

# Notice of Application for a Planning Permit

The land affected by the application is located at:	L30 PS827498 V12296 F643 55 Commercial Drive, Pakenham VIC 3810
The application is for a permit to:	To construct or put up for display an electronic major promotion sign

A permit is required under the following clauses of the planning scheme:

52.05-2	Construct or put up for display a major promotion sign
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## APPLICATION DETAILS

The applicant for the permit is:	Gawk Outdoor
Application number:	T250179

You may look at the application and any documents that support the application at the office of the Responsible Authority:

Cardinia Shire Council, 20 Siding Avenue, Officer 3809.

This can be done during office hours and is free of charge.

Documents can also be viewed on Council's website at [cardinia.vic.gov.au/advertisedplans](http://cardinia.vic.gov.au/advertisedplans) or by scanning the QR code.



## HOW CAN I MAKE A SUBMISSION?

This application has not been decided. You can still make a submission before a decision has been made. The Responsible Authority will not decide on the application before:

**22 July 2025**

### WHAT ARE MY OPTIONS?

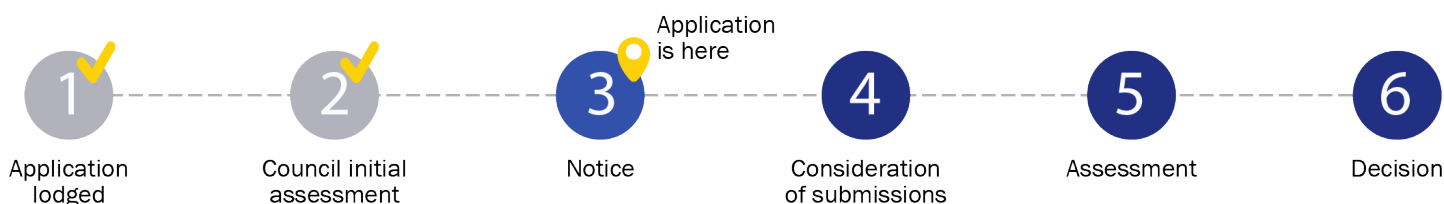
Any person who may be affected by the granting of the permit may object or make other submissions to the responsible authority.

If you object, the Responsible Authority will notify you of the decision when it is issued.

An objection must:

- be made to the Responsible Authority in writing;
- include the reasons for the objection; and
- state how the objector would be affected.

The Responsible Authority must make a copy of every objection available at its office for any person to inspect during office hours free of charge until the end of the period during which an application may be made for review of a decision on the application.





## ePlanning

### Application Summary

Portal Reference A12547SU

### Basic Information

Proposed Use	Proposed Development of a double sided, electronic, major promotion sign.
Current Use	Existing industrial warehouse, across 55 and 57 Commercial Drive. New build.
Cost of Works	\$200,000
Site Address	55 Commercial Drive Pakenham 3810

### Covenant Disclaimer

Does the proposal breach, in any way, an encumbrance on title such as restrictive covenant, section 173 agreement or other obligation such as an easement or building envelope? No such encumbrances are breached

☐ Note: During the application process you may be required to provide more information in relation to any encumbrances.

### Contacts

Type	Name	Address	Contact Details
Applicant	Gawk Outdoor	2/4 Mercer Street, Geelong VIC 3220	W: 0478-435-248 E: aimee@gawk.com.au
Owner			
Preferred Contact	Gawk Outdoor	2/4 Mercer Street, Geelong VIC 3220	W: 0478-435-248 E: aimee@gawk.com.au

### Fees

Regulation Fee Condition	Amount	Modifier	Payable
9 - Class 12 More than \$100,000 but not more than \$1,000,000	\$1,706.50	100%	\$1,706.50
Total			\$1,706.50

### Documents Uploaded

Date	Type	Filename
26-03-2025	A Copy of Title	Title - 55 Commercial Dr Pakenham.pdf
26-03-2025	Proposed elevation plan	Plan - 55 Commercial Dr Pakenham.pdf
26-03-2025	Additional Document	20250325_PAKENHAM_TPR.pdf
26-03-2025	Advertising Signs	20250325_PAKENHAM_TPP.pdf



**Civic Centre**  
20 Siding Avenue, Officer, Victoria

**Council's Operations Centre (Depot)**  
Purton Road, Pakenham, Victoria

**Postal Address**  
Cardinia Shire Council  
P.O. Box 7, Pakenham VIC, 3810

**Email:** mail@cardinia.vic.gov.au

Monday to Friday 8.30am–5pm  
**Phone:** 1300 787 624  
**After Hours:** 1300 787 624  
**Fax:** 03 5941 3784

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

## Lodged By

Site User	<div></div> Gawk Outdoor	2/4 Mercer Street, Geelong VIC 3220	W: 0478-435-248 E: aimee@gawk.com.au
Submission Date	26 March 2025 - 01:08:PM		

## Declaration

☒ By ticking this checkbox, I  declare that all the information in this application is true and correct; and the Applicant and/or Owner (if not myself) has been notified of the application.



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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 12296 FOLIO 643

Security no : 124125122315M  
Produced 06/06/2025 08:53 AM

LAND DESCRIPTION

Lot 30 on Plan of Subdivision 827498B.  
PARENT TITLE Volume 12154 Folio 204  
Created by instrument PS827498B 13/04/2021

REGISTERED PROPRIETOR

ENCUMBRANCES, CAVEATS AND NOTICES

COVENANT PS827498B 13/04/2021

COVENANT AU424942K 07/06/2021

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 set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE PS827498B 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: 55 COMMERCIAL DRIVE PAKENHAM VIC 3810

ADMINISTRATIVE NOTICES

NIL

DOCUMENT END

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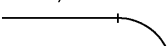

Document Type	<b>Plan</b>
Document Identification	<b>PS827498B</b>
Number of Pages (excluding this cover sheet)	<b>9</b>
Document Assembled	<b>20/01/2025 14:42</b>

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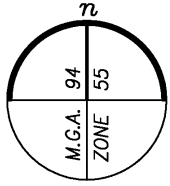
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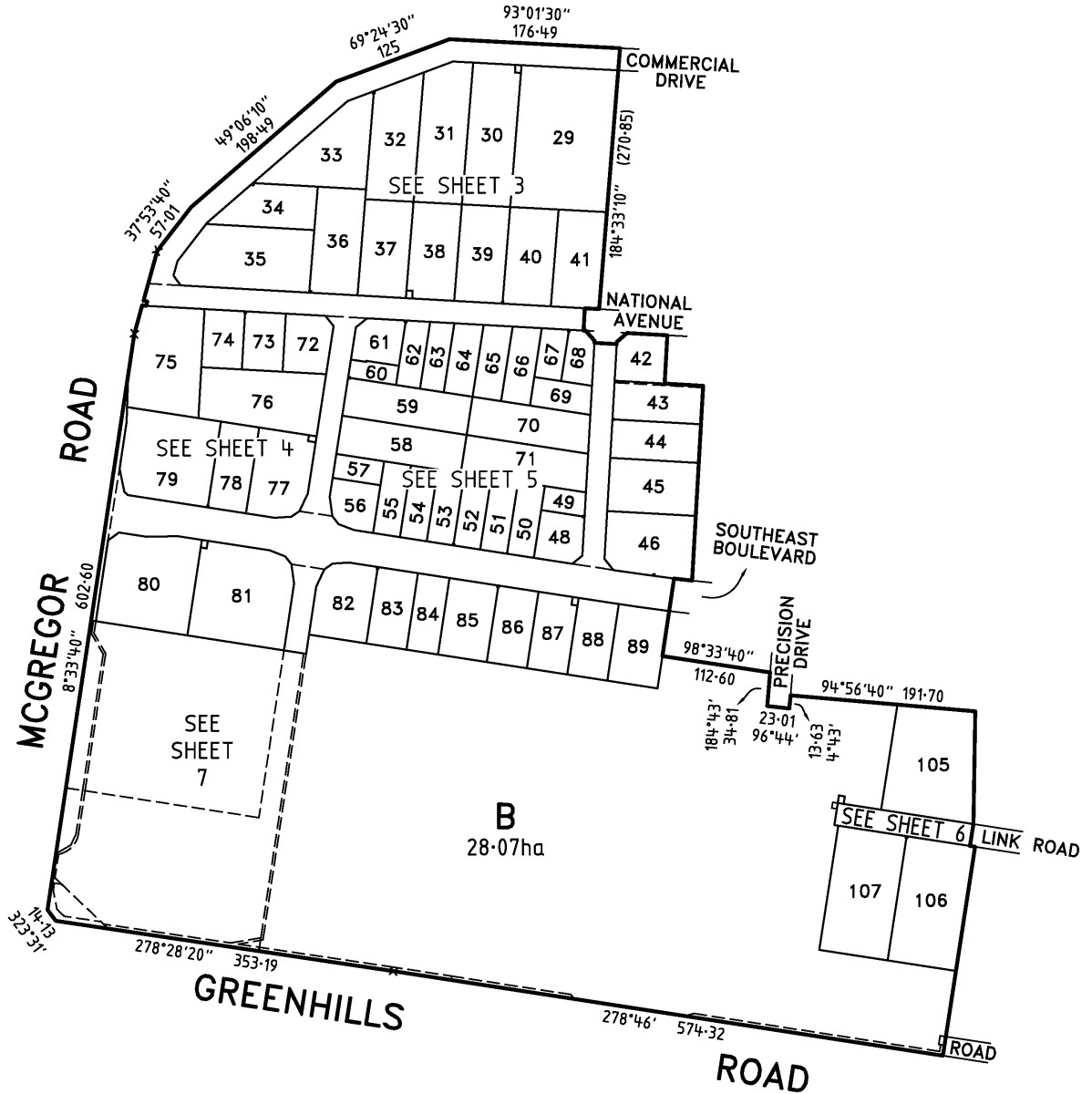
<b>PLAN OF SUBDIVISION</b>			<b>EDITION</b>	<b>PS 827498B</b>
<p style="text-align: center;"><b>LOCATION OF LAND</b></p> <p><b>PARISH:</b> NAR NAR GOON</p> <p><b>TOWNSHIP:</b> -</p> <p><b>SECTION:</b> -</p> <p><b>CROWN ALLOTMENT:</b> 47, 49 &amp; 50 (PARTS)</p> <p><b>CROWN PORTION:</b> -</p> <p><b>TITLE REFERENCE:</b> VOL 12154 FOL 204</p> <p><b>LAST PLAN REFERENCE:</b> LOT A ON PS823245E</p> <p><b>POSTAL ADDRESS:</b> (at time of subdivision) SOUTHEAST BOULEVARD PAKENHAM 3810</p> <p><b>MGA 94 CO-ORDINATES:</b> (approx. centre of land in plan) E 366 250 ZONE: 55 N 5 782 350</p>			<p>Council Name: Cardinia Shire Council</p> <p>Council Reference Number: S19-004 Planning Permit Reference: T170658 SPEAR Reference Number: S134485H</p> <p><b>Certification</b></p> <p>This plan is certified under section 11 (7) of the Subdivision Act 1988 Date of original certification under section 6: 09/04/2020</p> <p>Public Open Space</p> <p>A requirement for public open space under section 18 of the Subdivision Act 1988 has not been made</p> <p>Digitally signed by: Sonia Higgins for Cardinia Shire Council on 15/03/2021</p> <p><b>Statement of Compliance</b> issued: 29/03/2021</p>	
<b>VESTING OF ROADS AND/OR RESERVES</b>			<b>NOTATIONS</b>	
<b>IDENTIFIER</b>	<b>COUNCIL/BODY/PERSON</b>	<p><b>STAGING</b> THIS <del>IS</del> IS NOT A STAGED SUBDIVISION PLANNING PERMIT NO. T170658</p> <p><b>SURVEY</b> THIS PLAN IS <del>NOT</del> BASED ON SURVEY</p> <p>THIS SURVEY HAS BEEN CONNECTED TO PERMANENT MARKS NO(S) 144,147,512,519,605,606,607 IN PROCLAIMED SURVEY AREA NO. 71</p> <p><b>DEPTH LIMITATION</b> DOES NOT APPLY</p> <p>LOTS 1 TO 28, 47, 90 TO 104 &amp; LOT A (ALL INCLUSIVE) HAVE BEEN OMITTED FROM THIS PLAN. EASEMENTS E-1 TO E-15 (BOTH INCLUSIVE) AND E-17 HAVE BEEN OMITTED FROM THIS PLAN. AREA OF LAND SUBDIVIDED (EXCLUDING LOT B) - 34.39ha TANGENT POINTS ARE SHOWN THUS: </p> <p><b>OTHER PURPOSE OF PLAN</b></p> <p>TO REMOVE THAT PART OF POWERLINE EASEMENT E-17 ON PS823245E NOW CONTAINED IN COMMERCIAL DRIVE &amp; NATIONAL AVENUE ON THIS PLAN.</p> <p>TO REMOVE THOSE PARTS OF DRAINAGE EASEMENT E-18 ON PS823245E NOW CONTAINED IN COMMERCIAL DRIVE, NATIONAL AVENUE, EVOLUTION DRIVE &amp; SOUTHEAST BOULEVARD ON THIS PLAN.</p> <p>TO REMOVE THAT PART OF SEWERAGE EASEMENT E-19 ON PS823245E NOW CONTAINED IN NATIONAL AVENUE, ADMINISTRATION DRIVE, SOUTHEAST BOULEVARD &amp; INNOVATION WAY ON THIS PLAN.</p> <p><b>AGREEMENT BY ALL INTERESTED PARTIES.</b></p>		
<p>ROAD R1 CARDINIA SHIRE COUNCIL</p> <p>RESERVE No.1 CARDINIA SHIRE COUNCIL</p> <p>RESERVE No.2 CARDINIA SHIRE COUNCIL</p> <p>RESERVE No.3 AUSNET ELECTRICITY SERVICES PTY LTD (ABN 91 064 651 118)</p> <p>RESERVE No.4 AUSNET ELECTRICITY SERVICES PTY LTD (ABN 91 064 651 118)</p> <p>RESERVE No.5 AUSNET ELECTRICITY SERVICES PTY LTD (ABN 91 064 651 118)</p> <p>RESERVE No.6 AUSNET ELECTRICITY SERVICES PTY LTD (ABN 91 064 651 118)</p> <p>RESERVE No.7 AUSNET ELECTRICITY SERVICES PTY LTD (ABN 91 064 651 118)</p> <p>RESERVE No.8 AUSNET ELECTRICITY SERVICES PTY LTD (ABN 91 064 651 118)</p>		<p><b>GROUNDING FOR REMOVAL OF EASEMENTS</b></p>		
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<b>EASEMENT INFORMATION</b>				
<p><b>LEGEND:</b> E - ENCUMBERING EASEMENT, CONDITION IN CROWN GRANT IN THE NATURE OF AN EASEMENT OR OTHER ENCUMBRANCE A - APPURTENANT EASEMENT</p>				
<b>SUBJECT LAND</b>	<b>PURPOSE</b>	<b>WIDTH (metres)</b>	<b>ORIGIN</b>	<b>LAND BENEFITED/IN FAVOUR OF</b>
E-16	DRAINAGE	SEE DIAG.	PS714684K	CARDINIA SHIRE COUNCIL
E-16	SEWERAGE	SEE DIAG.	PS714684K	SOUTH EAST WATER CORPORATION
E-18	DRAINAGE	SEE DIAG.	PS823245E	CARDINIA SHIRE COUNCIL
E-19	SEWERAGE	SEE DIAG.	PS823245E	SOUTH EAST WATER CORPORATION
E-20	DRAINAGE	SEE DIAG.	PS823245E	CARDINIA SHIRE COUNCIL
E-20	SEWERAGE	SEE DIAG.	PS823245E	SOUTH EAST WATER CORPORATION
E-20	TRANSMISSION OF TELECOMMUNICATION SIGNALS BY UNDERGROUND CABLE	SEE DIAG.	PS823245E	LOTS ON PS823245E
E-21	POWERLINE	SEE DIAG.	THIS PLAN - SECTION 88 ELECTRICITY INDUSTRY ACT 2000	AUSNET ELECTRICITY SERVICES PTY LTD (ABN 91 064 651 118)
E-22	DRAINAGE	SEE DIAG.	THIS PLAN	CARDINIA SHIRE COUNCIL
E-23	SEWERAGE	SEE DIAG.	THIS PLAN	SOUTH EAST WATER CORPORATION
E-24	DRAINAGE	SEE DIAG.	THIS PLAN	CARDINIA SHIRE COUNCIL
E-24	SEWERAGE	SEE DIAG.	THIS PLAN	SOUTH EAST WATER CORPORATION
E-25	SEWERAGE	SEE DIAG.	PS823245E	SOUTH EAST WATER CORPORATION
E-25	DRAINAGE	SEE DIAG.	THIS PLAN	CARDINIA SHIRE COUNCIL
E-26	PARTY WALL	SEE DIAG.	THIS PLAN	THE RELEVANT ABUTTING LOT ON THIS PLAN
<p><b>SOUTHEAST BUSINESS PARK - 1B</b></p> <p><b>63 LOTS AND BALANCE LOT B</b></p>		<p><b>LICENSED SURVEYOR ADRIAN A. THOMAS</b></p>		
<p>Level 3, 1 Southbank Boulevard Southbank, Victoria 3006 03) 7019 8400 www.veris.com.au</p> <p>DEVELOP WITH CONFIDENCE™ <b>Bosco Jonson</b></p>		<p><b>DATE</b> 12/03/21 <b>REFERENCE</b> 331900-ST1B <b>ORIGINAL SHEET SIZE A3</b></p> <p><b>VERSION</b> J <b>DRAWING</b> 331900-ST1B-AJ <b>SHEET 1 OF 9 SHEETS</b></p>		
		<p>Digitally signed by: Adrian A Thomas, Licensed Surveyor, Surveyor's Plan Version (J), 12/03/2021, SPEAR Ref: S134485H</p> <p>PLAN REGISTERED TIME: 10:05 AM DATE: 13/04/2021 R.Drozario Assistant Registrar of Titles</p>		

# PLAN OF SUBDIVISION

PS 827498B



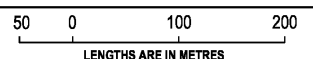
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SOUTHEAST BUSINESS PARK - 1B

LICENSED SURVEYOR ADRIAN A. THOMAS

SCALE  
1:5000



Level 3, 1 Southbank Boulevard  
Southbank, Victoria 3006  
03) 7019 8400



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DATE 12/03/21  
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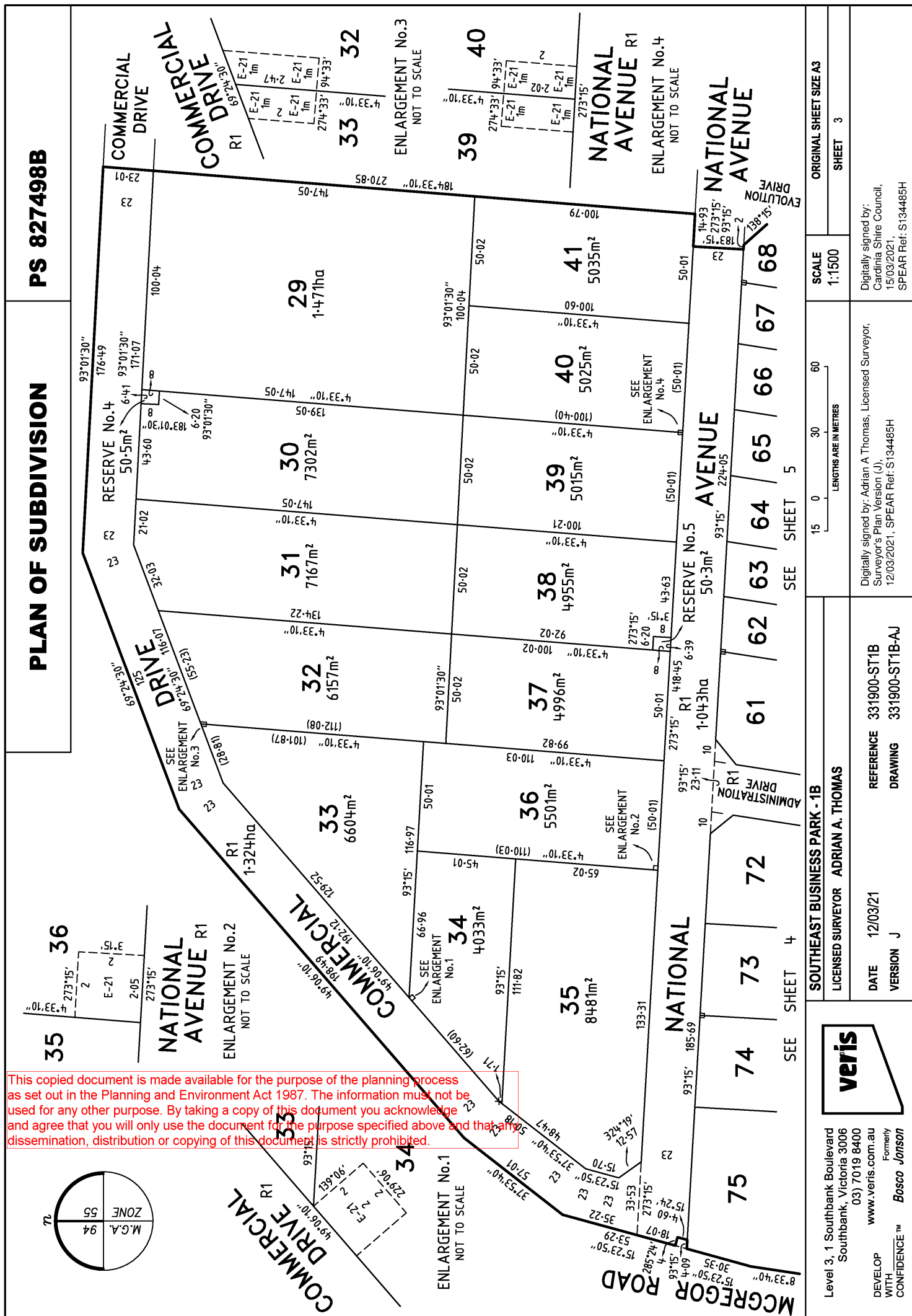
ORIGINAL SHEET SIZE A3  
SHEET 2

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SPEAR Ref: S134485H

**PS 827498B**

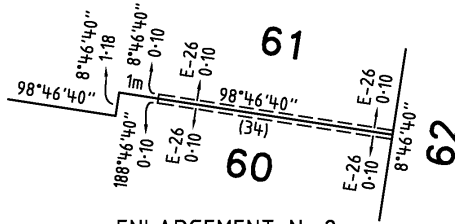
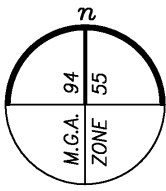
# PLAN OF SUBDIVISION



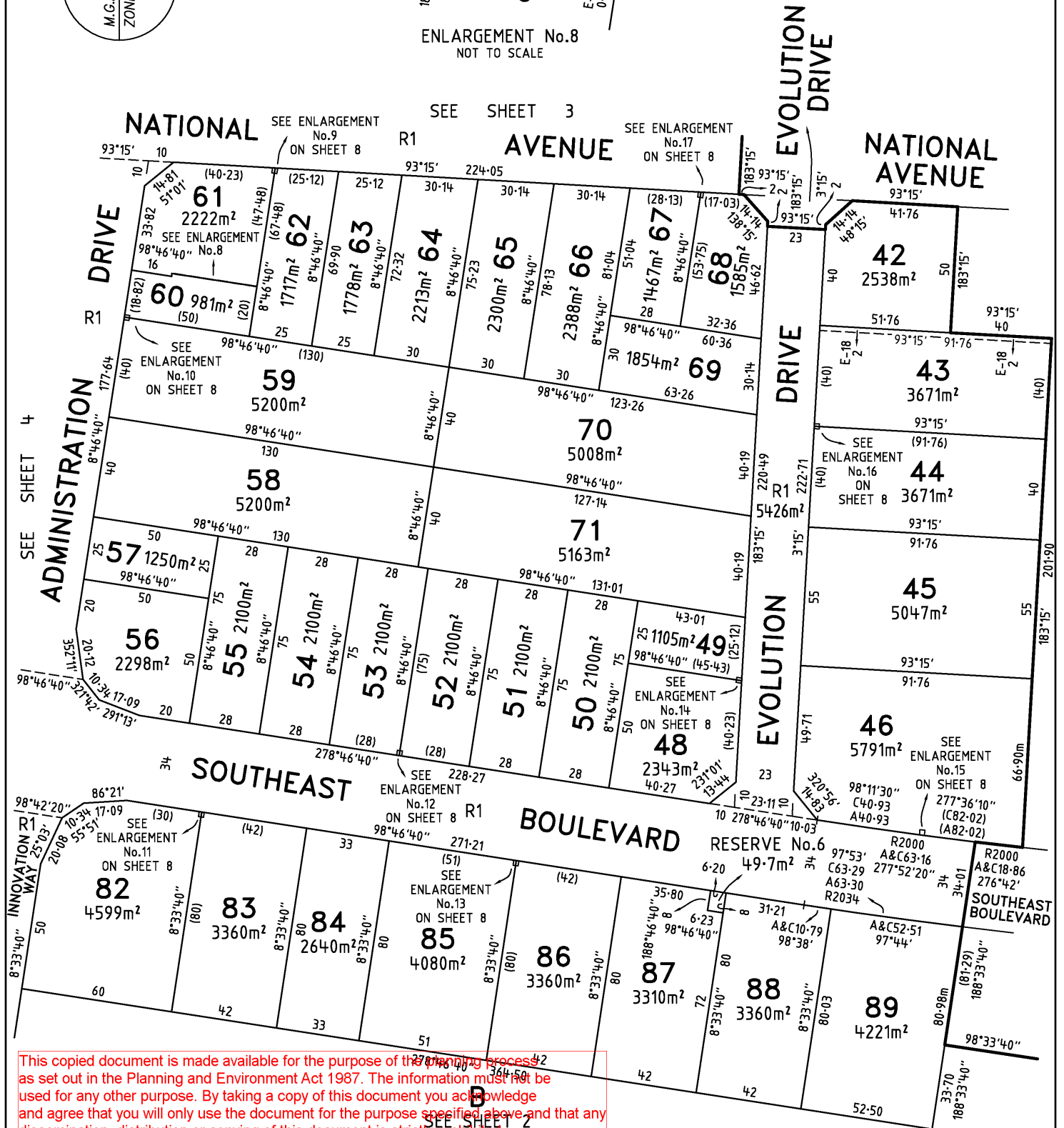


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PS 827498B



ENLARGEMENT No.8  
NOT TO SCALE



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SOUTHEAST BUSINESS PARK - 1B

LICENSED SURVEYOR ADRIAN A. THOMAS

SCALE  
1:1500

15 0 30 60  
LENGTHS ARE IN METRES

Level 3, 1 Southbank Boulevard  
Southbank, Victoria 3006  
03) 7019 8400



DEVELOP [www.veris.com.au](http://www.veris.com.au)  
WITH Formerly  
CONFIDENCE™ **Bosco Jonson**

DATE 12/03/21  
VERSION J

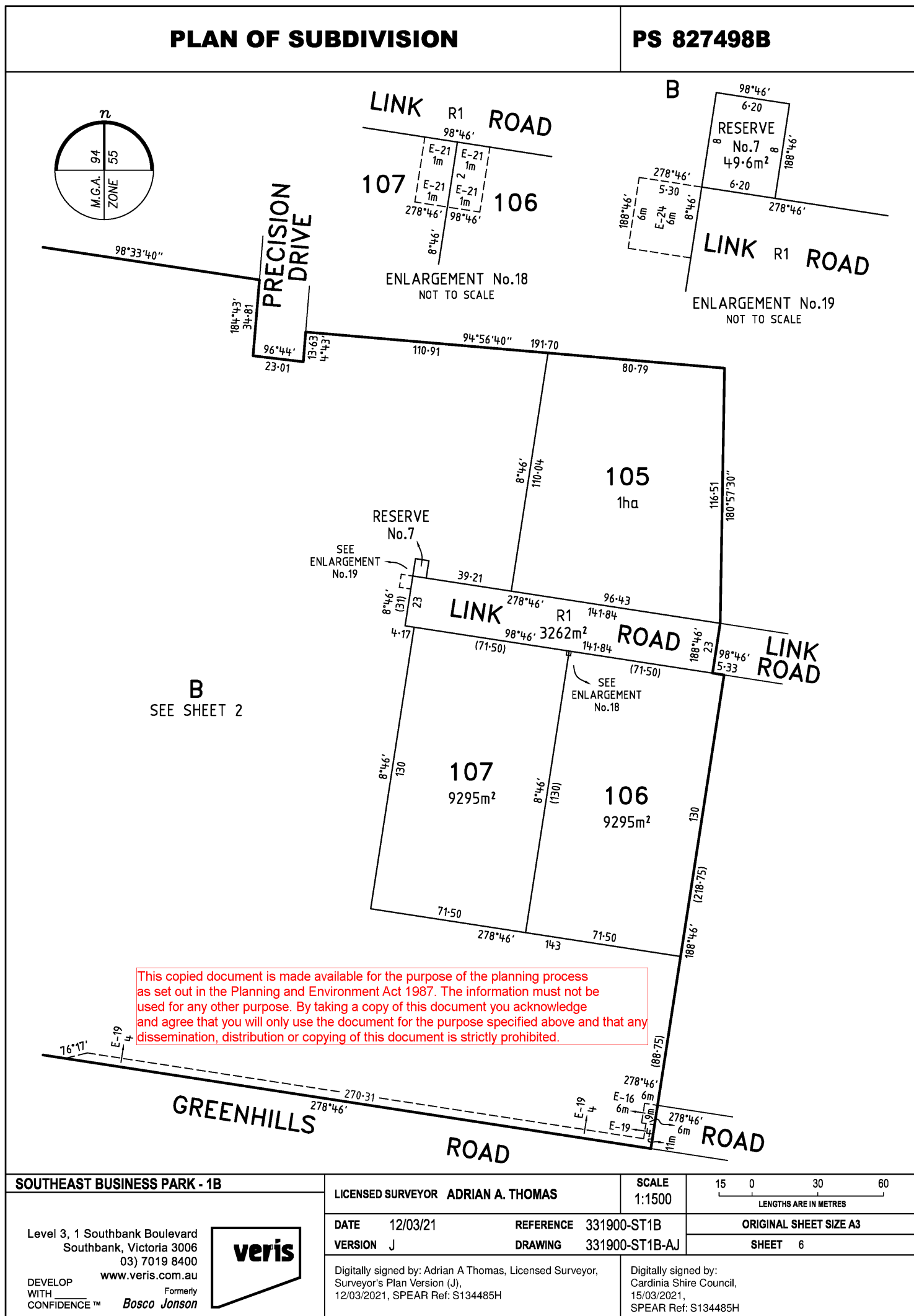
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ORIGINAL SHEET SIZE A3  
SHEET 5

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SPEAR Ref: S134485H





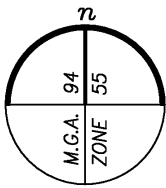




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PS 827498B

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NATIONAL AVENUE R1

61

62

ENLARGEMENT No.9  
NOT TO SCALE

ADMINISTRATION DRIVE R1

60

59

ENLARGEMENT No.10  
NOT TO SCALE

SOUTHEAST BOULEVARD R1

82

83

ENLARGEMENT No.11  
NOT TO SCALE

SOUTHEAST BOULEVARD R1

ENLARGEMENT No.12  
NOT TO SCALE

SOUTHEAST BOULEVARD R1

85

86

ENLARGEMENT No.13  
NOT TO SCALE

EVOLUTION DRIVE R1

ENLARGEMENT No.14  
NOT TO SCALE

SOUTHEAST BOULEVARD R1

ENLARGEMENT No.15  
NOT TO SCALE

EVOLUTION DRIVE R1

43

44

ENLARGEMENT No.16  
NOT TO SCALE

NATIONAL AVENUE R1

67

68

ENLARGEMENT No.17  
NOT TO SCALE

SOUTHEAST BUSINESS PARK - 1B

Level 3, 1 Southbank Boulevard  
Southbank, Victoria 3006  
03) 7019 8400

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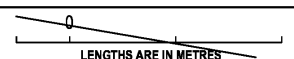
LICENSED SURVEYOR **ADRIAN A. THOMAS**

DATE 12/03/21  
VERSION J

REFERENCE 331900-ST1B  
DRAWING 331900-ST1B-AJ

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Surveyor's Plan Version (J),  
12/03/2021, SPEAR Ref: S134485H

SCALE



ORIGINAL SHEET SIZE A3

SHEET 8

Digitally signed by:  
Cardinia Shire Council,  
15/03/2021,  
SPEAR Ref: S134485H

**PLAN OF SUBDIVISION****PS 827498B****CREATION OF RESTRICTION**

THE REGISTERED PROPRIETORS OF THE BURDENED LAND COVENANT WITH THE REGISTERED PROPRIETORS OF THE BENEFITED LAND AS SET OUT IN THE RESTRICTION WITH THE INTENT THAT THE BURDEN OF THE RESTRICTION RUNS WITH AND BINDS THE BURDENED LAND AND THE BENEFIT OF THE RESTRICTION IS ANNEXED TO AND RUNS WITH THE BENEFITED LAND.

TABLE OF LAND BURDENED AND LAND BENEFITED

BURDENED LOT No.	BENEFITING LOTS ON THIS PLAN
29	30, 40, 41
30	29, 31, 39
31	30, 32, 38
32	31, 33, 36, 37
33	32, 34, 36
34	33, 35, 36
35	34, 36
36	32, 33, 34, 35, 37
37	32, 36, 38
38	31, 37, 39
39	30, 38, 40
40	29, 39, 41
41	29, 40
42	43
43	42, 44
44	43, 45
45	44, 46
46	45
48	49, 50
49	48, 50, 71
50	48, 49, 51, 71
51	50, 52, 71
52	51, 53, 71
53	52, 54, 58, 71
54	53, 55, 58
55	54, 56, 57, 58
56	55, 57
57	55, 56, 58
58	53, 54, 55, 57, 59, 71
59	58, 60, 62, 63, 64, 70
60	59, 61, 62

BURDENED LOT No.	BENEFITING LOTS ON THIS PLAN
61	60, 62
62	59, 60, 61, 63
63	59, 62, 64
64	59, 63, 65
65	64, 66, 70
66	65, 67, 69, 70
67	66, 68, 69
68	67, 69
69	66, 67, 68, 70
70	59, 65, 66, 69, 71
71	49, 50, 51, 52, 53, 58, 70
72	73, 76
73	72, 74, 76
74	73, 75, 76
75	74, 76, 79
76	72, 73, 74, 75, 77, 78, 79
77	76, 78
78	76, 77, 79
79	75, 76, 78
80	81
81	80
82	83
83	82, 84
84	83, 85
85	84, 86
86	85, 87
87	86, 88
88	87, 89
89	88
105	106
106	107
107	106

**RESTRICTION:**

- THE REGISTERED PROPRIETOR OR PROPRIETORS FOR THE TIME BEING OF ANY BURDENED LOT MUST NOT CONSTRUCT A BUILDING OR ALLOW A BUILDING TO BE CONSTRUCTED THAT DOES NOT COMPLY WITH THE OBJECTIVES OF THE ENDORSED SOUTHEAST BUSINESS PARK BUILDING DESIGN GUIDELINES AS APPROVED BY CARDINIA SHIRE COUNCIL UNDER PLANNING PERMIT T170658.
- THE REGISTERED PROPRIETOR OR PROPRIETORS FOR THE TIME BEING OF ANY BURDENED LOT MUST NOT CONSTRUCT OR EXTERNALLY ALTER A BUILDING OR ALLOW A BUILDING TO BE CONSTRUCTED OR EXTERNALLY ALTERED UNLESS APPROVAL FOR THE PROPOSED DEVELOPMENT HAS BEEN GRANTED IN WRITING BY A REPRESENTATIVE OF SOUTHEAST BUSINESS DEVELOPMENTS PTY LTD.

EXPIRY DATE: 31/12/2035

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**SOUTHEAST BUSINESS PARK - 1B**

Level 3, 1 Southbank Boulevard  
Southbank, Victoria 3006  
03) 7019 8400

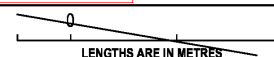
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**LICENSED SURVEYOR ADRIAN A. THOMAS**

**DATE** 12/03/21  
**VERSION** J

**REFERENCE** 331900-ST1B  
**DRAWING** 331900-ST1B-AJ

Digitally signed by: Adrian A Thomas, Licensed Surveyor,  
Surveyor's Plan Version (J),  
12/03/2021, SPEAR Ref: S134485H

**SCALE****ORIGINAL SHEET SIZE A3****SHEET 9**

Digitally signed by:  
Cardinia Shire Council,  
15/03/2021,  
SPEAR Ref: S134485H



# Department of Environment, Land, Water & Planning

## Electronic Instrument Statement

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Status	Registered	Dealing Number	AU424942K
Date and Time Lodged	07/06/2021 12:54:06 PM		

### Lodger Details

Lodger Code	19531K
Name	DENTONS AUSTRALIA
Address	
Lodger Box	
Phone	
Email	
Reference	

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## TRANSFER

Jurisdiction	VICTORIA
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### Privacy Collection Statement

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### Land Title Reference

12296/643

### Transferor(s)

Name	SOUTHEAST BUSINESS DEVELOPMENTS PTY LTD
ACN	617834027

### Estate and/or Interest being transferred

Fee Simple

### Consideration

\$AUD 2507373.00

### Transferee(s)

<b>Tenancy (inc. share)</b>	Sole Proprietor
Name	ALAN'S PAKENHAM PTY LTD
ACN	650201817
Address	
Street Number	6
Street Name	SAPPHIRE
Street Type	STREET



# Department of Environment, Land, Water & Planning

## Electronic Instrument Statement

Locality ESSENDON WEST  
State VIC  
Postcode 3040

### Covenants

The registered proprietors of the burdened land covenant with the registered proprietors of the benefited land as set out in the restrictive covenant with the intent that the burden of the restrictive covenant runs with and binds the burdened land and the benefit of the restrictive covenant is annexed to and runs with the benefited land.

Burdened land the Land  
Benefited land MCP: AA7339  
Restrictive covenant MCP: AA7339  
Expiry Date

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**Duty Transaction ID**  
5119057

The transferor transfers to the transferee their estate and/or interest in the land specified for the consideration, subject to any restrictive covenant set out or referred to in this transfer.

### Execution

1. The Certifier has taken reasonable steps to verify the identity of the transferee or his, her or its administrator or attorney.
2. The Certifier holds a properly completed Client Authorisation for the Conveyancing Transaction including this Registry Instrument or Document.
3. The Certifier has retained the evidence supporting this Registry Instrument or Document.
4. The Certifier has taken reasonable steps to ensure that this Registry Instrument or Document is correct and compliant with relevant legislation and any Prescribed Requirement.

Executed on behalf of	ALAN'S PAKENHAM PTY LTD
Signer Name	
Signer Organisation	DELLIOS WEST & CO.
Signer Role	AUSTRALIAN LEGAL PRACTITIONER
Execution Date	07 JUNE 2021

### Execution

1. The Certifier has taken reasonable steps to verify the identity of the transferor or his, her or its administrator or attorney.
2. The Certifier holds a properly completed Client Authorisation for the Conveyancing Transaction including this Registry Instrument or Document.
3. The Certifier has retained the evidence supporting this Registry Instrument or Document.
4. The Certifier has taken reasonable steps to ensure that this Registry Instrument or Document is correct and compliant with relevant legislation and any Prescribed Requirement.

Executed on behalf of	SOUTHEAST BUSINESS DEVELOPMENTS PTY LTD
Signer Name	
Signer Organisation	SHARROCK PITMAN LEGAL PTY. LTD.
Signer Role	AUSTRALIAN LEGAL PRACTITIONER
Execution Date	07 JUNE 2021



# Department of Environment, Land, Water & Planning

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## Electronic Instrument Statement

### File Notes:

NIL

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Statement End.

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June 18, 2025

[REDACTED]

Principal Statutory Planner  
Cardinia Shire Council,  
PO Box 7, Pakenham VIC 3810

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Dear [REDACTED],

**RE: Planning Permit Application T250179 – 55 Commercial Drive, Pakenham VIC 3810**

In response to the RFI request dated 23/04/2025, please find the below information:

- *Title and Covenant*

Please see attached with this letter the requested documents.

- *Town Planning Report*

Please see attached Town Planning Report with additional information in Section 5.3. Existing Development and a response to the Cardinia Planning Scheme background document in Section 7 Local Planning Policies.

- *Site Plans*

The site plans have been corrected to remove the 'Chain Link Fence' from the car park, as well as showing the current conditions of the site.

- *Landscaping*

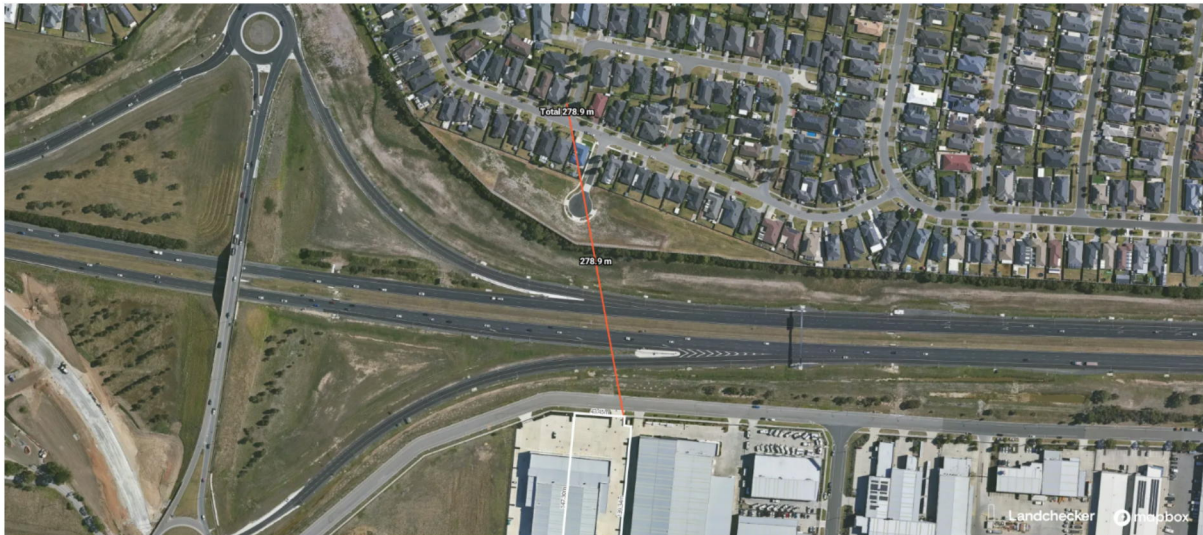
The landscaping endorsed on T220340 will remain in place. The sign will be positioned in a way that will keep the 'shrubs' and 'clumps' as shown on the endorsed plans from T220340 will not be impacted. These will not need to be removed or amended in any way.

- *Vanessa Circuit*



View from Vanessa Circuit





Distance from proposal to Vanessa Circuit (278.m)

A google Street View image and a distance map confirm that the proposed electronic sign will not be visible from the southern leg of Vanessa Circuit, which is located over 270m north of the subject site. At this distance, even existing freeway light poles, which are significantly taller than the proposed sign, are not visible from this location. Given the elevation changes, intervening screens and built form, and overall distance, there is no visual connection between Vanessa Circuit and the proposed signage. As such, no additional perspectives or plans are necessary, as the sign will have no visual impact from this vantage point.

- *Preliminary Comments*

We thank Council for their preliminary comments at this time. We have engaged with the other applicants on the property and believe the relocation of the business identification signage shown on the amended plans, as well as their amended plans, will result in a net benefit on the site and remove the concern of visual clutter. The response now responds to the Councils background signage document in the report and provides a response to the concerns raised in the RFI letter. As mentioned above, we have responded to the residential and vegetational concern previously mentioned.

- *Transport Impact Assessment*

As per the request of DTP, we have also provided a TIA, which we ask to be passed on to the relevant referral authority.

Should you have any queries in relation to the above matter, please do not hesitate to contact me or [REDACTED]

Yours sincerely,



**Regional Billboard Co.**

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# PLANNING PERMIT APPLICATION

<b>PROJECT</b>	<b>Proposed Electronic Major Promotion Sign</b>
<b>LOCATION</b>	<b>55 Commercial Drive, Pakenham</b>
<b>DATE</b>	<b>June 18, 2025</b>

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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 [REDACTED] 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.

Gawk has a handful of electronic billboards around Regional Victoria (Ballarat, Traralgon, Torquay, Warragul, Warrnambool, Mildura + more). We have a track record of prioritising local businesses as advertisers. Over 75% of the advertising content on electronic signs has historically been local businesses, and another 15% being government advertising. For example, in Traralgon our long term clients have included Virtue Homes, Keith Williams Real Estate, Latrobe City Council, Latrobe Plaza, TR FM, Traralgon Harvey Norman, Traralgon Automotive Group, Zambrero Traralgon.

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 advertiser's 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 at 55 Commercial Drive, Pakenham is currently an industrially zoned lot, and is owned by Alan's Pakenham Pty Ltd. There is currently no tenant on the property, as the built form is in its final stages of development. The sites built form is a newly constructed commercial and industrial building that extends to a height of 10m, ideally purposed for a dealership of some sort, and similar to the surrounding built forms along Commercial Drive. The site at 55 Commercial Drive is an irregular shaped lot. The main frontage to Commercial Drive is 43.60m, and the overall site area is approximately 7,302m<sup>2</sup>. The subject site shares an industrial hub with 57 Commercial Drive, with its built form and site plan serving as a mirror image of the property at 55 Commercial Drive.

There are two driveways on the subject site providing vehicular access off Commercial Drive. These driveways are used to access the expansive subject site,



and sealed parking and storage areas. There is some parking on the street in front of the subject site, which is indicated by the large, marked shoulders on the road.

The building is a large, utilitarian structure that aligns with the character of the area. Its exterior features large white concrete panels, expansive glass windows on the front façade, and black accents along the roofline. Two glass doorways are centrally positioned, with additional windows extending along the front and eastern side. The design is simple and functional, lacking notable architectural features. It appears to be intended for a dealership, with showroom areas at the front and storage at the rear.

There is currently no signage on the subjects site.

The site is largely covered by the built form, with all other areas are covered by sealed concrete. There is some vegetation beds along the front boundary where the fence line sits. The typography of the site is generally flat, with an even gradient throughout the property boundaries.

The proposed major promotion sign will be located in the north-east corner of the property in one of the vegetation beds. It will be targeted towards westbound traffic along Commercial Drive, and west and southbound traffic along the Princes Freeway.

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

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## 4.2 Surrounding Context



Figure 2 – Aerial Photograph of Surrounding Area

The locality characteristics are:

- To the north is Commercial Drive, a sub road that is parallel to the Princes Highway. The Princes Highway is a part of the larger M1 network, transporting traffic from the east to the west of Melbourne and its outer regions. Beyond the freeway is a residential development. There is clear separation between the residential dwellings and the highway with high fencing and vegetation blocking out the noise and light of the freeway. The nearest residential dwelling is 220m away from the proposed sign.
- The industrial nature continues to the east for another 1km. Properties along this industrial area are a mixture of businesses, but a mixture of wholesalers, car dealerships and auto shops.
- To the south is 76 National Avenue, a slightly smaller industrial property. This site is occupied by Australian Bucket Supplies, a construction equipment supplier. Industrial theme continues for another 690m until Greenhills Road.
- To the west is 57 Commercial Drive, the mirror of the subject site. This lot is a similar size to the subject site, and also sits within this industrial area. Further to the west is 59 Commercial Drive, another industrial zoned lot that is slightly smaller than the subject site. This land is currently vacant. The industrial theme continues until McGregor Road, which after the theme changes to urban growth areas.

The site is surrounded by industrial properties, which are all aesthetically relative of the zonings. The immediate area surrounding this subject site is predominately industrial in nature. Further, along the Princes Freeway there is an industrial presence for 3.7km for the subject site to the west. The site is located in the western most industrial area along this stretch of the freeway. Traffic heading east would have just passed the BILD Group Compound, whilst traffic heading west would have just passed Pakenham Toyota, Pakenham Mazda and Storage King Pakenham.



Most residential properties in this area are located off the freeway 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 along the Princes Freeway. There are built forms to the east of the subject site which are generally utilitarian in nature with the interest and differentiation displayed through business identification signage in the area. The surrounding industrial context is of a similar size and scale to the Subject Site.

A strong industrial character is evident to all traffic along this stretch of Commercial Drive, which is set up as an industrial hub for a range of businesses including car dealerships and wholesalers serving Pakenham.

Throughout this context, many properties display different forms of freestanding and 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 for the Princes Highway, with all the surrounding advertising signage projecting to west and eastbound traffic.

There is a double sided major promotion sign present on the property Commercial Drive, opposite 1/30 Commercial Drive (Mazda Dealership). This sign is a double sided, externally illuminated sign, that is the same size as the proposed. There is a distance of 1km between the two signs. There is another double sided, major promotion sign further up the road, at 66 Sette Circuit. This sign has a digital face on the western elevation, and an illuminated static face on the eastern elevation. There is a distance of 1.8km between the two signs.

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 an electronic major promotion sign on the property at 55 Commercial Drive, Pakenham including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed electronic major promotion sign (as detailed in the attached town planning package) proposes two 43.18m<sup>2</sup> display faces. The sign will primarily be viewed by westbound traffic on Commercial Drive and the Princes Freeway, and eastbound traffic along the Princes Freeway.

In addition to this, each display face, there will be a permanent 0.54m<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 43.72m<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 the Princes Freeway and Commercial Drive.
- 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 remain unaffected.
- The size and height (13.7m) of the major 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 Pakenham. The size of the sign is consistent with existing third-party signage in the area.
- The site was carefully selected due to its location within Pakenham's industrial area. This ensures the effects on the surrounding properties is minimal
- The robust feel and look of all properties in this industrial area extends out for another 3km to the east from the subject site. The sign sits within this robust stretch of road.
- The proposal is sited to have visual separation from any other major promotion signs along the Princes Freeway.
- 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 residentially 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 location of the sign on the Princes Highway allows local advertisers to reach a key audience of local and visitor traffic through Pakenham. 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.

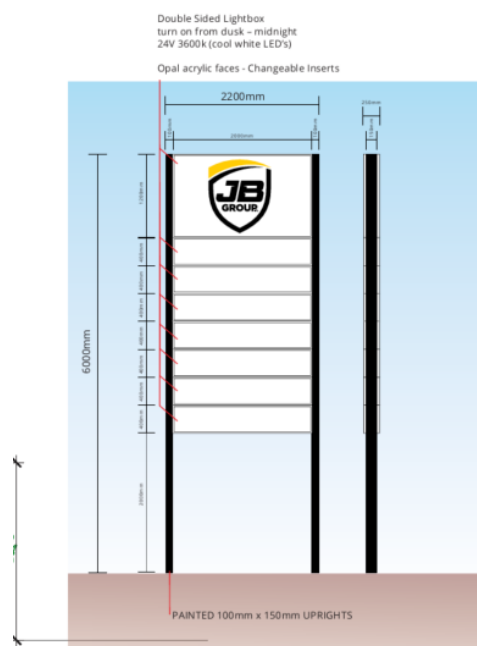
## 5.3. Existing Development

There is an existing application on the property, T220340, which was for 'The use and development of the land for a Retail Premise (Caravan Sales and Servicing), and display of Business Identification Signage, generally in accordance with the approved plans.

Apart of this application was the use and installation of business identification signage for the business to occupy the site, 'JB Group', a caravan dealership. Signage included wall mounted business identification signage above the glass



There is also a proposed freestanding business identification sign, that is to be placed in the front forecourt, which is aimed as both a directory board and identification sign. This sign is too be internally illuminated as a 'Light Box'. This sign is double sided and is 6m in height. An extract from the plans for this application are shown below:



This freestanding signage was proposed 9m from this proposed double sided electronic major promotion sign. After consultation with the other applicant, they have decided to relocate this sign 40m away from this proposal, farther to the west on the property. Increasing the distance between the business identification sign and the proposed major promotion sign significantly improves visual separation. This greater spacing reduces the likelihood of visual clutter by allowing each sign to be viewed and interpreted independently. It prevents overlapping, as well as the height difference between the two signs, minimises competition for attention. The 40m gap ensures a clearer, more organised presentation of signage between 55 and 57 Commercial Drive.

## 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 (lows limitations).

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

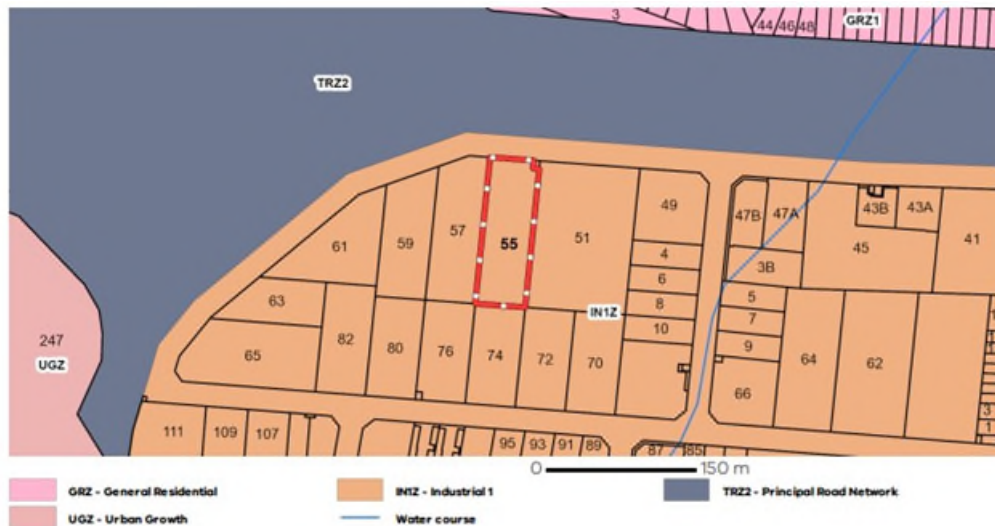


Figure 3 – Zone Controls of the Site & Surrounds

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## 6.2. Overlays

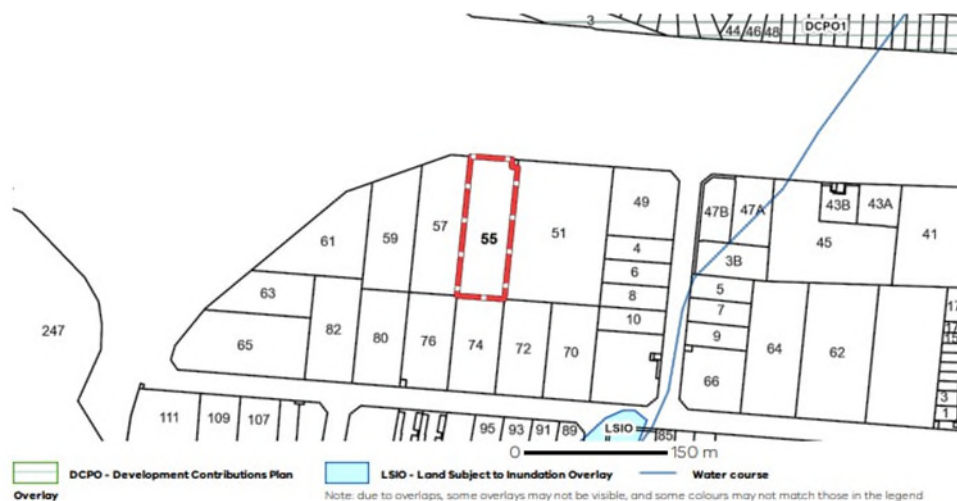


Figure 4 –Development Zone Controls of the Site & Surrounds

There are no development overlays present on the subject site.




Figure 5 – Designated Bushfire Prone Area Controls of the Site & Surrounds

There are no designated bushfire prone area controls on the subject site.

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The subject site is covered by an Aboriginal Cultural Heritage Overlay. Which identifies restricted uses for the subject site which is unrelated to the proposal. This overlay sets out guidelines regarding the use of the land however, it is identified that a cultural heritage management plan is unrequired for the erection of major promotion sign. As shown below:



Department of  
Premier and Cabinet

## Process List

**Project Name:** Pakenham

**Project Location:** Pakenham

**Date:** 10-Feb-2025

	QUESTION	ANSWER
<b>Question 1</b>	Is the proposed activity , or all the proposed activities, exempt?	Yes
<b>Answer:</b>	<u>ON THE BASIS OF THE ANSWERS YOU HAVE ENTERED</u>  YOU ARE NOT REQUIRED BY THE REGULATIONS TO PREPARE A CULTURAL HERITAGE MANAGEMENT PLAN  <u>FOR THIS PROJECT</u>	
	This process list is for information purposes only; the result must not be relied upon by a statutory authority in deciding whether a cultural heritage management plan is required for a proposed activity.	

**Gawk**  
**A** Suite 3, 281 Brunswick St, Fitzroy VIC 3065  
**E** james@gawk.com.au  
**P** 0400 096 182





Figure 7 – Strategic Assessment Area Controls of the Site & Surrounds

The subject site is covered by the Melbourne Strategic Assessment Area. This overlay is generally in place for larger developments in growth corridors. The proposal footprint, and value suggest additional consideration is not required via the strategic assessment area.

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## 7. LOCAL PLANNING POLICIES

### Cardinia Planning Scheme

#### 15.01-1S Urban Design

##### *Objective*

*To create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.*

##### *Strategies*

*Require development to respond to its context in terms of character, cultural identity, natural features, surrounding landscape and climate.*

*Ensure development contributes to community and cultural life by improving the quality of living and working environments, facilitating accessibility and providing for inclusiveness.*

*Ensure the interface between the private and public realm protects and enhances personal safety.*

*Ensure development supports public realm amenity and safe access to walking and cycling environments and public transport.*

*Ensure that the design and location of publicly accessible private spaces, including car parking areas, forecourts and walkways, is of a high standard, creates a safe environment for users and enables easy and efficient use.*

*Ensure that development provides landscaping that supports the amenity, attractiveness and safety of the public realm.*

*Ensure that development, including signs, minimises detrimental impacts on amenity, on the natural and built environment and on the safety and efficiency of roads.*

*Promote good urban design along and abutting transport corridors.*

The proposed development aligns with the objective of creating a safe, functional, and enjoyable urban environment that enhances the area's character. The design responds to its context by integrating seamlessly with the surrounding industrial hub. It prioritises safety through thoughtful design in private property, sitting within a landscaped area on the subject site. The built form and the proposed signage are designed to ensure that the sign will only add to the amenity of the area, ensure the continued road safety of Commercial Drive and the Princes Freeway, and the surrounding natural environment. Additionally, the proposed development promotes good urban design along the transport corridor, contributing to the streetscape.

#### 22.09 Local Policies – Signs

##### *Objective*

*To facilitate signs that allow for the reasonable identification and marketing of businesses in Cardinia while enhancing the character of a building, site and area.*

##### *General Strategies*

*[...]*

*Maximise the effectiveness of signs and sensitively respond to the character of the building, site and area by minimising and consolidating signage to avoid visual clutter.*

*Ensure that signs are not located on the road or rail reserve.*

*[...]*

*Design signs to complement the architectural design, form and scale of the host building or land and avoid signs that:*

- *Obscure a building's architectural form, features or glazed surfaces.*
- *Protrude above rooflines or parapets, or beyond the edges of fascia or walls of the host building.*

*Use materials and lighting to achieve energy efficiency.*

*Conceal electrical services to a sign.*

*Design and locate signs in a manner that accounts for the long-term maintenance needs and the ease of changing messages.*

*[...]*

*Ensure signs do not compromise the structural integrity and safety of the host building/structure.*

*Design signs to be clearly legible in order to support safe pedestrian, cyclist and road movements, using:*

- *Concise content.*
- *Materials and colours that have sufficient contrast between the text and background.*
- *Letters/symbols that are readable during the day as well as the night.*
- *Measures to eliminate glare.*

*Ensure signs do not impair the effectiveness of surrounding security and emergency signs.*

*Ensure signs do not affect road or rail safety through glare and reflection or the obscuring of sightlines.*

*Discourage internally illuminated, floodlit, animated, electronic and reflective signs on sites or in locations where they will impact upon residential amenity.*

*Design signs to be compatible with and complement the character of existing signs in the streetscape and surrounding area.*

*[...]*

*Protect areas of environmental and natural significance by limiting signage within, adjoining or facing these areas.*

The proposed signage aligns with the local signage policies with the objective of enabling effecting advertising while respecting the site and surrounding area's character. It is designed to complement the architectural built form on the subject site, without causing visual clutter or obscuring key features. Noting that there is no signage on the subject site, and there is clear visual separation to existing major promotion signs along the Princes Freeway. The signs placement ensures structural integrity, safety, and minimal impact on road reserves. Materials and lighting are chosen for energy efficiency, with the electrical services concealed within the signs screen and reduced glare through digital technologies and strict luminance controls. The signage will not interfere with security, any surrounding emergency signage, or traffic safety. Additionally, it will remain compatible with the streetscape, avoiding excessive illumination that could impact residential areas.

## 22.09-3 Signs – Industrial and Restricted Retail Signs

### *Strategy*

*Ensure signs in industrial and restricted retail areas do not appear as a dominant feature of a building or its surroundings.*

### *Policy guidelines*

*Consider as relevant:*

*Limiting business identification signage on buildings to signs that:*

*Are located on walls, awning fascia, verandah fascia or parapets.*

*Are located at the front and sides of buildings.*

*Are consistent in size and form, where there is more than one sign.*

*Front a Road Zone 1 for freestanding premises in industrial areas.*

*Are no greater than 30% of the combined (street facing) or 50% of a wall or parapet above an awning or verandah.*

*Comprise a maximum signage area of 10 square metres or a maximum area of 20 square metres where the frontage is greater than 40 metres wide and is set back by 10 metres or more from a road.*

*Avoiding sign types that have an adverse effect on the visual amenity of the area including above verandah/awning (or roof), sky, bunting, animated, electronic and reflective signs.*

*Providing for no more than one pole sign or freestanding panel sign of no greater than 7 metres in height for:*

*An industrial area where multiple tenants exist on a site.*

*An industrial building or restricted retail premises (or complex) that is freestanding.*

*A grouping of restricted retail premises (such as in a homemaker centre).*

*Incorporating pole or freestanding panel signs into a landscaped area.*

The proposed sign aligns with the intent of the policy whilst considering the relevant guidelines. Although exceeding 7 meters in height, it remains consistent with the existing signage of the same nature along the freeway, ensuring a cohesive visual identity. The sign is located within a landscaped area on the private property, mitigating its visual impact and enhancing the surrounding environment. While the policy suggests a height limit, it allows for consideration of context, and the proposed sign maintains alignment with the established streetscape and vast nature of the freeway. It does not dominate the surroundings, but instead provides effective business advertising in a manner that is appropriate for the industrial setting.

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## Advertising Signage Design Guidelines (Cardinia Shire, Adopted 2020)

### 1.2 Vision

*The vision for Advertising Signage within Cardinia Shire Council is:*

- *Encourage the development of signage which reflects and respects the context, having regard to build form height and massing, subdivision grain, landscape, road hierarchy, openness of the environment and heritage attributes.*
- *Protect the important view lines and vistas to key buildings, heritage and landscape qualities which are a highly valued part of the municipality.*
- *Manage transport corridors with a focus on maintaining road safety, visual order and avoiding clutter.*
- *Promote economic development and provide equitable identification and marketing of businesses in Cardinia Shire Council.*

The proposed sign has been designed to align with these visions. Strategically located along a major transport corridor, it respects the surrounding built form, landscape and road hierarchy, while avoiding clutter and preserving key view lines. The sign does not obstruct heritage features or vistas and is positioned to maintain road safety through clear visibility and high legibility and controlled content delivery, supporting equitable business promotion and contributing to the area's economic development in a visually coherent and contextually appropriate manner.

### 1.3 Objectives

*The core objectives for the advertising policy are to:*

- *Require advertising signage to respond and enhance the character, scale, architectural quality and appearance of a building, site and landscape setting.*
- *Allow for the reasonable identification and marketing of businesses in Cardinia Shire.*
- *Embed stronger urban design emphasis into policy.*
- *Ensure that signs are designed, positioned and displayed in an appropriate and attractive manner.*
- *Maximise the effectiveness of signs by minimising and consolidating signage to avoid visual clutter.*
- *Provide flexibility within the policy for dealing with changing modes of communication and new technologies.*
- *Encourage signs that contribute positively to the day and night image of activity centres and town centres.*
- *Support signs that contribute to the interest, vitality, and improve the quality of commercial and industrial areas.*
- *Ensure that signs enhance residential areas and other high amenity built and natural areas and do not detract from the appearance or character of the area.*

- *Improve the appearance of Shire gateways through the effective, sensitive display of signs and the avoidance of proliferation and visual clutter.*
- *Encourage the continual renewal and maintenance of existing signage structures to ensure their presentation does not detract from the urban setting.*

The proposed digital signage has been thoughtfully designed to complement the surrounding landscape and built form, enhancing the site's character while avoiding visual clutter through a high-quality display, and visual separation from other business identification signage on site, and a substantial distance to like signage along the Princes Freeway.

### 3.6 Electronic Sign

#### *Design Guidelines*

#### *Electronic Signs Must:*

- *Meet the relevant road authority road guidelines where the sign is located adjacent any road.*
- *Ensure the level and intensity of illumination treatment does not result in light spill, distracting glare and does not affect the amenity of the surrounding areas.*
- *Be designed to ensure the location and size of the sign is appropriate and does not cause distraction to road users.*
- *Have a minimum dwell time of 45 seconds with no blank screen between messages.*

#### *Electronic Signs should only be located in:*

- *Major activity centres if a community benefit can be demonstrated.*
- *Land adjacent to a freeway which does not have an interface with rural, Green Wedge Zone or any residential use.*
- *School.*

#### *Electronic Signs greater than 18 square metres must:*

- *Provide 25% of the screen time for a community benefit i.e. ius used to screen real time information (such as time, weather, or news headlines), us used to broadcast major events (such as sporting or cultural events, and/or offers free advertising for local community organisations or events.*
- *Not displaying alcohol and gambling related promotions.*

The proposed digital sign complies with all applicable VicRoads guidelines and is appropriately located adjacent to a freeway, with no interface to residential, Green Wedge or school zones. The illumination level will be carefully managed and adhere to the AS4282:2023 standards to prevent glare and light spill, preserving the amenity of the surrounding areas and ensuring road user safety. We also agree to having a minimum of a 45 second dwell time.

While the sign exceeds 18 square metres, instead of dedicating 25% of the screen time to community content, we commit to ensuring that at least 50% of all content is locally based, in alignment without "local first" operating model.

Additionally, any unsold screen time will be offered free of charge to local community groups and charities, supporting engagement and community benefit.

### 3.17 Major Promotion Signs

*Design Guidelines:*

*Major Promotion Signs must:*

- *Be located within Major Activity Centres and or abut declared freeways and highways.*
- *Take into consideration any requirements of VicRoads, for signs along the freeways and highways.*
- *Not exceed a total of 21 square metres of advertising area.*

*Major Promotion Signs should:*

- *Not dominate the streetscape or landscape.*
- *Have concealed supports, cabling, lighting and electrical.*

The proposed major promotion sign is located adjacent to a freeway and meets all relevant VicRoads requirements for freeway signage. While the total advertising area of 43.18m<sup>2</sup> exceeds the 21m<sup>2</sup> guideline, there is clear precedent in the area for signs of this scale, most notably a supersite located approximately 1km from the proposed site, erected post-2020, which is of comparable size and stature. This precedent demonstrates an established acceptance of larger format signage along this section of the Princes Freeway. In addition, the proposed sign has been carefully designed to avoid dominating the streetscape, with concealed structural and electrical elements ensuring a visually clean and well-integrated appearance. Importantly, the proposed signage delivers a significantly greater community benefit than other signs in the corridor, with a commitment to prioritising local business content and offering unsold screen time to community groups and charities. This added public value strengthens the case for approval on planning merit.

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## 8. CONCLUSION

In conclusion, we submit that:

- The proposal seeks the approval for the development of a double sided, electronic major promotion sign on the property 55 Commercial Drive, Pakenham.
- The Subject Site is the most suitable for the proposed sign in all of Pakenham. 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 Cardinia 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 Cardinia Shire Council.

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## 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 12296 FOLIO 643

Security no : 124122702528Q  
Produced 11/03/2025 11:13 AM

LAND DESCRIPTION

Lot 30 on Plan of Subdivision 827498B.  
PARENT TITLE Volume 12154 Folio 204  
Created by instrument PS827498B 13/04/2021

REGISTERED PROPRIETOR

Estate Fee Simple  
Sole Proprietor  
ALAN'S PAKENHAM PTY LTD of 6 SAPPHIRE STREET ESSENDON WEST VIC 3040  
AU424942K 07/06/2021

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AY1114/6Y 18/06/2024  
NATIONAL AUSTRALIA BANK LTD

COVENANT PS827498B 13/04/2021

COVENANT AU424942K 07/06/2021

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 set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE PS827498B 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: 55 COMMERCIAL DRIVE PAKENHAM VIC 3810

ADMINISTRATIVE NOTICES

NIL

eCT Control 16089P NATIONAL AUSTRALIA BANK LTD  
Effective from 18/06/2024

DOCUMENT END

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Delivered by LANDATA® timestamp 20/01/2025 14:42 Page 3 of 9



# 11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

**Prepared By:**  
**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 &*

**Perspective View 01:**

Camera: Google Earth Pro  
Type: Digital  
Lens Size: 27mm  
Angle: Landscape – Parallel to ground  
Date: 20/01/2025  
Time: 2:52pm  
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: Google Earth Pro  
Type: Digital  
Lens Size: 27mm  
Angle: Landscape – Parallel to ground  
Date: 20/01/2025  
Time: 2:52pm  
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.

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## 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 no existing signage on the subject site.



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

There is some wall mounted business identification signage on the abutting property to the east. There is no built form to the west of the subject site.



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

There is no key traffic control signs within a close proximity to the proposed sign.

### **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 freestanding.

### **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 electronic, refer to appendix 6 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**

No additional landscaping details.

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

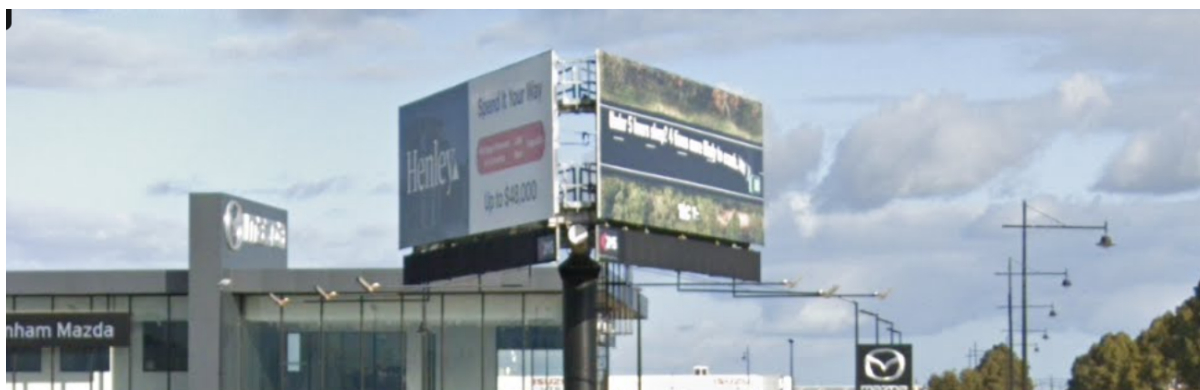
Refer to section 4 of this report.

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

There are no existing major promotion signs within 200 meters of the subject site. As previously mentioned, there are two other major promotion signs within 3km of the site. The closest one is a double sided, illuminated, major promotion sign, and is 1km away. The other sign is double sided, one electronic and one illuminated, major promotion sign which is 3km away. These signs are shown below:

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

As shown above and in Appendix 5, the majority of properties along this stretch of Commercial Drive and the Princes Freeway have medium to large sized business identification signage. This signage is the key source of colour and vitality in this precinct. This signage comes in many forms and sizes – with a mixture of medium-large scale business identification and promotion signage. These signs are a mixture of wall mounted, awning fascia and under awning signs. 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 6 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.

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



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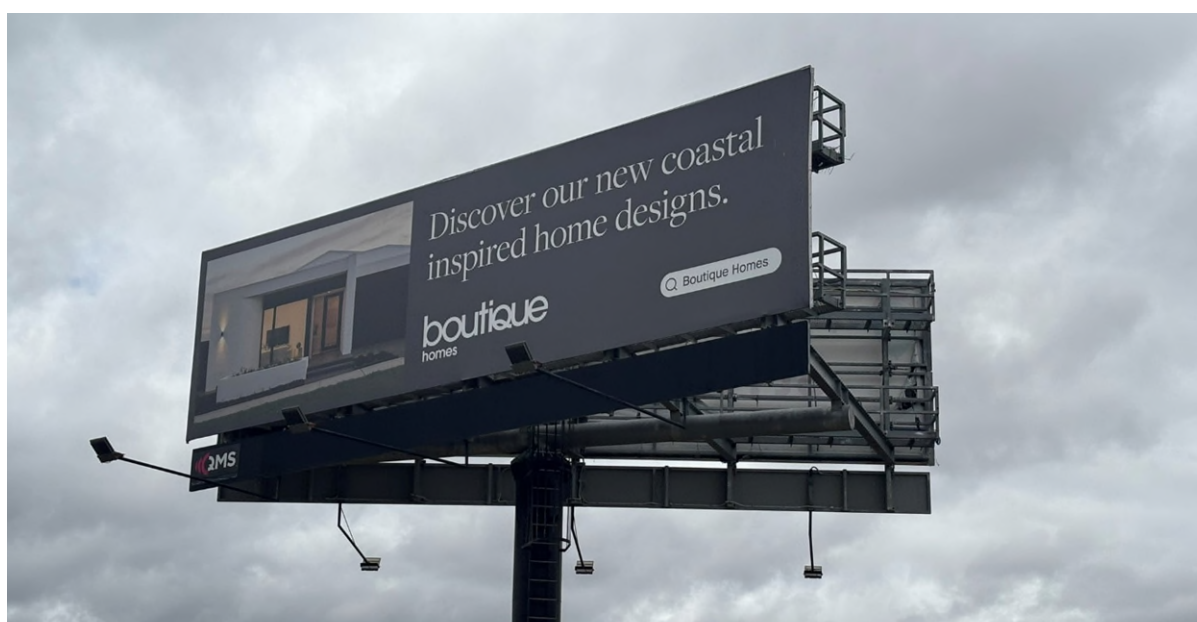


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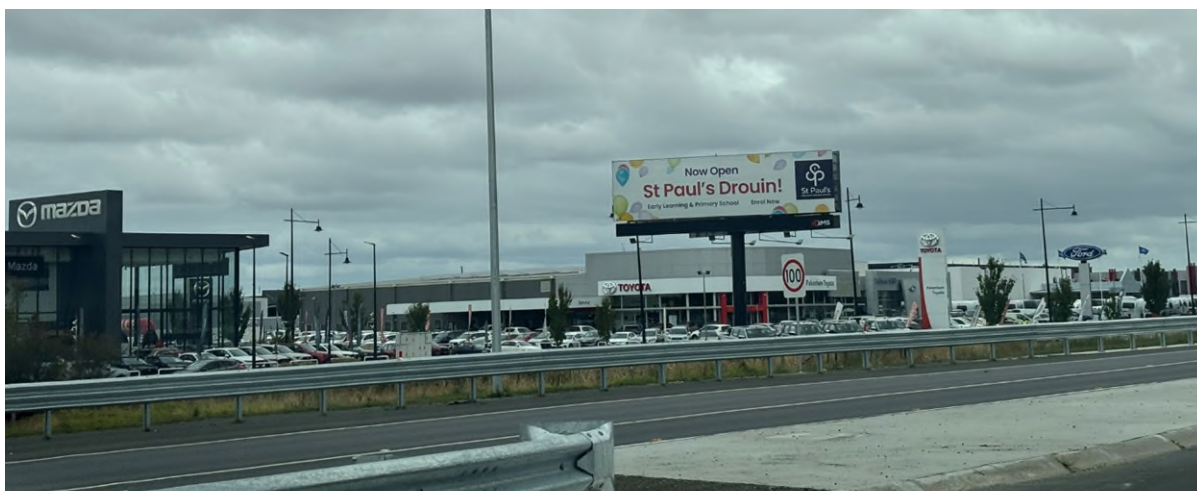






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## 14.APPENDIX 7 – VICROADS TEN POINT CHECKLIST

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 is freestanding and a fair distance away 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 sign will not obstruct any views, and standard conditions for electronic signs will ensure it has no impact on the effectiveness of nearby traffic control devices.
03	Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.	The electronic screen adjusts brightness depending on the time of day to ensure there are no brightness issues.
04	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	Our assessment is there are no features nearby which may require particular concentration.
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.	Not considered to be an issue.
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 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.



## 15. APPENDIX 6 – BRIGHTNESS

### Luminance Level

The sign will be installed with a two-way brightness sensor, which is programmed with the following settings:

LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Dimming Level to achieve compliance	Max Permissible Luminance (cd/m2)
Full Sun on face of Signage	100 %	No Limit
Day Time Luminance (typical sunny day)	85.7%	6000
Morning and Evening Twilight and Overcast Weather	10 %	700
Nighttime	5%	350

The dimming % is based on a maximum calibrated screen brightness of 7000 cd/m2. The above adjustments have been calculated to comply with the maximum allowable veiling luminance of 0.25 cd/m2.

### Maintenance & Display Issues

We have several systems in place to help mitigate any potential issues, as well as rectification measures in place. As follows:

- Operating System: Is set up with remote access, which can be shot off via our online portal.
- Switchboard: It set up (through a different system), where we can turn the power supply on/off to the whole billboard at any stage.
- Screen: The individual LED panels have background sensors which report any malfunctions or content issues.
- Camera: We also install a camera, which is a secondary failsafe. This is reviewed against scheduled content to ensure it aligns.

These measures ensure we catch any potential issues early, and can rectify them through a few different solutions.

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# 55 Commercial Drive, Pakenham

## Transport Impact Assessment

Regional Billboard CO PTY LTD

15 May 2025

→ **The Power of Commitment**



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<b>Project name</b>		Gawk Billboards					
<b>Document title</b>		55 Commercial Drive, Pakenham   Transport Impact Assessment					
<b>Project number</b>		12642682					
<b>File name</b>		12658737-REP-55_Commercial_Dr_Pakenham_TIA.docx					
Status Code	Revision	Author	Reviewer		Approved for issue		
			Name	Signature	Name	Signature	Date
S4	0						15/05/25
[Status code]							
[Status code]							
[Status code]							
[Status code]							

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# Appendices

## Appendix A      Town Planning Drawings

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# 1. Introduction

## 1.1 Background

Gawk (who trade as Regional Billboard CO PTY LTD) are proposing to install an angled electronic major promotion sign on the site at 55 Commercial Driver, Pakenham. GHD understands:

- The proposed sign is to be positioned within the paved car parking area at the frontage of the site.
- The sign location would have a sign facing both the east and west bound traffic.
- The siting of the sign was designed so as to be seen by the high number of vehicles who travel along the Princes Freeway.
- The sign would be 12.7 metres long, with a height of 3.4 metres.
- The sign would provide a total advertising area of approximately 43.2 square metres.
- The LED display face would only display static images which would have a single advertising message at any one time. Images would rotate every 30 seconds.
- Using an LED display means the sign would only require three to five percent brightness at nighttime and there would be no light spillage, which is typical of externally lit signage.

Figure 1 and Figure 2 present a perspective of the proposed billboard from the Princes Freeway in each direction.



Figure 1 View facing west



Figure 2 View facing east

Source: Gawk

## 1.2 Purpose of this report

GHD has been engaged by Gawk to prepare a Transport Impact Assessment (TIA) in response to the request issued by the Department of Transport and Planning (DTP). This TIA has been prepared to address the preliminary comments provided by DTP which were:

1. *The proposed signage would be visible to traffic on the princes Freeway. A Transport Impact Assessment report is required to ensure the proposal does not compromise the safety and efficiency of the transport network.*

Accordingly, this report seeks to assess the impact the proposed electronic sign would have on the road safety of Princes Freeway and the surrounding road network.



## 1.3 Scope and limitations

This report: has been prepared by GHD for Regional Billboard CO PTY LTD and may only be used and relied on by Regional Billboard CO PTY LTD for the purpose agreed between GHD and Regional Billboard CO PTY LTD as set out in section 1.2 of this report.

GHD otherwise disclaims responsibility to any person other than Regional Billboard CO PTY LTD arising in connection with this report. GHD also excludes implied warranties and conditions, to the extent legally permissible.

The services undertaken by GHD in connection with preparing this report were limited to those specifically detailed in the report and are subject to the scope limitations set out in the report.

The opinions, conclusions and any recommendations in this report are based on conditions encountered and information reviewed at the date of preparation of the report. GHD has no responsibility or obligation to update this report to account for events or changes occurring subsequent to the date that the report was prepared.

The opinions, conclusions and any recommendations in this report are based on assumptions made by GHD described in this report. GHD disclaims liability arising from any of the assumptions being incorrect.

GHD has prepared this report on the basis of information provided by Regional Billboard CO PTY LTD and others who provided information to GHD (including Government authorities)], which GHD has not independently verified or checked beyond the agreed scope of work. GHD does not accept liability in connection with such unverified information, including errors and omissions in the report which were caused by errors or omissions in that information.

## 1.4 References

This report is based on a review of the following information:

- Austroads, 2021, *Guide to Road Design – Part 3: Geometric Design*.
- Austroads, 2021, *Guide to Road Design – Part 4a: Unsignalised and Signalised Intersections*.
- Austroads, 2013, *AP-R420-13 Austroads Research Report*.
- Department of Transport and Planning, accessed May 2025, *Traffic Volumes*.
- Department of Transport and Planning, 14 April 2025, *Clause 52.05 Cardinia Planning Scheme*.
- Gawk, 20 January 2025, *Town Planning Drawings*.
- Transport Victoria Open Data Hub, accessed May 2025, *Victoria Road Crash Data*.

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## 2. Existing conditions

### 2.1 Site location

The site of the proposed sign is addressed as 55 Commercial Drive, Pakenham. The proposed sign is located at the north of the site, within the paved parking area of the commercial use to the south of Princes Freeway and Commercial Drive.

The site is located within an Industrial 1 Zone (IN1Z) and Princes Freeway is located within a Transport Zone 2 (TRZ2). The area surrounding the site, to the south of Princes Freeway is generally industrial in nature, while the northern side is comprised of standard density residential lots. The area is generally flat.

An aerial photograph of the site location is shown in Figure 3.



Figure 3 Site location

Source: NearMap – Imagery (date captured 2/5/2025, date extracted 12/5/2025)

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## 2.2 Road network

### 2.2.1 Princes Freeway

Princes Freeway (M1) is a DTP controlled arterial road which runs generally east-west across Victoria.

In the vicinity of the site, Princes Freeway comprises two to three traffic lanes in each direction, with a wide landscaped median dividing lanes in each direction. Access to the freeway is provided by interchanges at on up to two kilometre intervals. Each traffic lane has a width of approximately 3.5 metres. The default 100km/h speed limit applies to Princes Freeway.

Based on data from the DTP Traffic Volume Open Data, it is understood that in 2020, Princes Freeway recorded an AADT of approximately 39,000 vehicles in both directions to the west of McGregor Road.

The cross-section of Princes Freeway is shown in Figure 4 and Figure 5.



Figure 4 Princes Freeway facing west



Figure 5 Princes Freeway facing east

### 2.2.2 Commercial Drive

Commercial Drive runs in an anticlockwise loop north from Greenhills Road towards Princes Freeway before heading east until it becomes National Avenue. Commercial Drive fronts the site where it runs east-west parallel to Princes Freeway.

Commercial Drive is a council controlled industrial road which facilitates two-way traffic movements and provides parallel parking. The Commercial Drive cross-section is comprised of parallel parking lanes of approximately 2.5 metres width and a two-way trafficable centre lane of approximately 7.3 metres width. The default speed limit of 50 km/h that applies to Commercial Drive.

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## 2.3 Crash analysis

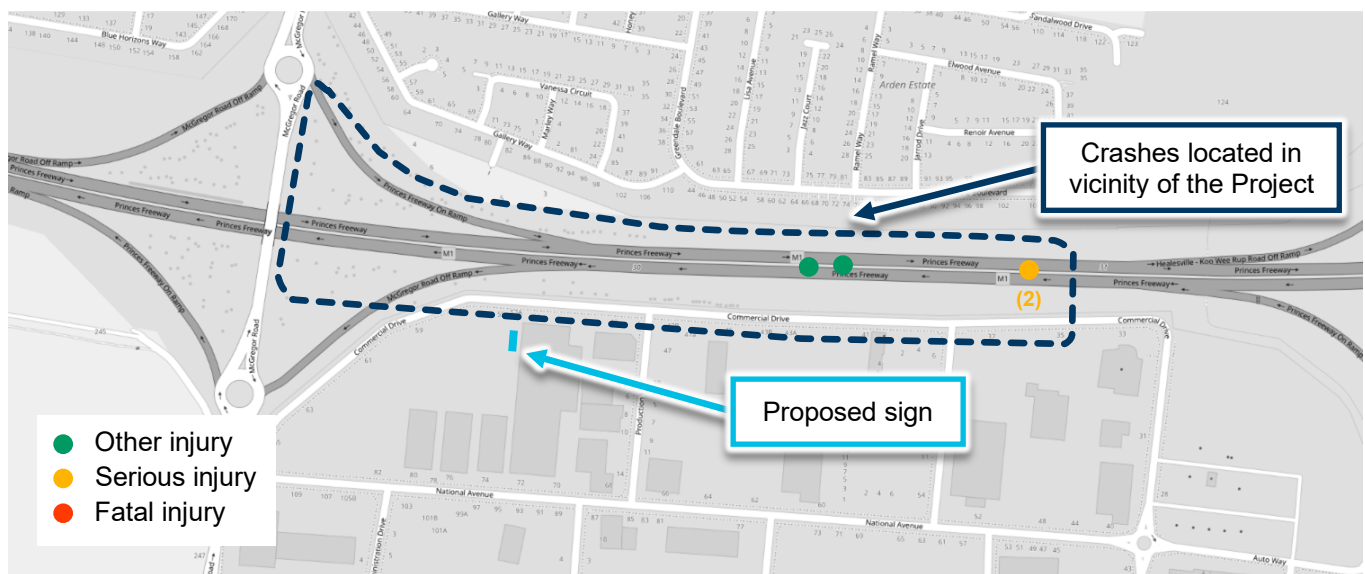
Road crash history for the five-year period from August 2019 to 2024 was obtained from the Transport Victoria Open Data. Data has been cleaned to remove duplicate crashes. Within this analysis period, there were a total of four discrete recorded crashes. A summary of the extracted crash data is provided below in Table 1 and Figure 6.

The crash data indicates:

- All crashes occurred at midblock locations on the Princes Freeway with no crashes recorded on Commercial Drive.
- All crashes occurred during daytime.
- Two crashes occurred during dry conditions, two during wet conditions, one of which occurred during rain.
- Three of the four crashes occurred during the morning peak hour, with the other crash occurring during late morning.
- One crash appeared to involve several vehicles.

**Table 1** Summary of five year crash data by severity and crash type

Location	Number of crashes				Dominant crash type(s)
	Fatal	Serious	Other	Total	
Midblock					
Princes Freeway	0	2	2	4	Same direction (2), overtaking (1), on path (1)
Commercial Drive	0	0	0	0	
Total	0	2	2	4	



**Figure 6** Crash history within vicinity of subject site

Data source: DTP Open Data Hub, accessed May 2025

Overall the data does not indicate any specific road safety issues or crash trends for the given environment. The crashes recorded are typical of freeway environments.

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## 3. Road safety assessment

### 3.1 Visibility distance

When travelling along Princes Highway the proposed sign would be in view for approximately 250 metres in each the eastbound and westbound directions. For vehicles entering Princes Freeway from the eastbound on ramp from McGregor Road, the sign would be in view for approximately 280 metres. When travelling westbound along Commercial Drive, the sign comes into view approximately 100 metres from the sign, while from the eastbound direction, the sign comes into view approximately 150 metres from the sign.

A diagram of the visibility distance of the sign when travelling along Princes Freeway and Commercial Drive is shown in Figure 7.

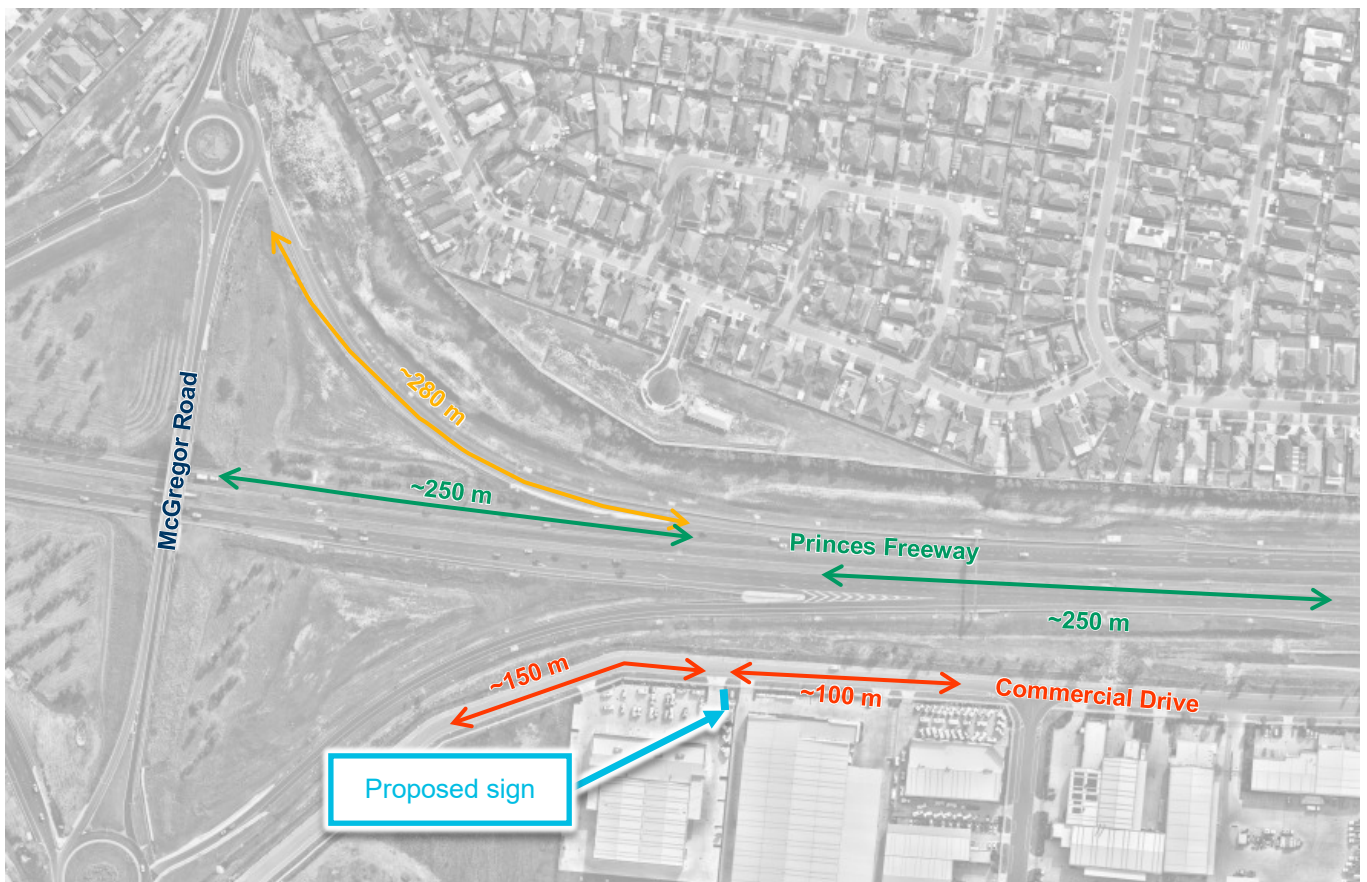


Figure 7 Visibility distance to sign

Source: NearMap – Imagery (date captured 2/5/2025, date extracted 12/5/2025)

#### Lateral placement

Without conflicting with clear zone requirements (e.g. installation of post in a hazardous location), advertising devices should not be placed such that drivers must divert their gaze away from the forward roadway in order to comprehend the sign message.

The proposed siting would not cause drivers to divert their gaze from the forward roadway in order to comprehend the sign as it is positioned to sit within drivers periphery vision while they focus forwards.

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## Vertical placement

Advertising devices should not be placed at a height that coincides with the normal 'hazard viewing window' that drivers scan. That is, they should be elevated above the height of vehicles, pedestrians and traffic control devices, but not so high that they draw the gaze away from the forward roadway.

The display face of the sign is located at approximately 10.3 metres above ground level, with the top of the sign 13.7 metres above ground level. As the sign is located adjacent a freeway and local industrial road, there are no traffic signals, pedestrian crossings or other major decision-making points in the area. Based on the foregoing, the vertical placement of the proposed sign is not expected to pose a significant safety risk to road users.

## Orientation/viewing angle

Advertising devices should be oriented to facilitate legibility from the maximum legibility distance and across the full approach distance. The proposed sign has been oriented to face both eastbound and westbound traffic on Princes Freeway.

## Sight distance/visibility

While generally advertising devices should be placed so that enough time is available on approach for drivers to comprehend the message, it is noted that the proposed sign is designed to be viewed by pedestrians at the intersection as well as passing traffic. Nevertheless, the sight distance should correspond to the required legibility distance.

The proposed sign is within visibility for approximately 280 metres of travel along the eastbound McGregor Road on ramp, approximately 250 metres of travel along Princes Freeway and at least 100 metres of travel along Commercial Drive. Assuming vehicles are travelling at a speed of 80 km/h along the on ramp the visibility distance exceeds the minimum requirement of 133 metres, assuming a 100 km/h travel speed on Princes Freeway, the visibility distance exceeds the minimum requirement of 167 metres, and assuming vehicles travel at a speed of 50 km/h on Commercial Drive, the visibility distance exceeds the minimum requirement of 83 metres.

Based on the foregoing, the visibility distance from each approach along Princes Freeway and Commercial Drive provides more than adequate time for drivers to comprehend the sign.

## Quantity of information

When advertising content is designed, text should be consistent with the number of words that can be read during the approach interval and also the number of words that can be read in a 2 second interval (the 'eyes off the road' interval at which the crash rate doubles).

This can be achieved by:

1. Estimating the legibility distance [LD]: the distance at which the text first becomes legible
2. Taking into account approach speed – the speed environment [SE]
3. Estimating the comprehension rate [CR]
4. Ensuring that attention of more than 2 seconds is not required to comprehend the message

Therefore:

– Number of words <  $LD (m) \div \{SE (km/h) \times 0.28\} \times CR (sec)$

And:

– Number of words <  $CR (sec) \times 2$

In general, a typical comprehension rate would be approximately three words per second, but this would vary for different text sizes, fonts and formats. As a result, the CR may need to be tested and demonstrated in the application process.

Based on the foregoing, the number of elements displayed on a sign should generally be no more than 10 elements. A word, object, or logo may be counted as an element.

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## Information content/meaning

A sign is considered a safety hazard if the sign could mislead drivers or be mistaken as an instruction to drivers. As such, all advertising should be checked to ensure the content displayed does not imitate traffic control devices or instructions and does not contain emotional material.

## 3.2 Transitions and dwell times

### Transition time

To prevent unnecessary distraction of drivers, message should change instantaneously. That is no 'fade', 'zoom' or 'fly-in' effects and no blank screen between messages. It is therefore recommended that the transition between images or messages should change instantaneously.

Transitions would not include any effects such as fade, zoom or fly-in effects, and no blank screen between messages. The brightness of the signs would be managed when content changes from primarily dark shades to light shades to ensure contrast is transitioned. This would ensure the signs do not appear to flash.

Based on recommendations from other jurisdictions, the advertisements should transition within 100 milliseconds.

### Dwell times

As per the Austroads Research Report, dwell time should take account of:

- Visibility distance [VD]: the maximum distance from the sign at which the sign face becomes visible to drivers
- Speed environment [SE]: the speed limit

The goal is to limit the number of message changes that drivers are exposed to. Therefore, an advertising device that is visible from 1000 m away on a 60 km/h road needs to have much longer dwell times than an advertising device that is visible only from 100 m away on a 100 km/h road.

The Austroads Research Report provides the following formula for calculating dwell time and the proportion of drivers who would see a change:

$$\text{Dwell time} = \text{VD (m)} \div \{ \text{SE (km/h)} \times 0.28 \times \text{PD} \}$$

The sign is proposed to have a dwell time of 30 seconds between advertising messages. As such, from the eastbound approach on Bridge Street, the following assumptions apply:

- Dwell time = 30 seconds
- Princes Freeway
  - VD = 250 m
  - SE = 100 km/h
  - PD = 0.298
- Princes Freeway eastbound McGregor Road on ramp
  - VD = 280 m
  - SE = 80 km/h
  - PD = 0.417
- Commercial Drive
  - VD = 150 m
  - SE = 50 km/h
  - PD = 0.357

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Based on these assumptions, the PD on Princes Freeway is less than 30 percent as recommended by the *AP-R420-13 Austroads Research Report* (Austroads, 2013). This is applicable for both the east bound and west bound traffic flow.

The PD for the eastbound McGregor Road on ramp however, exceeds the 30 percent recommendation at 42 percent. While this exceeds the Austroads recommendations, with consideration of the context, observing a change in advertisement is not considered to cause a significant safety risk for drivers using the eastbound on ramp. This is as for the section of road in which the sign is visible, there is very limited decision making required from drivers. Rather, decision making relating to the merge onto Princes Freeway occurs 100 metres after the sign leaves visibility.

The PD on Commercial Drive slightly exceeds the 30 percent recommendation. However, westbound traffic on Commercial Drive heading towards the sign is expected to be minimal with most traffic either circulating in an anticlockwise direction heading west past the sign, or not using that northwest section of Commercial Drive at all. As such, the slightly higher PD on this section of road is not expected to materialise as many vehicles observing a change of advertising material.

Based on the foregoing, and considering the site is low-risk with minimal decision making required, the proposed 30 second dwell time is considered acceptable at this location.

### **3.3 Other road users**

Noting the context of the sign, within an industrial park, adjacent the Princes Freeway, there are not expected to be many other road users which would view the sign. Buses and heavy vehicles would be similarly impacted as cars. Bicycles are not present in the area and pedestrians would be limited to those who may walk between industrial tenants along Commercial Drive. As such, the sign is not anticipated to create or exacerbate any road safety issues relating to pedestrians, cyclists, or other road users.

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## 4. Conclusions

The safety implications of the proposed sign on the surrounding road network have been outlined within this report. Several safety mitigation measures have been proposed in this report. A summary of these mitigation measures is provided below:

- The sign would need to have a static display.
- The sign would need to have a dwell time of no less than 30 seconds.
- The sign should not contain flashing lights or any pulsing or strobing effects.
- Advertising transitions should occur within 100 milliseconds and would not contain effects such as fade, zoom or fly-in.
- Advertising materials must not be designed to display a sequence of messages through linked images or text across different advertisements.
- The number of elements on each advertisement should be no more than 10 elements, with words, objects and logos each counted as an element.
- All advertising content should be designed to ensure material is not coloured like a traffic sign or signals.
- No instructions or emotional material should be displayed.
- The luminance of the proposed sign would not exceed 3-5 percent in nighttime conditions.

Based on adoption of all the proposed safety mitigation measures, the proposed sign is not expected to have any significant safety impact on the surrounding road network.

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# Appendix A

## Town Planning Drawings

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# PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE SIDED, ELECTRONIC, MAJOR PROMOTION SIGN

55 COMMERCIAL DRIVE,  
PAKENHAM VIC 3810

## TOWN PLANNING DRAWINGS

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

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PHOTO 01



PHOTO 02



PHOTO 03

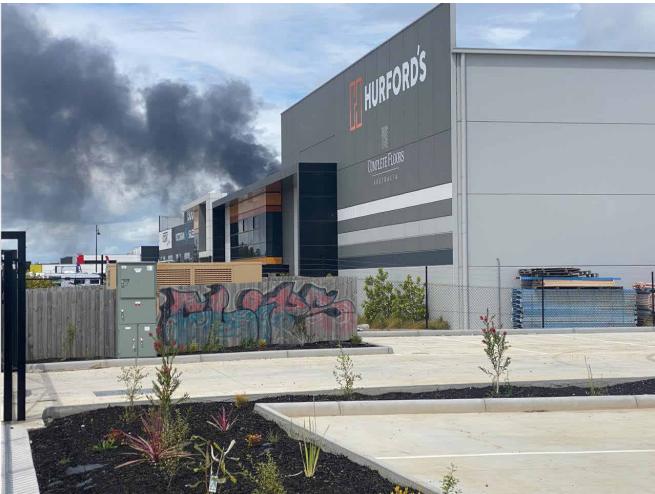
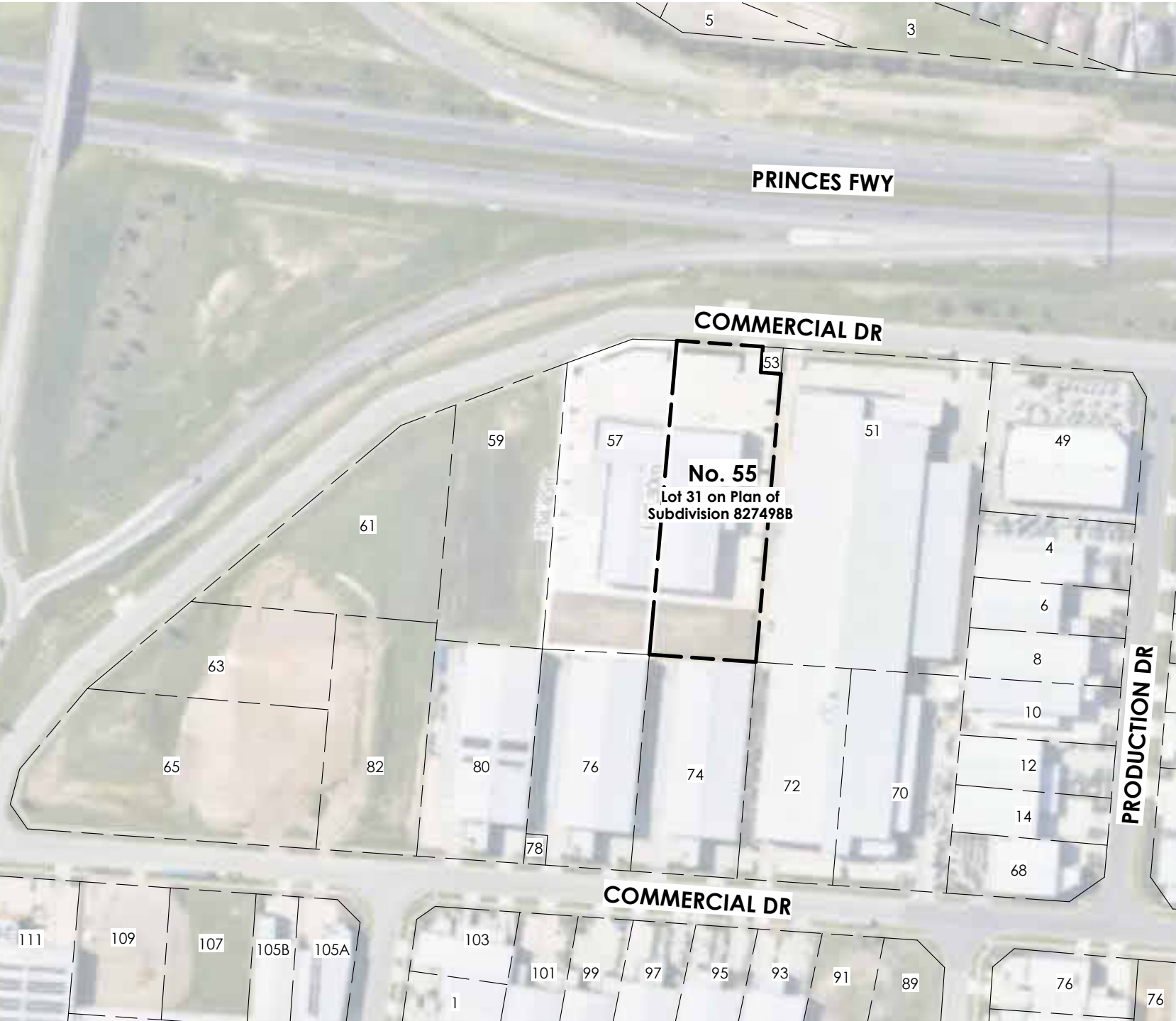


PHOTO 04



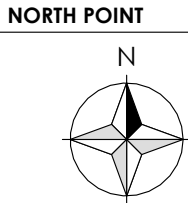
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SCALE 1 : 2500

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02	PHOTOGRAPHIC VIEW NORTH FROM PROPOSED LOCATION FOR THE SIGN.
03	PHOTOGRAPHIC VIEW WEST FROM PROPOSED LOCATION FOR THE SIGN.
04	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE SIGN FROM WEST.

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01	20/01/2025 TOWN PLANNING ISSUE
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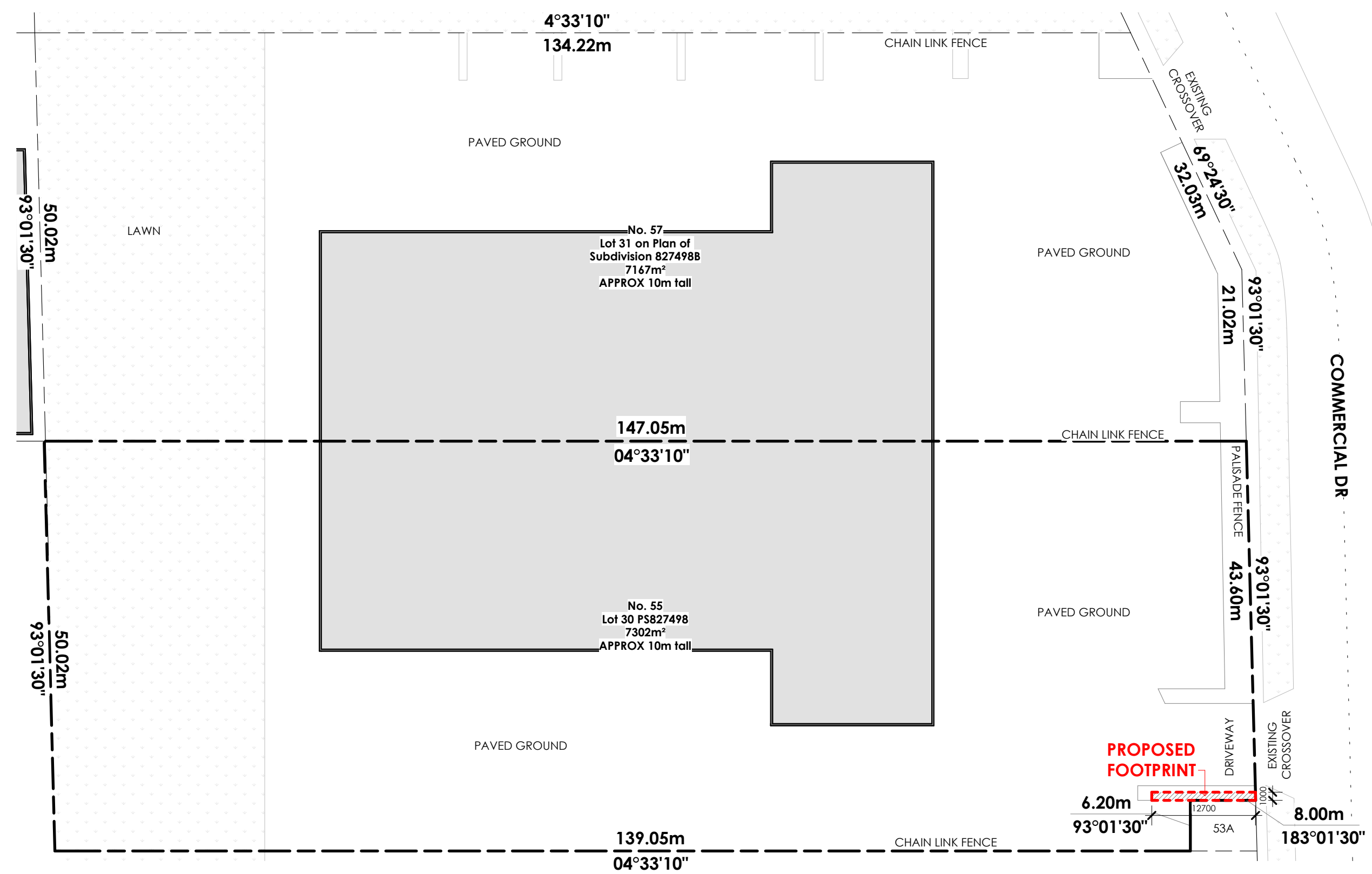


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**ADDRESS**  
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PAKENHAM VIC 3810



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**DRAWING NO.**  
A01  
**PAGE SIZE**  
A3  
**DRAWN BY**  
AP  
**ISSUE NO.**  
01

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james@gawk.com.au  
03 5409 2655



**SITE PLAN**  
SCALE 1 : 500

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**LEGEND**

- PROPERTY BOUNDARY
- EXISTING BUILDINGS ONSITE
- PROPOSED MAJOR PROMOTION SIGN FOOTPRINT

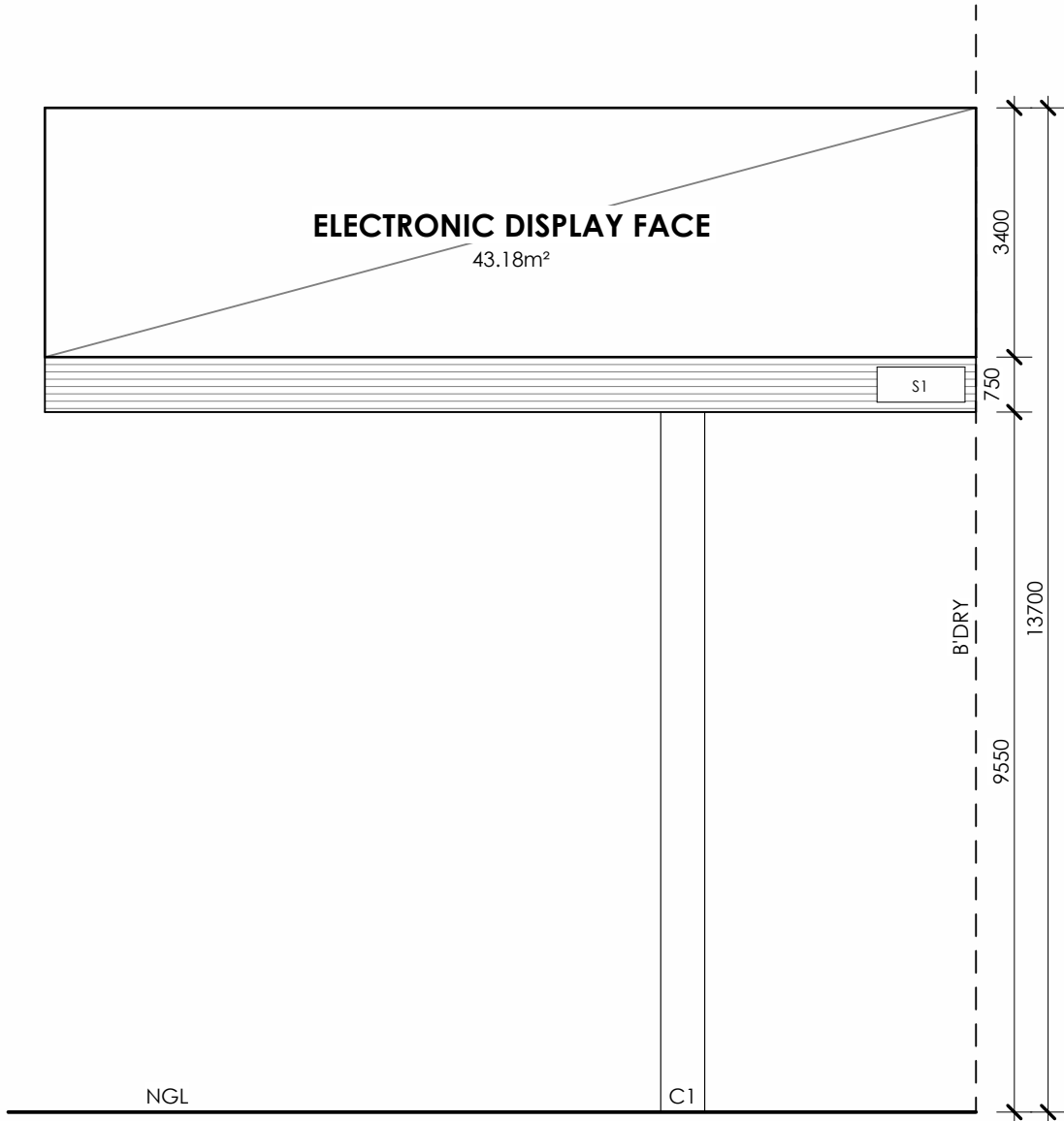
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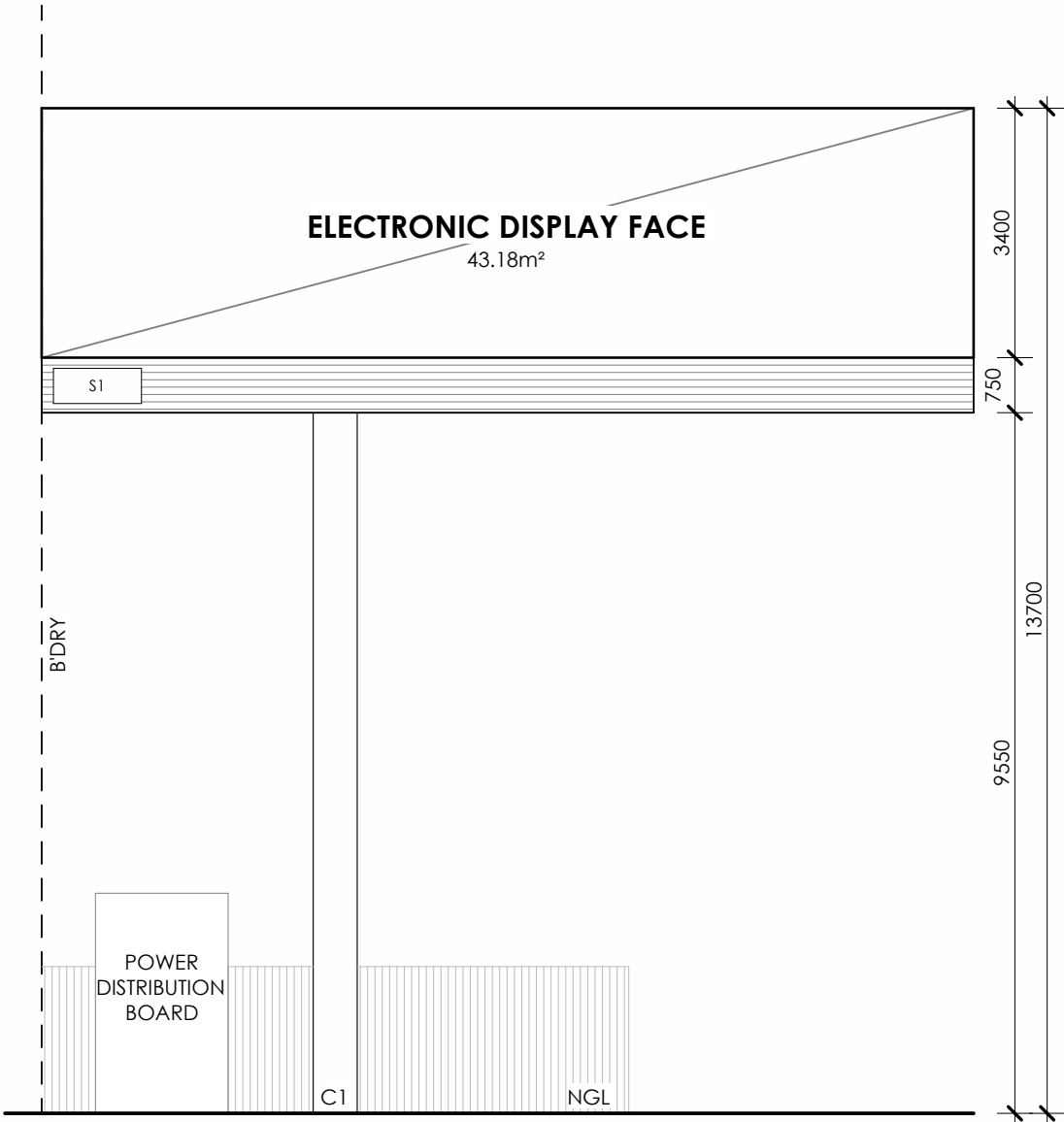
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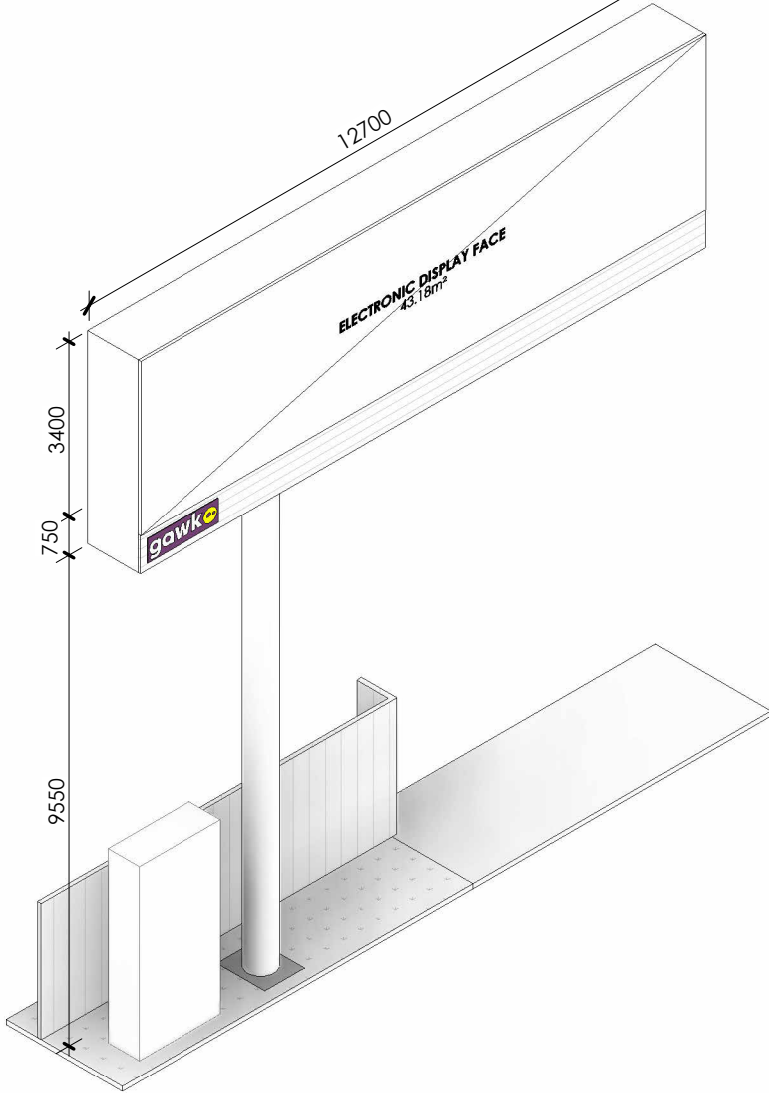




EAST ELEVATION  
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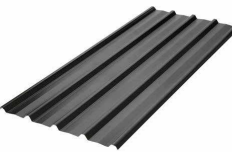
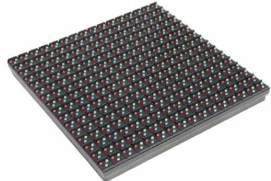
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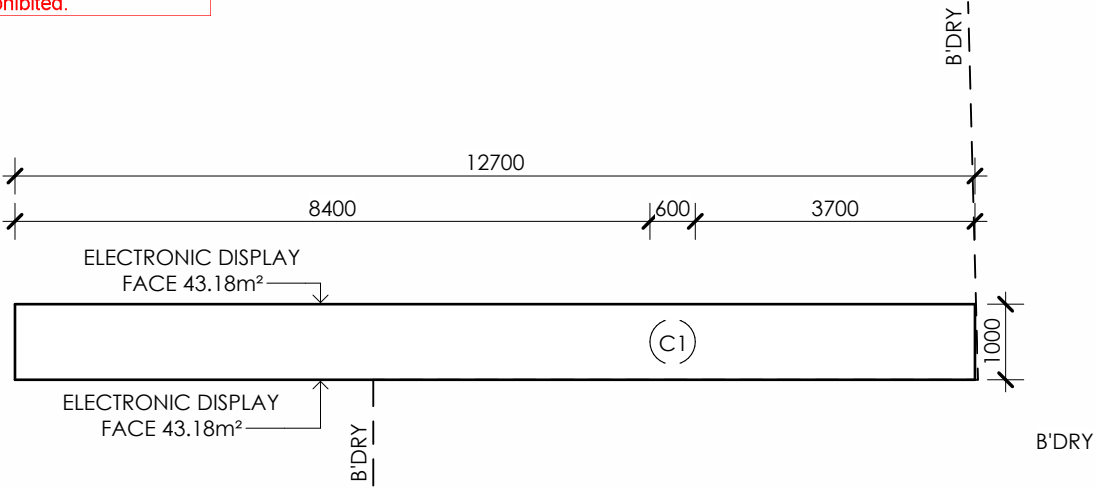


PERSPECTIVE

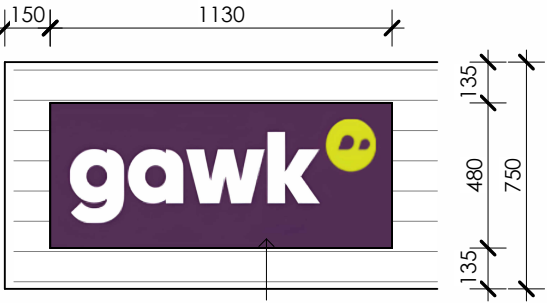
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MATERIALS BOARD

 C1 PROPOSED COLUMN - POWDERCOAT BLACK FINISH	 BLACK PAINT PROPOSED BLACK PAINT FINISH TO ALL FEATURES, TRIMS AND LIGHTING
 SKIRTING BOARD PROPOSED COLORBOND SKIRTING BOARD WITH NIGHT SKY FINISH	 LED SCREEN DISPLAY



FLOOR PLAN  
SCALE 1 : 100



PERMANENT BUSINESS  
IDENTIFICATION SIGNAGE

S1 - SIGNAGE DETAIL  
SCALE 1 : 25

LEGEND

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

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ELECTRONIC, MAJOR PROMOTION SIGN  
ADDRESS  
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25-008

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A03

PAGE SIZE  
A3

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ISSUE NO.  
01

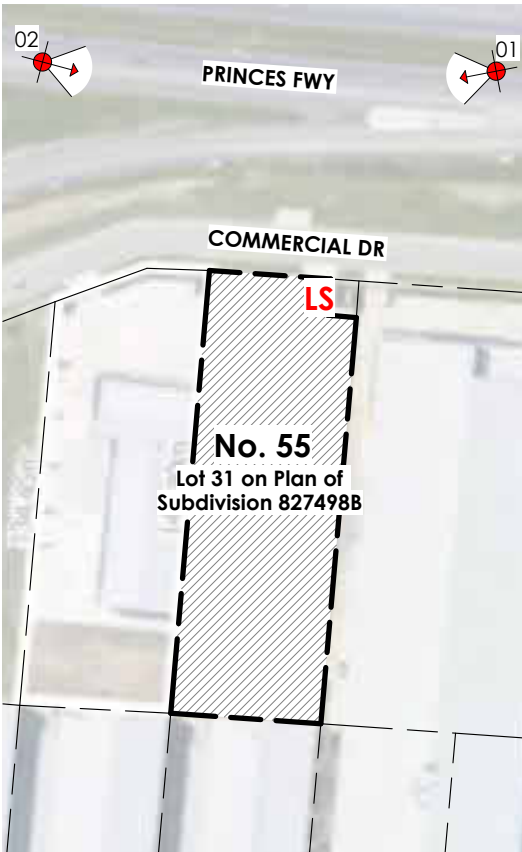
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james@gawk.com.au  
03 5409 2655



EXISTING PERSPECTIVE VIEW #01 - WESTBOUND TRAFFIC



EXISTING PERSPECTIVE VIEW #02 - EASTBOUND TRAFFIC



PERSPECTIVE VIEW REFERENCE

SCALE 1 : 2500



PROPOSED PERSPECTIVE VIEW #01 - WESTBOUND TRAFFIC



PROPOSED PERSPECTIVE VIEW #02 - EASTBOUND 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)

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## TOWN PLANNING

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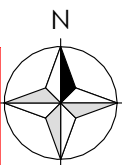


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### NORTH POINT



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A04

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A3

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# PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE SIDED, ELECTRONIC, MAJOR PROMOTION SIGN

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PHOTO 01



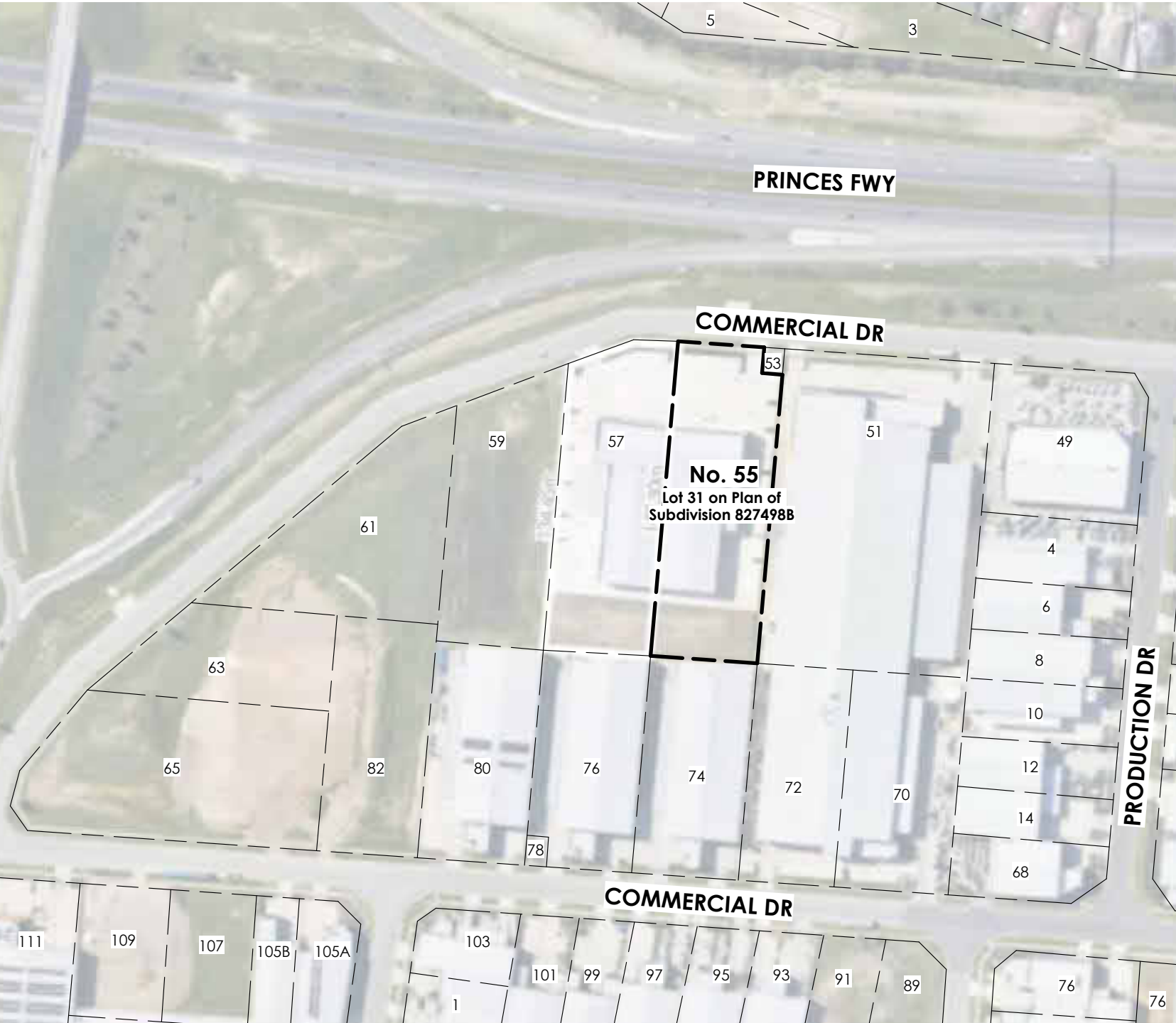
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PHOTO 03



PHOTO 04



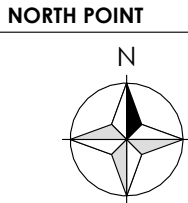
KEY PLAN  
SCALE 1 : 2500

PHOTO LEGEND	
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04	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE SIGN FROM WEST.

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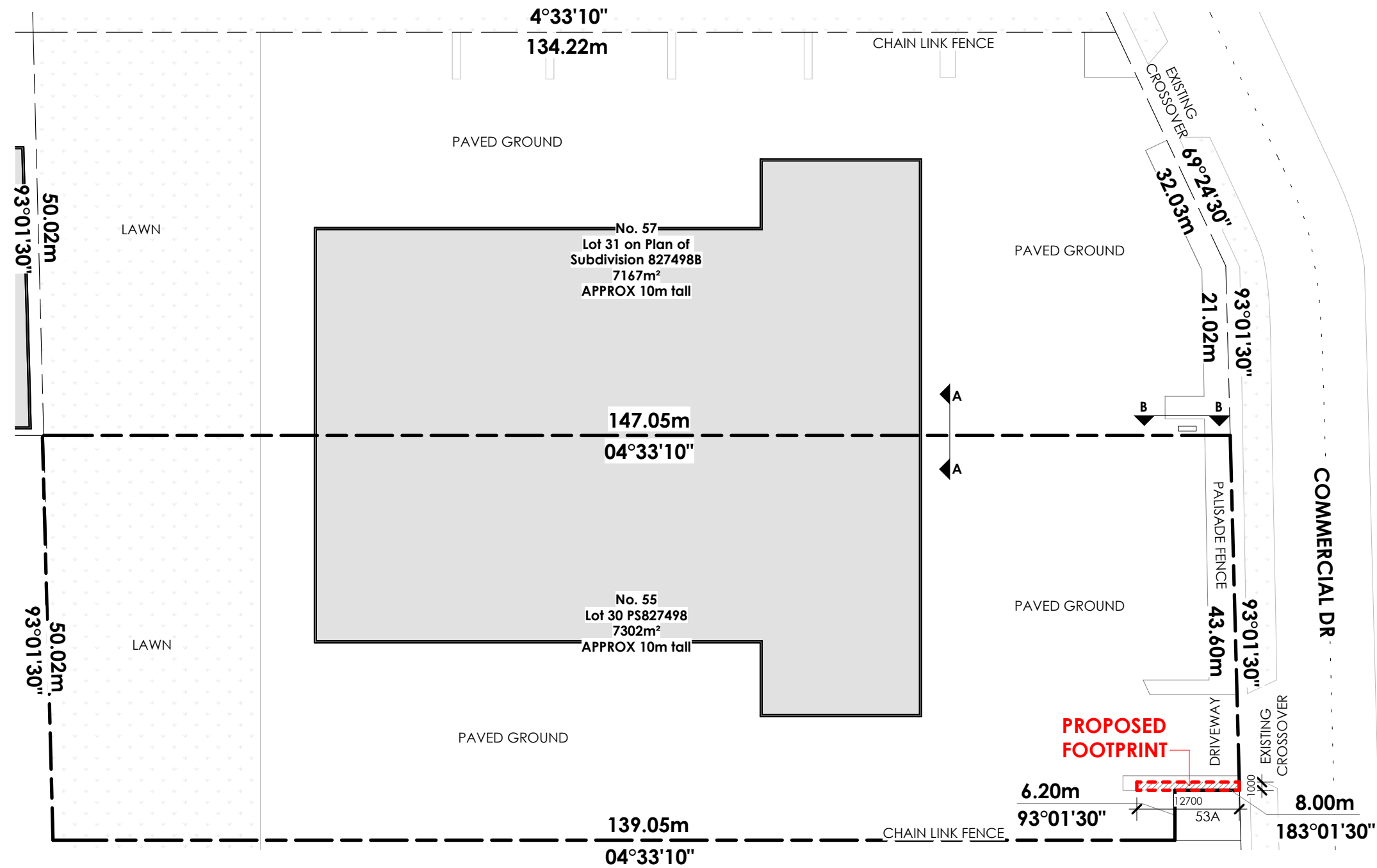


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**ADDRESS**  
55 COMMERCIAL DRIVE,  
PAKENHAM VIC 3810

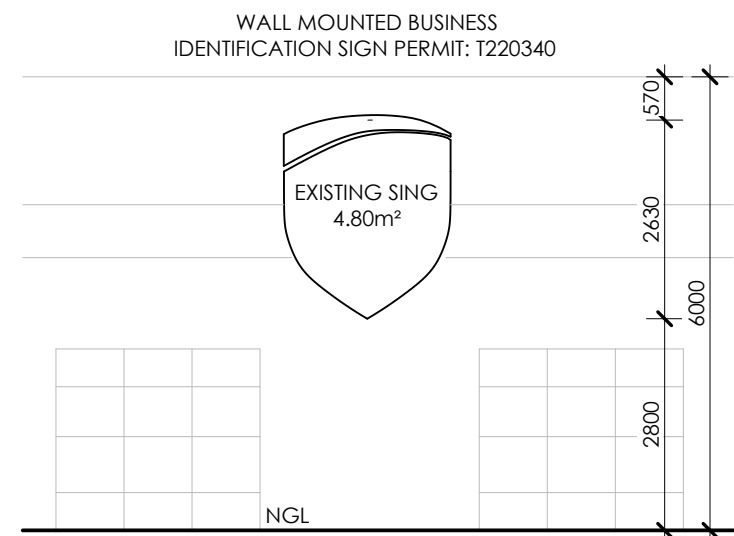


**DATE**  
06/06/2025  
**PROJECT NO.**  
25-008  
**DRAWING NO.**  
A01  
**PAGE SIZE**  
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AP  
**ISSUE NO.**  
01

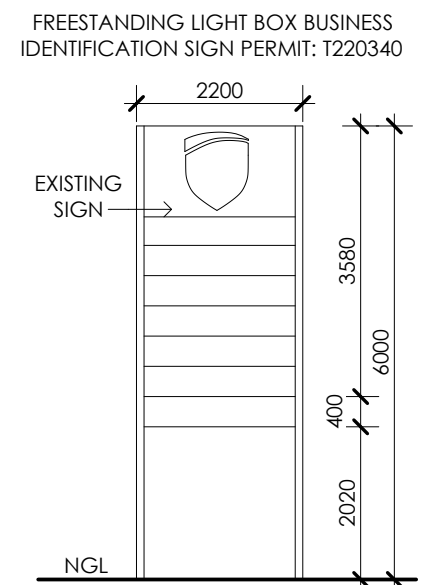
**GAWK OUTDOOR**  
Suite 3/281 Brunswick St, Fitzroy VIC 3065  
james@gawk.com.au  
03 5409 2655



**SITE PLAN**  
SCALE 1 : 600



**SECTION AA**  
SCALE 1 : 100



**SECTION BB**  
SCALE 1 : 100

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## LEGEND

- PROPERTY BOUNDARY
- EXISTING BUILDINGS ONSITE
- PROPOSED MAJOR PROMOTION SIGN FOOTPRINT

## ISSUE/AMMENDMENTS SCHEDULE

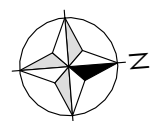
- 01 20/01/2025  
TOWN PLANNING ISSUE
- 02 23/04/2025  
RFI AMENDMENT

**TOWN PLANNING**  
NOT FOR CONSTRUCTION

**gawk**

**PROJECT**  
PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE SIDED, ELECTRONIC, MAJOR PROMOTION SIGN  
**ADDRESS**  
55 COMMERCIAL DRIVE,  
PAKENHAM VIC 3810

**NORTH POINT**



**DATE**  
06/06/2025

**PROJECT NO.**  
25-008

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A02

**PAGE SIZE**  
A3

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AP

**ISSUE NO.**  
01

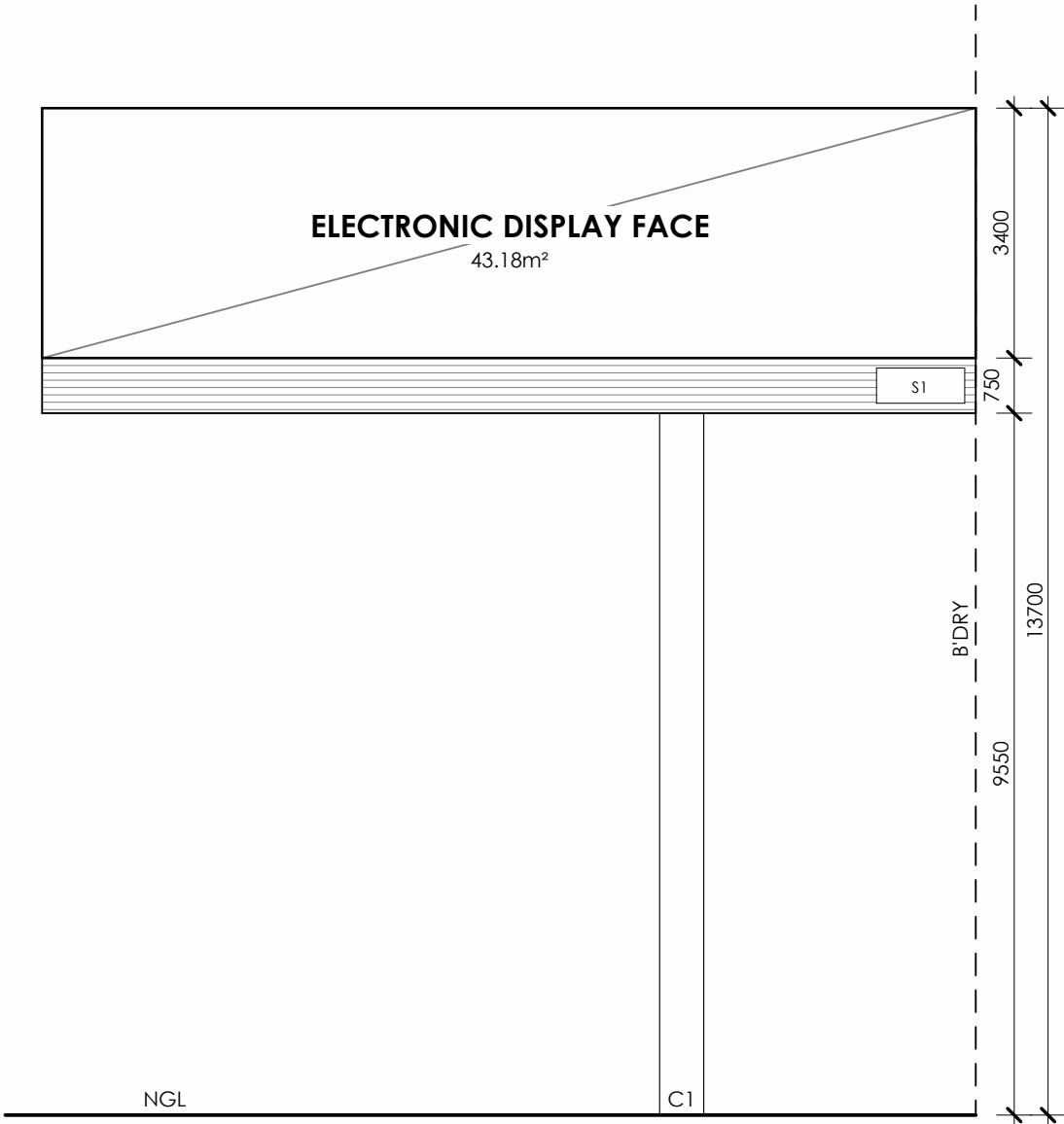
**GAWK OUTDOOR**

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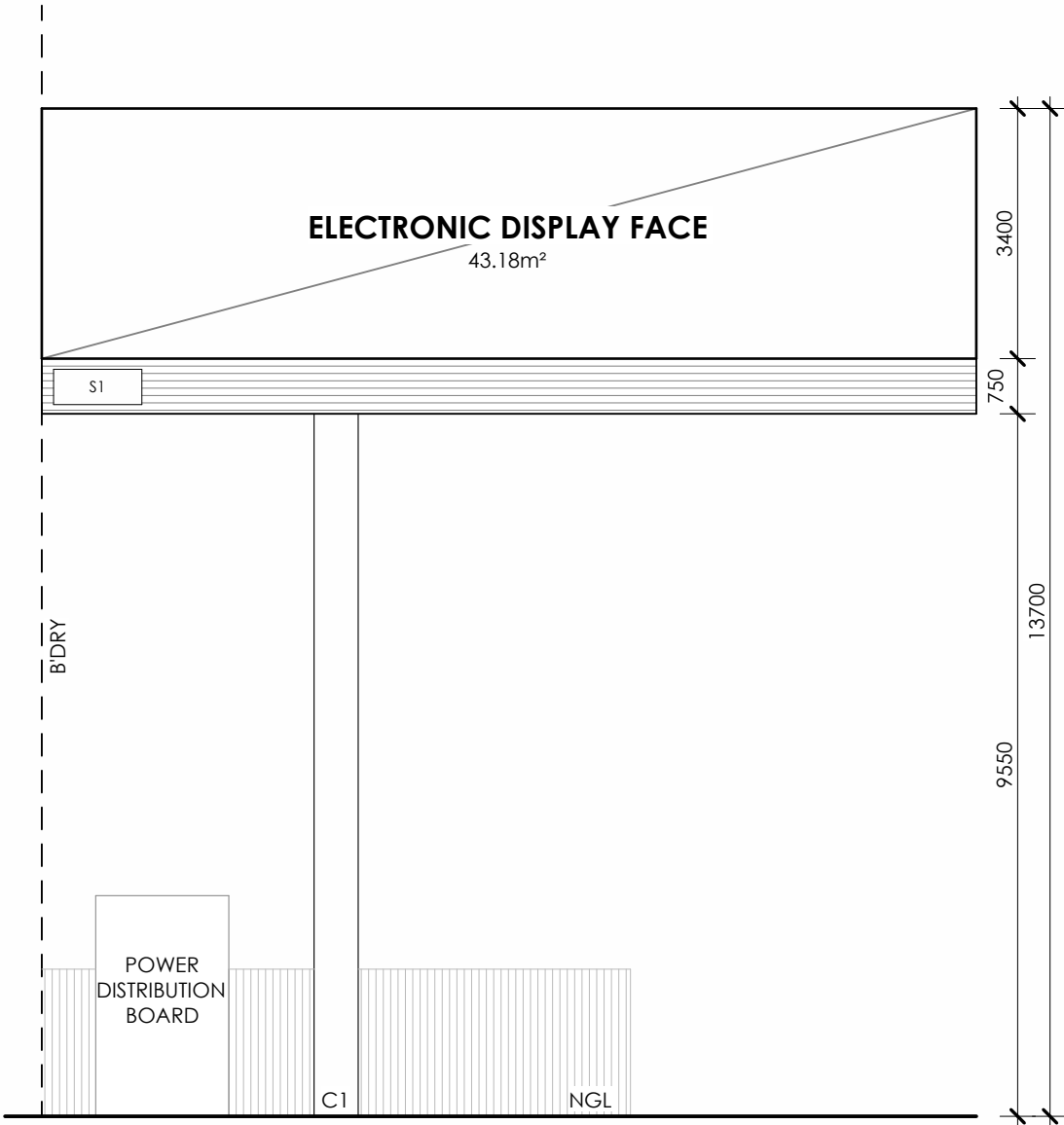
james@gawk.com.au

03 5409 2655

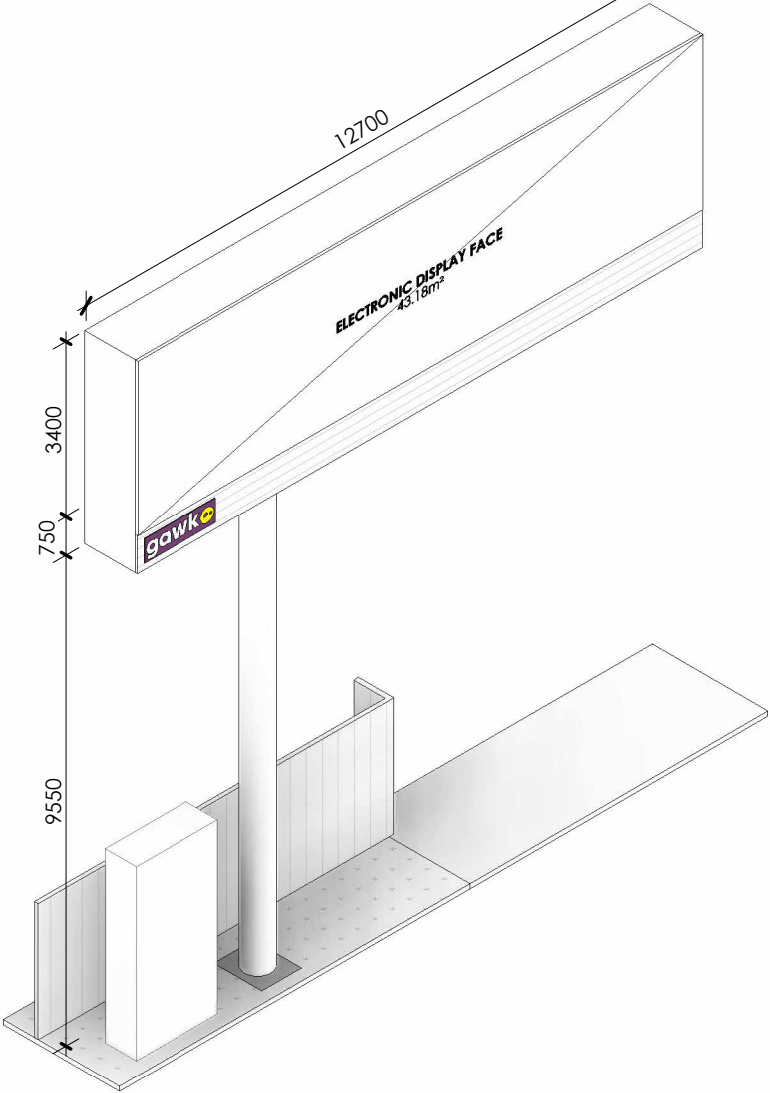




EAST ELEVATION  
SCALE 1 : 100



WEST ELEVATION  
SCALE 1 : 100



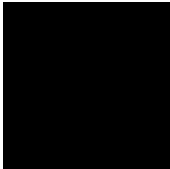
PERSPECTIVE

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MATERIALS BOARD



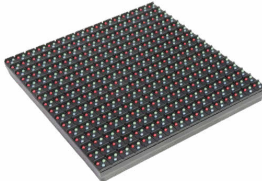
C1  
PROPOSED COLUMN -  
POWDERCOAT BLACK  
FINISH



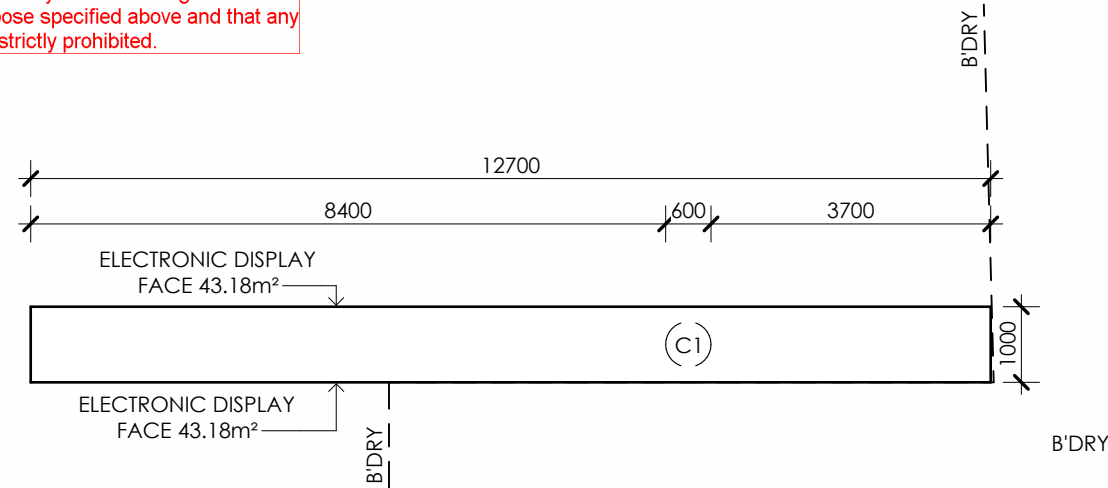
BLACK PAINT  
PROPOSED BLACK PAINT  
FINISH TO ALL FEATURES,  
TRIMS AND LIGHTING



SKIRTING BOARD  
PROPOSED COLORBOND  
SKIRTING BOARD WITH  
NIGHT SKY FINISH



LED SCREEN  
DISPLAY



FLOOR PLAN  
SCALE 1 : 100



S1 - SIGNAGE DETAIL  
SCALE 1 : 25

LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

- 01 20/01/2025  
TOWN PLANNING ISSUE
- 02 23/04/2025  
RFI AMENDMENT

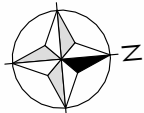
TOWN PLANNING  
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PROJECT  
PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE SIDED,  
ELECTRONIC, MAJOR PROMOTION SIGN

ADDRESS  
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PAKENHAM VIC 3810

NORTH POINT



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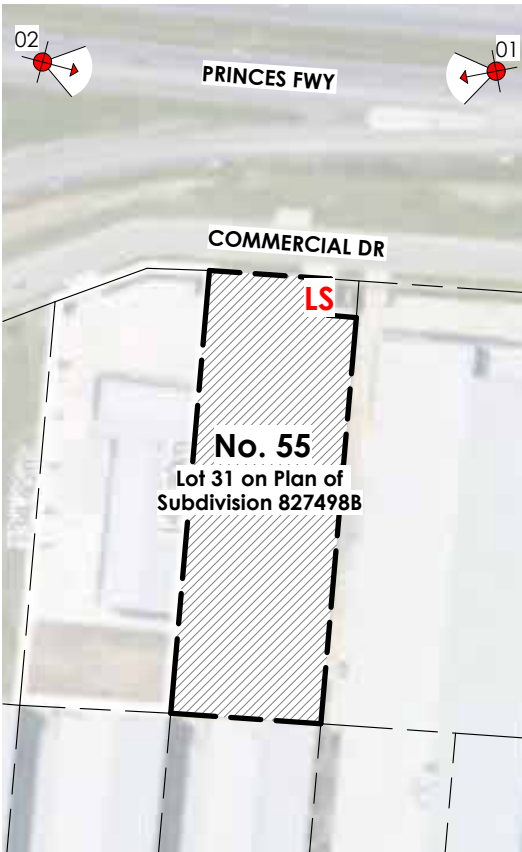




EXISTING PERSPECTIVE VIEW #01 - WESTBOUND TRAFFIC



EXISTING PERSPECTIVE VIEW #02 - EASTBOUND TRAFFIC



PERSPECTIVE VIEW REFERENCE

SCALE 1 : 2500

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 20/01/2025 TOWN PLANNING ISSUE
- 02 23/04/2025 RFI AMENDMENT

TOWN PLANNING

NOT FOR CONSTRUCTION



PROPOSED PERSPECTIVE VIEW #01 - WESTBOUND TRAFFIC



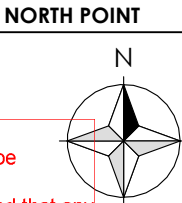
PROPOSED PERSPECTIVE VIEW #02 - EASTBOUND TRAFFIC



PROJECT  
PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE SIDED, ELECTRONIC, MAJOR PROMOTION SIGN

ADDRESS  
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PAKENHAM VIC 3810

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