



MINX ARCHITECTURE

Thomas Ba
Department of Planning and Transport
1 Spring Street
Melbourne 3000

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19 June 2026

Dear Thomas,

Response to RFI received 28.05.2026

Application to Amend Planning Permit PA2403443-1 81 & 83-91 Minerva Road, Herne Hill, VIC

I am writing to provide the additional information as requested in the RFI received on the 28th of May, 2026 in relation to the Application to Amend Planning Permit PA2403443-1 at Holy Spirit Parish School, Herne Hill. The information sought in the letter has been itemised below and addressed section by section.

SECTION 1:

Confirmation that the proposal seeks to amend the permit preamble to include permission for a new sign type (internally illuminated sign).

The amendment seeks to update the permit preamble to include permission for an internally illuminated sign associated with the school's business identification signage.

The previously approved business signage comprises the school's name and logo routed (etched) into the facade panels located on the eastern elevation of the new Learning Centre facing Minerva Road. The amendment seeks to illuminate the routed letters & logo indirectly through the installation of LED strip lighting fixed to the inner edges of adjacent facade battens.

Refer to the two Artist's Impressions below of the façade for a day time and night time view.



Figure 1: Artist Impression of the façade during the day,

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Figure 2: Artists Impression of the façade during the night.

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SECTION 2:

Further information of the proposed internally illuminated sign to satisfy the requirements of CL 52.05-06, including:

- a) Detail Drawings of the internally illuminated signage including dimensions and total area.**
- b) Details of any form of illumination, including details of baffles and the times at which the sign would be illuminated.**

In response to the request for further information pursuant to Clause 52.05-06, a new drawing TP.50 Proposed Illuminated Signage Details has been included. Please refer to the new drawing and the information below.

2.1 Site Context: Location of the Proposed Sign on the Site:

The proposed lighting is to illuminate the approved business identification signage located on the eastern façade of the new Learning Centre at Holy Spirit Parish School. The façade is setback approx. 5.7m from Minerva Road. The sign location is indicated on the plan below.

The internally illuminated business signage faces onto the neighbouring Peter Lowe Reserve and playground. Beyond this are a series of garages arranged around Humoore Avenue which encircle the park.

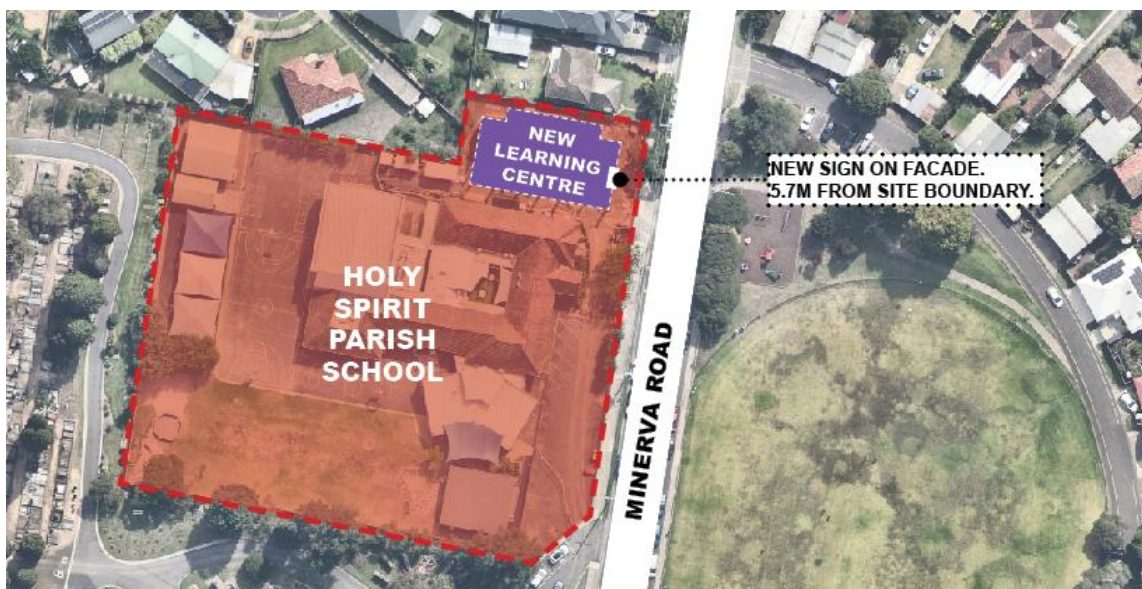


Figure 3: Location plan of the proposed illuminated signage.

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2.2 Site Context: Location of Existing Signage on the Site:

There is one existing sign at the school, located on the eastern gabled end of the existing main school building. The existing sign is located approximately 11.81m from the Minerva Road boundary and is approximately 2.5m wide x 1m high.

The existing sign contains the school logo, school name, school saying, school contact details and parish contact details.



Figure 4 & 5: Photographs of existing school signage.

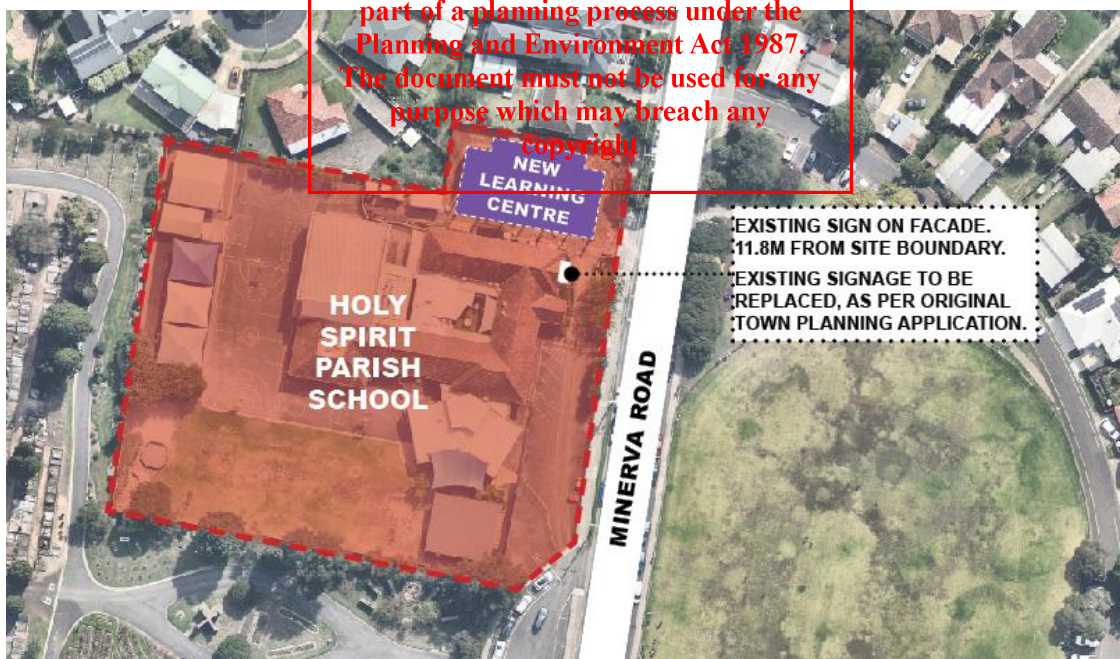


Figure 6: Location plan of the existing school signage.

The existing sign will be removed as part of the ongoing construction works, and replaced with new signage/artwork in the shape of a dove created as a school community project by staff, students & community members. The new signage/artwork on the existing school building formed part of the original Town Planning Application and is not proposed to be illuminated.

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2.3 Location of Existing Signage on Abutting Properties and in the Locality

Minerva Road is a large local road that is bounded by a mix of residential, commercial and educational buildings running in an approximately north-south direction. Existing signage is a common feature of the streetscape, with a range of business identification signs located along the stretch. Several of these are illuminated at night.

Along its 1.88km length, there are 4 schools (Geelong College, Holy Spirit Parish School, St Josephs College & Clonard College), 1 childcare centre (Federation Children Newtown) and 2 sets of local shops (Herne Hill Shops at Church Street & Autumn Street Shops). At the northern end of Minerva Road there are two additional education facilities – Herne Hill Kindergarten and Herne Hill Primary School.

Refer below to the location plan of internally illuminated signage in the locality and table below for more details on each of the signs.



Figure 7: Location plan of internally illuminated signs in the area.

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TABLE 1: SUMMARY OF NEARBY ILLUMINATED BUSINESS SIGNAGE		
Minerva Road & Church Street		
Address	Description & Location	Photo
1. Commercial Businesses at 72- 76 Minerva Rd	"Sit And Move" lettering on the street facing façade. Illuminated by a floodlight. Located: Approx. 123m to the north on Minerva Road.	
2. Clonard College 225-239 Church St, Herne Hill Illuminated Sign on Church Street	Clonard College has street frontages along Minerva Road, Murphy Avenue and Church Street. The Church Street frontage includes an illuminated cross on the western, 2 storey façade, located about 11m from the site boundary and 19m from the side boundary with the neighbouring residential house. Location: Approx 650m to the northwest along Church Street.	 
3. Clonard College 225-239 Church St, Herne Hill Illuminated Sign on Murphy Avenue	Clonard College has street frontages along Minerva Road, Murphy Avenue and Church Street. At the end of Murphy Avenue is a large illuminated sign located on the eastern façade containing the school name and logo which can be seen from Minerva Road. The sign is located approx. 3.7m from the site boundary and is located on a 2 storey high section of building. Location: Approx 510m to the northwest along Minerva Road.	

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4. St Josph's College 41 Minerva Rd, Herne Hill VIC 3218	St Joseph's College has street frontage along Minerva Road and Douglass Street. Along Minerva Road, the most prominent building features external lighting and an illuminated business signage feature the school name and logo. The sign is located approx. 15m from the site boundary and faces east onto Minerva Road.	
5. St Josph's College 41 Minerva Rd, Herne Hill VIC 3218	St Joseph's College has street frontage along Minerva Road and Douglass Street. St Josph's Chapel is located on the corner of Minerva Road and Douglass Street. The entire chapel is floodlit at night, and has a section of illuminated signage on the east façade. This is located approx. 8.8m from site boundary to Minerva Road.	
Further Afield		
St Mary's Primary School 190-192 Myers St, Geelong	St Mary's Primary School has a large illuminated cross on a 2 storey section of facade. Location: Approximately 3.1km to the south east in central Geelong.	

2.4 Site Context: Location of the Closest Traffic Control Signs

There are existing traffic control signs for the existing school pedestrian crossing & school zone along Minerva Road. These have been detailed in the table below. The nearest traffic lights are located at the intersection of Church Street and Minerva Road, approximately 620m to the north.

The City of Greater Geelong have notified the school that their Construction Unit will be installing a raised pedestrian crossing outside of the school with construction commencing in early July 2026. The new crossing will be located approx. 5m to the south of the existing crossing, which moves the crossing further away from the proposed illuminated signage. The pedestrian crossing is managed by a Crossing Supervisor before and after school to assist students walking or cycling to school.

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TABLE 2: SUMMARY OF NEARBY TRAFFIC CONTROL SIGNS		
Minerva Road – Northbound Traffic		
Type of Sign	Description & Location	Photo
"School Zone"	School Zone sign noting that motorists must drive 40km/h during school days. Located approx. 70m to the south of the proposed illuminated sign.	
"Crossing Ahead"	Sign to warn motorists of the pedestrian school crossing ahead. Located approx. 43m to the south of the proposed illuminated sign.	
Minerva Road – Southbound Traffic		
Type of Sign	Description & Location	Photo
"Crossing Ahead"	Sign to warn motorists of the pedestrian school crossing ahead. Located approx. 57m to the north of the proposed illuminated sign.	
"School Zone" & "Bike Lane"	School Zone sign noting that motorists must drive 40km/h during school days. A bike lane sign is located in close proximity, noting that the left lane is a bike lane. Located approx. 20m to the north of the proposed illuminated sign.	
Minerva Road – Both Directions		
Type of Sign	Description & Location	Photo
Parking Restrictions & No Standing Zones	Various types of parking restrictions and no standing zones around the school zone along Minerva Road.	

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2.5 Site Context: Identification of any view lines or vistas that could be affected by the proposed sign.

The school site is located near the crest of a gentle rise, at a level of RL53.3 metres AHD. While the land falls away gradually in both directions along Minerva Road, the change in elevation is subtle and the roadway is generally perceived as being relatively flat, as demonstrated by the contour plan below.

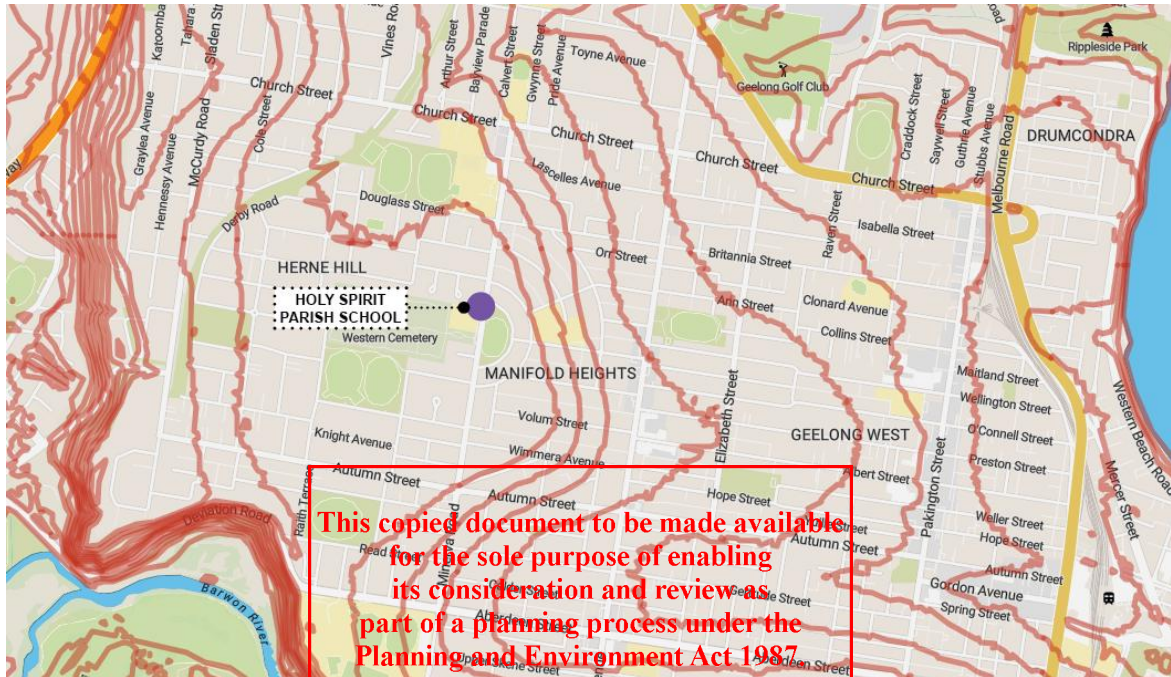


Figure 8: Contours at 5m interval with location of the site noted. Source: www.geelongdataexchange.com.au

The proposed internally illuminated sign is oriented to the public realm, away from neighbouring residential properties and overlooks the Peter Lowe Reserve and playground opposite the school. There are large, established trees in the reserve surrounding the playground and along Minerva Road. Beyond the playground are a series of garages arranged along Humoore Avenue at the rear of residential properties with frontages to Strachan Avenue. Beyond the row of garages, the land begins to drop away towards central Geelong. Refer to Figure 9 for a view across Peter Lowe Reserve back to the new Learning Centre.



Figure 9: View from Humoore Avenue across Peter Lowe Reserve towards the new Learning Centre

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Given the location, scale and integrated nature of the proposal, the illuminated signage will not adversely affect views from the public domain or surrounding properties, nor will it diminish the visual character of the locality. There are no major vistas or viewlines that will be affected by illuminating the sign.

A similar relationship between school buildings, public open space and adjoining residential properties exists at nearby Clonard College and St Joseph's College, where school identification signage forms an established component of the streetscape. The proposed signage is consistent with this existing streetscape.



Figure 10: The construction site viewed from the opposite side of Minerva Road.

2.6 Sign Details

Please refer to the new drawing TP.50 for information pursuant to the “Sign Details” section of Clause 52.05-06 and read in conjunction with the information in the table below.

TABLE 3: CLAUSE 52.05-06 REQUIREMENTS FOR SIGN DETAILS	
To be read in conjunction with new drawing TP.50	
The location, dimensions, height above ground level and extent of projection of the proposed sign.	Location: Eastern Façade facing Minerva Road & Peter Lowe Reserve beyond Dimensions: Refer to TP.50 Height above Ground Level: Sign begins 2770mm above ground Extent of projection: No projection. Sign is routed (etched) into façade. Aluminium battens project 50mm from the façade.
The height, width, depth of the total sign structure including method of support and any associated structures such as safety devices and service platforms.	The proposed business signage is routed (etched) onto the façade of the new building. There is no additional sign structure, methods of support, safety device or service platform required.

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Details of associated on-site works.	On-site works will occur in conjunction with the ongoing construction works for the new Learning Centre.
Details of any form of illumination, including details of baffles and the times at which the sign would be illuminated.	The lighting is proposed to be in the form of a LED strip, fixed to an aluminium batten which is fixed to the façade. The LED strip will point inwards towards the school name and logo routed into the building façade, washing over the face of the FC sheet cladding. <i>Refer to detail drawing on TP.50</i> Times at which the sign would be illuminated: The lighting to the façade would be on a timed switch, turning on at 7am and turning off at 9pm.
The colour, lettering style and materials of the proposed sign.	The school name and logo will be routed into the FC sheet cladding making up the eastern façade of the new Learning Centre. It will be routed 1mm depth, and be in the same colour as the FC sheet cladding. The lettering style will use the font "Arial Bold" in all capitals, with each letter being approximately 215mm high.
The size of the display (total display area, including all sides of a multi-sided sign).	The total area of the sign will be approximately 6.93m ² . Refer to drawing TP.50 for full dimensions of the site.
The location of any logo box and proportion of display area occupied by such a logo box.	N/A. No logo box is proposed.
For animated or electronic signs, a report addressing the decision guidelines at Clause 52.05-8 relating to road safety.	The sign is proposed.
Any landscaping details.	There is no change to the surrounding landscape as a result of illuminating the business signage.

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2.7 Signs with a display area of 18 square meters or more:

This section of Clause 52.05-6 is not applicable, as the proposed illuminated internal signage is less than 18m².

SECTION 3:

An assessment of the proposed illuminated signage, in relation to the decision guidelines at Cl. 52.05-08

In response to the request for further information pursuant to Clause 52.05-08, please refer to information below.

3.1 Character of the Area

The subject site is located on Minerva Road, a large local road characterised by a mix of residential, commercial and educational uses. Existing business identification signage is a common feature of the streetscape, including a number of illuminated signs associated with nearby schools and commercial premises. Refer to Table 1 for a summary of nearby illuminated school signage, particularly Clonard College and St Josephs College.

The proposed internally illuminated signage has been designed as an integrated architectural element of the new Learning Centre and is consistent with the existing character of the locality. The proposal will not introduce visual clutter or an excessive signage presence within the area, and will keep with the already established language of illuminated business identification signage mixed throughout residential character.

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TABLE 4: CLAUSE 52.05-08 DECISION GUIDELINES	
The Relationship to the Site and Building:	
The sensitivity of the area in terms of the natural environment, heritage values, waterways and open space, rural landscape or residential character.	The sign is located within an established urban environment. While the sign overlooks Peter Lowe Reserve, the proposal does not impact waterways, heritage places, significant vegetation or the natural environment. The character of the street has an established mix of residential character which sits alongside commercial and educational built form.
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 sign is consistent with the existing character of Minerva Road, where commercial and educational premises utilise business identification signage, including illuminated signage. The proposal supports the ongoing redevelopment of the school.
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 sign replaces the school's existing identification signage. The proposal is integrated into the building façade and therefore avoids visual disorder and clutter of signs.
The consistency with any identifiable outdoor advertising theme in the area.	The sign is consistent with the existing pattern of business identification signage along Minerva Road.

3.2 Impact on Views and Vistas:

The proposed illuminated signage is incorporated within the approved building envelope of the new Learning Centre. As outlined in Section 2.5, there are no significant public view lines or vistas that will be adversely affected by the proposal.

TABLE 5: CLAUSE 52.05-08 DECISION GUIDELINES	
Impact on Views and Vistas	
The potential to obscure or compromise important views from the public realm.	The sign is integrated into the building façade and does not obstruct significant public view lines or vistas.
The potential to dominate the skyline.	The sign is incorporated within the approved building envelope and does not project above the roofline or dominate the skyline.
The potential to impact on the quality of significant public views.	The sign will not adversely affect significant public views. It enhances the legibility of the school building without altering the broader visual character of the area. The sign will be visible from Peter Lowe Reserve, but will be partially obscured by existing large trees. Refer <i>Figure 9 & 10</i> above.
The potential to impede views to existing signs.	The proposal will not obstruct views to existing signage within the locality, including nearby traffic control signs as it is set back approximately 9.36m from the road carriageway. Refer to Table 2 for a summary of nearby traffic signs.

3.3 The Relationship to the Streetscape, Setting or Landscape:

The proposed illumination will enhance the visibility of the approved business identification signage while maintaining an appropriate relationship with the surrounding streetscape, setting and landscape.

TABLE 5: CLAUSE 52.05-08 DECISION GUIDELINES	
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 sign is contained within the façade of the approved building form, and is similar in scale to that of Clonard College (Refer to Table 1). The proposed illumination is consistent with the streetscape setting.

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The position of the sign, including the extent to which it protrudes above existing buildings or landscape and natural elements.	The sign is routed (etched) onto the FC cladding and does not project beyond the approved building envelope.
The ability to screen unsightly built or other elements.	N/A. The proposal is not intended to screen existing built elements.
The ability to reduce the number of signs by rationalising or simplifying signs.	The proposal consolidates the school's primary business identification into a single integrated façade treatment following the removal of the existing sign. An additional new school community artwork will replace the original school sign on the existing building façade.
The ability to include landscaping to reduce the visual impact of parts of the sign structure.	No changes to existing landscaping are proposed as part of the amendment. The existing council tree in the nature strip will reduce the visual impact of the sign from the north east.

3.4 The Relationship to the Site and Building:

The business identification signage was assessed and approved in the original town planning application and the relationship with the site and building has not changed. The proposed signage is directly related to the use of the land as a school and forms part of the approved architectural design of the new Learning Centre.

TABLE 6: CLAUSE 52.05-08 DECISION GUIDELINES	
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 sign forms part of the architectural composition of the approved building. The school name and logo are routed into the building cladding, with concealed LED lighting integrated into the structure.
The extent to which the sign displays innovation relative to the host site and host building.	The proposal is a temporary architectural approach by integrating the business identification within the building façade rather than relying on a freestanding or projecting sign.
The extent to which the sign requires the removal of vegetation or includes new landscaping.	No vegetation removal or new landscaping is required, as the sign is located on the building façade.

3.5 The Impact of Structures Associated with the Sign:

N/A. No additional structure is required in association with the proposed internally illuminated sign.

The internally illuminated business signage is integrated within the building façade. The LED strip lighting will be fixed to the aluminium battens incorporated within the approved building façade and will not materially alter the appearance or scale of the building.

3.6 The Impact of Any Illumination:

The lighting comprises concealed LED strips providing indirect illumination to the routed school name and logo. The lighting is static, low intensity and directed towards the façade to minimise glare and light spill. It will operate on a timed switch.

TABLE 7: CLAUSE 52.05-08 DECISION GUIDELINES	
The Impact of any Illumination	
The impact of glare and illumination on the safety of pedestrians and vehicles.	The lighting is designed to illuminate the façade rather than project outward and is not expected to create glare for motorists or pedestrians.
The impact of illumination on the amenity of nearby residents and the amenity of the area.	The proposed internally illuminated sign is located on the eastern façade on Minerva Road. The neighbouring residential property to

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	the north is not expected to be impacted by illumination from the sign. Peter Lowe Reserve is located directly across the road from the new sign, creating separation to the rear of residential properties on the far side of the reserve.
The potential to control illumination temporally or in terms of intensity.	Illumination will be controlled by a timed switch, operating between 7:00am and 9:00pm. The lighting can be turned off manually if temporary control of illumination is required. The LED light is able to be dimmed if required.

3.7 The Impact of Any Logo Box Associated with the Sign:

N/A. There is no logo box proposed with this amendment.

3.8 The Need for Identification and the Opportunities for Adequate Identification on the Site or Locality:

The addition of illumination to the approved business identification signage provides clear identification of Holy Spirit Parish School for students, parents, visitors, contractors and emergency services.

The existing school sign will be removed as part of the redevelopment works and replaced with signage / artwork by the community. The approved business identification signage will become the primary means of identifying the school from Minerva Road. The proposed illumination represents an appropriate level of identification for an educational facility, consistent with other educational facilities in the locality such as Clonard College.

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3.9 The Impact on Road Safety:

N/A. As per Clause 52.06 no animation or electronic sign is proposed.

The proposal will not obstruct driver sight lines, traffic control devices or pedestrian crossing infrastructure. The sign is static, non-animated and does not incorporate flashing, electronic displays or coloured lighting that could be mistaken for traffic signals. The proposal is not expected to distract motorists or adversely affect the operation of the surrounding road network.

Summary:

The amendment seeks to update the permit preamble to include approval for an internally illuminated sign associated with the school's approved business identification signage. The proposal will illuminate the previously approved school name and logo, which are routed into the eastern façade of the new Learning Centre, through the installation of concealed LED strip lighting fixed to the inner edges of the adjacent aluminium battens.

The proposal is appropriately integrated into the architecture of the building and is compatible with the existing character of Minerva Road. The illumination is indirect, low intensity and limited to the hours of 7:00am to 9:00pm, ensuring that it will not result in unreasonable impacts on the streetscape, surrounding amenity, significant views or road safety.

The proposal provides an appropriate level of identification for Holy Spirit Parish School and satisfies the decision guidelines of Clause 52.05-08.



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In addition to this letter, please refer to the new Architectural Drawing noted below which provides more information on the sign dimensions as required by RFI request 2.a, prepared by Minx Architecture:

- TP.50 Proposed Illuminated Signage Details Revision A

If you have any queries, please do not hesitate to contact me.

Kind regards,

Helene Detje
Associate

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