



Office Use Only

VicSmart:	No
Specify class of VicSmart application:	-
Application No:	Date Lodged: 7/02/2025

# Application for Planning Permit

If you need help to complete this form, read [How to complete the Application for Planning Permit form](#).

**⚠** Any material submitted with this application, including plans and personal information, will be made available for public viewing, including electronically, and copies may be made for interested parties for the purpose of enabling consideration and review as part of a planning process under the *Planning and Environment Act 1987*. If you have any concerns, please contact Council's planning department.

**⚠** Questions marked with an asterisk (\*) are mandatory and must be completed.

**⚠** If the space provided on the form is insufficient, attach a separate sheet.

## Application type

Is this a VicSmart Application?\*

No

If yes, please specify which VicSmart class or classes:

**⚠** If the application falls into one of the classes listed under Clause 92 or the schedule to Clause 94, it is a VicSmart application

## Pre-application meeting

Has there been a pre-application meeting with a Council planning officer?

If 'yes', with whom?:

Date:

day / month / year

## The Land ⓘ

Address of the land. Complete the Street Address and one of the Formal Land Descriptions.

### Street Address\*

Unit No:	St. No: <b>215</b>	St. Name: <b>Dead Horse Lane</b>
Suburb/Locality: <b>Mansfield</b>		Postcode: <b>3722</b>

### Formal Land Description\*

Complete either A or B

**⚠** This information can be found on the certificate of title.


**A**   Lodged Plan  Title Plan  Plan of Subdivision

**OR**

**B**


If this application relates to more than one address, please attach details.

## The Proposal

 You must give full details of your proposal and attach the information required to assess the application. Insufficient or unclear information will delay your application.


**① For what use, development or other matter do you require a permit?\***

**Proposed development of a double sided, externally illuminated, major promotion sign.**

 Provide additional information on the proposal, including: plans and elevations; any information required by the planning scheme, requested by Council or outlined in a Council planning permit checklist; and if required, a description of the likely effect of the proposal.

**① Estimated cost of development for which the permit is required\***

Cost **\$25,000.00**

 You may be required to verify this estimate  
Insert '0' if no development is proposed


Insert '0' if no development is proposed (eg. change of use, subdivision, removal of covenant, liquor licence)

## Existing Conditions

**Describe how the land is used and developed now\***

Eg. vacant, three dwellings, medical centre with two practitioners, licensed restaurant with 80 seats, grazing.

**Known as Elgas Mansfield, land features multiple built forms.**

 Provide a plan of the existing conditions. Photos are also helpful.


## Title Information

**Encumbrances on title\***

If you need help about the title, read: [How to complete the Application for Planning Permit form](#)

Does the proposal breach, in any way, an encumbrance on title such as a restrictive covenant, section 173 agreement or other obligation such as an easement or building envelope?

- Yes. (if 'yes' contact Council for advice on how to proceed before continuing with this application.)
- No
- Not applicable (no such encumbrance applies).

 Provide a full, current copy of the title for each individual parcel of land forming the subject site. (The title includes: the covering 'register search statement', the title diagram and the associated title documents, known as 'instruments' eg restrictive covenants.)

## Applicant and Owner Details

Provide details of the applicant and the owner of the land.

**Applicant \***

The person who wants the permit

Name:		
Title:	First Name: <b>Aimee</b>	Surname: <b>Trew</b>
Organisation (if applicable): <b>Gawk Outdoor</b>		
Postal Address		If it is a PO Box, enter the details here:
Unit No: <b>2</b>	St. No: <b>4</b>	St. Name: <b>Mercer Street</b>
Suburb/Locality: <b>Geelong</b>	State: <b>VIC</b>	Postcode: <b>3220</b>
Contact person's details*		Same as applicant (if so, go to 'contact information') <input type="checkbox"/>
Name:		
Title:	First Name: <b>Aimee</b>	Surname: <b>Trew</b>
Organisation (if applicable): <b>Gawk Outdoor</b>		

Where the preferred contact person for the application is different from the applicant, provide the details of that person.

Postal Address		If it is a PO Box, enter the details here:	
Unit No.: <b>2</b>	St. No.: <b>4</b>	St. Name: <b>Mercer Street</b>	
Suburb/Locality: <b>Geelong</b>		State: <b>VIC</b>	Postcode: <b>3220</b>

Please provide at least one contact phone number \*

<b>Contact Information</b>	
Business Phone: <b>0478435248</b>	Email: <b>aimee@gawk.com.au</b>
Mobile Phone:	Fax:

**Owner \***

The person or organisation who owns the land

Where the owner is different from the applicant, provide the details of that person or organisation.

Name:		
Title:	First Name:	Surname:
Organisation (if applicable): <b>Vintage Oil Company Pty Ltd</b>		
Postal Address		If it is a PO Box, enter the details here:
Unit No.:	St. No.:	St. Name:
Suburb/Locality:		State:
		Postcode:
Owner's Signature (optional):		Date:
		day / month / year

## Information Requirements

Contact Council's planning department to discuss the specific requirements for this application and obtain a planning permit checklist.

Is the required information provided?

Yes  
 No

## Declaration ⓘ

This form must be signed by the applicant\*

⚠ Remember it is against the law to provide false or misleading information, which could result in a heavy fine and cancellation of the permit

I declare that I am the applicant; and that all the information in this application is true and correct and the owner (if not myself) has been notified of the permit application.



Signature:  
*Electronically Signed.*

Date: **7 February 2025**  
day / month / year

This application has been lodged online. The declaration has been electronically signed.

## Checklist ⓘ

Have you:

<input type="checkbox"/>	Filled in the form completely?	 Most applications require a fee to be paid. Contact Council to determine the appropriate fee.
<input type="checkbox"/>	Paid or included the application fee?	
	Provided all necessary supporting information and document?	

- A full and current copy of the information for each individual parcel of land forming the subject site.
- A plan of existing conditions.
- Plans showing the layout and details of the proposal.
- Any information required by the planning scheme, requested by council or outlined in a council planning permit checklist.
- If required, a description of the likely effect of the proposal (eg traffic, noise, environmental impacts).

---

## Lodgement

Lodge the completed and signed form and all documents with:

Mansfield Shire Council  
33 Highett Street Mansfield VIC 3722  
Telephone: (03) 5775 8555

**Contact information:**

Telephone: (03) 5775 8555  
Email: [council@mansfield.vic.gov.au](mailto:council@mansfield.vic.gov.au)

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The Victorian Government acknowledges the Traditional Owners of Victoria and pays respects to their ongoing connection to their Country, History and Culture. The Victorian Government extends this respect to their Elders, past, present and emerging.

REGISTER SEARCH STATEMENT (Title Search) Transfer of Land Act 1958

VOLUME 09294 FOLIO 653

Security no : 124120130522Y  
Produced 25/01/2025 03:35 PM

LAND DESCRIPTION

Lot 1 on Plan of Subdivision 126001.  
PARENT TITLE Volume 08947 Folio 909  
Created by instrument LP126001 17/10/1978

REGISTERED PROPRIETOR

Estate Fee Simple  
Sole Proprietor  
VINTAGE OIL COMPANY PTY LTD of 63 PUNT RD COBRAM  
R170546W 11/01/1991

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AB872306D 12/02/2003  
AUSTRALIA AND NEW ZEALAND BANKING GROUP LTD

Any encumbrances created by Section 98 Transfer of Land Act 1958 or Section 24 Subdivision Act 1988 and any other encumbrances shown or entered on the plan or imaged folio set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE LP126001 FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

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

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

Street Address: "ELGAS MANSFIELD" 215 DEAD HORSE LANE MANSFIELD VIC 3722

ADMINISTRATIVE NOTICES

NIL

eCT Control 16165A AUSTRALIA AND NEW ZEALAND BANKING GROUP LIMITED  
Effective from 23/10/2016

DOCUMENT END

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# MANSFIELD - PROPOSED DEVELOPMENT OF A DOUBLE SIDED, EXTERNALLY ILLUMINATED, MAJOR PROMOTION SIGN.

215 DEAD HORSE LANE,  
MANSFIELD VIC 3722

## TOWN PLANNING DRAWINGS

- A01 COVER PAGE
- A02 SITE PLAN
- A03 FLOOR PLAN & ELEVATIONS
- A04 PERSPECTIVE VIEWS



PHOTO 01



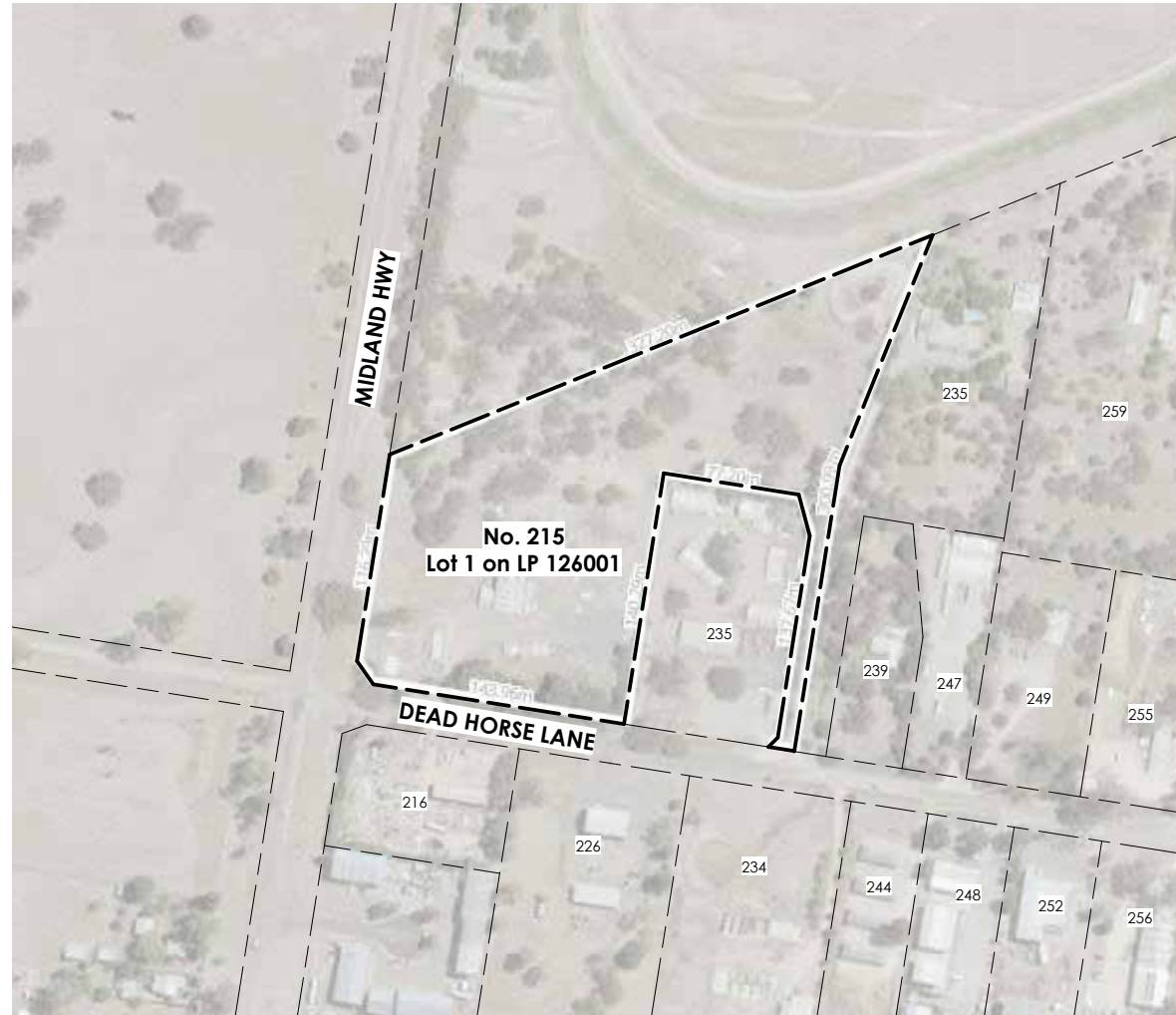
PHOTO 02



PHOTO 03



PHOTO 04



KEY PLAN  
SCALE 1 : 3000

### PHOTO LEGEND

NO.	DESCRIPTION
01	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE SIGN.
02	PHOTOGRAPHIC VIEW NORTH FROM PROPOSED LOCATION FOR THE SIGN.
03	PHOTOGRAPHIC VIEW WEST FROM PROPOSED LOCATION FOR THE SIGN.
04	PHOTOGRAPHIC VIEW SOUTH FROM PROPOSED LOCATION FOR THE SIGN.

### ISSUE/AMMENDMENTS SCHEDULE

01 05/02/2025  
TOWN PLANNING ISSUE

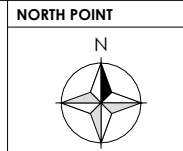
## TOWN PLANNING

NOT FOR CONSTRUCTION



**PROJECT**  
MANSFIELD - PROPOSED DEVELOPMENT OF A DOUBLE SIDED, EXTERNALLY ILLUMINATED, MAJOR PROMOTION SIGN.

**ADDRESS**  
215 DEAD HORSE LANE,  
MANSFIELD VIC 3722



**DATE**  
05/02/2025

**DRAWING NO.**  
A01

**DRAWN BY**  
AP

**PROJECT NO.**  
24-104

**PAGE SIZE**  
A3

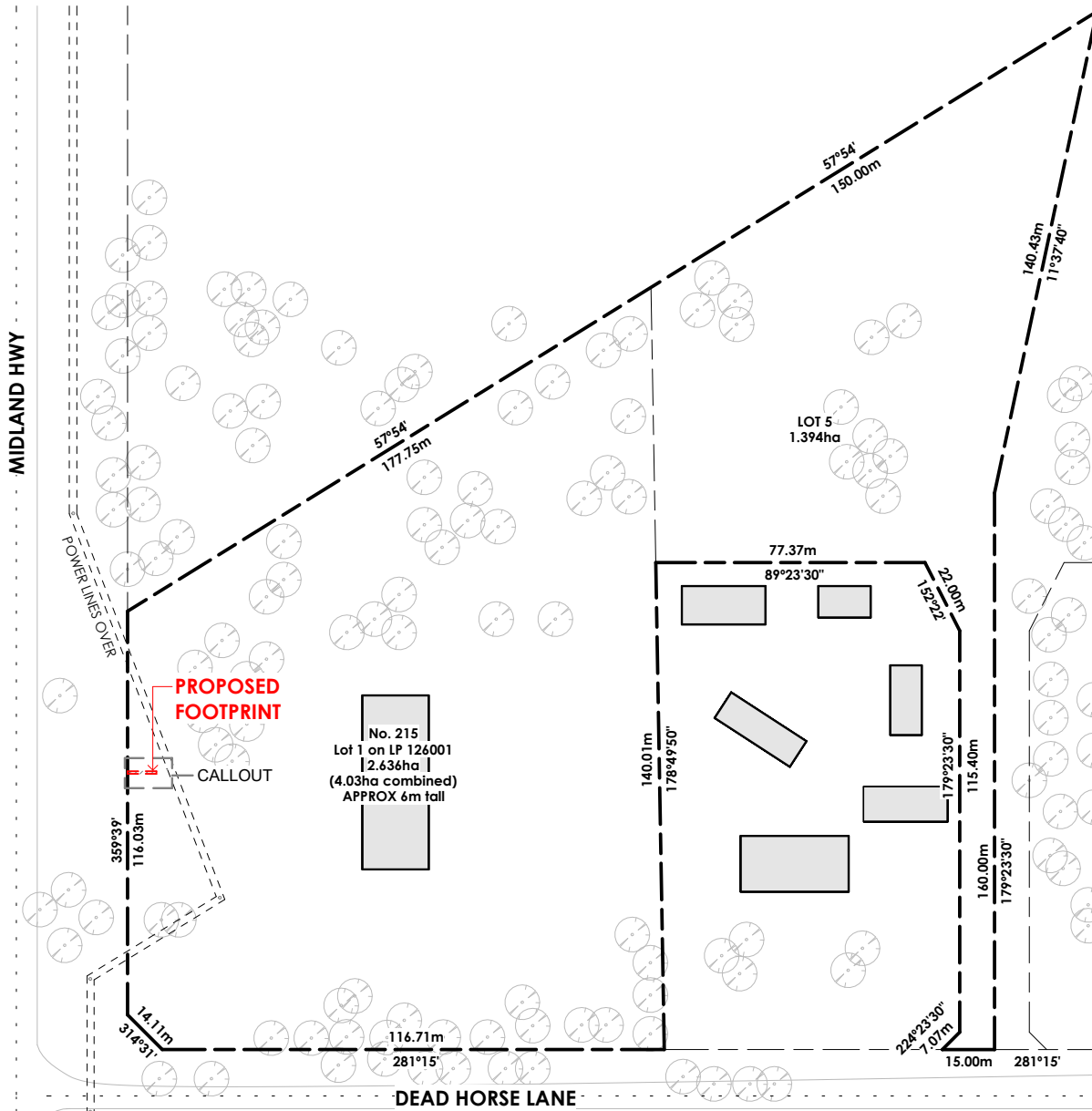
**ISSUE NO.**  
01

**GAWK OUTDOOR**

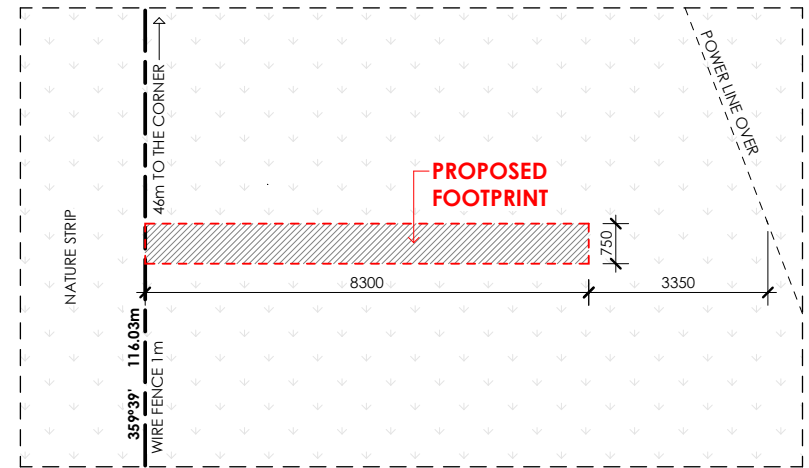
Suite 3/281 Brunswick St, Fitzroy VIC 3065

james@gawk.com.au

03 5409 2655



**SITE PLAN**  
 SCALE 1 : 1400



**CALLOUT**  
 SCALE 1 : 100

**LEGEND**

- PROPERTY BOUNDARY
- EXISTING BUILDINGS ONSITE
- PROPOSED ADVERTISING & PROMOTION SIGN FOOTPRINT

**ISSUE/AMMENDMENTS SCHEDULE**

- 01 05/02/2025**  
TOWN PLANNING ISSUE

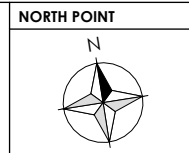
**TOWN PLANNING**

NOT FOR CONSTRUCTION



**PROJECT**  
 MANSFIELD - PROPOSED DEVELOPMENT OF A DOUBLE SIDED, EXTERNALLY ILLUMINATED, MAJOR PROMOTION SIGN.

**ADDRESS**  
 215 DEAD HORSE LANE,  
 MANSFIELD VIC 3722



**DATE**  
05/02/2025

**DRAWING NO.**  
A02

**DRAWN BY**  
AP

**PROJECT NO.**  
24-104

**PAGE SIZE**  
A3

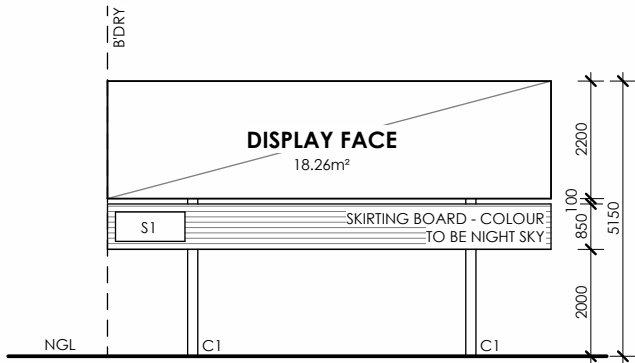
**ISSUE NO.**  
01

**GAWK OUTDOOR**

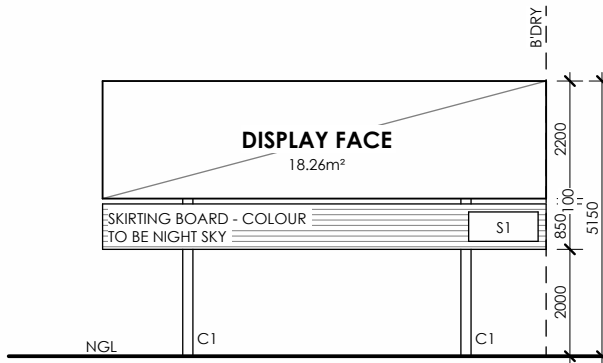
SUITE 3/281 BRUNSWICK ST, FITZROY VIC 3065

james@gawk.com.au

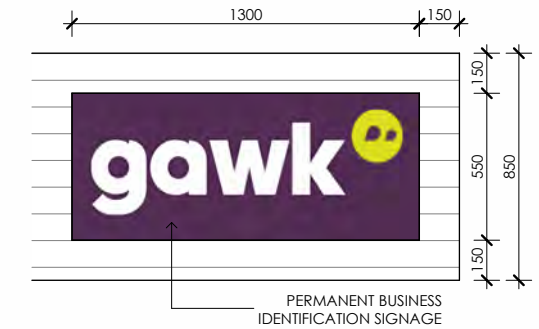
03 5409 2655



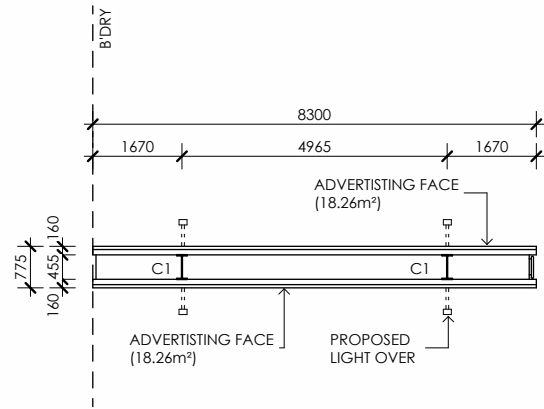
**SOUTH ELEVATION**  
SCALE 1 : 100



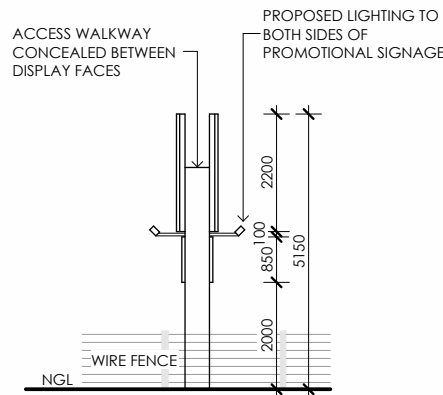
**NORTH ELEVATION**  
SCALE 1 : 100



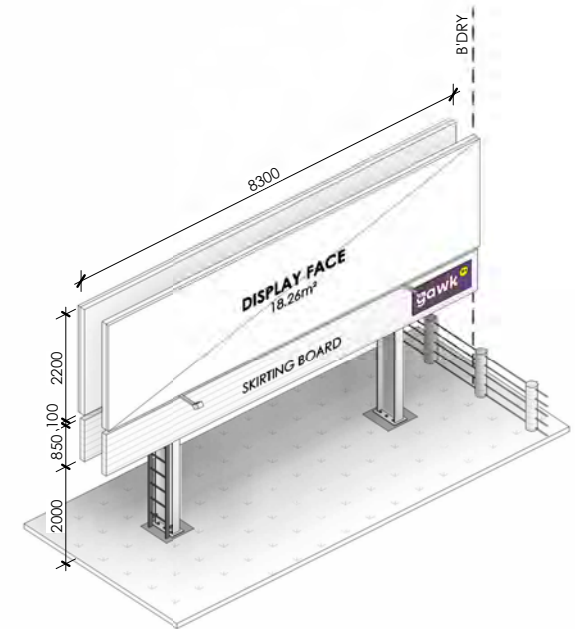
**S1 - SIGNAGE DETAIL**  
SCALE 1 : 20



**FLOOR PLAN**  
SCALE 1 : 100

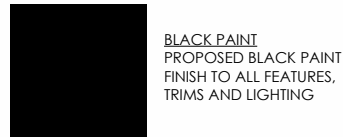


**WEST ELEVATION**  
SCALE 1 : 100



**PERSPECTIVE**

**MATERIALS BOARD**



**LEGEND**

- C1 PROPOSED COLUMN - POWDERCOAT BLACK FINISH
- NGL NATURAL GROUND LINE
- S1 PERMANENT SIGN 1 - REFER TO DETAIL

**ISSUE/AMMENDMENTS SCHEDULE**

- 01 05/02/2025**  
TOWN PLANNING ISSUE

**TOWN PLANNING**  
NOT FOR CONSTRUCTION



**PROJECT**  
MANSFIELD - PROPOSED DEVELOPMENT OF A DOUBLE SIDED, EXTERNALLY ILLUMINATED, MAJOR PROMOTION SIGN.

**ADDRESS**  
215 DEAD HORSE LANE,  
MANSFIELD VIC 3722

**NORTH POINT**



**DATE**  
05/02/2025

**PROJECT NO.**  
24-104

**DRAWING NO.**  
A03

**PAGE SIZE**  
A3

**DRAWN BY**  
AP

**ISSUE NO.**  
01

**GAWK OUTDOOR**

SUITE 3/281 BRUNSWICK ST, FITZROY VIC 3065

james@gawk.com.au

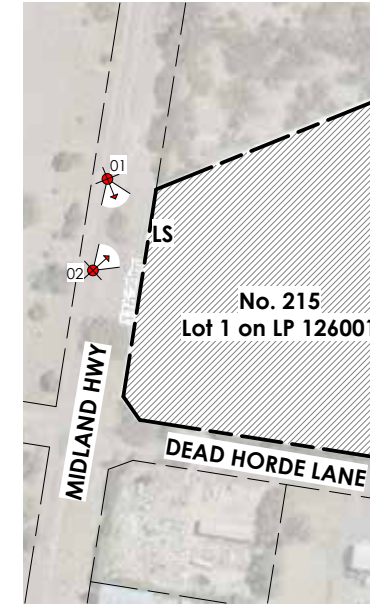
03 5409 2655



**EXISTING PERSPECTIVE VIEW 01 - SOUTHBOUND TRAFFIC**



**EXISTING PERSPECTIVE VIEW 02 - NORTHBOUND TRAFFIC**



**PERSPECTIVE VIEW REFERENCE**  
SCALE 1 : 3000



**PROPOSED PERSPECTIVE VIEW 01 - SOUTHBOUND TRAFFIC**



**PROPOSED PERSPECTIVE VIEW 02 - NORTHBOUND TRAFFIC**

**GENERAL NOTES**

PROPOSED PERSPECTIVE VIEW IS AN ARTISTS IMPRESSION OF THE PROPOSAL ONLY. SIZE AND SCALE ARE REFERENCED ON THE FLOOR PLANS AND ELEVATIONS.

ALL DRAWINGS TO BE READ IN CONJUNCTION WITH THE SUPPLIED TOWN PLANNING REPORT

REFER TO THE TOWN PLANNING REPORT FOR THE WRITTEN STATEMENT REGARDING THE METHODOLOGY DURING THE PREPARATION OF PERSPECTIVE VIEWS

**LEGEND**

00 PERSPECTIVE VIEW - VIEWER POINT AND ITS DIRECTION TO THE PROPOSED LOCATION FOR THE SIGN (LS)

**ISSUE/AMMENDMENTS SCHEDULE**

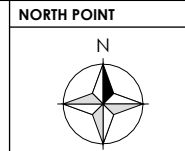
01 05/02/2025  
TOWN PLANNING ISSUE

**TOWN PLANNING**

NOT FOR CONSTRUCTION



**PROJECT**  
MANSFIELD - PROPOSED DEVELOPMENT OF A DOUBLE SIDED, EXTERNALLY ILLUMINATED, MAJOR PROMOTION SIGN.  
**ADDRESS**  
215 DEAD HORSE LANE,  
MANSFIELD VIC 3722



**DATE**  
05/02/2025

**PROJECT NO.**  
24-104

**DRAWING NO.**  
A04

**PAGE SIZE**  
A3

**DRAWN BY**  
AP

**ISSUE NO.**  
01

**GAWK OUTDOOR**  
 SUITE 3/281 BRUNSWICK ST, FITZROY VIC 3065  
 james@gawk.com.au  
 03 5409 2655

April 1, 2025

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

Dear Nicole,

**RE: Planning Permit Application P017-25 – 215 Dead Horse Lane, Mansfield VIC 3722**

In response to the RFI request dated 14/03/2025, please find the below information:

- *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.

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

Yours sincerely,



Aimee Trew  
**Regional Billboard Co.**



# PLANNING PERMIT APPLICATION

**PROJECT** Proposed Illuminated Major Promotion Sign

**LOCATION** 215 Dead Horse Ln, Mansfield VIC 3722

**DATE** February 6, 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 Vintage Oil Company Pty Ltd. It is currently occupied by Elgas Mansfield. The site currently houses a few industrial buildings, which are positioned in a cluster mainly on the western side of the property. The built form extends to a height of 7m.

The site at 215 Dead Horse Ln is an irregular shape. The main frontage to Dead Horse Ln is 144.28m, and the overall site area of Lot 1 is approximately 26,360m<sup>2</sup>.

A driveway provides vehicular access to the Subject Site, accessed off Dead Horse Ln from the south. This driveway is used to access the large amount of undefined parking on the property.

Undefined street parking is also provided on Dead Horse Ln.

There are no residential zoned properties in view of the Subject Site.

The Subject Site's built forms are located mainly in the south-western corner within the property's boundaries. The built form comprises only a small

percentage of the property, with large parking and grassed areas located to the north of the buildings and extending around to the north-east.

The main built forms comprise typical industrial buildings for the area. A cluster of buildings are connected to a main warehouse, with a smaller gabled roof section to the west and other sections lower in height connected to the north. The buildings are constructed from industrial materials including corrugated iron and sheet metal cladding and rise to an approximate height of 7m.

Large doors on the western facade of the main warehouse provide access to the building.

The building is mainly grey corrugated iron.

There is an existing fence-mounted business identification sign on the property.

The site is largely covered by gravel, with some vegetation in the form of trees scatter throughout, particularly along the northern boundary. Post fencing secures the boundary of the property. There is also equipment and infrastructure related to the current occupier's business, such as shipping containers, located throughout the property.

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

The promotion sign is targeted at north and southbound traffic along the Midland Hwy.

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 land zoned for Public Park and Recreation, occupied by Mansfield District Race Club and Mansfield Racecourse. The next road to the north is Lakins Rd.
- To the east is 231 Dead Horse Ln, which is land with industrial zoning occupied by Mansfield Motorcycles & Marine (mechanics). This property features similar built forms to the Subject Site. Further east, the Subject Site curves back around to the frontage at Dead Horse Ln. Further east is more land zoned as industrial, up to Mansfield-Whitfield Rd.
- To the south is Dead Horse Ln, beyond which are industrial zoned properties including Cobral Metals (scrap metal dealer) at 216 Dead Horse Ln. This zoning extends south towards Cambridge Dr, where residential zoning begins.
- The western boundary abuts the Midland Hwy, beyond which is more land zoned for industrial use, including Mansfield Shire Depot, located off Lakins Rd. Further west is Ford Creek.

The site is surrounded mainly by industrial 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 Dead Horse Ln and the Midland Hwy, is a robust commercial and industrial theme. The site is located within the northern-most industrial area in Mansfield.

Traffic heading northbound would have just passed Delatite Hotel, Kemp's Furniture & Bedding Mansfield and Reece Plumbing Mansfield. Meanwhile traffic heading southbound would have just traversed extensive land zoned for Farming before passing Mansfield Racecourse.

Most residential zoned properties in this area are located away from this industrial hub 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 commercial and industrial theme for 350m south along the eastern side of the Midland Hwy and 750m east along both sides of Dead Horse Ln.

The built forms surrounding the Subject Site are generally industrial in nature with minimal signage, although there are more business identification signs projecting to the road along the Midland Hwy to the south.

The surrounding industrial context is of similar size and scale to the Subject Site.

A strong industrial character is evident to all traffic along this stretch of Midland Hwy and Dead Horse Ln, which is set up as an industrial hub for a range of businesses including retail and automotive serving Mansfield.

The industrial theme continues to the west along Dead Horse Ln to Mansfield-Whitfield Rd. To the north and east, there is Farming and Public Park and Recreation zoning. To the south, the industrial theme takes on a more retail focus and continues towards Cambridge Dr, beyond which is General Residential zoning.

Throughout this context, there is increasing business identification signage to the south of the Subject Site. 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 the Midland Hwy, with the surrounding advertising signage projecting to both north and southbound traffic. Images of typical signage are shown in Appendix 5.

There is no existing sign over 18m<sup>2</sup> within 200 metres of the Subject Site.

The closest promotion sign is a TOM board located at 185 Mt Buller Rd, Mansfield, which is 3.0km away. The size of this existing promotion sign (27m<sup>2</sup>) is smaller than the proposed 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 freestanding, double-sided illuminated major promotion sign on the property at 215 Dead Horse Ln, Mansfield including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed illuminated major promotion sign (as detailed in the attached town planning package) proposes two 18.26m<sup>2</sup> display faces. The sign will primarily be viewed by north and southbound traffic on the Midland Hwy.

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 industrial zoned land along Midland Hwy.
- 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 Mansfield.
- The site was carefully selected due to its location within one of Mansfield's industrial corridors. This ensures the effects on the surrounding properties is minimal.
- The robust look and feel of all properties in this industrial area extends out 350m south along the eastern side of the Midland Hwy and 750m east along both sides of Dead Horse Ln. 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 any residential buildings.
- The location of the site on the Midland Hwy allows local advertisers to reach a key audience of local and visitor traffic through Mansfield. 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 and retail precinct. Almost all properties are designed to be visible and prominent for passing traffic. This is reinforced by the frequency of signage in the area—a clear theme which can be viewed in Appendix 5.



# 6. STATUTORY PLANNING CONTROLS

## 6.1 Zoning

The Subject Site is situated within the Commercial 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.

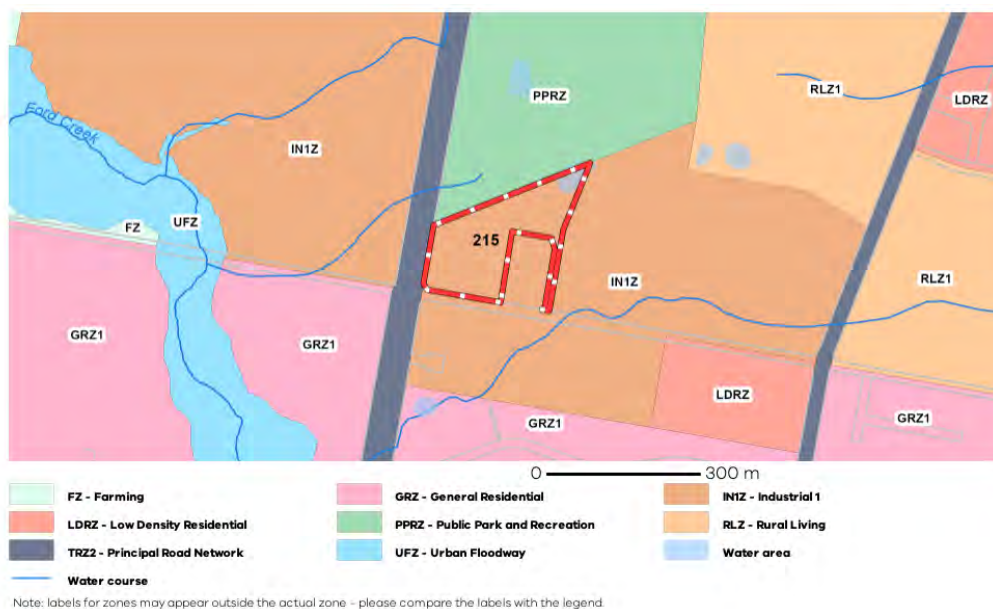


Figure 3 – Zone Controls of the Site & Surrounds

## 6.2 Overlays

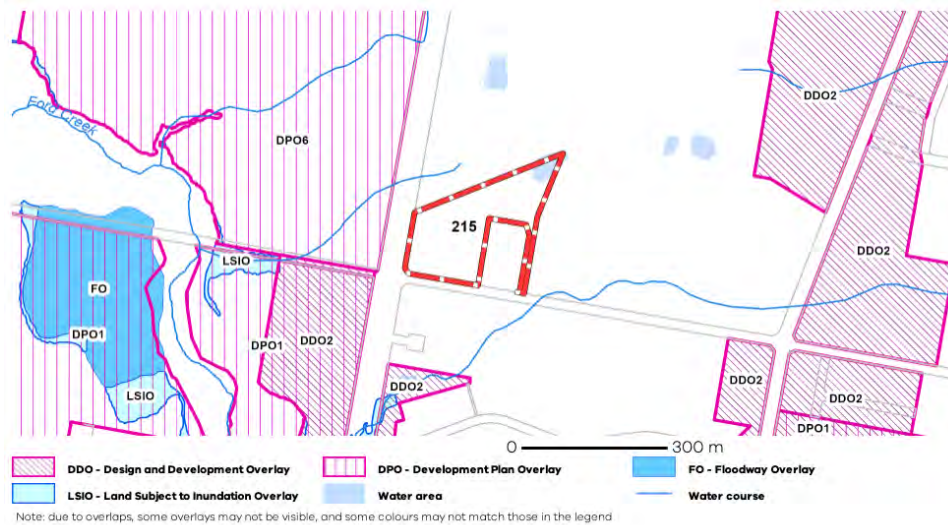


Figure 4 – Design and Development Overlay; Development Plan Overlay; Floodway Overlay; Land Subject to Inundation Overlay

There are several overlays located within the vicinity of the Subject Site: a Land Subject to Inundation Overlay “LSIO”; a Floodway Overlay “FO”; Development Plan Overlays “DP01”, “DP02” and “DPO6”; and Design and Development Overlays “DDO1” and “DD02”. The proposal is deemed to have minimal impact on any of these overlays in the vicinity of the Subject Site, as they do not apply to the Subject Site itself.



Figure 5 – 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

#### **Mansfield Township**

*The Hume Regional Growth Plan 2014 considers Mansfield Township a sub-regional moderate growth centre in the Central Hume sub-region that is serviced by larger regional towns further west and north. It is the only urban centre with significant growth potential in the Shire and provides all major services and infrastructure for the community. Commercial and retail growth will occur within and around the shopping centre. There is a need for more industrial land to service demand. Existing infrastructure is capable of servicing growth however there is a need to increase water storage capacity*

This clause outlines the role of Mansfield and its emphasis on services and infrastructure within the region. This emphasis—supporting commercial and retail growth as well as the broader economy—is evident in the types of businesses surrounding the Subject Site and extending south toward Mansfield’s main precinct. The proposal will enhance Mansfield’s function as a commercial hub and economic growth centre by promoting local businesses to traffic along the Midland Highway.

### Clause 02.03-5 Built environment and heritage

#### *Township and neighbourhood character*

*Development of land along the Maroondah Highway and other major routes such as Mount Buller Road in the Shire need to be sensitive to their role as gateways to the Alpine areas. Mansfield Township’s residential areas are characterised by wide streets with on street parking, large lots and street trees. Infill and medium density development will challenge the urban character of some areas in town but key attributes such as their spacious garden settings and identified heritage buildings should remain and be protected.*

The proposed sign is situated within an industrial precinct to align with the urban design vision outlined in the Mansfield Planning Scheme.

Positioned within a corridor where many businesses direct signage toward the highway, the proposal will not introduce unnecessary signage into a non-industrial setting. Additionally, the sign is located at a distance from residentially zoned properties, which are separate from this industrial area.

As a result, the Subject Site has been strategically chosen to preserve the character and integrity of the surrounding environment. Overall, the sign’s design, placement and scale have been carefully considered to minimize any negative impact on the amenity and built environment while respecting the residential character of other areas.

## Clause 11.01-1L-01 Mansfield Township

### **Objectives**

*To support the growth of Mansfield township as the focus of development in the Shire.*

*To consolidate the Mansfield Township Central Business District (CBD) shopping centre.*

*To protect the development and future growth of the Lakins Road precinct as the Shire's primary industrial area.*

### **Industrial strategies**

*Encourage relocation of service industries, light industrial, rural supplies and vehicle repair uses from the town centre to new industrial areas, including Mount Buller Road and Lakins Road once subdivided.*

*Protect Lakins Road industrial precinct from residential encroachment.*

*Site and design industrial development in Dead Horse Lane to reduce amenity conflicts with neighbouring residential properties to the south by incorporating the necessary landscape and acoustic buffers.*

*Support the continuity of the Dead Horse Lane industrial area as an established industrial area.*

*Support the rejuvenation and redevelopment of Dead Horse Lane through improved road infrastructure.*

*Implement buffering treatments to manage interactions between existing industrial uses and growing residential dwellings to the south of Dead Horse Lane.*

*Encourage relocation of manufacturing, construction, rural supplies and vehicle repair uses to new industrial land in Dead Horse Lane.*

*Require new development in Dead Horse Lane to maintain a suitable landscape and acoustic buffer to the residential properties to the south to reduce amenity conflicts.*

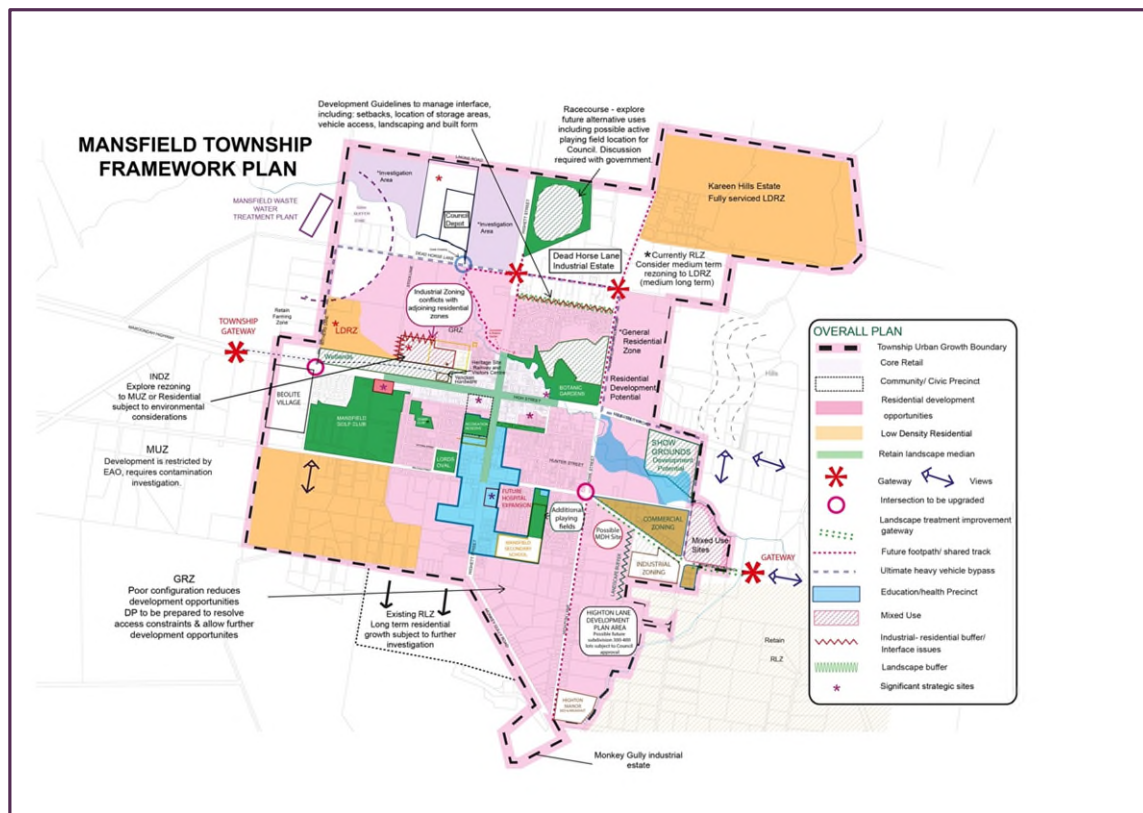
The installation of a major promotion sign at 215 Dead Horse Lane aligns with the objectives of supporting Mansfield's growth as the primary development hub within the Shire. As an industrial precinct, Dead Horse Lane plays a crucial role in consolidating commercial and industrial activities, which are essential to the town's economic expansion. The proposed sign will enhance the visibility of businesses operating in the area, encouraging further investment and strengthening Mansfield's role as a key centre. By directing attention to the industrial hub, the sign supports the broader goal of maintaining Mansfield as the Shire's focal point for development.

The proposal also complements the industrial strategies outlined in the policy by reinforcing Dead Horse Lane's status as an established and growing industrial precinct. With the policy encouraging the relocation of service industries, rural supplies, and vehicle repair businesses to new industrial areas, including Dead Horse Lane, the sign will help attract businesses and customers to this designated zone. This supports the planned shift of industrial activities away from the CBD, aiding in the consolidation of the town centre's retail and commercial functions while ensuring that industrial growth occurs in appropriate locations.

Furthermore, the sign's placement will not compromise the amenity of neighbouring residential areas to the south, as it is located within an industrial corridor where commercial signage is consistent with the surrounding environment. The policy calls for landscape and acoustic buffers to minimize conflicts between industrial and residential zones, and the sign's installation can be integrated within these broader planning measures. Additionally, the sign will be positioned to maximize exposure to passing traffic along the highway while maintaining a respectful distance from residential properties, ensuring that it does not contribute to visual clutter or negatively impact nearby residents.

Finally, the proposed sign supports the broader rejuvenation and redevelopment efforts in Dead Horse Lane. The policy emphasizes infrastructure improvements and industrial continuity in the area, and increased business visibility through signage aligns with these objectives. By drawing attention to the precinct, the sign can help stimulate investment, encourage new business activity, and contribute to the area's overall economic vitality. Given its strategic location in an industrial setting, the sign represents an appropriate and beneficial addition that aligns with Mansfield's long-term growth and planning objectives.

## Mansfield Township Framework Plan



The Mansfield Framework Plan shows that the Subject Site 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. Further, the proposal is in keeping with the usage designated by the plan for Dead Horse Lane, which is highlighted as an industrial estate.

The Subject Site is also in close proximity to Mansfield Racecourse, which has been identified as a location for future alternative uses, for which the proposal could play a key role in terms of advertising. Another upcoming development relevant to the Subject Site is Woodlands Business Park at 175 Dead Horse Ln.

Therefore, the proposal aligns with the future development plans for this precinct, yet is sensitively sited, positioned and sized in order to avoid detracting from the nearby gateway at the entrance to town and other strategic sites. As such, the proposal would not interfere with Mansfield Council's vision for the town of Mansfield and the related planning and development to fulfill that vision.

**Clause 17.04-1L Facilitating tourism in Mansfield Shire****Diversification strategies**

Support tourism development that will benefit the local economy by improving linkages between development, commercial operators and service providers.

Facilitate development that improves tourism links and facilities and capitalises on the through traffic along the Alpine approaches during peak holiday periods.

Support eco-tourism opportunities.

**Location strategies**

Locate tourism use and development in areas that are highly accessible and preferably serviced with sealed road access.

Avoid any tourism development in areas prone to high fire risk, flooding and erosion.

**Design strategies**

Site and design tourism development to be unobtrusive and sympathetic to existing landscape features and complement the landscape character of the area.

Design signs for tourism uses to be sympathetic to the land on which it is to be located.

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 on a major transport route in Midland Hwy near key infrastructure assets. This is an important route for drivers travelling to and from Benalla and Wangaratta, as well as to and from tourist destinations such as Mt Buller and surrounding areas. More locally, visitors drawn to events at the Mansfield Racecourse, located to the north of the Subject Site, are a prime audience for advertising, which can be facilitated by the proposal.

The economic and employment potential of this area, as emphasized in the objectives and strategies above, ensures that the proposed sign aligns with the intended use of the precinct. Additionally, its location along a key route for visitors to the region presents valuable advertising opportunities for Mansfield businesses and industries. By capturing the attention of passing drivers, the sign can encourage them to stop in town or become aware of local companies, tourism attractions, and other regional features, thereby supporting development that strengthens tourism connections.

We strongly believe that the proposed sign achieves the objectives of the Mansfield Council's tourism 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.

This proposed sign would likely be used by tourist-facing businesses to target traffic heading towards Mansfield from Wangaratta and other towns to the north of Mansfield. The intent is for the advertising space to be sold mainly to local businesses in Mansfield, with businesses from nearby towns to possibly feature from time to time.

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

## 8. CONCLUSION

In conclusion, we submit that:

- The proposal seeks the approval for the development of an illuminated major promotion sign on the property at 215 Dead Horse Ln, Mansfield.
- The Subject Site is the most suitable for the proposed sign in all of Mansfield. It is located in the heart of the industrial precinct and is not in close proximity to any relevant heritage overlays or residential zoned properties.
- The proposal is clearly supported by local policies in the Mansfield 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 built form on the Subject Site and surrounding properties.
- The design has carefully considered the height of nearby buildings and has ensured no important views or vistas will be impacted.

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

# 9. APPENDIX 1 – COPY OF TITLE

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The Victorian Government acknowledges the Traditional Owners of Victoria and pays respects to their ongoing connection to their Country, History and Culture. The Victorian Government extends this respect to their Elders, past, present and emerging.

REGISTER SEARCH STATEMENT (Title Search) Transfer of Land Act 1958

VOLUME 09294 FOLIO 653

Security no : 124120130522Y  
Produced 25/01/2025 03:35 PM

LAND DESCRIPTION

Lot 1 on Plan of Subdivision 126001.  
PARENT TITLE Volume 08947 Folio 909  
Created by instrument LP126001 17/10/1978

REGISTERED PROPRIETOR

Estate Fee Simple  
Sole Proprietor  
VINTAGE OIL COMPANY PTY LTD of 63 PUNT RD COBRAM  
R170546W 11/01/1991

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AB872306D 12/02/2003  
AUSTRALIA AND NEW ZEALAND BANKING GROUP LTD

Any encumbrances created by Section 98 Transfer of Land Act 1958 or Section 24 Subdivision Act 1988 and any other encumbrances shown or entered on the plan or imaged folio set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE LP126001 FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

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

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

Street Address: "ELGAS MANSFIELD" 215 DEAD HORSE LANE MANSFIELD VIC 3722

ADMINISTRATIVE NOTICES

NIL

eCT Control 16165A AUSTRALIA AND NEW ZEALAND BANKING GROUP LIMITED  
Effective from 23/10/2016

DOCUMENT END

Delivered from the LANDATA® System by Landchecker Pty Ltd

# 10. APPENDIX 2 – COPY OF PLAN

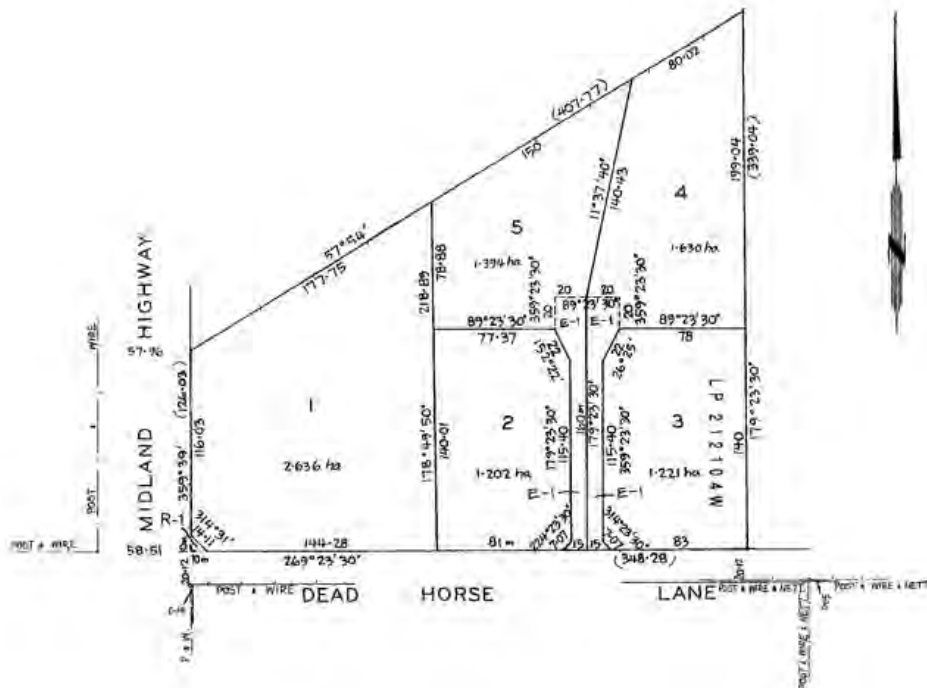
delivered by LANDATA®. timestamp 25/11/2024 15:36 Page 1 of 1

**LP126001M**  
**EDITION 1**  
 APPROVED 8/5/78

PLAN OF SUBDIVISION OF PART OF CROWN PORTION 35 PARISH OF MANSFIELD COUNTY OF DELATITE SCALE $\frac{1}{25000}$ LENGTHS ARE IN METRES	ENCUMBRANCES AND OTHER NOTATIONS	APPROPRIATIONS
	FOR DATUM AND REFERENCE MARKS SEE COPY OF FIELDNOTES.	BROWN WAY, DRAINAGE AND SEWERAGE BLUE WAY, DRAINAGE AND SEWERAGE

**COLOUR CONVERSION**  
 E-1 = BLUE  
 R-1 = BROWN

CHART NO. 16.



# 11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

Prepared By: James Course  
 Qualification: Advanced Diploma of Building Design (Architectural)  
 Including: BUIL5922 – Undertake site survey and analysis to inform design process

Software: Adobe Photoshop Creative Cloud  
 Informed by: Site features and measurements plan prepared in Autodesk Revit 2018

Methodology: Relevant data obtained from site measure up performed by James Course in conjunction with topographical maps from various online sources: [services.land.vic.gov.au/maps](http://services.land.vic.gov.au/maps) &

Perspective View 01:  
 Camera: iPhone 11 Pro  
 Type: Digital  
 Lens Size: 27mm  
 Angle: Landscape – Parallel to ground  
 Date: 11/11/2024  
 Time: 10:24am  
 Height Above Ground: 1600mm  
 Modified elements: Nil  
 Assumptions: Height and Length are relative to the documented site features plan; however definitive accuracy cannot be guaranteed.

Perspective View 02:  
 Camera: iPhone 11 Pro  
 Type: Digital  
 Lens Size: 27mm  
 Angle: Landscape – Parallel to ground  
 Date: 11/11/2024  
 Time: 10:24am  
 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 an existing fence-mounted business identification sign on the property. A photo of this sign is shown below:



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

There is existing business identification and promotion signage on the abutting property, Mansfield Racecourse. Photos of these signs are shown below:





**The Location of Closest Traffic Control Signs**

The closest traffic control sign is a sign alerting drivers to the speed limit. It is located in front of the property and will not be viewed as a backdrop to the proposal. 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 freestanding and positioned along the property's boundary.

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

Included on page A03 of the town planning documentation.

**Height, Width & Depth of the Total Sign Structure Including Method of Support and any Associated Structures Such as Safety Devices and Service Platforms**

Included on page A03 of the town planning documentation.



**Details of Associated On-Site Works**

Installation of steel structure in line with engineer’s specifications, steel erection via crane (no onsite welding, all bolted together), installation of cladding/display face fixed on to steel structure.

**Details of any Form of Illumination Including Details of Baffles and the Times at Which the Sign Would be Illuminated**

The proposed sign is to be illuminated, refer to Appendix 7 for further information on the lighting. It would be switched off from Midnight to 4am.

**The Colour, Lettering Style and Materials of the Proposed Sign**

Included on page A03 of the town planning documentation.

**The Size of the Display (Total Advertising Area Including all Sides of a Multi-Sided Sign)**

Included on page A03 of the town planning documentation. Also referenced in section 5.1 of this report.

**The Location of any Corporate Logo Box and Proportion of Display Area Occupied by such a Logo Box**

Included on page A03 of the town planning documentation.

**Any Landscaping Details**

Any landscaping that may be done in the leased area or surrounds has permission from the landowner and would be carried out in accordance with relevant laws, and do not require planning permission.

**A Description of the Existing Character of the Area Including Built Form and Landscapes**

Refer to section 4 of this report.

**The Location of any Other Signs Over 18 Square Metres, or Scrolling, Electronic or Animated Signs Within 200 Metres of the Site**

There is no existing sign over 18m<sup>2</sup> within 200 metres of the Subject Site.

The closest promotion sign is a TOM board located at 185 Mt Buller Rd, Mansfield, which is 3.0km away.

A photo of this sign is below:



**Any Existing Identifiable Advertising Theme in the Area**

As shown above and in Appendix 5, there is minimal business identification and promotion signage along this stretch of Midland Hwy. The existing signage is the key source of colour and vitality in this precinct. Images of typical signage are shown in Appendix 5.

**Photo Montages or a Streetscape Perspective of the Proposed Sign**

Included on page A04 of the town planning documentation.

**Level of Illumination**

Please refer to Appendix 7 for further information on the lighting.

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

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

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

# 13. APPENDIX 5 – SURROUNDING SIGNAGE & BUILT FORM











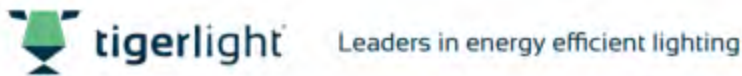




# 14. APPENDIX 6 – VICROADS TEN POINT CHECKLIST

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. The sign is located on the property boundary and is set back from the road.
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 in front of the property and the proposed 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 reflective, animated or flashing.	The advertising faces have strict guidelines regarding the design and coloration of advertising. The sign will not be reflective, animated or flashing.
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 effect the current clearance conditions on the Subject Site.
10	Could mislead drivers or be mistaken as an instruction to drivers.	As is outlined above, strict guidelines are adhered to in order to ensure advertising faces do provide instructions to drivers.

# 15. APPENDIX 7 – BRIGHTNESS



## Tiger LED Shoebox Area Lights

120W • Fixed or Hinged bracket • Lens & colour options

NB: OTHER SIZES AVAILABLE ON SPECIAL ORDER - PLEASE ALLOW 7-8 WEEKS FOR DELIVERY

### CARPARK SHOEBOX LIGHT - FIXED BRACKET - 120W

Ideal energy efficient replacement for shoebox fitting for carpark, tennis courts, etc.  
Fits onto 60mm spigot or onto square pole or wall with adaptor bracket.



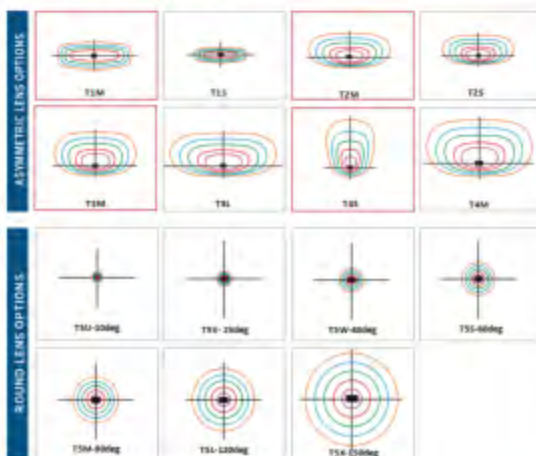
### BILLBOARD LIGHT - HINGED BRACKET - 120W

Hinged mounting arm allows fitting to be turned up or down from horizontal or vertical position for precise direction of light beam. Fits onto 60mm spigot.



### Photometrics - Lens options available

PLEASE NOTE: Certain size, colour and lens combinations may be special order items and may require 7-8 weeks for assembly & shipping.



### Technical Parameters

Specifications	120W
Power consumption: System/LED	121W
Comparable metal halide	250 - 400W
Luminous Flux @ 120 lm/W	16,540 lm
Input current	530mA
Input voltage & frequency	120-277VAC/50-60Hz
Power factor (PF)	≥ 0.95
LED modules / LED chips	4 modules / 72 LEDs
LED driver	Philips Xitanium
Colour rendering index (CRI)	Ra > 70
Colour temperature	5,000K
Light distribution	15 lenses available, inc 8 asymmetric
Most common asymmetric lenses	Most common are T2M, T3M, T4S.
Working ambient temperature	-50 - +50°C
Warranty	5 years
IP rating	IP67 (modules & driver compartment)
Service life	≥ 50,000 hours
Composition - lenses	Polycarbonate
- Housing/heat sink	Aluminium/Steel
- Protective coating on housing	Polyester (100µm min)
- Fascia covering modules	Stainless Steel (304)
Net weight	7.5kg (Carpark) 8kg (Billboard)
Dimensions (LxWxD) fitting	330 x 230 x 110mm exc bracket.
Product order code - shoe box fixed	FA120T (120W)
- shoe box hinged	FA120L (120W)

NB: Please allow 7-8 weeks for shipping of special order items