheme. Specifically, the assessment revealed that the proposed sign would have an adverse amenity impact, particularly on the river front and surrounding landscape character and is not orderly planning for that area. The sign does not relate to the business operating on the land and therefore does not directly support that existing commercial use. It is recommended the Planning Committee refuse the application for a planning permit.

Proposal

The application proposes the construction and display of an electronic promotion sign at the front of the subject site. One corner of the sign abuts the front boundary and angled away from Ballarat Road by 35 degrees. The sign has a total display area of 16.16 square metres (sqm) with dimensions of 8.0m wide, 2.0m high and a depth of 1.0m. The sign is erected on two supporting pylons, setting the sign face itself 3.98m off the natural ground level, and an overall height of 6.0m.

Subject Site and Locality

The site has a total area of 2,279sqm and currently contains:

- A commercial building with driveway and carpark
- Landscaped vegetation within the Grange Burn backdrop.
- Frontage to both Ballarat Road and Jessop Street. The main site/locality characteristics are:
- The Grange Burn river and its surrounding environs (vegetation) is located immediately west of the site.
- The site is on the outbound side of Ballarat Road (from Hamilton CBD).
- The site is within a Commercial 1 Zone pocket to the east of the Grange Burn and is a transition area through to residential areas.

Attachment 1 provides aerial imagery of the subject site and surrounds.

Permit History

The history of the site includes:

- **TP/028/2004** permit issued on 22 April 2007 for land at 7-11 Ballarat Road, Hamilton for the Erection of (a) shed for (a) factory extension.
- **TP/007/2010** permit issued on 2 February 2011 for land at 7-11 Ballarat Road, Hamilton for Buildings and Works to extend an existing industry (Joinery Factory).
- **TP-71-2023** application presented to Planning Committee on 6 May 2024 with Planner recommending refusal. Committee resolution to adopt Planner recommendation. Permit refusal subsequently issued on 6 May 2024 for land at 7 Ballarat Road, Hamilton to Erect and Display Illuminated Promotion Sign.

Public Notification

The application has been advertised pursuant to Section 52 of the Planning and Environment Act 1987, by:

- Sending notices to the owners and occupiers of adjoining land.
- Placing (a) sign(s) on site
- SGSC Website The notification has been carried out correctly.

Council has received no objections to date.

Referrals

The application was referred, in accordance with Clause 52.05-3 (Referral of Applications) Signs, to the Head, Department of Transport for Victoria, under S55 (determining authority). No objection was received, subject to mandatory conditions to be placed on any permit issued.

Details of referral response and proposed conditions found in Attachment 5.

Planning Framework

The following clauses are the most recent to the planning application, particularly within the Municipal Strategic Statement:

- Clause 02.01 Context

The Shire is located at a major highway junction and has good connections to the southeast of South Australia, as well as to agricultural regions. Primary production and conservation are the main land uses, followed by forestry and extractive industry. The Shire is known for its quality health and education sector, and has strengths in mineral sands processing, cutting tool manufacturing, and agricultural and building materials manufacturing. Fine wool production is famous in the Shire, but large-scale cropping, hay production, and horticulture are now bigger parts of the primary industry sector. Agro-forestry, mining, and renewable energy are expected to grow.

- Clause 02.02 Vision

The Shire's vision is to be a well-connected, dynamic regional centre, supporting a vibrant, healthy and inclusive community.

The Council Plan (2017-2021) identifies five fundamental priority areas. Those relevant to land use and development are to:

- Develop the regional economy and businesses.
 - Plan for the built environment and infrastructure.
 - Promote the natural environment.
- Clause 02.03 Strategic directions
 - Clause 02.03-1 Settlement –

Activity Centres

Activity centres play a vital role in the settlements of the Shire and local economies. Retailing is the largest service industry, the mainstay of the activity centres, and a key part of the tourism industry. Other important activity centre uses include offices, community services, entertainment and housing.

The hierarchy of activity centres (refer to the Southern Grampians Shire Council Strategic Framework Plan at Clause 02.04) is:

- Hamilton (Regional Centre).
- Clause 02.03-2 Environmental and landscape values

Biodiversity

In protecting and preserving biodiversity, Council will:

- Limit the negative impacts of development on the natural environment.
- Protect the environmental features and values of the Wannon and Glenelg Rivers and the Grange Burn.

Landscapes

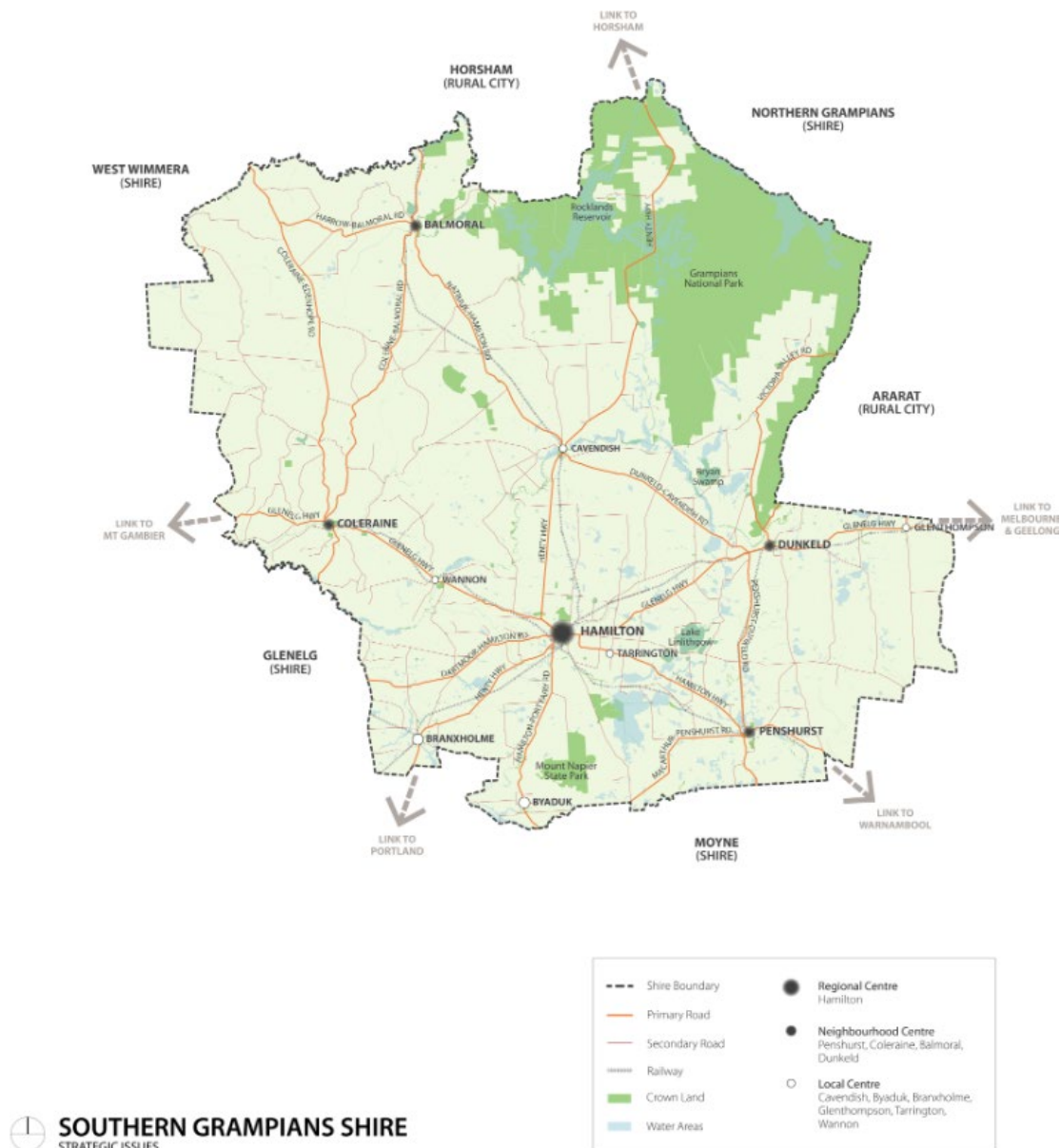
In protecting the Shire's landscapes, Council will:

- Protect the landscape elements that contribute to lifestyle, tourism and amenity.
 - Ensure that development does not adversely impact the landscape, environmental setting or presentation of the Shire.
- Clause 02.03-5 Built Environment and heritage

Council will manage its built environment and heritage by:

- Protecting and enhancing the built environment.
- Enhancing the presentation of town centres, streetscapes, main streets and town entrances.

- Clause 02.04 Strategic Framework Plan



Clause 10 Planning Policy Framework

The following clauses within the Planning Policy Framework are the most relevant to the planning application:

- Clause 11.03-6S Regional and local places - consider the distinctive characteristics and needs of regional and local places in planning for future land use and development.
- Clause 11.03-6L Hamilton

This policy applies to all land shown in the Hamilton Structure Plan and Hamilton City Centre Urban Design Framework maps (Hansen Partnership, 2011).

Objectives

To cohesively plan for the use and development of land in Hamilton.

To achieve a liveable, beautiful, well planned and sustainable city.

Environmental and landscape values

Encourage new public open spaces or public links as part of development in areas shown as 'green loops'.

Protect and support public use of the Grange Burn and Lake Hamilton, community parkland and heritage buildings.

Provide wildlife corridors through open space and protect vegetation to allow for ease of movement for native species, including the Eastern Barred Bandicoot.

Protect existing canopy trees, particularly in areas with key landscape character such as heritage precincts, the central business district, Hensley Park and Robsons Road.

In planning for land near the Grange Burn:

- Link the key public land areas along the spine of the Grange Burn.
- Ensure new development and streetscape works implement water sensitive urban design.
- Improve the interface with the Grange Burn by encouraging new development to front this area, establishing paths and including private landscaping.

Protect key views and vistas within the city, including visual links from the city centre to the Grange Burn and natural landscape features to the south.

Encourage a high quality, landscaped presentation of private land along the 'inner gateways', 'outer gateways', major city entry avenues, boulevards and tourist-heritage routes.

- Clause 12 Environmental and Landscape Values - Planning should protect, restore and enhance sites and features of nature conservation, biodiversity, geological or landscape value.
- Clause 12.03-1S River and riparian corridors, waterways, lanes, wetlands and billabongs -to protect and enhance waterway systems including river and riparian corridors, waterways, lakes, wetlands and billabongs.
Strategies include:
 - Protect the environmental, cultural, landscape values of all waterway systems as significant economic, environmental and cultural assets.
 - Sensitively design and site development to maintain and enhance the waterway system and the surrounding landscape setting, environmental assets, and ecological and hydrological systems.
 - Enhance a sense of place and landscape identity by:
 - Protecting existing topographic features and maintaining a sense of naturalness through sensitive design and siting.
 - Retain and enhance the recreation and amenity values along waterway systems by:
 - Planning for surrounding green spaces as recreation and tourism resources without adversely impacting environmental values and flood management capacity.

- Protecting and enhancing parklands for their economic, social and environmental values.
 - Design and site development to maintain and enhance the natural environment of waterway systems by:
 - Minimising the visual intrusion of development on the natural landscape views from major roads, bridge crossings, public open space, recreation trails and within waterway systems themselves.
 - Ensuring development is visually subordinate to the local landscape setting, including through the use of vegetation to filter views of development.
- Clause 15.01-1S Urban Design – seeks to create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.
- Strategies:
 - 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.
 - Clause 15.01-1L Sign design – aims to ensure that signs are designed to be compatible with the scale, character and appearance of the site and area.
 - Strategies:
 - Encourage a high standard of design that provides diversity and adds visual interest.
 - Encourage signs relating to the use of the building as opposed to products.
 - Ensure that the design, location and appearance of signs does not create a traffic hazard.
 - Support promotional, floodlit, animated, high wall, panel, pole and sky signs that provide diversity and visual interest and are not detrimental to the character and appearance of the streetscape or individual buildings.
 - Policy guidelines
Consider as relevant:

Discourage promotional signs, except where:

 - No part of the sign projects more than 3.7 metres above ground level.
 - The advertisement area does not exceed 2 square metres.
 - The sign complements the activity carried out on the land.

Zoning

Commercial 1 Zone

The subject site is within the Commercial 1 Zone. The purpose of this zone includes the following:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To create vibrant mixed use commercial centres for retail, office, business, entertainment and community uses.
- To provide for residential uses at densities complementary to the role and scale of the commercial centre.

Clause 34.01-9 states that signage within the Commercial 1 Zone is Category 1.

Overlay

The site is within the Environmental Audit Overlay; however, the EAO is not relevant to the planning application as it relates to signage.

No further consideration of the overlay is required.

Particular Provisions

Clause 52.05 Signs

Clause 52.05 applies to the development of land for signs. Its purpose 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.

Pursuant to Clause 52.05-11 (Category 1 – Commercial areas) a permit is required to display a promotional sign that exceeds 8 square metres.

Clause 52.05-6 includes some application requirements, including information relating to the site context and sign details as appropriate.

Clause 65 Decision Guidelines

Because a permit can be granted does not imply that a permit should or will be granted. The responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the decision guidelines of this clause.

Before deciding on an application or approval of a plan, the responsible authority must consider this Clause 65.01 Approval of an application or plan

Relevant Strategic Documents

Hamilton Structure Plan (prepared by Hansen 2011)

The Hamilton Structure Plan, prepared by Hansen Partnership in 2011, outlines a strategic vision for the development and growth of the town of Hamilton. The plan aims to guide future development, infrastructure investments, and land use decisions in a sustainable and coordinated manner. It addresses various aspects such as housing, transport, commercial areas, community facilities, open spaces, and environmental considerations.

The Hamilton Structure Plan is now located in Clause 11.03-6L of the Southern Grampians Planning Scheme as part of LPPF policy translation to the MPS and PPF restructure.

Relevant to the context of the site and the adjoining Grange Burn the following objectives are relevant:

- Improve the safety and amenity of the public realm.
- Improve the overall presentation of Hamilton, particularly at key 'gateway' locations.
- Ensure development achieves a high level of environmental sustainability.
- Protect key views and vistas within the city.
- Maintain and enhance the natural environment including remnant tree stands, waterways, and native vegetation.
- Ensure development does not compromise the environment, in particular waterways.

Summary of Key Issues

The key issues for consideration are:

- How does the proposal respond to the relevant provisions of the Southern Grampians Planning Scheme including the Planning Policy Framework?
- Does the sign and associated works form an orderly planning outcome for the site?

Assessment

An assessment of this proposal against the relevant provisions of the Southern Grampians Planning Scheme has been undertaken.

Municipal Planning Strategy

The proposal has been assessed against the Municipal Planning Strategy and has been found to be inconsistent with the following objectives:

Clause 02.02 seeks to promote the natural environment. To promote something is to support or actively encourage. The Grange Burn and its surrounding natural environs are widely recognised as one of the most significant within Hamilton. The location and size of the proposed signage result in the obscuring of the Grange Burn environs and actively seeks to distract and draw attention away from the Grange Burn. In this way the proposal fails to promote the natural environment.

Clause 02.03-2 seeks to limit the negative impacts of development on the natural environment. Negative impacts on a natural environment can constitute non-physical impacts, including those that are visual and cultural. Through visually obscuring the natural environment behind, the proposal's bulk and positioning result in a negative impact.

Clause 02.03-2 further seeks specifically to protect the environmental features and values of the Wannon and Glenelg Rivers and the Grange Burn. The signage does not protect the environmental features and values of the Grange Burn. The landscape elements of the Grange Burn contribute to a sense of place in Hamilton and provide for a natural amenity. Development should not adversely impact the landscape setting or presentation of the shire. The location and size of the sign would impact this landscape setting and the presentation of the trees to the public realm, which forms part of a gateway into the Hamilton CBD.

Clause 02.03-5 seeks to Enhance the presentation of town centres, streetscapes, main streets and town entrances. The main gateway boulevard and first impression of the town is of particular importance in the overall presentation of Hamilton. It is vitally important that the streetscape emphasize the best assets of the town, which in this boulevard include the dominant character of generous vegetated areas to the verges and to the central median, culminating in the crossing of the Grange Burn before entering the more developed central city area. The proposal does not enhance this characteristic of the streetscape and actively seeks to distract from it.

Planning Policy Framework

On balance, the proposal is found to be contrary to the relevant clauses of the Planning Policy Framework.

The planning application cites some VCAT cases which relate to similar promotional signs. Council assess signage applications on a case-by-case basis and considers the importance of context based decision-making. In this instance, the location provides for distinctive characteristics that should not be overlooked (Clause 11.03-6S Regional and local places).

Regarding the Hamilton Structure Plan and the Hamilton City Centre Urban Design Framework (as shown in Attachments 3 and 4), Clause 11.03-6L allows one to make observations about the subject site:

The site is situated on the eastern side of the railway overpass, on the fringe of the Hamilton CBD, and is adjacent to the Grange Burn.

The subject site is located to the immediate east of an identified inner gateway to the Hamilton CBD.

The site is in close proximity to the identified natural open space and 'green loop', which partially follows the Grange Burn.

The site is also located within an entry avenue area. The proposed promotional signage is not compatible with some of these observations, especially within the context of the green loop, Grange Burn, entry avenue and gateway setting.

Key views and vistas and the interface with the Grange Burn are referred to as planning considerations within Clause 11.03-6L. The signage does not contribute towards a high-quality landscaped presentation and has the potential to disrupt existing views of natural landscape features.

The signage location could be improved in order to reduce the potential impact on the above matters. Its current location is not supported, and the application is not supported by the Hamilton Structure Plan (Clause 11.03-6L – Hamilton).

Clause 12 Environmental and Landscape Values

Environmental and Landscape Values, provides some guidance on how to assess development applications where there is the potential for the natural environment to be impacted.

The sign intrudes upon the landscape values of the Grange Burn and its surrounding landscape setting. The signage location and size shown within the application does not maintain a sense of naturalness, seen from Ballarat Road towards the Grange Burn.

Clause 12.03-1S seeks to protect and enhance river and riparian corridors, waterways, lanes, wetlands and billabongs. The proposed signage does not minimise its visual intrusion on the natural landscape views, and is not visually subordinate to the local landscape setting, having a sign area of 17.5 square metres and a maximum height of 7 metres.

The proposal is also inconsistent with Clause 15.01-1S Urban Design, as it proposes signage that does not minimise its impact on the amenity provided by the surrounding natural environment.

The proposal is considered to be inconsistent with Clause 15.01-1L Sign Design. The local signage policy discourages promotional signage, and the proposal does not meet any of the associated guidelines, summarised below:

- The promotional sign projects more than 3.7 metres above ground level.
- The advertising area exceeds the suggested 2 square metre limit by an additional 15 square metres.
- The sign does not complement the activity carried out on the land.

The planning application, including town planning report, does not provide adequate justification to depart from this local policy. The planning report suggests that the sign can be accommodated given the site's context. Officer's view of the application is that the proposal

conflicts with current planning policy. The site's context provides for a natural landscape that has been overlooked by the planning application and the sign is too large and conspicuous to comfortably sit within the site context.

Therefore, the application before Council does not meet the objective of the signage policy, as the sign is not compatible with the character and the appearance of the area.

Clause 52.05 Signs

An assessment was conducted in accordance with the decision guidelines at Clause 52.05-8. Please refer to the table below:

Decision Guideline	Assessment
• 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.	Although the subject site is located within a commercial zone, it is adjacent to the Public Park and Recreation Zone, which reflects the Grange Burn surroundings. The interface of the site is considered to be more sensitive than a typical commercial site with highway frontage or within a CBD context. The sign is not in harmony with the natural surroundings of the Grange Burn reserve due to its visual appearance being incompatible with the established vegetation. The proposed sign is a standalone sign and is not considered to cause visual disorder or clutter with other signs, though it is located close to signs on the existing building on-site. Regarding the consistency of the proposed sign with other outdoor advertising themes in the area, within this locality, there are typically only business identification signs or other signs that are relevant to the host site. There is not a prevalence of large promotional signs such as the one proposed. There are plenty of directional signs in the area within the road reserve, such as the directional sign located on the opposite side of Ballarat Road.

• 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 views from the public realm include views from pedestrian and vehicle levels from the Ballarat Road reserve. An existing view towards the Grange Burn (and surrounding environs) from this location is shown within Figure 7 above.
• 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 proposed sign if constructed will form a dominant feature within the landscape. The positioning of the sign to be adjacent to the front title boundary and the height of 6 metres both add to the effect. The surrounding streetscape consistently features single storey built form, inclusive of the subject site, and generally some degree of setback from the front boundary is consistently provided. The proposal will be at odds with this established character. The signage sits above the height of the building on the land and obscures the landscape and natural elements (Grange Burn reserve) behind. The sign does not screen or obscure any other built form or other unsightly elements as it is freestanding in front of vegetation. It is acknowledged that landscaping has been proposed to reduce the impact of the structure of the sign.
• 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 buildings on the site are single storey and low set, due to design and topography. The sign is designed to site higher than the building, in order to optimise it's visibility. This in itself reduces its ability to relate to the building on site as it is altering the horizon line. The sign does not necessarily promote products or material relating to the host site or business and is not innovative to the host site or building. As previously mentioned in this report, the promotional sign is inconsistent with local signage policy at Clause 15.01-1L. As there is no connection with the business or host building, the promotional signage is not relevant to the locality and not essential for Hamilton.

	The sign does not require the removal of any significant landscaping or vegetation.
• 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 proposed structure to support this type of promotion size, given its size is well integrated within the sign.
• 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 sign is proposed to be electronically illuminated. The impact of the electronic illumination on the amenity of vehicles and any nearby residents would be acceptable and able to be managed via planning permit conditions should a permit be granted.
• 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 sign includes a logo box of 0.27sqm in area to display the 'Gawk' business name. The logo box is appropriately positioned and designed to be integrated into the overall design of the sign.
• The need for identification and the opportunities for adequate identification on the site or locality.	Businesses and buildings often require signage for various purposes, such as for business identification purposes. There is not an explicit need for this type of signage in this location and it does not necessarily relate to the host site, building or business. The application notes that it is common for these types of signs to display government, emergency or public messaging (or similar) to benefit the public. Given the lack of control over the content of the sign after approval, the point is moot; this cannot be deemed an argument for the signage; however, it is not necessarily an argument against the application either. Clause 15.01-1L Sign Design makes it clear that promotional signage should be

	discouraged above a certain size and if it does not complement other activities on site.
• 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.	Being an electronic sign within 60 metres of an arterial road, the proposal was subject to a mandatory referral requirement to the Head of Transport for Victoria (determining authority). The response received provided no concerns, subject to mandatory conditions to be included on any permit issued. Council also considers that the proposed signage is unlikely to impact on road safety.

Clause 65 Decision Guidelines

Conclusion

After evaluating the application against the relevant provisions of the Southern Grampians Planning Scheme, it has been concluded that the application is not consistent with the following provisions:

- The objectives and strategies of the Planning Policy Framework and Municipal Planning Strategy. Specifically, it does not comply with the local signage policy stated in Clause 15.01-1L Sign Design.
- The purpose and guidelines of Clause 52.05 Signs.
- The decision guidelines of Clause 65.01, particularly as the proposed sign does not produce an orderly planning outcome for the area.

Considering these points, it is recommended that the application for the sign be refused.

MEETING PROCESS

Rhys Oatley, Senior Statutory Planner

The Senior Statutory Planner outlined details of the application

The application seeks a permit under Clause 52.05 to construct and display a single sided, electronic promotion sign at 7 Ballarat Road Hamilton. The application presents a sign to be located within the front setback, beside the existing building and on the western side of the lot adjacent to the Grange Burn river frontage. The sign would be prominently displayed for traffic travelling on Ballarat Road. The application has been assessed against planning policy at Clause 15.01 of the Southern Grampians Planning Scheme, the sign provisions of Clause 52.05 and decision guidelines of Clause 65 and found to be inconsistent with the objectives and requirements of the Planning Scheme. Specifically, the assessment revealed that the proposed sign would have an adverse amenity impact, particularly on the river front and surrounding landscape character and is not orderly planning for that area. The sign does not relate to the business operating on the land and therefore does not directly support that existing commercial use. It is recommended the Planning Committee refuse the application for a planning permit.

Warren Butcher, landowner

Benefit to landowner and community.

60% of turnover in Melbourne and Portsea

Benefit to landowner will assist in further growth for business.

James Course, Gawk

Gawk is now sole provider of signage in regional Victoria. Has a focus on low price point, long term direct deals with local businesses. Three local clients now have arranged advertising on sign on corner of Cox Street and Ballarat Road.

Benefit to having a digital sign that can provide targeted advertising.

Company has long history in town.
Believe application is an acceptable development on a commercial property.

Question – would location work on another site?
Landowner doesn't believe that it would.

RECOMMENDATION

That Council having caused notice of Planning Application TP/64/2024 to be given under Section 52 of the Planning and Environment Act 1987 and having considered all the matters required under Section 60 of the Planning and Environment Act 1987 decides to issue a Notice of Decision to Refuse to Grant a Permit in respect of the land known and described as 7 Ballarat Road, Hamilton for the proposal to erect and display an electronic promotion sign, based on the following grounds:

Grounds of Refusal:

1. The application is contrary to the objectives and strategies of the Planning Policy Framework and Municipal Planning Strategy of the Southern Grampians Planning Scheme.
2. The application is contrary to the purpose and guidelines of Clause 52.05 of the Southern Grampians Planning Scheme.
3. The application is contrary to the decision guidelines of Clause 65.01 Southern Grampians Planning Scheme, particularly with regard to the orderly planning outcome of the area.

RESOLUTION

That Council having caused notice of Planning Application TP/64/2024 to be given under Section 52 of the Planning and Environment Act 1987 and having considered all the matters required under Section 60 of the Planning and Environment Act 1987 decides to issue a Notice of Decision to Refuse to Grant a Permit in respect of the land known and described as 7 Ballarat Road, Hamilton for the proposal to erect and display an electronic promotion sign, based on the following grounds:

Grounds of Refusal:

1. The application is contrary to the objectives and strategies of the Planning Policy Framework and Municipal Planning Strategy of the Southern Grampians Planning Scheme.
2. The application is contrary to the purpose and guidelines of Clause 52.05 of the Southern Grampians Planning Scheme.
3. The application is contrary to the decision guidelines of Clause 65.01 Southern Grampians Planning Scheme, particularly with regard to the orderly planning outcome of the area.

Moved **Marg Scanlon**
Seconded **Cr Jane Manning**

Carried

7. NEXT MEETING

25 June, 2025 (tbc)

8. CLOSE OF MEETING

Meeting closed at 11.25am