

22.0228/01/2010
C129(Part 1)**SEXUALLY EXPLICIT ADULT ENTERTAINMENT VENUES, ADULT SEX BOOKSHOPS AND ADULT CINEMAS**

This policy applies to Business 1 and Business 2 Zones and the area included in Schedule 2 to the Design and Development Overlay.

Policy Basis

Geelong has many business and retail areas with a high pedestrian focus, where residents and visitors of all ages are attracted. The nature of particular uses and the way in which they affect the character of an area will contribute to the attractiveness and image of the City. The amenity of these areas and the way that people perceive them is important and Council is committed to promoting a positive image for the City.

Adult sex bookshops and adult cinemas tend to be discreet in what they display to the street and therefore do not have interactive shop fronts. Those that are not discreet may be offensive to pedestrians and occupants of adjacent sites, and may also have a negative impact on adjacent businesses. These uses typically require the 'blocking out' of front windows which is contrary to Council's policy to promote active street frontages within business and retail areas. From the public's perception they are unlikely to contribute to the image of the area in which they are located or enhance a positive image for the City. Likewise sexually explicit adult entertainment venues can adversely affect the character and amenity of an area and prejudice the public perception of the City.

The concentration of these uses can alter the function and character of an area and affect the mix of people and businesses attracted to that location. This policy introduces guidelines for the location, appearance and operation of sexually explicit entertainment venues, adult sex bookshops and adult cinemas to ensure the character, amenity and image of the City is not adversely affected.

Sexually explicit adult entertainment venues include premises used to provide nude dancing, lap dancing and all other forms of sexually explicit entertainment for adults only. It may include the provision of food and drink.

Adult cinemas include cinemas that screen sexually explicit videos or movies, and where 'peep shows' may also be included.

Objective

To ensure that the location, appearance and concentration of sexually explicit adult entertainment venues, adult sex bookshops and adult cinemas are not detrimental to the amenity, character and public perception of Geelong's business areas.

Policy*Exercising discretion*

Where a permit is required for a use or development, it is policy to:

- Ensure that the minimum distance between any sexually explicit adult entertainment venue, adult sex bookshop and adult cinema is 100 metres.
- Discourage sexually explicit adult entertainment venues, adult sex bookshops and adult cinemas from locating on key pedestrian routes, as detailed in Central Geelong Structure Plan map at Clause 21.09-4.
- Ensure that the external appearance of any building used for a sexually explicit adult entertainment venue, adult sex bookshop or adult cinema does not have a detrimental effect on the streetscape and character of the building and streetscape.

- Ensure that frontages and entries are designed to be discreet and unobtrusive.
- Ensure that advertising signs are discreet, of high quality, and are not a dominant feature.
- Discourage any form of public address or sound amplification that would be audible from outside the premises.