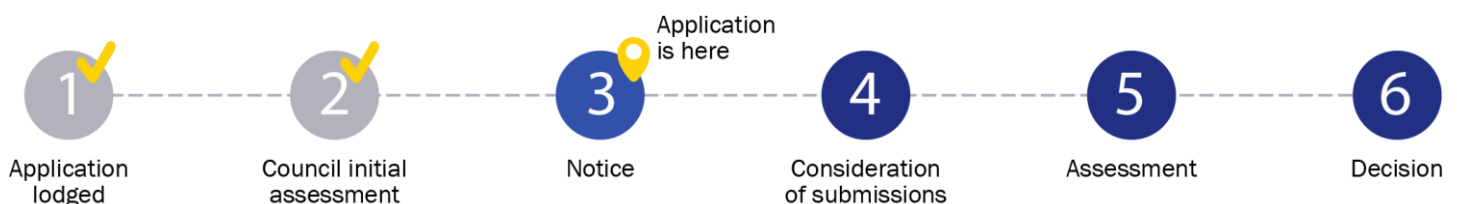


Notice of Application for a Planning Permit

The land affected by the application is located at:	PT L1 PS815203 FY 1/1265 Koo Wee Rup Road, Pakenham VIC 3810
The application is for a permit to:	Construct or put up for display an electronic and 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 (electronic and major promotion sign)
APPLICATION DETAILS	
The applicant for the permit is:	Gawk Outdoor
Application number:	T250433
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 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:	
14 November 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.



This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.



ePlanning

Application Summary

Portal Reference A325917X

Basic Information

Proposed Use	Proposed development of a double sided, electronic, major promotion sign.
Current Use	Existing industrial buildings, multiple built forms.
Cost of Works	\$95,000
Site Address	FY 1 1265 Koo Wee Rup Road 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
Appraiser	Gawk Outdoor	3/281 Brunswick Street, Fitzroy VIC 3065	
	Gawk Outdoor	3/281 Brunswick Street, Fitzroy VIC 3065	

Fees

Regulation Fee Condition	Amount	Modifier	Payable
9 - Class 11 Not more than \$100,000	\$1,302.80	100%	\$1,302.80
Total			\$1,302.80

Documents Uploaded

Date	Type	Filename
23-07-2025	A Copy of Title	Title - 1265 Koo Wee Rup Pakenham.pdf
23-07-2025	Site plans	Plan - 1265 Koo Wee Rup Pakenham.pdf
23-07-2025	Additional Document	20250723_PAKENHAM_TPR.pdf
23-07-2025	Advertising Signs	20250717_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 VC, 3810

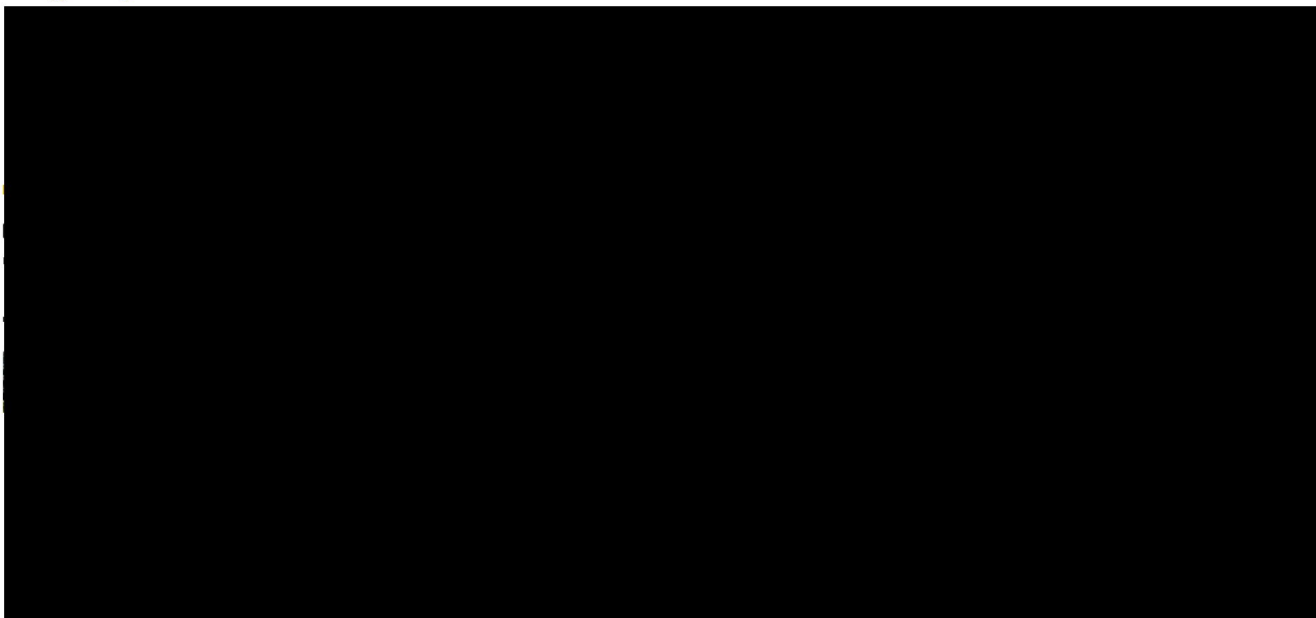
Email: mail@cardinia.vic.gov.au

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

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

☐ 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



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

Copyright State of Victoria. No part of this publication may be reproduced except as permitted by the Copyright Act 1968 (Cth), to comply with a statutory requirement or pursuant to a written agreement. The information is only valid at the time and in the form obtained from the LANDATA REGD TM System. None of the State of Victoria, its agents or contractors, accepts responsibility for any subsequent publication or reproduction of the information.

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 12287 FOLIO 472

Security no : 124122873214M
Produced 17/07/2025 10:01 AM

LAND DESCRIPTION

Lot 1 on Plan of Subdivision 815203S.
PARENT TITLE Volume 10439 Folio 337
Created by instrument PS815203S 24/02/2021

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AB016575C 14/01/2002
WESTPAC BANKING CORPORATION

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 PS815203S 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)

ADMINISTRATIVE NOTICES

NIL

eCT Control 16320Q WESTPAC BANKING CORPORATION
Effective from 24/02/2021

DOCUMENT END

Delivered from the LANDATA® System by Landchecker Pty Ltd

Imaged Document Cover Sheet

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

The document following this cover sheet is an imaged document supplied by LANDATA®, Secure Electronic Registries Victoria.

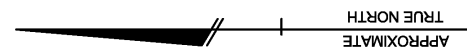
Document Type	Plan
Document Identification	PS815203S
Number of Pages (excluding this cover sheet)	4
Document Assembled	18/06/2025 13:13

Copyright and disclaimer notice:

© State of Victoria. This publication is copyright. No part may be reproduced by any process except in accordance with the provisions of the Copyright Act 1968 (Cth) and for the purposes of Section 32 of the Sale of Land Act 1962 or pursuant to a written agreement. The information is only valid at the time and in the form obtained from the LANDATA® System. None of the State of Victoria, LANDATA®, Secure Electronic Registries Victoria Pty Ltd (ABN 86 627 986 396) as trustee for the Secure Electronic Registries Victoria Trust (ABN 83 206 746 897) accept responsibility for any subsequent release, publication or reproduction of the information.

The document is invalid if this cover sheet is removed or altered.

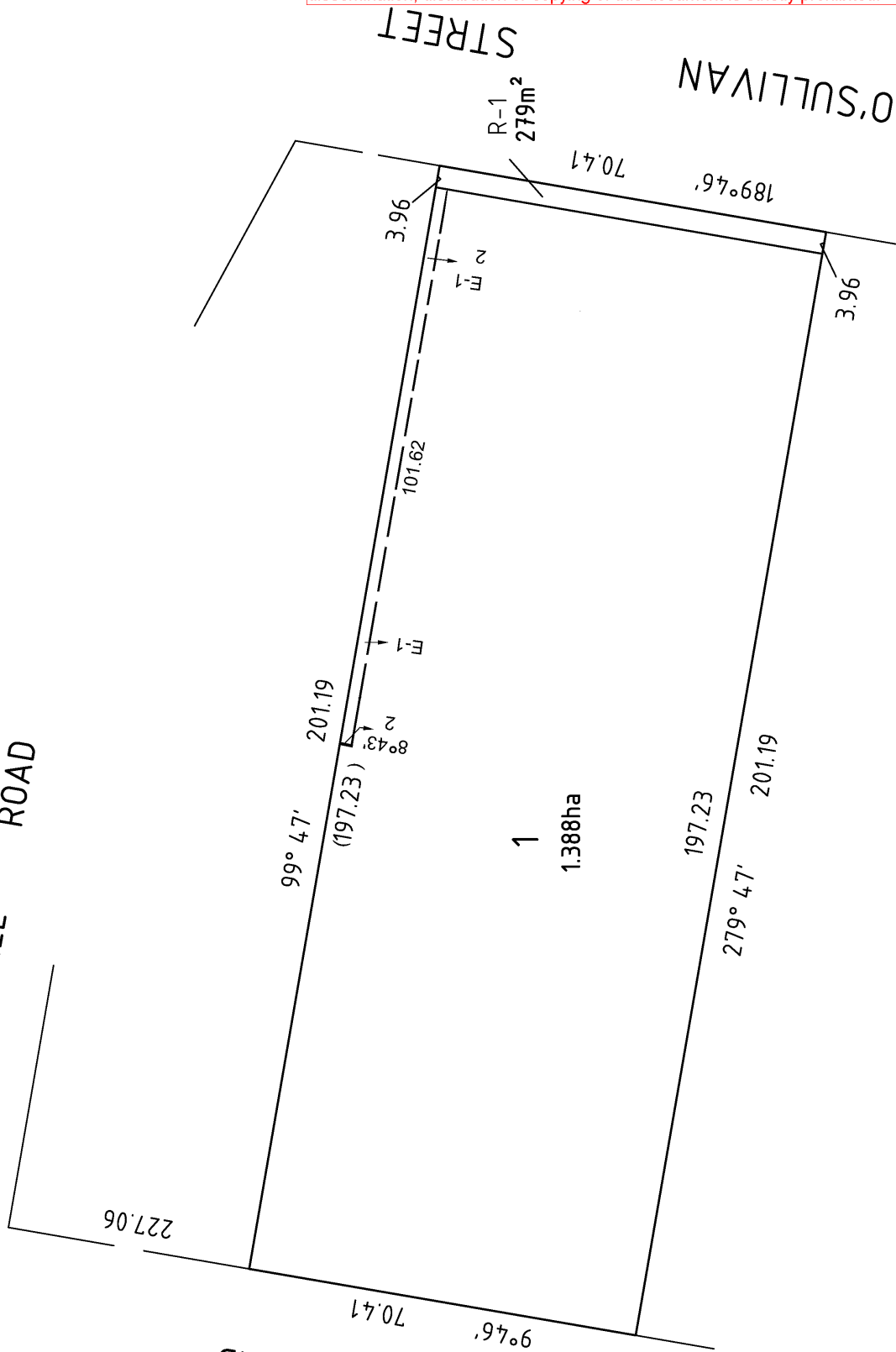
PLAN OF SUBDIVISION UNDER SECTION 35 OF THE SUBDIVISION ACT 1988		EDITION 2	PS 815203 S	
LOCATION OF LAND PARISH: Nar Nar goon TOWNSHIP: --- SECTION: --- CROWN ALLOTMENT: 32 (Pt) CROWN PORTION: --- TITLE REFERENCE: Vol. 10439 Fol. 357 LAST PLAN REFERENCE: Lot 1 PS 422928 K POSTAL ADDRESS: 1265 Koo Wee Rup Road, Pakenham 3810 (at time of subdivision) MGA CO-ORDINATES: E: 367 820 ZONE: 55 (of approx centre of land in plan) N: 5 783 520 GDA 94		Council Name: Cardinia Shire Council Council Reference Number: S180177 Planning Permit Reference: planning permit required SPEAR Reference Number: S122110S This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. This information not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited. Certification This plan is certified under section 6 of the Subdivision Act 1988 Statement of Compliance This is a statement of compliance issued under section 21 of the Subdivision Act 1988 Digitally signed by: Penny Carney for Cardinia Shire Council on 15/05/2018		
VESTING OF ROADS AND/OR RESERVES		NOTATIONS		
IDENTIFIER	COUNCIL/BODY/PERSON	This is a Spear Plan Land to be acquired by agreement All the land is to be acquired free from all encumbrances other than any easements specified on this plan		
Road R - 1	Cardinia Shire Council			
NOTATIONS				
DEPTH LIMITATION: DOES NOT APPLY				
SURVEY: This plan is based on survey.				
STAGING: This is not a staged subdivision. Planning Permit No.				
This survey has been connected to permanent marks No(s). In Proclaimed Survey Area No. 71				
EASEMENT INFORMATION				
LEGEND: A - Appurtenant Easement E - Encumbering Easement R - Encumbering Easement (Road)				
Easements marked (+) are created upon registration of this plan. Easements marked (0) are created when the appropriate vesting date is recorded or transfer registered. Easements marked (#) are removed when the appropriate vesting date is recorded or transfer registered.				
Easement Reference	Purpose	Width (Metres)	Origin	Land Benefited/In Favour Of
E-1	DRAINAGE	2	AU024601T	CARDINIA SHIRE COUNCIL
NOBELIUS LAND SURVEYORS P.O. BOX 461 PAKENHAM 3810 Ph 03 5941 4112 mail@nobelius.com.au		SURVEYORS FILE REF: 15994 Digitally signed by: Benjamin Stephen Nobelius, Licensed Surveyor, Surveyor's Plan Version (Version A), 09/05/2018, SPEAR Ref: S122110S		ORIGINAL SHEET SIZE: A3 SHEET 1 OF 3 PLAN REGISTERED TIME: 8.53 DATE: 24/02/2021 Ian R Mcleod



BALD HILL ROAD

KOO WEE RUP ROAD

O'SULLIVAN STREET



This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

PS 815203 S

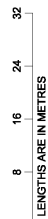
NOBELIUS LAND SURVEYORS

P.O. BOX 461
PAKENHAM 3810
Ph 03 5941 4112
mail@nobelius.com.au



SCALE
1:800

LENGTHS ARE IN METRES



Digitally signed by: Benjamin Stephen Nobelius, Licensed Surveyor,
Surveyor's Plan Version (Version A),
09/05/2018, SPEAR Ref: S122110S

ORIGINAL SHEET
SIZE: A3

SHEET 2

Digitally signed by:
Cardinia Shire Council,
15/05/2018,
SPEAR Ref: S122110S

PS 815203 S

VESTING DATES & TRANSFER REGISTRATION DATES OF ACQUIRED LAND

Land affected	Land acquired by compulsory process prior to certification			Land acquired by compulsory process after registration of plan			Land acquired by agreement		LR reference of transfers or notifications of vesting dates	Assistant Registrar of Titles Signature
	Vesting date	Gov't Gaz.		Date of recording of vesting date	Vesting date	Gov't Gaz.		Date of registration of transfer		
		Page	Year			Page	Year			
R - 1	---	---	---	---	---	---	---		AU024511U	IRM

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

WARNING: This plan is unregistered.

See Sheet 1 for Explanatory Note

NOBELIUS LAND SURVEYORS



P.O. BOX 461
PAKENHAM 3810
Ph 03 5941 4112
mail@nobelius.com.au

ORIGINAL SHEET
SIZE: A3

SHEET 3

Digitally signed by: Benjamin Stephen Nobelius, Licensed Surveyor,
Surveyor's Plan Version (Version A),
09/05/2018, SPEAR Ref: S122110S

Digitally signed by:
Cardinia Shire Council,
15/05/2018,
SPEAR Ref: S122110S

[illegible]

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.



ePlanning

Application Summary

Portal Reference	D3254754
Reference No	T250433

Basic Information

Cost of Works	\$95,000
Site Address	FY 1/1265 Koo Wee Rup Road Pakenham VIC 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.

Documents Uploaded

Date	Type	Filename
17-09-2025	Additional Document	20250917_PAKENHAM_TPP.pdf
17-09-2025	Additional Document	20250917_PAKENHAM_TPR.pdf
17-09-2025	Additional Document	20250917_Pakenham2_RFI Response.pdf

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

Declaration

**Civic Centre**
20 Siding Avenue, Officer, Victoria
Council's Operations Centre (Depot)

☐ **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

**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

September 17, 2025

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

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

RE: Planning Permit Application T250433 PA – 1/1265 Koo Wee Rup Road, Pakenham VIC 3810

In response to the RFI request dated 20/08/2025, please find the below information:

- *Existing and Proposed Signage*

We have amended the plans to now clearly show; the new road configuration, all existing business identification signage on the site including their dimensions, all display faces on the proposed sign are now correctly labelled as either digital or static.

To clarify, the existing signage is comprised of wall-mounted signs that relate directly to current tenants.

(Page 2 and 3 of the Town Planning Package, and Page 8 of the Town Planning Report)

- *Visual Impact on Residential Areas*

We note the concern raised regarding possible visual impact on residential properties 130m to the west. The static face of the sign will not be illuminated. The digital face of the sign will adhere to AS4282 (Control of the obtrusive effects of outdoor lighting) standards. We are also open to undertaking a Lighting Impact Assessment (LIA) if required by Council to further support compliance and mitigate any concerns.

(Page 23 of the Town Planning Report)

- *Preliminary Concerns*

With regard to the preliminary concerns raised by Council, we submit the following. The issue of visual clutter and cumulative impact has been carefully considered in the design of the proposal. It is important to note the proposed major promotion sign is a standalone, freestanding structure that has been clearly differentiated from any existing signage in the area.

The proposed sign is located in an industrial precinct, on a wide arterial road, where signage of this nature is not character. The updated plans provide clarity and simplicity in design, contributing to a more legible streetscape. We believe this mitigates concerns regarding visual clutter and maintains a balanced relationship with surrounding signage.

In regard to the visual impact on residential areas to the west, we have taken steps to address these concerns. The static face will not be illuminated, and all lighting associated with the digital display face will fully comply with the AS4282. As mentioned previously, we are willing to provide an LIA to confirm compliance

and further assess impacts on the distant residential areas. These measures demonstrate our commitment to ensuring the sign does not result in unreasonable visual intrusion. The impact on nearby residential areas is nominal due to the substantial separation distance, the prevailing industrial character of Koo Wee Rup Road, and the scale of the surrounding built form which provides a visually dominant backdrop that mitigates the sign's visibility.

- *Transport for Victoria RFI*

In response to the request from TfV, the site plan has been amended to accurately reflect the ultimate configuration of the road upgrade. The updated proposal ensures that the sign remains outside of any road widening or pedestrian areas.

The proposal continues to meet all relevant road safety standards, including full compliance with the VicRoads 10-Point Safety Assessment Checklist, and has been designed to ensure it will not impact on traffic flow, driver safety, sightlines or the function of the road network under the ultimate configuration of the road upgrade.

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

Yours sincerely,

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.



PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE-SIDED, ELECTRONIC AND STATIC PROMOTION SIGN

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

1265 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

TOWN PLANNING DRAWINGS

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



PHOTO 01



PHOTO 02



PHOTO 03



PHOTO 04



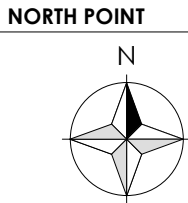
KEY PLAN
SCALE 1 : 2000

PHOTO LEGEND	
NO.	DESCRIPTION
01	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE SIGN.
02	PHOTOGRAPHIC VIEW NORTH FROM KOO WEE RUP ROAD.
03	PHOTOGRAPHIC VIEW WEST FROM KOO WEE RUP ROAD.
04	PHOTOGRAPHIC VIEW SOUTH FROM KOO WEE RUP ROAD.

ISSUE/AMMENDMENTS SCHEDULE	
01	09/09/2025 TOWN PLANNING ISSUE
TOWN PLANNING	
NOT FOR CONSTRUCTION	

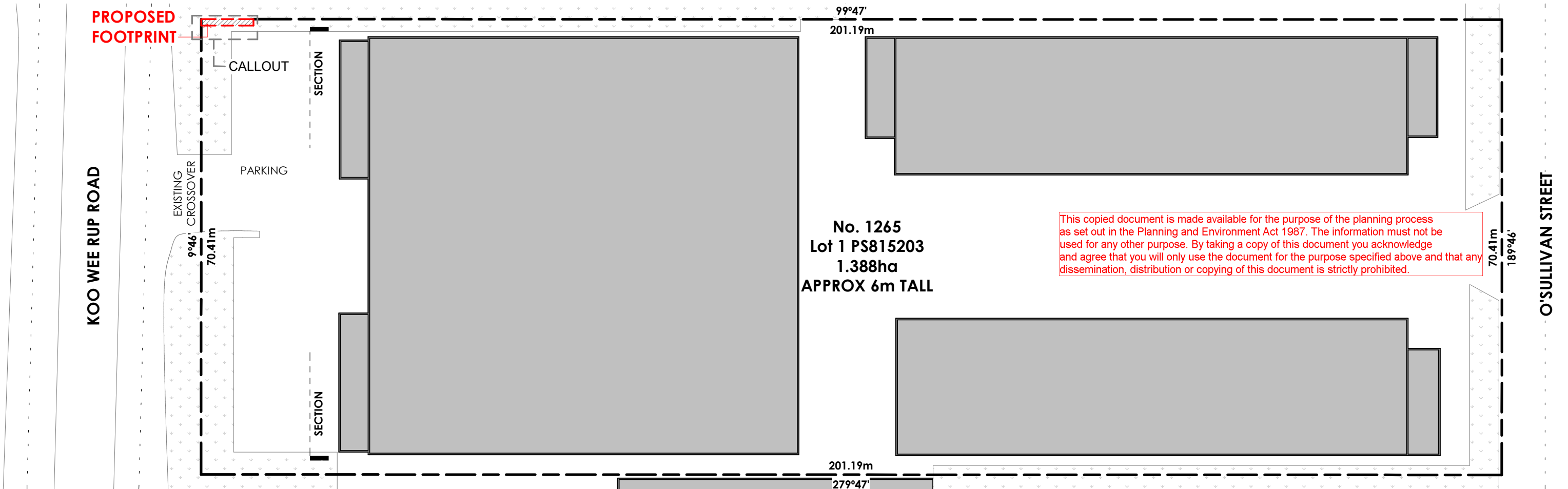


PROJECT
PAKENHAM – PROPOSED DEVELOPMENT OF A
DOUBLE-SIDED, ELECTRONIC AND STATIC PROMOTION
SIGN
ADDRESS
1265 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

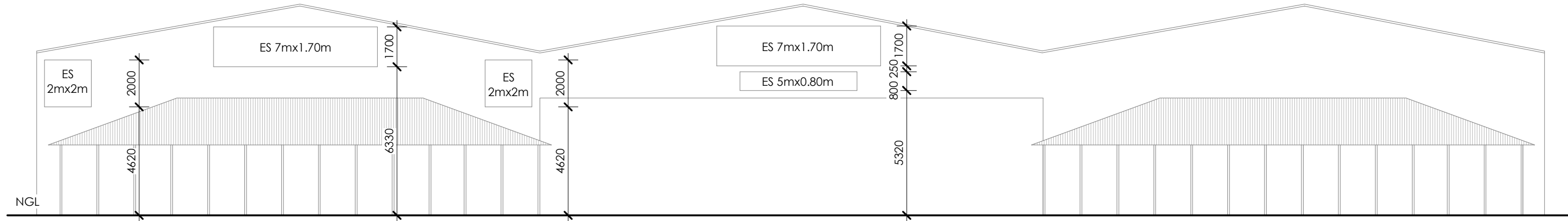


DATE
09/09/2025
PROJECT NO.
25-063
DRAWING NO.
A01
PAGE SIZE
A3
DRAWN BY
AP
ISSUE NO.
01

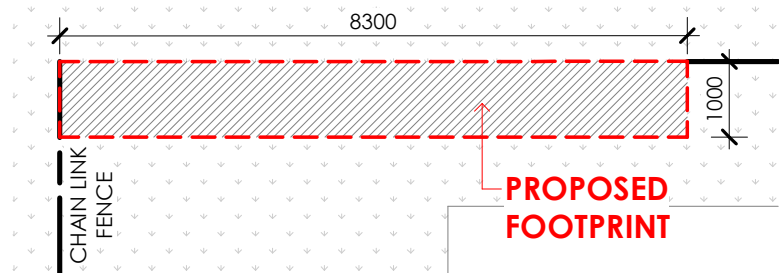
GAWK OUTDOOR
Suite 3/281 Brunswick St, Fitzroy VIC 3065
james@gawk.com.au
03 5409 2655



SITE PLAN
SCALE 1 : 600



SECTION
SCALE 1 : 175



CALLOUT
SCALE 1 : 100

LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

01 09/09/2025
TOWN PLANNING ISSUE

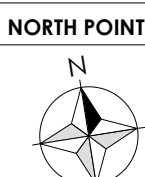
TOWN PLANNING

NOT FOR CONSTRUCTION



PROJECT
PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE-SIDED, ELECTRONIC AND STATIC PROMOTION SIGN

ADDRESS
1265 KOO WEE RUP ROAD,
PAKENHAM VIC 3810



DATE
09/09/2025

PROJECT NO.
25-063

DRAWING NO.
A02

PAGE SIZE
A3

DRAWN BY
AP

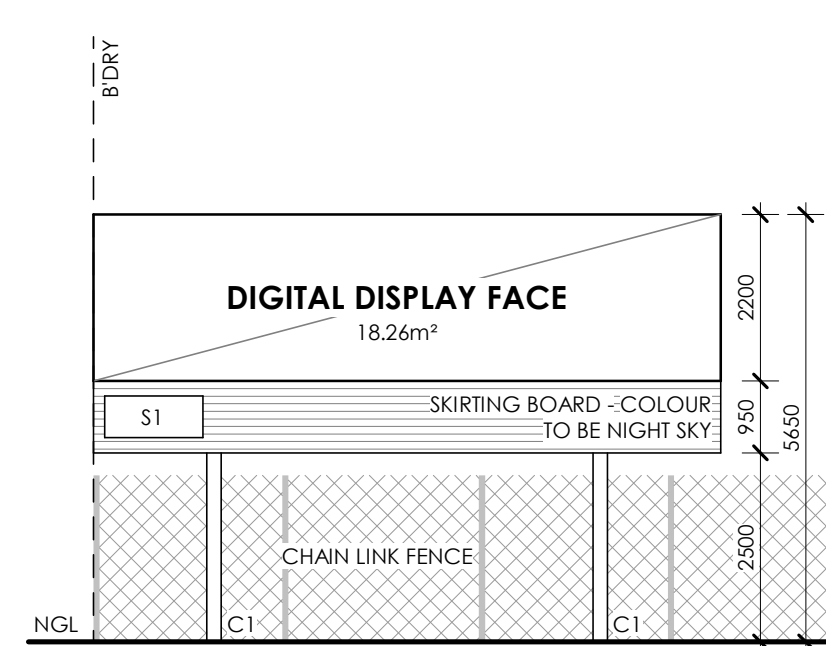
ISSUE NO.
01

GAWK OUTDOOR

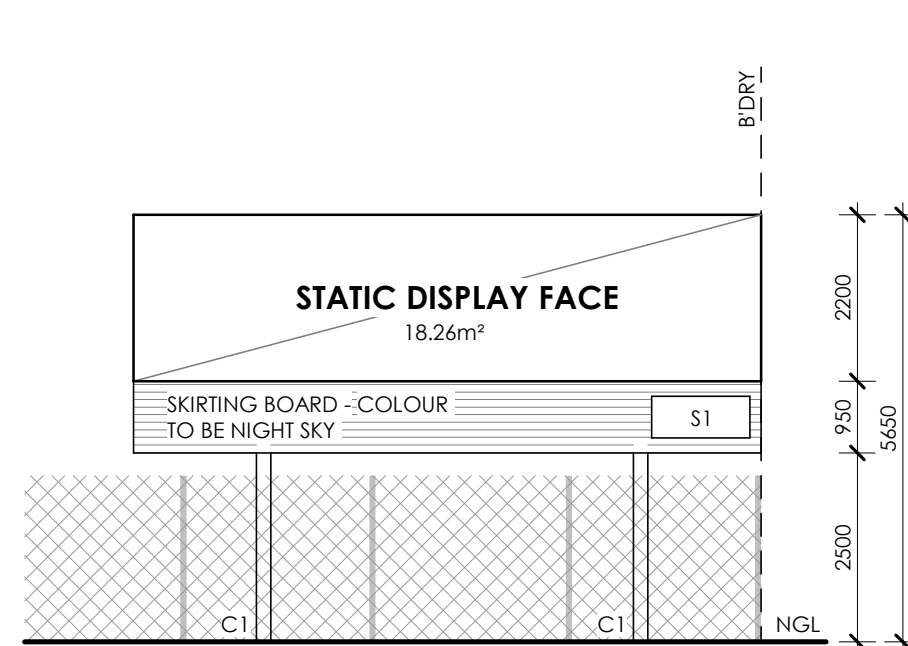
Suite 3/281 Brunswick St, Fitzroy VIC 3065

james@gawk.com.au

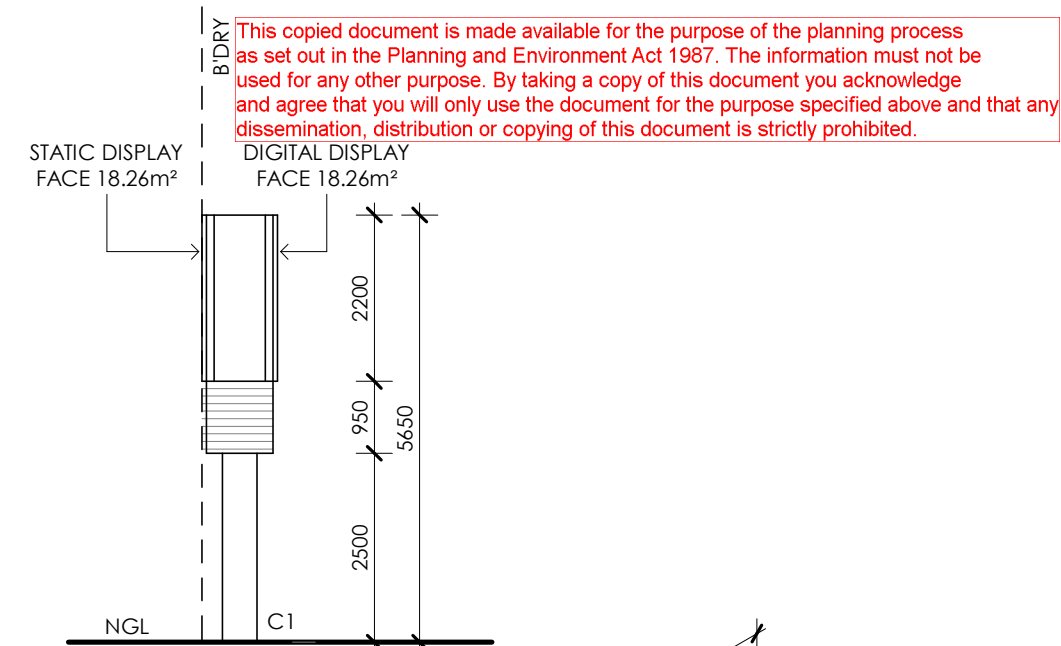
03 5409 2655



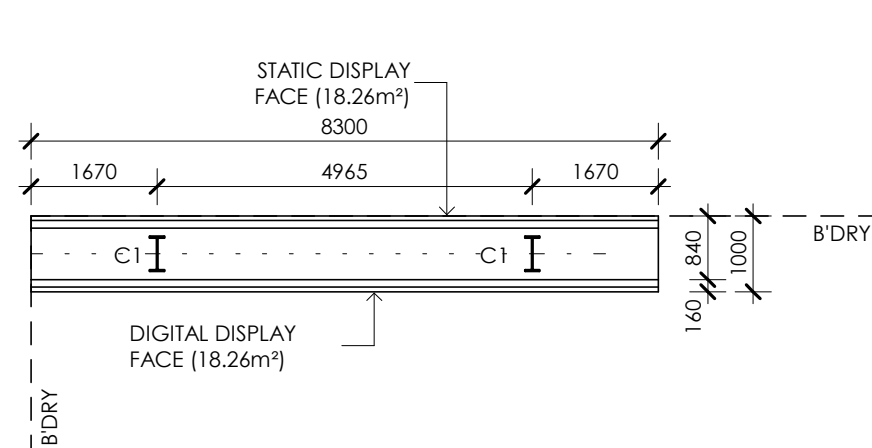
SOUTH ELEVATION
SCALE 1 : 100



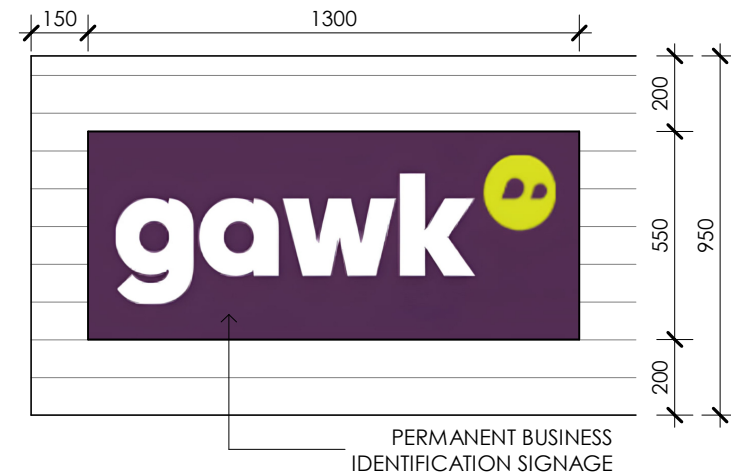
NORTH ELEVATION
SCALE 1 : 100



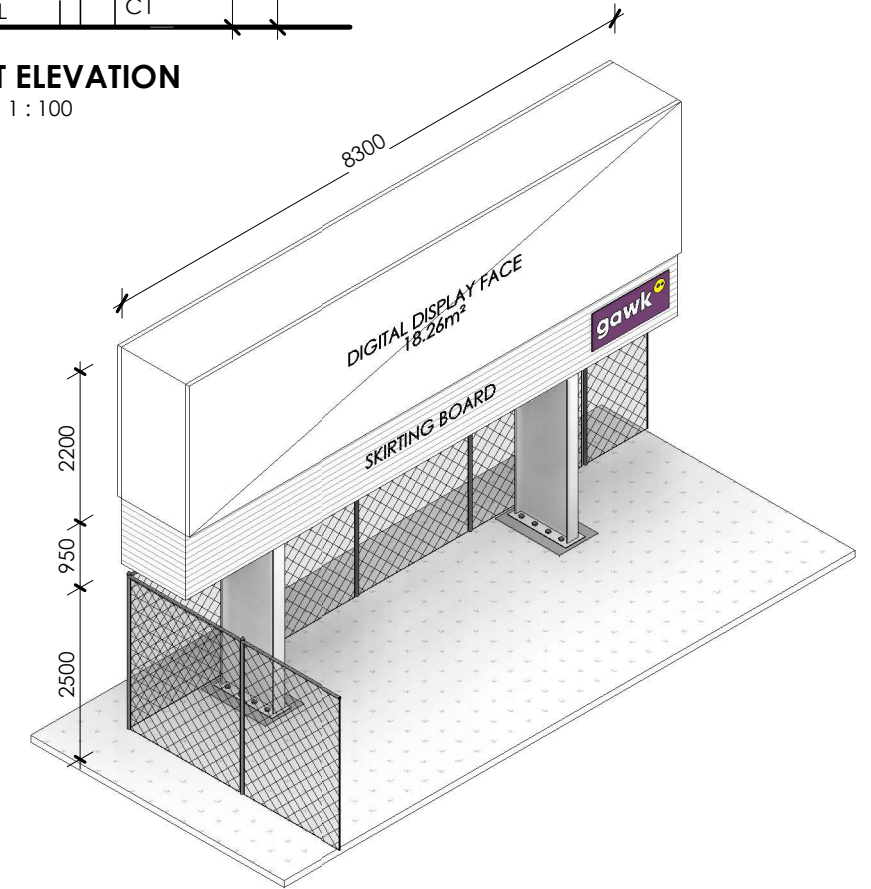
WEST ELEVATION
SCALE 1 : 100



FLOOR PLAN
SCALE 1 : 100

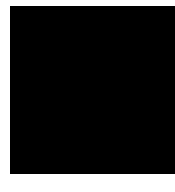
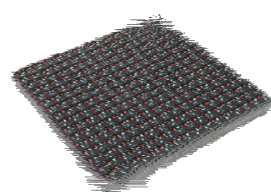


S1 - SIGNAGE DETAIL
SCALE 1 : 20



PERSPECTIVE

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
---	---	---	--	---	---	---	-----------------------

LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

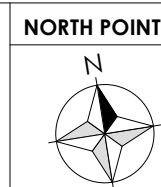
01	09/09/2025 TOWN PLANNING ISSUE
----	-----------------------------------

TOWN PLANNING

NOT FOR CONSTRUCTION

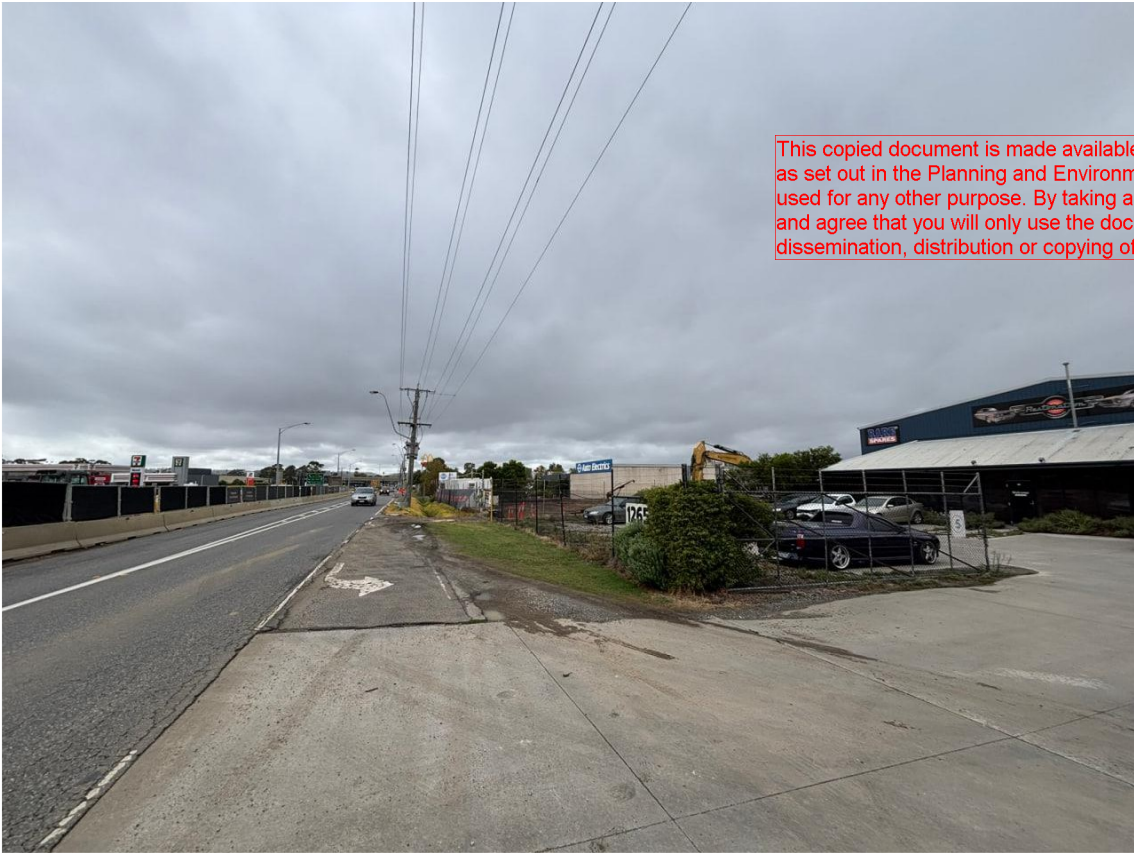


PROJECT PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE-SIDED, ELECTRONIC AND STATIC PROMOTION SIGN	DATE 09/09/2025	DRAWING NO. A03	DRAWN BY AP	GAWK OUTDOOR Suite 3/281 Brunswick St, Fitzroy VIC 3065
ADDRESS 1265 KOO WEE RUP ROAD, PAKENHAM VIC 3810	PROJECT NO. 25-063	PAGE SIZE A3	ISSUE NO. 01	james@gawk.com.au 03 5409 2655

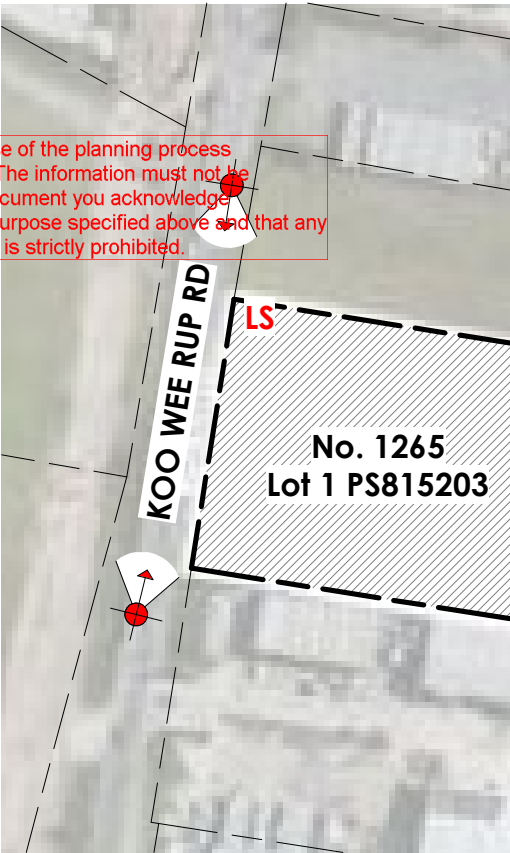




EXISTING PERSPECTIVE VIEW #01 - SOUTHBOUND TRAFFIC



EXISTING PERSPECTIVE VIEW #02 - NORTHBOUND TRAFFIC



PERSPECTIVE VIEW REFERENCE
SCALE 1 : 2000



PROPOSED PERSPECTIVE VIEW #01 - SOUTHBOUND TRAFFIC



PROPOSED PERSPECTIVE VIEW #02 - NORTHBOUND TRAFFIC

GENERAL NOTES

PROPOSED PERSPECTIVE VIEW IS AN ARTIST'S 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 09/09/2025
TOWN PLANNING ISSUE

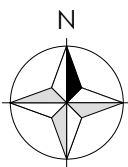
TOWN PLANNING
NOT FOR CONSTRUCTION



PROJECT
PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE-SIDED, ELECTRONIC AND STATIC PROMOTION SIGN

ADDRESS
1265 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

NORTH POINT



DATE 09/09/2025	DRAWING NO. A04	DRAWN BY AP
PROJECT NO. 25-063	PAGE SIZE A3	ISSUE NO. 01

GAWK OUTDOOR

 SUITE 3/281 BRUNSWICK ST, FITZROY VIC 3065

 james@gawk.com.au

 03 5409 2655

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.



PLANNING PERMIT APPLICATION

PROJECT	Proposed Electronic Major Promotion Sign
LOCATION	1265 Koo Wee Rup Road, Pakenham VIC 3810
DATE	September 17, 2025

1.CONTENTS

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

1. Contents	1
2. Introduction	2
2.1. Overview of Gawk.....	2
2.2. Outdoor Advertising Industry.....	2
2.3. Advertising Content.....	2
2.4. Community Benefits	2
3. Site Selection	3
4. Site Description & Existing Conditions.....	4
4.1. Site Description.....	4
4.2. Surrounding Context.....	5
5. Proposed Development	7
5.1. Description of Proposed Development.....	7
5.2. Design Response	7
6. Statutory Planning Controls	9
6.1. Zoning.....	9
6.2. Overlays.....	10
7. Local Planning Policies.....	11
Cardinia Planning Scheme	11
Cardinia Advertising Signage Design Guidelines February 2020.....	14
8. Conclusion.....	17
9. Appendix 1 – Copy of title	18
10. Appendix 2 – Copy of Plan.....	19
11. Appendix 3 – Perspective Views Written Statement	20
12. Appendix 4 – Clause 52.05.....	21
13. Appendix 5 – Surrounding signage & built form.....	24
14. Appendix 6 – Vicroads ten point checklist.....	27
15. Appendix 7 – Brightness.....	28

2. INTRODUCTION

2.1. Overview of Gawk

Gawk is a family run business that develops, owns and operates outdoor advertising billboards throughout Victoria – primarily in regional areas. The company was founded by James & Luke Course – who have extensive experience in Outdoor Advertising, Town Planning and Managing Projects. The business was founded to ensure that local and regional businesses have access to Outdoor Advertising to grow their businesses.

2.2. Outdoor Advertising Industry

While traditional forms of media (radio, television, print) have been in decline for the past decade, Outdoor has been flourishing and has been used by a huge number of businesses to grow. Total out of home industry revenue in Australia has grown for the past 8 consecutive years, with over 6% growth from 2016-2017 (source: OMA).

2.3. Advertising Content

At Gawk we pride ourselves on helping local businesses grow using outdoor advertising. Companies within a small radius to our advertising signs will always take preference over large nationwide advertising campaigns. Typically, at least 50% of the advertising content is for businesses located within a 5km radius of the sign. Road safety messages from the TAC are also very common across regional billboards.

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.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

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

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

4.1. Site Description

The subject site at 1265 Koo Wee Rup Road, Pakenham VIC 3810 is currently an Industrial 1 zoned lot and is owned by Simons Builders Pty Ltd. The property is tenanted by multiple businesses including Tankformers, a water utility company; Hazard Electrical, an electrical service provider; and Diverse Audio Visual Events, which specialises in event production equipment. These tenancies operate independently within the site, which is comprised of a centrally located industrial built form. The built form extends across two adjoining warehouse-style buildings that are connected by a raised roof canopy at the front of the lot, facing Koo Wee Rup Road. The structures reach a height of approximately 6 metres and form the primary function of the site.

The lot itself is rectangular in shape and fronts Koo Wee Rup Road for 70.4 metres. The overall area of the property spans approximately 1.388 hectares. The proposed signage, is located in the north-western corner of the lot, occupying a small portion of land with direct visibility to passing traffic along Koo Wee Rup Road. This sign location captures high exposure to both northbound and southbound motorists.

Vehicle access to the site is provided via two driveways — one along Koo Wee Rup Road and the other off Osullivan Street at the rear of the site. The Koo Wee Rup Road crossover is the main access point and is used for general vehicular entry, while the Osullivan Street driveway serves the two rear built forms. The entire lot is concreted apart from the built form, allowing clear access across all parts of the site. In addition to parking, several areas of the land are utilised for storage, particularly by Tankformers who use the open space for housing large water tanks. There is no formal street parking available directly in front of the property, due to the width of the driveway crossover and the operational nature of the premises, with no marked parking bays or allowance for roadside standing.

The main building is a large industrial warehouse, clad in metal sheeting and painted in neutral industrial tones. It includes large roller doors and moderate window glazing, which service both office spaces and warehouse functionality. The two warehouse buildings are joined by a front-facing canopy, creating a covered thoroughfare suitable for delivery vehicles and operational access. Business signage is fixed to the façade of each building, clearly identifying the on-site tenants. All existing signage is business identification only, targeting visiting clients and road traffic with fascia and wall-mounted displays.

The topography of the site is flat throughout, with no visible grading or contour changes. It is surfaced in concrete and gravel, with sections of sealed parking and operational hardstand areas.

The proposed major promotion sign will be installed in the north-west corner of the site, facing Koo Wee Rup Road. It will target both directions of traffic and function as a freestanding structure. The southern elevation of the sign will be digital, allowing for rotating electronic content, while the northern side will remain static. This dual design ensures maximum visibility for passing vehicles from either direction along this arterial road.

A copy of the certificate of title and associated title plan are attached as part of this town planning submission.



Figure 1 – Aerial Photograph of Subject Site

4.2 Surrounding Context



Figure 2 – Aerial Photograph of Surrounding Area

The subject site is located within a well-established industrial precinct in Pakenham, characterised by consistent built form patterns, lot sizes, and land use. To the north of the property lies Lot 1 on TP136842, a vacant industrial site approximately one quarter the size of the subject site. The industrial character continues northwards for another 700 metres and features a mix of commercial

and light industrial businesses such as West Gippsland Auto Electrics, McDonalds Pakenham South and Bunnings East Pakenham, reinforcing the area's commercial function.

To the east of the site is Osullivans Road, which serves as a boundary road separating the site from more industrial allotments that stretch across several subdivisions. This eastern zone is home to a diverse range of industrial and commercial businesses including Pakenham Automatics, Carlisle Furniture and Bedding, and Brandy Pakenham, a well-known tractor dealership. This strong industrial theme extends eastwards for approximately 1.5 kilometres, further entrenching the area's non-residential purpose.

Directly south of the subject site is 1225 Koo Wee Rup Road, another industrial allotment that is only partially developed. It currently accommodates tenants such as Cummins Sale and Service, Tint a Car, Kennards Hire, and HydraSpa. The industrial character continues uninterrupted for another 1.7 kilometres in this direction, only ceasing at the point where the freeway intersects the precinct.

To the west is Koo Wee Rup Road, a major arterial route that facilitates north and south-bound traffic through Pakenham. Across the road, the industrial zoning persists with sites such as the vacant lot at 9 Webster Way and 1190 Koo Wee Rup Road, both earmarked for future commercial development. All surrounding properties share consistent characteristics with the subject site in both built form and scale, reflecting the broader industrial purpose of the precinct.

The area surrounding the subject site experiences high volumes of traffic, primarily from vehicles transitioning north and south through Pakenham, or entering from the nearby freeway. This flow provides excellent visibility and commercial opportunity for businesses in the precinct. While signage is common throughout the area, it is primarily business identification signage. Most signage is wall mounted or presented as modest freestanding signs positioned close to tenancy entries. There are currently no freestanding digital or third-party advertising signs within 200 metres of the subject site, making the proposed sign a unique addition to the visual landscape.

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.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.



5. PROPOSED DEVELOPMENT

5.1. Description of Proposed Development

The proposal seeks approval for the erection and display of a major electronic promotion sign on the property at 1265 Koo Wee Rup Road, 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 18.26m² display face, one being a digital display face and the other being a static display face. The sign will primarily be viewed by northbound and southbound traffic on Koo Wee Rup Road. It will also be visible to eastbound traffic on Koo Wee Rup Road.

In addition to each display face, there will be a permanent 0.27m² 'Gawk' business identification sign on the skirting board to the left of the display face. Therefore, the total advertising area will be 18.53m². 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 Koo Wee Rup Road.
- 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 (5.65m) 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 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 700m to the north, and another 1.5km to the south. The sign sits within this robust stretch of road.
- The proposal is sited to have visual separation from any other major promotional 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 residential sensitivities. We submit that these sensitivities are nominal in the sign's direct context, due to the industrial flavour that projects out into the streetscape.



- The location of the sign on Koo Wee Rup Road 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 Signage

There is existing wall mounted (panel signage) on the property. This signage has been on the property since at least 2010, and has always been then lettering and contact number of the businesses operating from the property. The lettering has changed over the years as the tenants have moved through the property, but the space that the signs have occupied have remained the same.

This existing signs are mounted to the built form, facing onto Koo Wee Rup Road, and take up an area between 4m² and 11.9m². There are two signs that are 7m by 1.70m, two signs that are 2m by 2m, and then one sign which is 5m by 0.8m. All of this signage relates to the businesses that occupy tenancies on the site. These signs are shown on page 2 of the Town Planning Package.

A sign can be categorised by multiple sign terms at 73.02, but this under different categories, such as major promotion sign vs. business identification sign. Panel signs and major promotion signs are mutually exclusive terms, where this proposal fits under the major promotion signs by definition. Any other sign existing on the site falls under business identification signage.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.



6. STATUTORY PLANNING CONTROLS

6.1. Zoning

The subject site is situated within the Industrial 1 Zone. 'Sign requirements are at Clause 52.05. This zone is in Category 2' (Low Limitations).

Under Clause 33.01 Industrial 1 Zone, the following purpose and information applies.

Purpose

To implement the Municipal Planning Strategy and the Planning Policy Framework.

To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does affect the safety and amenity of local communities.

In this above mentioned clause, in section -5, 'Sign requirements are at Clause 52.05. This zone is in Category 2'. This clause does not provide decision guidelines for the proposed application, and thus, requires consideration at Clause 52.05.

Under Clause 52.05-12, the following information applies for Category 2 Signage:

Section 1 – Permit not required	
Sign	Condition
Bed and breakfast sign Business identification sign Home based business sign Pole sign	The total display area of all signs to each premises must not exceed 8 sqm. This does not include a direction sign.
Direction Sign	Only one to each premises.
Internally illuminated sign	The total display area to each premises must not exceed 1.5 sqm. The sign must be more than 30m from a residential zone or pedestrian traffic lights.
Section 2 – Permit Required	
Sign	Condition
Any sign not in Section 1	None specified
Section 3 – Prohibited	
Sign	Condition
Nil	

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

A permit for the proposed double sided, digital, major promotion sign is triggered by the call out in Section 2, 'any sign not in section 1'.

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



Figure 3 – Zone Controls of the Site & Surrounds

6.2. Overlays

There are no relevant planning overlays on the subject site.

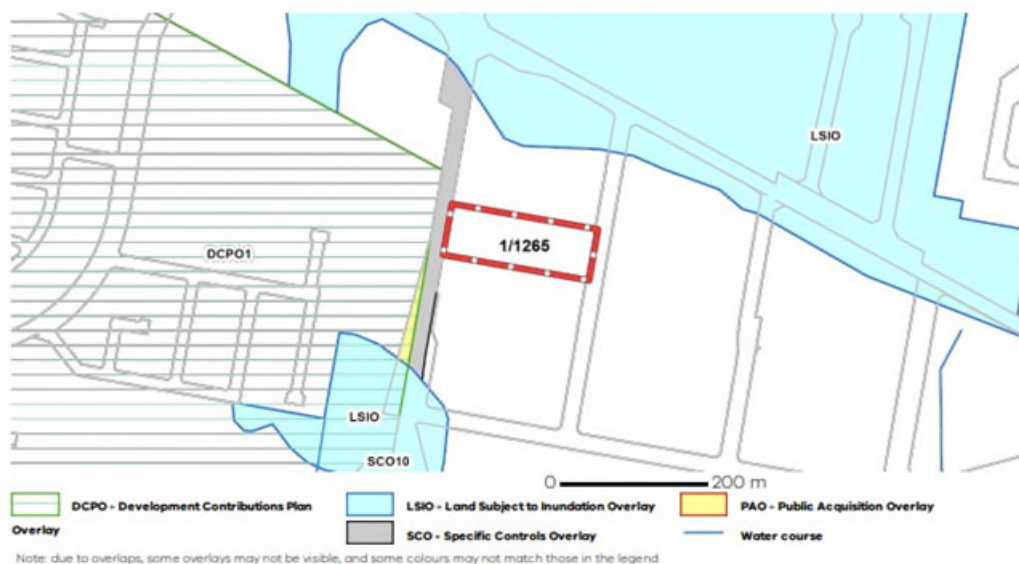


Figure 4 – Zone Controls of the Site & Surrounds

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

7. LOCAL PLANNING POLICIES

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

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 areas along Koo Wee Rup Road. The built form and the proposed signage are designed to ensure that the sign will only add to the amenity of the area, ensuring that the continued road safety of Koo Wee Rup Road, and surrounding road 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 both 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 effective 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 minimal signage on the subject site, and there is a clear visual separation to any other major promotion signs within Pakenham. 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.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

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 meters or a maximum area of 20 square meters where the frontage is greater than 40 meters wide and is set back by 10 meters 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 meters 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. The sign does not exceed 7m in height, it remains consistent with the existing signage along Koo Wee Rup Road. Ensuring a cohesive visual identity. The sign is located on private property, mitigating its visual impact and enhancing the surrounding environment. The sign allows for consideration of context, and the proposed sign maintains alignment with the established streetscape and vast nature of Koo Wee Rup Road. It does not dominate the surroundings, but instead provides effective business advertising in a manner that is appropriate for the industrial setting.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

Cardinia Advertising Signage Design Guidelines February 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 vision. Strategically located on a key industrial road, 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 of 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.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

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 separate from other signs in the area.

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 main road, with no impact on 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 just 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 with our "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.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

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 in a Major Activity Centre as shown on the Cardinia Activity Centres map. The total size of the sign is also under the 21 square metres threshold. 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 Pakenham, 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.



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 at 1265 Koo Wee Rup Road, Pakenham.
- The Subject Site one of 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.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

9. APPENDIX 1 – COPY OF TITLE

Copyright State of Victoria. No part of this publication may be reproduced except as permitted by the Copyright Act 1968 (Cth), to comply with a statutory requirement or pursuant to a written agreement. The information is only valid at the time and in the form obtained from the LANDATA REGD TM System. None of the State of Victoria, its agents or contractors, accepts responsibility for any subsequent publication or reproduction of the information.

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 12287 FOLIO 472

Security no : 124122873214M
Produced 17/07/2025 10:01 AM

LAND DESCRIPTION

Lot 1 on Plan of Subdivision 815203S.
PARENT TITLE Volume 10439 Folio 357
Created by instrument PS815203S 24/02/2021

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor
SIMONS BUILDERS PTY LTD of 61-63 VICTORIA STREET WARRAGUL VIC 3820
PS815203S 24/02/2021

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AB0165/bC 14/01/2002
WESTPAC BANKING CORPORATION

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 PS815203S 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)

ADMINISTRATIVE NOTICES

NIL

eCT Control 16320Q WESTPAC BANKING CORPORATION
Effective from 24/02/2021

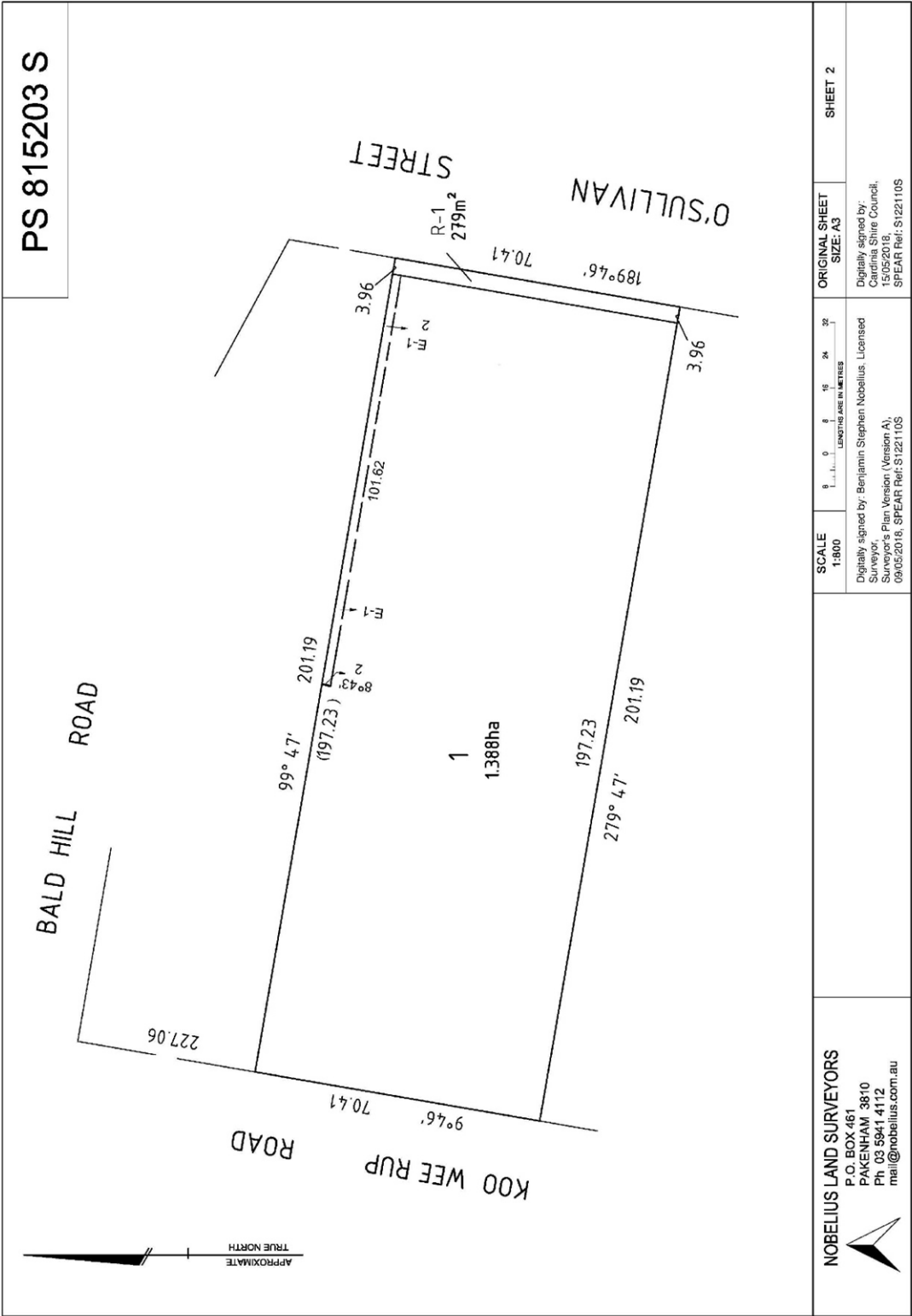
DOCUMENT END

Delivered from the LANDATA® System by Landchecker Pty Ltd

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

10.APPENDIX 2 – COPY OF PLAN

Delivered by LANDATA®, timestamp 18/06/2025 13:13 Page 2 of 4



This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

11. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

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

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

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

Perspective View 01: Camera: iPhone 15 Plus
 Type: Digital
 Lens Size: 27mm
 Angle: Landscape – Parallel to ground
 Date: 14/04/2025
 Time: 05:00pm
 Height Above Ground: 1600mm
 Modified elements: Nil
 Assumptions: Height and Length are relative to the documented site features plan; however definitive accuracy cannot be guaranteed.

Perspective View 02: Camera: iPhone 15 Plus
 Type: Digital
 Lens Size: 27mm
 Angle: Landscape – Parallel to ground
 Date: 14/04/2025
 Time: 05:00pm
 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.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

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 some wall mounted signage and fence signage on the subject site, this displays the current tenants on the property. This is shown below:



Location and Form of Existing Signage on Abutting Properties

There is some wall mounted and a free standing sign on the abutting property to the south. The property to the north is vacant.



This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

The Location of Closest Traffic Control Signs

The closest traffic control sign is sign alerting drivers to the speed limit along Koo Wee Rup Road. This is shown below:



View Lines or Vistas Which May Be Affected by the Proposed Sign:

There are no important views or vistas impacted by the proposed sign which is freestanding on private property.

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 signs within 200m of the site which are of a similar nature or size to the proposed.

Any Existing Identifiable Advertising Theme in the Area

As shown above and in Appendix 5, the majority of properties along this stretch of Koo Wee Rup Road 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.

We note the concern raised regarding possible visual impact on residential properties 130m to the west. The static face of the sign will not be illuminated. The digital face of the sign will adhere to AS4282 (Control of the obtrusive effects of outdoor lighting) standards. We are also open to undertaking a Lighting Impact Assessment (LIA) if required by Council to further support compliance and mitigate any concerns.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

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

13. APPENDIX 5 – SURROUNDING SIGNAGE & BUILT FORM





This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.



This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.

14.APPENDIX 6 – VICROADS TEN POINT CHECKLIST

No.	Item	Comment/Response
01	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed sign is freestanding off the road reserve.
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 7 – 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.

This copied document is made available for the purpose of the planning process as set out in the Planning and Environment Act 1987. The information must not be used for any other purpose. By taking a copy of this document you acknowledge and agree that you will only use the document for the purpose specified above and that any dissemination, distribution or copying of this document is strictly prohibited.