



# PLANNING PERMIT APPLICATION

PROJECT	Proposed Non-Illuminated Major Promotion Sign
LOCATION	55 Connewarren Lane, Mortlake VIC 3272
DATE	June 25, 2025

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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

Our billboards help grow local businesses as well as attract visitors to the town. Advertisements often prompt travellers to stop in that town which puts money in the local economy when motorists may have not otherwise stopped. In addition to the immense benefits for advertisers, Gawk provides value to our landlords from which it leases property. Our landlords receive fixed rent payments each year throughout our lease term which can provide stability and increase their property value. Additionally, wherever possible we use local contractors for construction and ongoing installation of billboard skins.

### 3. SITE SELECTION

When seeking a site in an area there are numerous factors that are considered. Gawk seeks to work within the planning policies and frameworks within the council and avoids sites that have planning overlays which discourage major promotion signs. Properties in commercial and industrial areas along major highways and arterial roads are typically what Gawk looks for.

Properties owned by local property owners and small businesses are prioritised over large national investors. When choosing the exact location on the property we seek an area that is currently unused and will not impact the day-to-day use of the property. It is also important to ensure the location where the sign will be located does not inhibit any development or future plans for the property. This collaboration is important to us as having a positive relationship with our property owners is something we pride ourselves on.

During the site selection process, Gawk focuses on areas outside the realm of residentially utilised and zoned properties. Ensuring there is always an extended visual and spatial barrier between the proposal and any potentially effected residential properties. The major focus is to identify areas with a built form character where the size and scale of the proposed sign will be justified by the surrounding context of the proposed site.





## 4. SITE DESCRIPTION & EXISTING CONDITIONS

### 4.1. Site Description

The Subject Site is currently an industrial zoned lot, owned by J&S Killen Pty Ltd. It is currently occupied by Killen Contracting. The site currently does not house any buildings. The site at 55 Connewarren Ln is rectangular. The main frontage to Connewarren Ln is 57.92m, and the overall site area is approximately 8,000m<sup>2</sup>.

A driveway provides vehicular access to the Subject Site, accessed off Connewarren Ln from the north. This driveway provides access to the property. The Subject Site's gravel driveway and dirt landscape allows for undefined parking. There is no street parking on Connewarren Ln.

There are no residential properties with visibility to the Subject Site.

There is no built form on the Subject Site.

The site is largely covered by dirt, gravel and vegetation. It is surrounded by chain link and post fencing.

The topography of the Subject Site is generally flat, with an even gradient throughout the property boundaries.

The major promotion sign is targeted at east and westbound traffic along Connewarren Ln.

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



Figure 1 – Aerial Photograph of Subject Site

## 4.2 Surrounding Context



*Figure 2 – Aerial Photograph of Surrounding Area*

The locality characteristics are:

- The northern boundary abuts Connewarren Ln. On the other side of the road is a property zoned for Farming, 116 Connewarren Ln, currently occupied by Western Victoria Livestock Exchange (cattle market), with a built form on the property, which then extends to Hamilton Hwy on the next boundary.
- To the east is Connewarren Ln, an industrial zoned property occupied by Valton Feeding Solutions (agricultural service). This property features several built forms and extends to Shadwell Dr to the east.
- To the south is 14 Shadwell Dr, another industrial property, occupied a business relevant to that zoning. Further south are more industrial properties of a similar size, extending to Sagnols Ln.
- To the western boundary is land zoned for Farming, with a few built forms on the large property. The next road to the west is Thorburns Ln, beyond which the Farming zoning continues.

The site is surrounded by industrial and farming properties, which are aesthetically relative of the zonings. The immediate area surrounding the Subject Site is predominately industrial in nature. Further, in both directions along the Connewarren Ln is a robust industrial and agricultural theme.

The site is located within the western most industrial area in Mortlake. Traffic heading westbound from Mortlake town centre via Hamilton Hwy-Dunlop St would have just passed Mortlake Golf Club, the intersection of Hamilton Hwy and Hopkins Hwy, and land zoned for farming. Meanwhile, traffic heading in eastbound would have just passed Mortlake Common (park), extensive land zoned for Farming and Mortlake Racecourse.

All residential buildings in this area are located off the highway and out of view of the Subject Site.

In its wider context, the site sits within a robust transport corridor, where there is a strong industrial theme for 120m east along the southern side of Connewarren Ln, as well as a strong agricultural and farming theme in all other directions, including 15km east along Connewarren Ln to its intersection with Hexham-Ballangeich Rd.

The built forms on the properties surrounding the Subject Site are generally utilitarian in nature with some interest and differentiation displayed through business identification signage in the area.

The surrounding industrial context is of similar size and scale to the Subject Site, though there are some larger properties with several built forms.

A strong industrial character is evident to all traffic along this stretch of Connewarren Ln, which is set up as an industrial hub for a range of businesses including agricultural services serving Mortlake and surrounds.

The industrial theme continues to east to Shadwell Dr, after which is more mixed usage heading towards the town of Mortlake.

Throughout this context, some properties display different forms of wall mounted business identification signage. The articulation to the aesthetic of each of the properties through this corridor comes from the advertising signage displayed, a trait which is typical of the industrial zoning.

All of the surrounding context has a strong frontage to Connewarren Ln, with the surrounding advertising signage projecting to both east and west bound traffic. Images of typical signage are shown in Appendix 5.

The closest major promotion sign is located at 6719 Princes Hwy, Terang which is 25km away. The size of this existing promotion sign (18.26m<sup>2</sup>) is the same as the proposed non-illuminated major promotion sign.

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





## 5. PROPOSED DEVELOPMENT

### 5.1. Description of Proposed Development

The proposal seeks approval for the erection and display of a non-illuminated major promotion sign on the property at 55 Connewarren Ln, Mortlake including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed non-illuminated major promotion sign proposes two 18.26m<sup>2</sup> display faces. The sign will primarily be viewed by east and westbound traffic on Connewarren Ln.

In addition to each display face, there will be a permanent 0.27m<sup>2</sup> 'Gawk' business identification sign on the skirting board to the left of the display face. Therefore, the total advertising area will be 18.53m<sup>2</sup>. Refer to the town planning documentation for further details.

### 5.2. Design Response

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

- It has a clear connection to the built forms on the Subject Site and adjoining properties. It will add further colour and vitality to this industrial area.
- It will always be viewed with a background of industrially zoned land along Connewarren Ln.
- The major promotion sign is located in a manner which compliments its context, and purposely sited to ensure the visibility to the Subject Site and abutting properties remains unaffected.
- The size and height (5.15m) of the promotion sign was designed to ensure it is visible to traffic, without compromising any views or impact on the visual amenity of this area in Mortlake.
- The site was carefully selected due to its location within one of Mortlake's industrial estates. This ensures the effects on the surrounding properties is minimal.
- The robust look and feel of all properties in this industrial area extends out for 120m to the east. This sign sits within this robust stretch of road.
- The proposal is sited to have visual separation from any other advertising both on the Subject Site and within the surrounding context.
- The decision of this application will be influenced by the policies of clause 52.05. The consideration largely lies in the assessment of context, and its residential sensitivities. We submit that these sensitivities are nominal in the sign's direct context, due to the industrial flavour that projects out into the streetscape.
- The Subject Site does not have an interface with residential buildings.
- The location of the site on Connewarren Ln allows local advertisers to reach a key audience of local and visitor traffic through Mortlake. This is a valuable audience for local advertisers which can have very positive impacts on the local economy.



All surrounding properties have a consideration for the robust industrial precinct. Almost all properties are designed to be visible and prominent for passing traffic. This is reinforced by the frequency of signage in the area—a clear theme which can be viewed in Appendix 5.

## 6. STATUTORY PLANNING CONTROLS

### 6.1. Zoning

The subject site is situated within the Industrial 1 Zone; therefore, the following items are relevant to the proposal outlined in this application:

- Promotional signs are encouraged in commercial and industrial locations in a manner which complements or enhances the character of the area. The character of this particular area is commercial and utilitarian in nature
- Advertising sign requirements are at Clause 52.05. This zone is in Category 2 (Low Limitations).

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

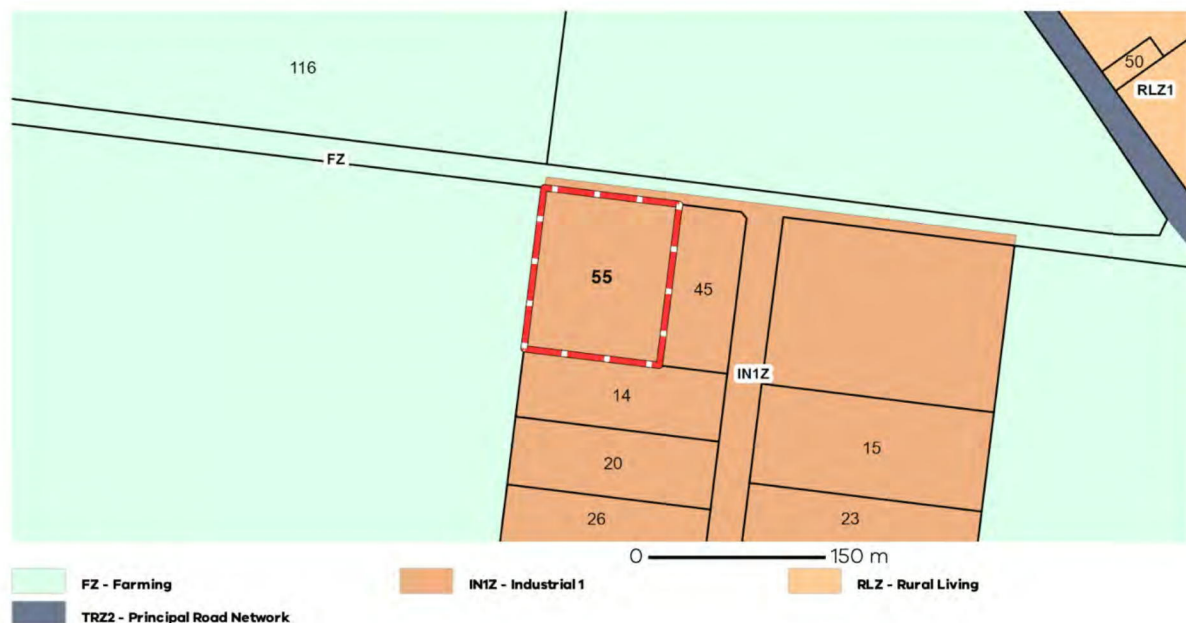
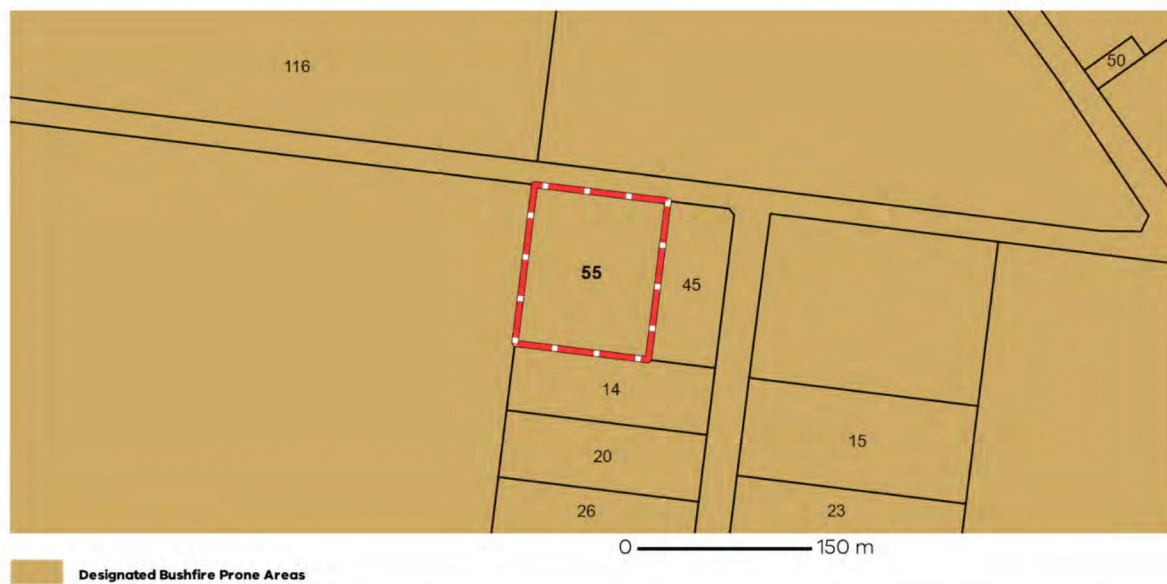


Figure 3 – Zone Controls of the Site & Surrounds

## 6.2. Overlays



*Figure 4 – Designated Bushfire Prone Area Overlay*

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 overlay 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.

## 7. LOCAL PLANNING POLICIES

### Clause 02.03-1 Settlement

#### **Mortlake**

*Mortlake is located at the foot of Mount Shadwell. It is a service centre for the surrounding farming country and the northern part of the Shire, providing a range of community and recreational facilities. It has excellent road access to other regional centres, including Warrnambool, Geelong and Hamilton. There is a regional livestock exchange and a regional quarry nearby, and a 550 megawatt (MW) gas-fired power station 12 kilometres to the west of the town. There are a number of historic bluestone buildings within Mortlake considered to be some of the finest in the State.*

This clause describes the town of Mortlake and its role as a service centre for the surrounding farming country. This focus (services to support agriculture and the general economy) are reflected in the types of businesses located around the Subject Site heading towards the main precinct of Mortlake. The proposal will support the ability of Mortlake to act as an agricultural hub and economic growth area for such services through the promotion of local businesses to traffic along Connewarren Ln. The location of the sign in this area with significant road links to other regional centres, as highlighted in the above policy, provides opportunities for local businesses to advertise to traffic along these key routes. Further, the positioning of the sign outside of the town centre avoids impact on historic buildings in the town centre.

### Clause 02.03-7 Economic development

#### **Agriculture**

Agriculture is the most important sector of the local and regional economy and a major source of local employment. The Shire is within Australia's largest dairy production region that contributes around a quarter of the nation's milk production.

The Western Victoria Livestock Exchange at Mortlake has a key role in supporting the regional agricultural sector.

There are opportunities for economic diversification through the development of aquaculture, horticulture and intensive agricultural enterprises, and agriculturally linked value adding industries.

Value adding onsite or closer to the source of the product provide opportunities to expand the local economy.

The preservation of agricultural land in large holdings is necessary to maintain the economy of the Shire, including the service and processing industries that support agriculture.

[...]

### Strategic directions

- Promote agriculture as the primary industry of the economy.
- Protect agricultural land from non-productive use and development.
- Encourage consolidation of rural land holdings to increase the viability and sustainability of agriculture.
- Ensure that the use and development of land does not prejudice agricultural industries or the productive capacity of the land.
- Protect and promote the dairy industry to ensure its long term growth.
- Support the growth, diversification and value-adding of primary industry, including agriculture, aquaculture and agroforestry, and processing of agricultural products grown within the municipality or harvested offshore.
- Encourage enterprises that add value to primary production at or near the source, in appropriate locations.
- Encourage industries servicing local communities and primary producers to locate in existing settlements.
- Encourage tourism development in settlements and in appropriate locations near natural, cultural or historic features.
- Support tourism development that is associated with or compatible with agricultural enterprises.
- Support the role of tourism and events within Port Fairy as a driver of the regional economy.
- Encourage industrial uses to establish on existing industrially zoned land.

The addition of the proposed sign will add to the amenity of the area and its development, including advertising for small and medium sized businesses in the area. The Subject Site is located adjacent to the major transport route of Princes Hwy near key infrastructure assets. The stretch of Hamilton Hwy to which Connewarren Ln connects is an important route for drivers travelling to and from Hamilton and surrounding areas.

The economic and employment value of this industrial area in the context of Mortlake and Moyne Shire, as highlighted in the above objectives and strategies, means that the proposed sign is in keeping with the intended use of this area. Notably, the Subject Site is in close proximity to the Western Victoria Livestock Exchange (WVLX), which plays a key role in this agricultural hub for the region. This significant location in the region means the sign would represent significant and valuable advertising opportunities for Mortlake businesses and industries, attracting drivers to stop in town or alerting them to local companies, tourism and other features of the region.

We strongly believe that the proposed sign achieves the objectives of the Shire's economic development policy. Outdoor Advertising provides local businesses



with access to the fastest growing form of traditional media. Unlike many of our competitors, Gawk prioritises local businesses wherever possible. Gawk has another existing Major Promotion Sign within Moyne Shire Council.

This proposed sign would likely be used by local businesses to target traffic heading towards Mortlake from towns to the west. The intent is for the advertising space to be sold mainly to local businesses in Mortlake, with businesses from surrounding towns to possibly feature from time to time.

This sign will give businesses located in the town centre of Mortlake the opportunity to advertise to passing motorists. There is clearly huge economic value to businesses in Mortlake if additional motorists stop in the township as a result of advertising from local businesses. This aligns with Moyne Shire Council's policies relating to the promotion of agriculture and the growth and development of primary industry.

The proposed sign can also help protect Mortlake from signage clutter as it will provide businesses with a permitted and regulated advertising option. This can make it easier for council to police unpermitted signs and could reduce the likelihood of future unpermitted signs.

## **Clause 11.01-1L-04 Settlement – Mortlake**

### **Strategies**

Encourage development within Mortlake that respects the town's historic character, surrounding rural land and the natural landscape.

Strengthen the town centre as a hub for commercial development and a community focal point.

Direct commercial development to Dunlop Street between Webster Street and Officer Street.

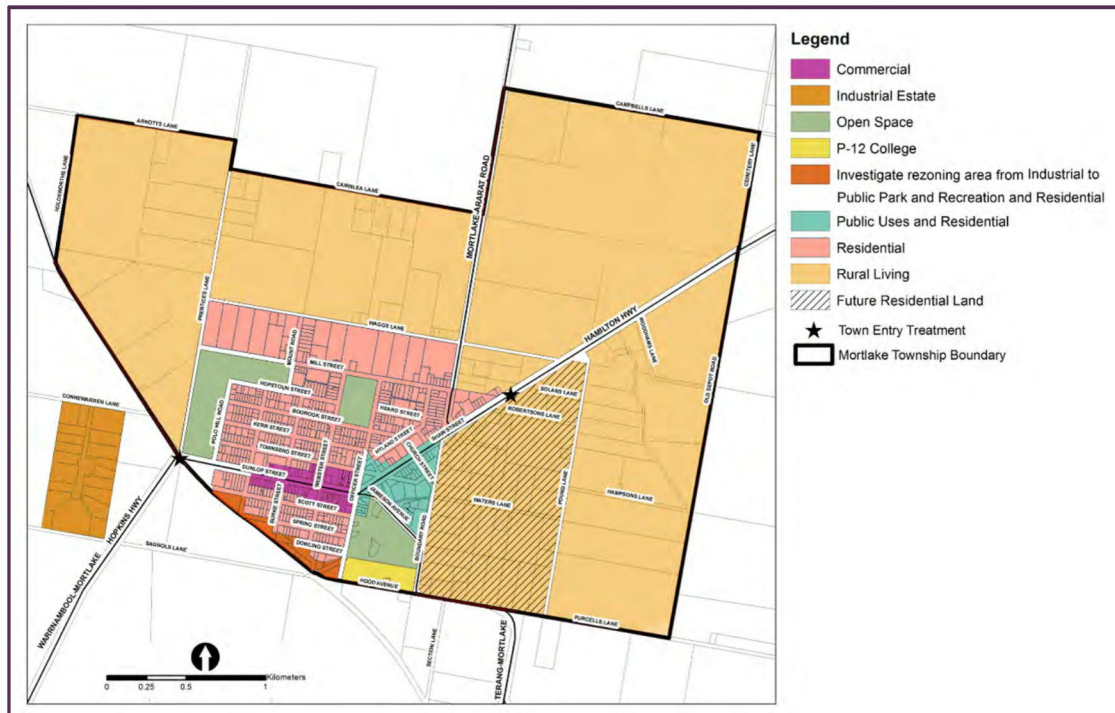
Support infill development in proximity to the town centre.

Support further industrial development in the industrial estate and facilitate opportunities for manufacturing and industrial use and development.

Provide support services within Mortlake to support the Western Victoria Livestock Exchange (WVLX).

Ensure that the siting and design of development, including subdivision, maintains the open rural character of the town and key views to Mount Shadwell.

## **Mortlake Framework Plan**



The above settlement strategies and the Mortlake Framework Plan show that the Subject Site aligns with Moyne Shire Council's vision for the area in which the proposal is located. The proposal is not located in any precincts identified for specific usages that would impact the proposal. It is sited a substantial distance from existing residential zoning as well as areas planned for future residential growth, in an area outside of the township boundary and designated as an industrial estate. The positioning within this industrial estate will support council's strategies for supporting industrial development within this specific area and to facilitate opportunities for economic growth.

Further, the Subject Site is away from town entries and the town centre, therefore protecting the character and vitality of those crucial precincts, as well as avoiding impacts on key views to Mount Shadwell. As such, the proposal would not interfere with Moyne Shire Council's vision for the town of Mortlake and the related planning and development to fulfill that vision.

## 8. CONCLUSION

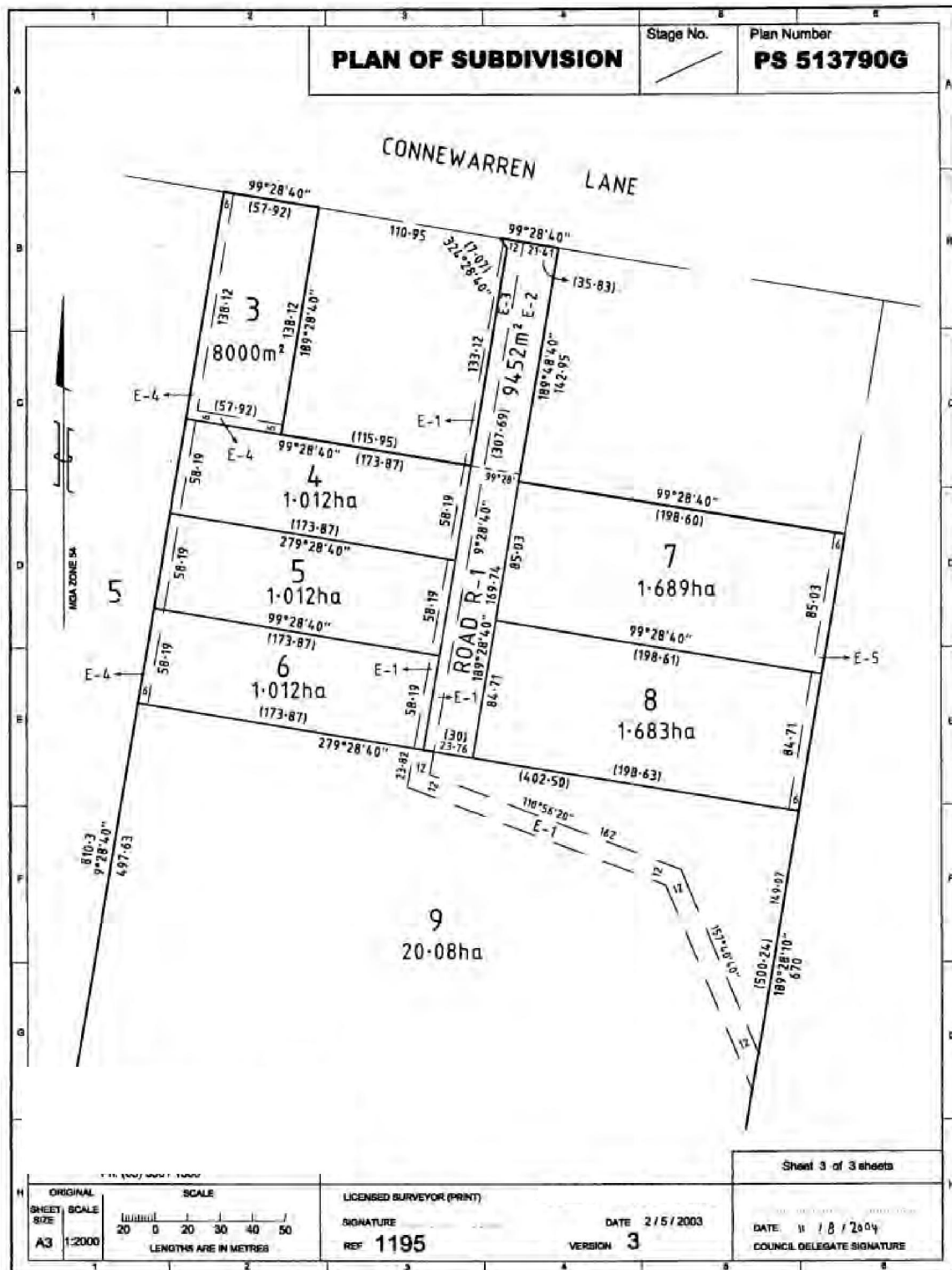
In conclusion, we submit that:

- The proposal seeks the approval for the development of a non-illuminated major promotion sign on the property at 55 Connewarren Ln, Mortlake.
- The Subject Site is the most suitable for the proposed sign in all of Mortlake. It is located in the heart of the industrial precinct and is not in close proximity to any heritage overlays or residential properties.
- The proposal is clearly supported by local policies in the Moyne Planning Scheme – whether evaluating the location or design of the sign.
- The proposed sign will primarily be used to advertise local businesses. This can have very positive impacts on the local economy.
- The proposal employs a high level of consideration to the provisions and policies set out about advertising signage in clause 52.05.
- The proposal is consistent with the aesthetics of the Subject Site and built forms on 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 Moyne Shire Council.

## 10.APPENDIX 2 – COPY OF PLAN

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# 11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

<b>Prepared By:</b>	
<b>Qualification:</b>	Advanced Diploma of Building Design (Architectural) <i>Including: BUIL5922 – Undertake site survey and analysis to inform design process</i>
<b>Software:</b>	Adobe Photoshop Creative Cloud <i>Informed by: Site features and measurements plan prepared in Autodesk Revit 2018</i>
<b>Methodology:</b>	Relevant data obtained from site measure up performed by . in conjunction with topographical maps from various online sources: <i>services.land.vic.gov.au/maps &amp;</i>
<b>Perspective View 01:</b>	Camera: iPhone 15 Pro Type: Digital Lens Size: 27mm Angle: Landscape – Parallel to ground Date: 28/02/2025 Time: 5:14 PM 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.
<b>Perspective View 02:</b>	Camera: iPhone 15 Pro Type: Digital Lens Size: 27mm Angle: Landscape – Parallel to ground Date: 28/02/2025 Time: 5:14 PM Height Above Ground: 1600mm Modified elements: Nil Assumptions: Height and Length are relative to the documented site features plan; however definitive accuracy cannot be guaranteed.

## 12. APPENDIX 4 – CLAUSE 52.05

The relevant requirements for advertising signage are set out in Clause 52.05, which outlines that the following items must be addressed:

### **Site Context Report**

Included on page A01 & A02 of the town planning documentation.

### **Location for Proposed Sign**

Included on page A02 of the town planning documentation.

### **Location and Size of Existing Signage on the Site**

There is a small fence-mounted business identification sign on the site. A photo of this sign is shown below:



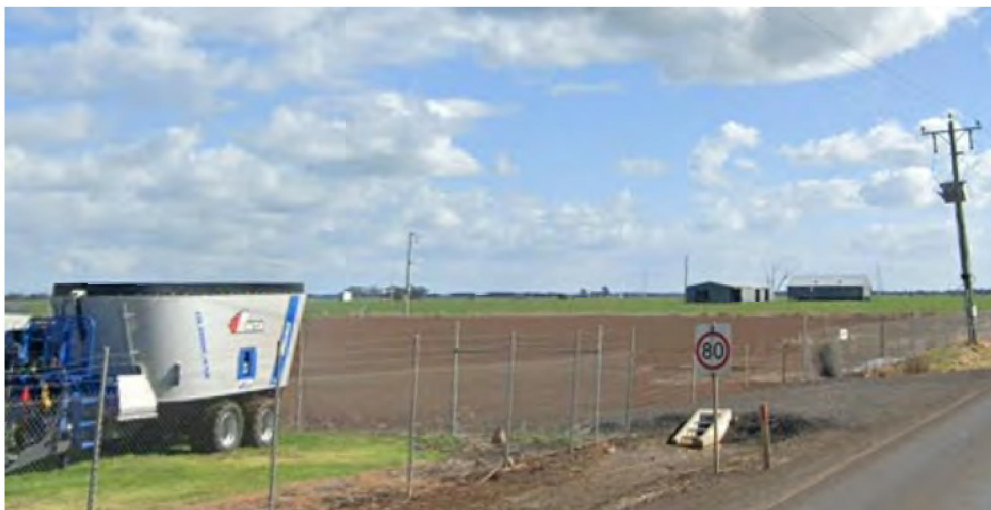
### **Location and Form of Existing Signage on Abutting Properties**

There is a wall-mounted business identification sign on the neighbouring property at 45 Connewarren Ln, occupied by Valton Feeding Solutions. A photo of this sign is shown below:



### **The Location of Closest Traffic Control Signs**

The closest traffic control sign is a sign alerting drivers to the speed limit. This is shown below:



### **View Lines or Vistas Which May Be Affected by the Proposed Sign:**

There are no important views or vistas impacted by the proposed sign which is positioned along the property boundary with industrial buildings and farming zoned land as a backdrop.

### **Dimensions, Height Above Ground Level and Extent of Projection of the Proposed Sign**

Included on page A03 of the town planning documentation.



The proposed sign will not be illuminated.



### **The Relationship to any Significant or Prominent Views and Vistas**

As identified above, the proposal is deemed as having no effect on any significant views or vistas.

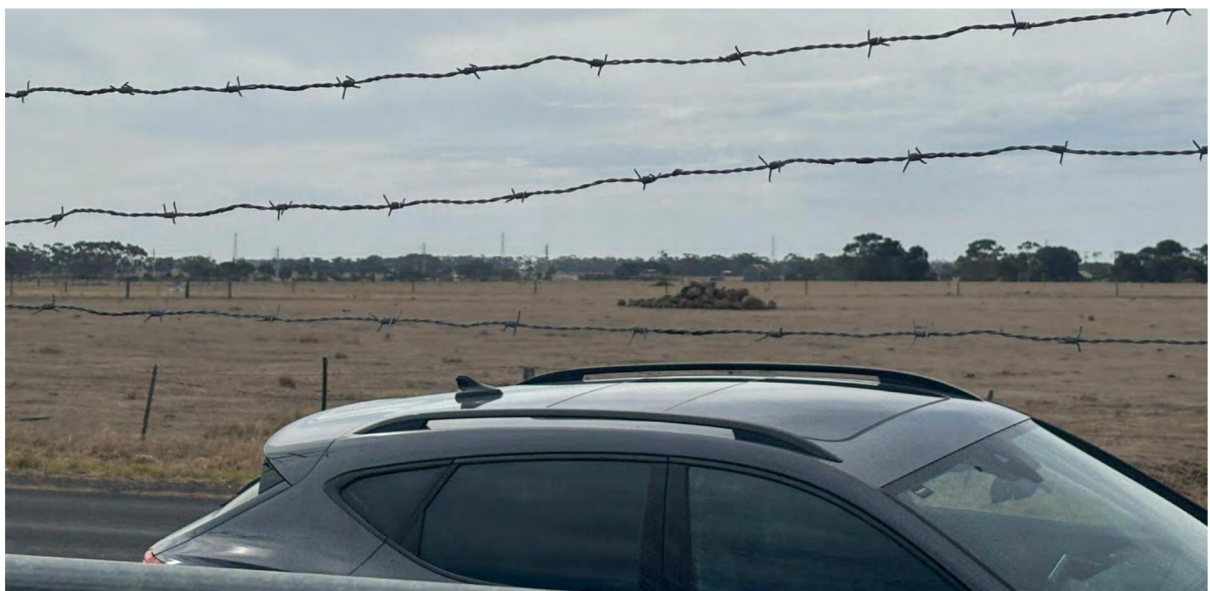
In summary, the proposal is representative of the guidelines set out in clause 52.05. The proposal is characteristic to the scale of the surrounding context of built form. The impacts on any important or significant views are negligible.

## 13. APPENDIX 5 – SURROUNDING SIGNAGE & BUILT FORM

































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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 would have no impact on any line of sight. There is a substantial setback from the property boundary to the carriageway and the proposal is located on a service lane.
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 closest traffic control device is 120m, so the sign would not be viewed as the background to this sign.
03	Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.	The proposed sign will not be illuminated.
04	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The location is deemed to have no special consideration.
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.	As with other advertising billboards, it is considered that the proposal would not require a detailed study.
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 rural railway crossing.
09	Has insufficient clearance from vehicles on the carriageway.	The proposal will not affect 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.