

May 12, 2025

Nicole Embling
Senior Coordinator Planning
Mansfield Shire Council
Private Bag 1000, Mansfield VIC 3724

Dear Nicole,

RE: P017-25 - 215 Dead Horse Lane Mansfield VIC 3722

In response to the objections received request dated 29/04/2025, please find the below information:

- *Size and Location*

We would like to clarify that the proposal is not an electronic major promotion sign. The sign is proposed as a 8.3m x 2.2m (18.27m² major promotion sign, with external illumination. The size of the sign is comparable in size to similar sized signage, including the sign at Mount Buller Road (27m²), in Mansfield. There were some concerns in the objections regarding the illuminance of the sign, which we are open to removing if council also sees this view.

The location of the sign and its relation to the existing Mansfield policies such as the proposed DDO and *Township Controls and Guidelines Study*, have been previously spoken to:

- *Response to Proposed DDO and Township Controls and Guidelines Study*

The key takeaways from the DDO and the Study indicate that signage in the proposed location should be designed to:

- Maintain a limit of one sign per frontage.
- Prioritize general landscaping, including signage, rather than built forms.

The reality is the existing area is defined by some examples of more utilitarian industrial uses, with sheds closer to the road. We are open to including landscaping provisions surrounding the sign to shield views further to the industrial built forms in the background to further achieve this direction. Similar, the subject site falls out of the area for specific views, for good reason (ancillary industrial land). The introduction of further landscaping would help minimize the impacts if these industrial properties, and the introduction of the sign would integrate with the promotion of local businesses to tourist traffic.

The industrial nature of the site and the lack of heritage or residential areas in close relation to the sign, ensure that the proposal is a suitable outcome for its location.

- *Advertising*

The proposed advertising on the site is aimed to be a platform for local advertisers and businesses within the Mansfield LGA to utilise. Gawk compared to other national operators prides themselves on going local first, with over 70% of our existing assets displaying local content (advertisers who are based or operate within the LGA on the sign).

- *Engineering*

We note the concerns raised by Mansfield Shire Engineering regarding the proposed sign's proximity to the Midland Highway and Dead Horse Lane intersection; however, the Department of Transport and Planning (DTP) have reviewed the application and provided a response of no objection. DTP would have considered the safe sight lines and functional road design of the proposal, including the intersection which is over 100m away. Importantly, the sign is situated off the road reserve on private property, with a setback of more than 20 meters from the shoulder of the road, ensuring it does not impede visibility of the road. All proposed lighting will comply with AS4282 – *Control of the Obtrusive Effects of Outdoor Lighting*, ensuring that there is no adverse impact on motorists on the roads. We remain open to removing the illumination component should Council consider this necessary to further mitigate any potential concerns.

- *Environmental Concern*

We acknowledge the important environmental concern raised regarding the presence of Chilean Needle Grass and its potential impact on surrounding areas. While the control and management of declared weeds falls outside the scope of the planning permit process, we understand the significance of this issues and are committed to taking appropriate steps to prevent the spread of these species. As part of the *building* permit process, we are happy to work with the relevant authorities and incorporate additional measures to ensure there is no risk of dispersal during construction or installation activities.

- *Landscape Management and Luminance*

To further address community concerns and help integrate the proposal with the surrounding landscape, we have submitted an amended plan that includes a landscaping plan that introduces native vegetation to soften views of the sign and enhance the approach to and from Mansfield. This landscape buffer will help contain the visual presence of the sign and support the intent of maintaining a green, vegetated, and attractive gateway. In addition, we are open to conditions that remove the external illumination from the sign.

Should you have any queries in relation to the above matter, please do not hesitate to contact me on 0478 435 248.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Aimee Trew".

Aimee Trew
Regional Billboard Co.