
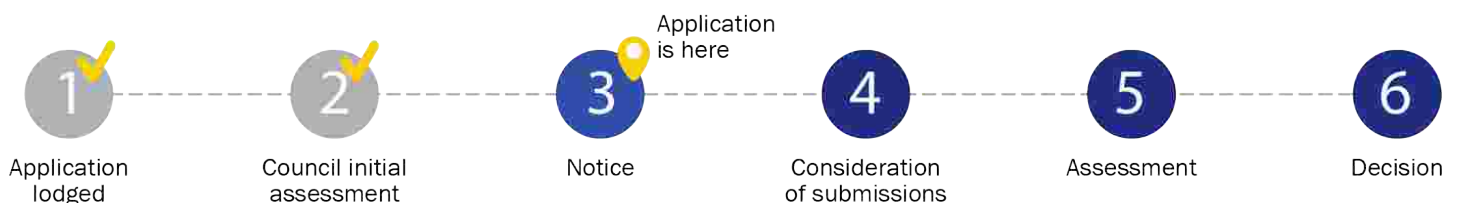


Notice of Application for a Planning Permit

The land affected by the application is located at:	PT L1 PS824526 V12344 F010 1100 Koo Wee Rup Road, Pakenham VIC 3810	
The application is for a permit to:	Display and construction of a Major Electronic 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 Electronic Promotion Sign	
APPLICATION DETAILS		
The applicant for the permit is:	Gawk Outdoor	
Application number:	T250763	
<p>You may look at the application and any documents that support the application at the office of the Responsible Authority:</p> <p>Cardinia Shire Council, 20 Siding Avenue, Officer 3809.</p> <p>This can be done during office hours and is free of charge.</p> <p>Documents can also be viewed on Council's website at cardinia.vic.gov.au/advertisedplans or by scanning the QR code.</p>		
HOW CAN I MAKE A SUBMISSION?		
<p>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:</p>		01 May 2026
<p>WHAT ARE MY OPTIONS?</p> <p>Any person who may be affected by the granting of the permit may object or make other submissions to the responsible authority.</p> <p>If you object, the Responsible Authority will notify you of the decision when it is issued.</p>	<p>An objection must:</p> <ul style="list-style-type: none"> • be made to the Responsible Authority in writing; • include the reasons for the objection; and • state how the objector would be affected. 	<p>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.</p>




ADVERTISED MATERIAL
 Planning Application: T250763
 Date Prepared: 15 April 2026

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Application Summary

Portal Reference: A42557WE

Basic Information

Proposed Use: Proposed double sided, electronic, major promotion sign
 Current Use: existing industrial property with service station, fast foot retailer and addition built forms.
 Cost of Works: \$95,000
 Site Address: 1100 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.


Cardinia
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Contacts

Type	Name	Address	Contact Details
Applicant	Gawk Outdoor	[Redacted]	[Redacted]
Owner	[Redacted]	[Redacted]	[Redacted]
Preferred Contact	Gawk Outdoor	[Redacted]	[Redacted]

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
19-12-2025	A Copy of Title	Title - 1100 Koo Wee Rup Rd Pakenham.PDF
19-12-2025	Encumbrance	Agreement - 1100 Koo Wee Rup Rd Pakenham.pdf
19-12-2025	Site plans	20250708_PAKENHAM_TPP.pdf
19-12-2025	Additional Document	20251219_PAKENHAM_TPR.pdf
19-12-2025	Existing floor plan	Plan - 1100 Koo Wee Rup Rd Pakenham.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

Submission Date

19 December 2025 - 11:52:AM

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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Purton Road, Pakenham, Victoria

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Phone: 1300 787 624
After Hours: 1300 787 624
Fax: 03 5941 3784

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

VOLUME 12344 FOLIO 010

Security no : 124113365283U
Produced 13/12/2025 01:50 PM

LAND DESCRIPTION

Lot 1 on Plan of Subdivision 824526Q.
PARENT TITLE Volume 12042 Folio 166
Created by instrument PS824526Q 23/11/2021

REGISTERED PROPRIETOR

Estate Fee Simple
Sole Proprietor
PINDOS ENTERPRISES PTY LTD of LEVEL 12 468 ST KILDA ROAD MELBOURNE VIC 3004
PS824526Q 23/11/2021

ENCUMBRANCES, CAVEATS AND NOTICES

MORTGAGE AR894257B 01/02/2019
NATIONAL AUSTRALIA BANK LTD

COVENANT AR894256D 01/02/2019

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.

AGREEMENT Section 173 Planning and Environment Act 1987
AT681817J 12/10/2020

DIAGRAM LOCATION

SEE PS824526Q 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 16089P NATIONAL AUSTRALIA BANK LTD
Effective from 23/11/2021


Cardina
ADVERTISED MATERIAL
Planning Application: T250763
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OWNERS CORPORATIONS

The land in this folio is affected by
OWNERS CORPORATION 1 PLAN NO. PS824526Q

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

DOCUMENT END



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Document Type	Plan
Document Identification	PS824526Q
Number of Pages (excluding this cover sheet)	5
Document Assembled	18/06/2025 13:53

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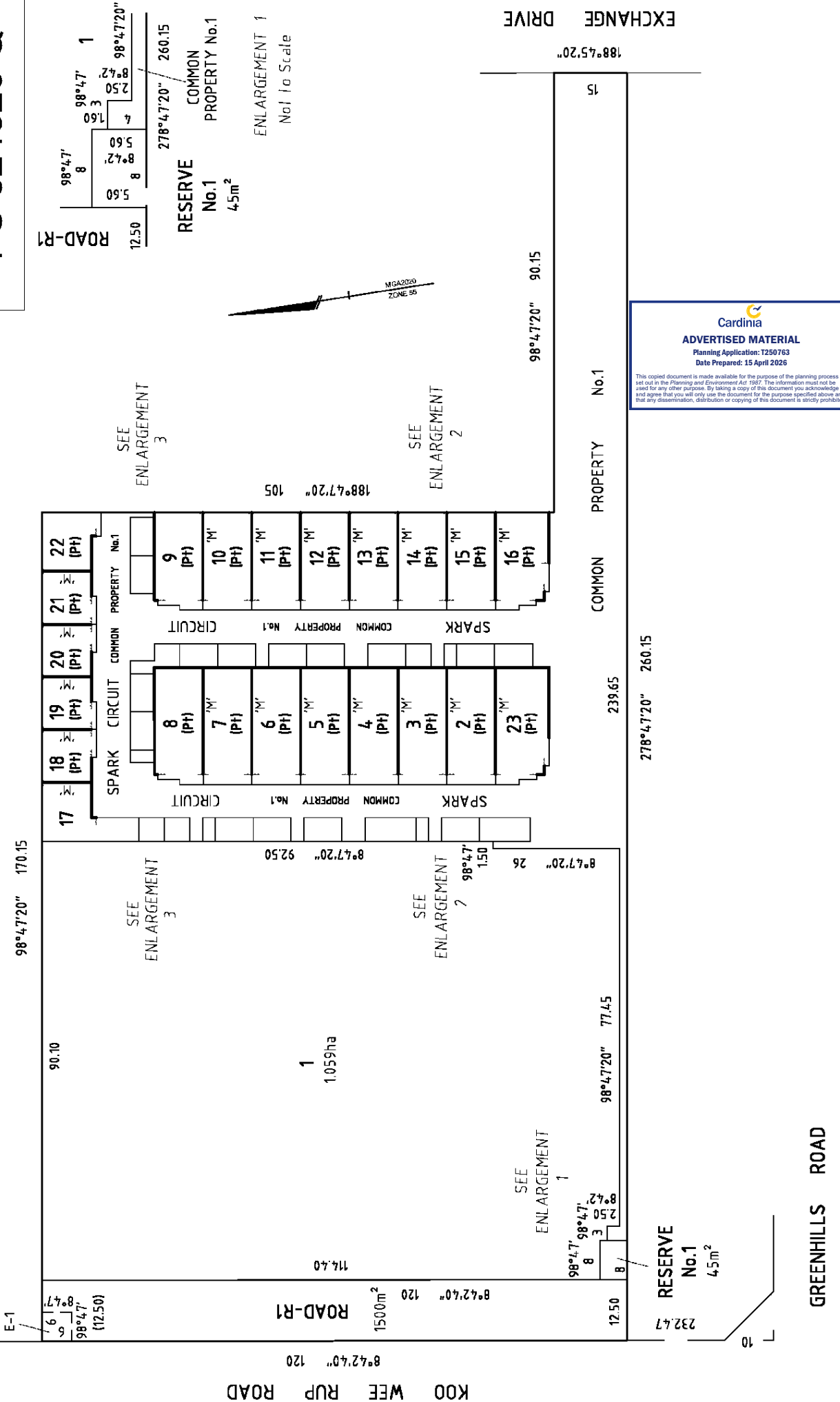


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PLAN OF SUBDIVISION			EDITION 2	PS824526Q
LOCATION OF LAND PARISH: NAR-NAR-GOON TOWNSHIP: ----- SECTION: ----- CROWN ALLOTMENT: 31 (PART) CROWN PORTION: ----- TITLE REFERENCE: VOL FOL LAST PLAN REFERENCE: LOT 3 ON PS 806463Q POSTAL ADDRESS: 44 EXCHANGE DRIVE, PAKENHAM 3810 MGA 94 E 367 570 ZONE: 55 CO-ORDINATES N 5 781 990			Council Name: Cardinia Shire Council Council Reference Number: S19-024 Planning Permit Reference: T190063 SPEAR Reference Number: S135995T Certification This plan is certified under section 11 (7) of the Subdivision Act 1988 Date of original certification under section 6: 26/04/2021 Public Open Space A requirement for public open space under section 18 of the Subdivision Act 1988 has been made and the requirement has been satisfied Digitally signed by: Sonia Higgins for Cardinia Shire Council on 14/10/2021 Statement of Compliance issued: 01/11/2021	
VESTING OF ROADS AND/OR RESERVE			NOTATIONS	
IDENTIFIER	COUNCIL / BODY / PERSON		Building Boundaries are defined by thick continuous lines. Location of Boundaries defined by Buildings Median : Denoted thus 'M' Exterior Face : All other Boundaries Lots 1&17 are made up of one part Lots 3 - 6 (both inclusive), 8 - 13 (both inclusive), 15, 16 & 18 - 23 (both inclusive) are made up of two parts Lots 2, 7 & 14 are made up of three parts LOTS IN THIS PLAN MAY BE AFFECTED BY ONE OR MORE OWNERS CORPORATIONS FOR DETAILS OF ANY OWNERS CORPORATIONS INCLUDING PURPOSE, RESPONSIBILITY, ENTITLEMENT & LIABILITY SEE OWNERS CORPORATION SEARCH REPORT, OWNERS CORPORATION ADDITIONAL INFORMATION AND IF APPLICABLE, OWNERS CORPORATION RULES	
ROAD R-1 RESERVE No.1	ROADS CORPORATION AUSNET SERVICES PTY LTD			
NOTATIONS				
DEPTH LIMITATION DOES NOT APPLY				
SURVEY This plan is based on survey. STAGING This is a staged subdivision. Planning Permit No. This survey has been connected to permanent mark No(s) In Proclaimed Survey Area No. Area of Site: 2.176ha No. of Lots: 2				
EASEMENT INFORMATION				
LEGEND: A - Appurtenant Easement E - Encumbering Easement R - Encumbering Easement (Road)				
EASEMENTS & RIGHTS IMPLIED BY SECTION 12(2) OF THE SUBDIVISION ACT 1988 APPLY TO THE WHOLE OF THE LAND ON THIS PLAN.				
EASEMENT REFERENCE	PURPOSE	WIDTH (METRES)	ORIGIN	LAND BENEFITED/IN FAVOUR OF
E-1	SUPPLY OF WATER THROUGH UNDERGROUND PIPES	SEE DIA	PS 731984A	SOUTH EAST WATER LIMITED
<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;"> <p style="text-align: center;">Cardinia ADVERTISED MATERIAL Planning Application: T250763 Date Prepared: 15 April 2026</p> <p style="font-size: small; text-align: center;">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.</p> </div>				
<p style="text-align: center;">JCA Land Consultants THE SUBDIVISION SPECIALISTS Surveying Engineering Town Planning Suite 9, 303 MaroonDAH Highway Ringwood Vic, Australia 3134 Phone 03 8736 4888 Email jca@jcalc.com.au www.jcalc.com.au</p>		REF. 21731 VERSION 07 Digitally signed by: Michael Herwald Hipfel, Licensed Surveyor, Surveyor's Plan Version (07), 16/06/2021, SPEAR Ref: S135995T	ORIGINAL SHEET SIZE A3	SHEET 1 OF 4
THIS IS A LAND USE VICTORIA COMPILED PLAN FOR DETAILS SEE MODIFICATION TABLE HEREIN				

PS 824526 Q



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ORIGINAL SHEET SIZE: A3 SHEET 2	SCALE 1:750 LENGTHS ARE IN METRES 0 7.5 15 22.5 30
	LICENSED SURVEYOR: T. D. WALKER VERSION D

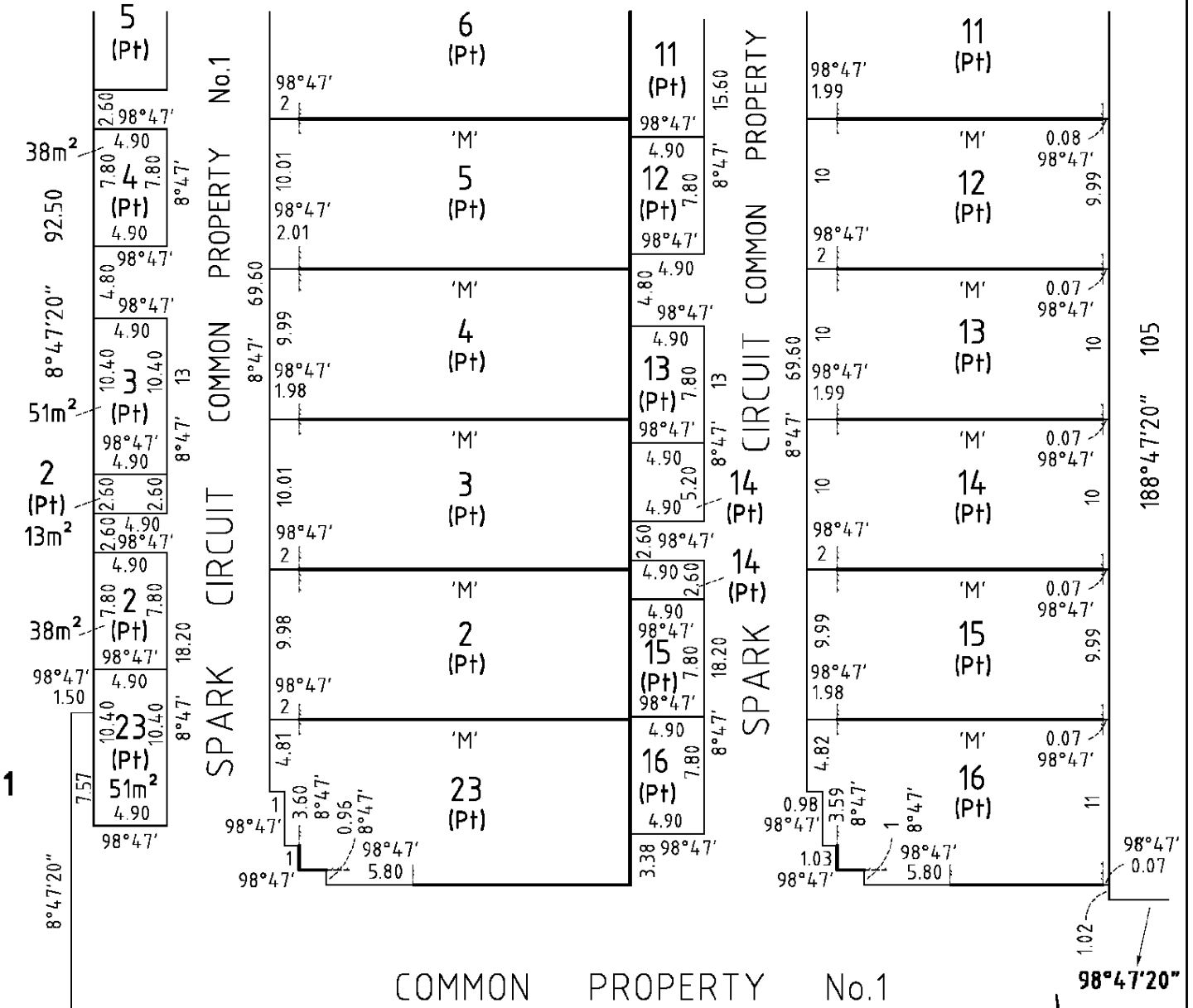
NOBELIUS LAND SURVEYORS
 P.O. BOX 461
 PAKENHAM 3810
 Ph 03 5941 4112
 mail@nobelius.com.au

PS 824526 Q

SEE SHEET 4

SEE SHEET 4

No.1



COMMON PROPERTY No.1

ENLARGEMENT 2
Not to Scale

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SCALE

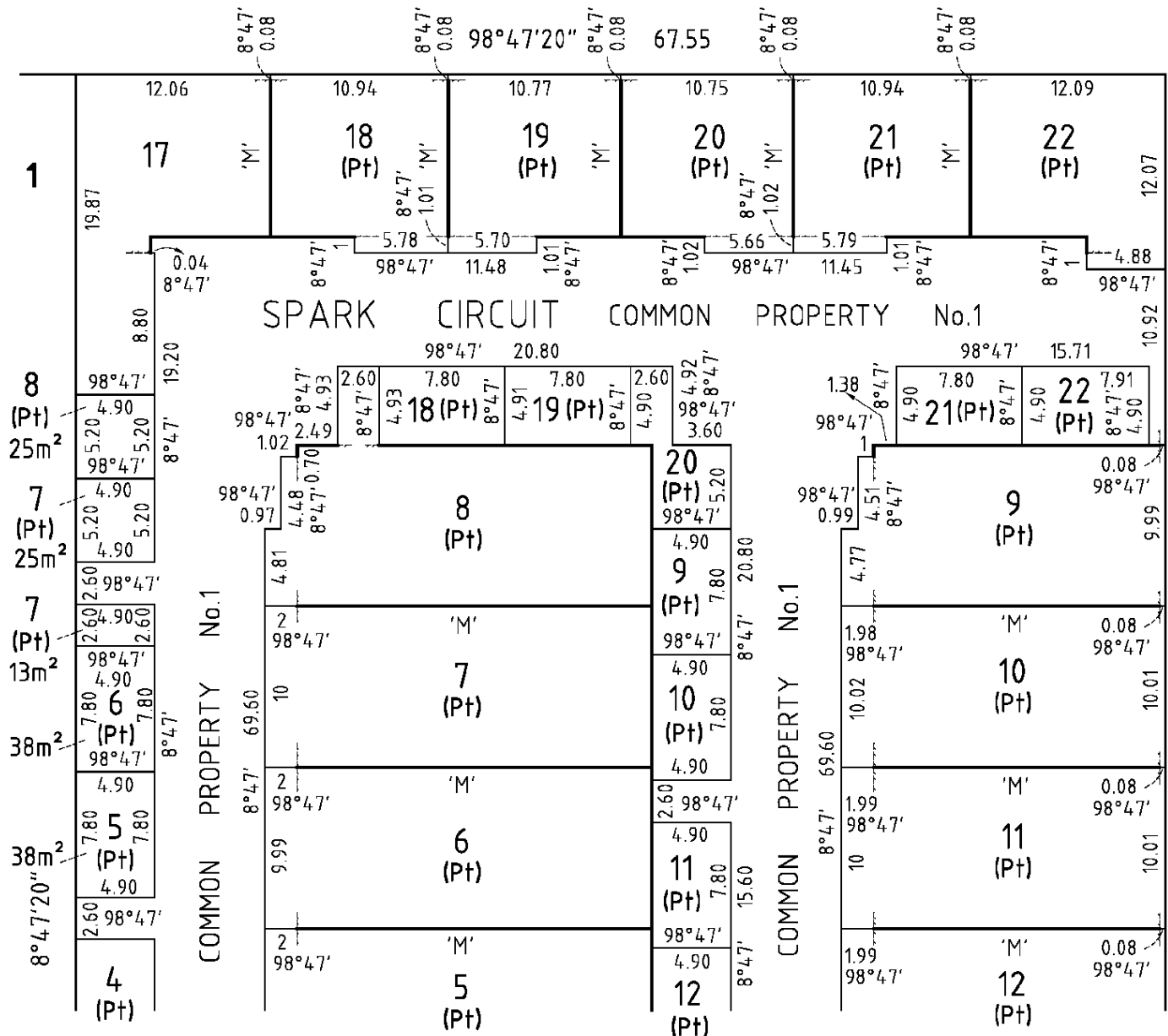


ORIGINAL SHEET
 SIZE: A3

SHEET 3

LICENSED SURVEYOR: T. D. WALKER
 VERSION D

PS 824526 Q



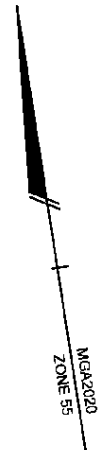
SEE SHEET 3

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ENLARGEMENT 3
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SCALE
 LENGTHS ARE IN METRES

LICENSED SURVEYOR: T. D. WALKER
 VERSION D

ORIGINAL SHEET SIZE: A3
 SHEET 4

188°47'20" 105



Department of Transport and Planning

Electronic Instrument Statement

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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.

Produced 17/03/2026 09:33:05 PM

Status	Registered	Dealing Number	AR894256D
Date and Time Lodged	01/02/2019 04:36:00 PM		

Lodger Details

Lodger Code	16089P
Name	NATIONAL AUSTRALIA BANK LTD
Address	
Lodger Box	
Phone	
Email	
Reference	


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TRANSFER

Jurisdiction	VICTORIA
---------------------	----------

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Land Title Reference

12042/166

Transferor(s)

Name	R & C MCGILL PTY LTD
ACN	159065040

Estate and/or Interest being transferred

Fee Simple

Consideration

\$AUD 4785000

Transferee(s)

Tenancy (inc. share)	Sole Proprietor
Name	PINDOS ENTERPRISES PTY. LTD.
ACN	150197032
Address	
Street Number	90
To Street Number	92



Department of Transport and Planning

Electronic Instrument Statement

Street Name	POATH
Street Type	ROAD
Locality	HUGHESDALE
State	VIC
Postcode	3166

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: AA4735
Restrictive covenant	MCP: AA4735
Expiry Date	

Duty Transaction ID

4507121

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 transferor.
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 B & C MCGILL PTY LTD

Signer Name	[REDACTED]
Signer Organisation	DUFFY & SIMON
Signer Role	AUSTRALIAN LEGAL PRACTITIONER
Execution Date	01 FEBRUARY 2019

Execution

1. The Certifier has taken reasonable steps to verify the identity of the transferee.
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 PINDOS ENTERPRISES PTY. LTD.

Signer Name	[REDACTED]
Signer Organisation	SOPHIE GIOUTLOU & CO.
Signer Role	LAW PRACTICE
Execution Date	01 FEBRUARY 2019

File Notes:

NIL

This is a representation of the digitally signed Electronic Instrument or Document certified by Land Use Victoria.



Department of Transport and Planning

Electronic Instrument Statement

Statement End.



ADVERTISED MATERIAL

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Number of Pages (excluding this cover sheet)	11
Document Assembled	17/03/2026 21:33

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AT681817J

**Application by a responsible authority for the making
of a recording of an agreement
Section 181 Planning and Environment Act 1987**

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Lodged by

Name:

Phone:

9563 2600

Address:

Reference:

Customer code:

18 68 2 5


Cardinia

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Date Prepared: 15 April 2026

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The responsible authority having made an agreement referred to in section 181(1) of the Planning and Environment Act 1987 requires a recording to be made in the Register.

Land:(volume and folio)

VOLUME 12042 FOLIO 166

Responsible authority:(full name and address, including postcode)

CARDINIA SHIRE COUNCIL OF 20 SIDING AVENUE, OFFICER 3809

Section and act under which agreement is made:

S173 PLANNING AND ENVIRONMENT ACT 1987 (VIC)

A copy of the agreement is attached to this application:

Signing:



35271702A

181PEA

Page 1 of 2

THE BACK OF THIS FORM MUST NOT BE USED

Land Use Victoria contact details: see www.delwp.vic.gov.au/property>Contact us

AT681817J

**Application by a responsible authority for the making
of a recording of an agreement
Section 181 Planning and Environment Act 1987**

Privacy Collection Statement

The information in this form is collected under statutory authority and used for the purpose of maintaining publicly searchable registers and indexes.

Executed on behalf of [REDACTED]

Signer Name [REDACTED]

Signature [REDACTED]

Execution Date [REDACTED]

Full Name of [REDACTED]

Witness Sign [REDACTED]


Cardina
ADVERTISED MATERIAL
 Planning Application: T250763
 Date Prepared: 15 April 2026

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35271702A

181PEA

Page 2 of 2

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Land Use Victoria contact details: see www.delwp.vic.gov.au/property>Contact us

AT681817J

**SECTION 173 AGREEMENT
PLANNING AND ENVIRONMENT ACT 1987**

44 EXCHANGE DRIVE, PAKENHAM

CARDINIA SHIRE COUNCIL
Council

- and -

PINDOS ENTERPRISES PTY LTD
ACN 150 197 032
Owner



ADVERTISED MATERIAL

Planning Application: T250763

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PARTIES:

1. **Cardinia Shire Council** of 20 Siding Ave, Officer, Vic 3809
(Council)
2. **Pindos Enterprises Pty Ltd** ACN 150 197 032 of Level 12, 468 St Kilda Road, Melbourne, Vic 3004
(Owner)

RECITALS:

- A. The Owner is the registered proprietor of the Land.
- B. Council is responsible for the administration and enforcement of the Planning Scheme pursuant to the provisions of the Act.
- C. On 18 February, 2020 Council issued the Permit allowing:
Staged subdivision of land into two (2) lots and creation of common property.
- D. Condition 6 of the Permit provides as follows:
 6. *Prior to the issue of a Statement of Compliance under the Subdivision Act 1988:*
 - a) *Construction of the proposed buildings on the subject land authorised by Planning Permit T180003-2 is to reach a stage of practical completion (lock up stage) to the satisfaction of the Responsible Authority,*
 - OR
 - b) *The land owner must enter into an agreement pursuant to Section 173 of the Planning and Environment Act 1987 to provide for the following:*
 - i. *That the subject land must be developed in accordance with T180003-2 or alternative permit approved by the Responsible Authority.*

An application must be made to the Registrar of Titles to register the Section 173 Agreement on the title to the land under section 181 of the Act.

The permit holder must pay the reasonable costs of the preparation, execution and registration of this Section 173 Agreement.
- E. This Agreement is entered into between Council and the Owner pursuant to section 173 of the Act in order to meet the requirements of condition 6 of the Permit and achieve the objectives of planning in Victoria.
- F. The Land is subject to registered mortgage No. AR894257B in favour of National Australia Bank Ltd, which mortgagee, as evidenced by its consent on the attestation pages, consents to this Agreement.

IT IS AGREED AS FOLLOWS:

1. DEFINITIONS

In this Agreement unless inconsistent with the context or subject matter

- 1.1. **Act** means the *Planning and Environment Act 1987 (Vic)*.



- 1.2. **Agreement** means this Agreement and any agreement executed by the parties varying or expressed to be supplemental to this Agreement.
- 1.3. **Council** means:
- 1.3.1. Cardinia Shire Council as the authority responsible for administering and enforcing the Planning Scheme and includes its agents, officers, employees, servants, workers and contractors and any subsequent person or body which is the responsible authority for the Planning Scheme; and
- 1.3.2. the municipal council of Cardinia within the meaning of the *Local Government Act 2020 (Vic)*.
- 1.4. **Current Address for Service**
- 1.4.1. for Council means the address shown under the heading "Parties" in this Agreement, or any other principal office address listed on the website of Council; and
- 1.4.2. for the Owner means the address shown under the heading "Parties" in this Agreement or any other address provided by the Owner to Council for any purpose or purposes relating to the Land.
- 1.5. **Current Email Address for Service**
- 1.5.1. for Council means mail@cardinia.vic.gov.au, or any other email address listed on the website of Council; and
- 1.5.2. for the Owner means any email address provided by the Owner to Council for the express purpose of electronic communication regarding this Agreement.
- 1.6. **Development Permit** means the planning permit T180003-2 issued by Council on 29 November, 2018 allowing Buildings and works for a service station and associated workshop and truck wash, twenty-two (22) warehouses and two (2) convenience restaurants; Use of the land for two (2) convenience restaurants; Create and alter access to a road in a Road Zone Category 1; Display of signage including internally illuminated signs, generally in accordance with the approved plans and as amended from time to time, or any subsequent permit issued by Council.
- 1.7. **Land** means the land known as 44 Exchange Drive, Pakenham VIC 3810, being Lot 3 on PS806463 and the land described in Certificate of Title Volume 12042 Folio 166 and any reference to the Land includes any Lots created by the subdivision of the Land or any part of it.
- 1.8. **Mortgagee** means the person or persons registered or entitled from time to time to be registered by the Registrar of Titles as Mortgagee of the Land or any part of it.
- 1.9. **Owner** means the person or persons registered or entitled from time to time to be registered by the Registrar of Titles as the proprietor or proprietors of an estate in fee simple of the Land or any part of it, and includes a mortgagee in possession.
- 1.10. **Owner's Obligations** means the covenants, promises, agreements, indemnities, undertakings and warranties given by the Owner under this Agreement including the specific obligations imposed under clause 3.
- 1.11. **party** or **parties** means the Owner and the Council under this Agreement as appropriate.



- 1.12. **Permit** means planning permit number T190063-1 issued by Council on 18 February, 2020 and amended on 12 May, 2020 allowing the staged subdivision of the Land into two (2) lots and creation of common property, generally in accordance with the approved plans and as amended from time to time, or any subsequent permit issued by Council.
- 1.13. **Planning Scheme** means the Cardinia Planning Scheme and any successor instrument or other planning scheme which applies to the Land.
- 1.14. **Register** and **Registrar** have the same meaning as in the *Transfer of Land Act 1958* (Vic).

2. INTERPRETATION

In the interpretation of this Agreement unless inconsistent with the context or subject matter:

- 2.1. The singular includes the plural and the plural includes the singular.
- 2.2. A reference to a gender includes a reference to all other genders.
- 2.3. Words (including defined expressions) denoting persons will be deemed to include all trusts, bodies and associations, corporate or unincorporated, and vice versa.
- 2.4. A reference to a person includes a reference to a firm, corporation, association or other entity and their successors in law.
- 2.5. A reference to a statute includes any statute amending, consolidating or replacing that statute and includes any subordinate instruments made under that statute.
- 2.6. The Recitals to this Agreement are and will be deemed to form part of this Agreement including any terms defined within the Recitals.
- 2.7. References to the parties will include their transferees, heirs, assigns, and liquidators, executors and legal personal representatives as the case may be.
- 2.8. Reference to a document or agreement includes reference to that document or agreement as changed, novated or replaced from time to time.
- 2.9. Where a word or phrase is given a definite meaning in this Agreement, a part of speech or other grammatical form for that word or phrase has a corresponding meaning.
- 2.10. Where a word or phrase is not defined in this Agreement, it has the meaning as defined in the Act, or, if it is not defined in the Act, it has its ordinary meaning.

3. SPECIFIC OBLIGATIONS OF THE OWNER

The Owner covenants that it will not develop the Land except in accordance with the Development Permit or an alternative planning permit approved by the Council.

4. FURTHER COVENANTS OF THE OWNER

The Owner warrants and covenants that:

- 4.1. it is the registered proprietor (or entitled to be so) of the Land;
- 4.2. save as shown in the certificate of title to the Land, there are no mortgages, liens, charges, easements or other encumbrances or any rights inherent in any person affecting the Land or any part of it and not disclosed by the usual searches;
- 4.3. neither the Land nor any part of it is subject to any right obtained by adverse



possession or subject to any easements, rights or encumbrances mentioned in section 42 of the *Transfer of Land Act 1958* (Vic);

- 4.4. it will not sell, transfer, dispose of, assign, mortgage or otherwise part with possession of the Land or any part of it without first providing to its successors a copy of this Agreement;
- 4.5. it will within 28 days of written demand pay to Council, Council's reasonable costs (including legal or other professional costs and expenses of and incidental to the:
 - 4.5.1. negotiation, preparation, execution and recording of this Agreement;
 - 4.5.2. assessment, negotiation, preparation, execution and recording of any proposed amendment to this Agreement;
 - 4.5.3. the cancellation or alteration of this Agreement in the Register; and
 - 4.5.4. determination of whether any of the Owner's obligations have been undertaken to the satisfaction of Council in its absolute discretion or to give consent to anything under this Agreement, whether or not the consent is actually given;
- 4.6. to the extent that the costs and expenses to be paid for by the Owner in accordance with clause 4.5 constitute legal professional costs, Council may at its absolute discretion have these costs assessed by the Law Institute of Victoria, and in that event, the Parties will be bound by the amount of that assessment, with any fee for obtaining such an assessment being borne equally by Council and the Owner;
- 4.7. it will do all that is necessary to enable Council to make application to the Registrar of Titles to record this Agreement in the Register in accordance with the Act, including the signing of any further agreement, acknowledgment or other document; and
- 4.8. until such time as this Agreement is recorded in the Register, the Owner must ensure that successors in title will give effect to this Agreement, and do all acts and sign all documents which will require those successors to give effect to this Agreement, including executing a deed agreeing to be bound by the terms of this Agreement.

5. FURTHER ASSURANCE

The parties to this Agreement will do all things necessary (including signing any further agreement, acknowledgement or document) to give full effect to the terms of this Agreement and to enable this Agreement to be recorded in the Register in accordance with the Act.

6. AMENDMENT

This Agreement may be amended only in accordance with the requirements of the Act.

7. NO WAIVER

The Parties agree that:

- 7.1. no waiver by any party of any default in the strict and literal performance of or compliance with any provision, condition or requirement in this Agreement will be deemed to be:
 - 7.1.1. a waiver of strict and literal performance of and compliance with any other provision, condition or requirement of this Agreement; nor
 - 7.1.2. a waiver or in any way release any party from compliance with any provision, condition or requirement in the future; and



7.2. any delay or omission of any party to exercise any right under this Agreement in any manner will not impair the exercise of such right accruing to it thereafter.

8. NO FETTERING OF POWERS OF COUNCIL

The parties acknowledge and agree that this Agreement does not fetter or restrict the power or discretion of the Council to make any decision or impose any requirements or conditions in connection with the granting of any planning approval or certification of any plans of subdivision applicable to the Land or relating to any use or development of the Land.

9. INTEREST ON OVERDUE MONEYS

Any amount due under this Agreement but unpaid by the due date incurs interest at the rate prescribed under section 227A of the *Local Government Act 1989 (Vic)*, and section 120 of the *Local Government Act 2020 (Vic)* upon commencement of that provision, and any payment made shall be first directed to payment of interest and then the principal amount owing.

10. NOTICES

All notices and other communications under this Agreement will be sent by prepaid mail, by hand delivery, email or by facsimile to the Current Addresses for Service, Current Email Address for Service or Current Number for Service of the parties, and may be sent by an agent of the party sending the notice. Each notice or communication will be deemed to have been duly received:

10.1. not later than four business days after being deposited in the mail with postage prepaid;

10.2. when delivered by hand;

10.3. if sent by email, at the time of receipt in accordance with the *Electronic Transactions (Victoria) Act 2000 (Vic)*; or

10.4. if sent by facsimile transmission upon completion of that transmission and production of a transmission report stating that the facsimile was sent to the addressee's facsimile number.

11. COSTS ON DEFAULT

If the Owner defaults in the performance of any obligations under this Agreement it will pay to the Council the reasonable costs of action taken to achieve compliance with this Agreement.

12. INVALIDITY OF ANY CLAUSE

Notwithstanding anything to the contrary in this Agreement, if any provision of this Agreement will be invalid and not enforceable in accordance with its terms, all other provisions which are self-sustaining and capable of separate enforcement without regard to the invalid provisions will be and continue to be valid and enforceable in accordance with those terms.

13. AGREEMENT BINDING ON SUCCESSORS OF OWNERS

This Agreement will extend to and bind the Owner's successors, assigns, administrators, transferees and legal personal representatives and the obligations imposed upon them will also be binding on their successors, transferees, purchasers, mortgagees and assigns as if each of them had separately executed this Agreement.

14. JOINT OBLIGATIONS



In the case of each party that consists of more than one person (including in that expression any corporation) each of those persons covenants, agrees and declares that all of the covenants, agreements, declarations and consents contained in this Agreement and made and given by that party have been entered into, made and given and are binding upon that person both severally and also jointly with the other person or persons constituting that party.

15. ENTIRE AGREEMENT

This Agreement constitutes the entire agreement between the parties in connection with its subject matter and supersedes all previous agreements or understandings between the parties in connection with its subject matter.

16. COMMENCEMENT AND ENDING OF AGREEMENT

16.1. This Agreement will commence:

16.1.1. on the date that it bears; or

16.1.2. if it bears no date, on the date it is recorded in the Register.

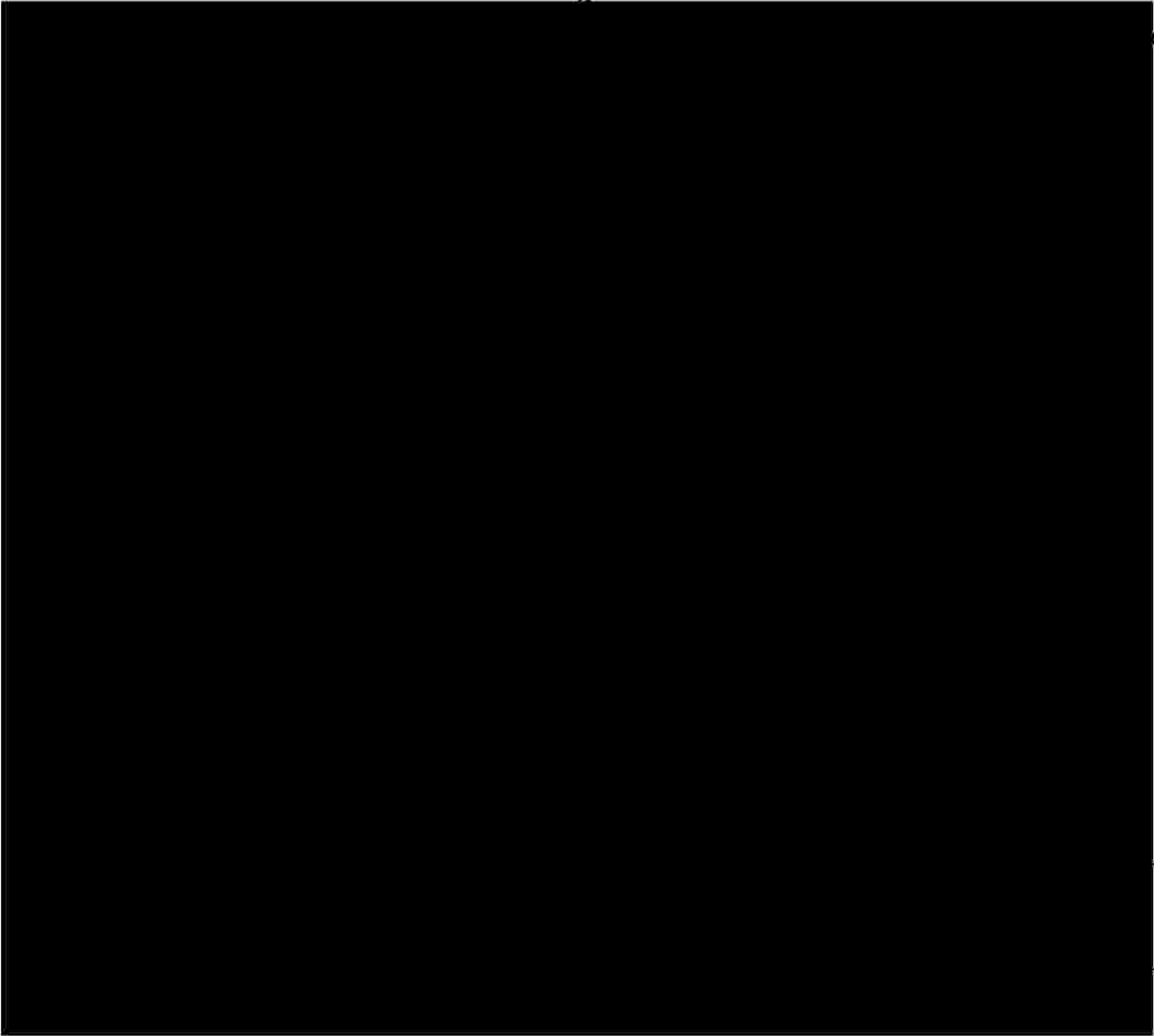
16.2. This Agreement will end by agreement between the parties or otherwise in accordance with the provisions of the Act.



ADVERTISED MATERIAL

Planning Application: T250763
Date Prepared: 15 April 2026

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AT681817J



Registrar of Titles
Land Titles Office
2 Lonsdale Street
MELBOURNE

APPLICATION TO REGISTER AN AGREEMENT UNDER SECTION 173 OF THE PLANNING AND ENVIRONMENT ACT 1987

Certificate of Title Volume 12042 Folio 166

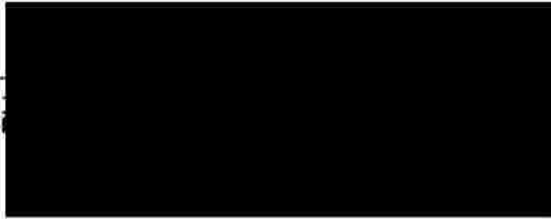
Registered Proprietor/s: Pindos Enterprises Pty Ltd ACN 150 197 032

National Australia Bank Limited A.B.N. 12 004 044 937 as Mortgagee pursuant to Registered Mortgage number AR894257B hereby consents to the within Agreement.

Dated this 6th day of SEPTEMBER 20 20

EXECUTED by **NATIONAL AUSTRALIA BANK LIMITED** by being signed sealed and delivered in Victoria by its Attorney)
)

who holds the position of Level 3 Attorney under Power of Attorney dated 1/3/2007 (a certified copy of which is filed in Permanent Order Book No 277 Page No 025 Item 35) in the presence of:



S

Cardinia
ADVERTISED MATERIAL
 Planning Application: T250763
 Date Prepared: 15 April 2026

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3. Road safety assessment

3.1 Visibility distance

The site visit was used to confirm the visibility distance of the proposed double-sided sign along Koo Wee Rup Road.

- Proposed Sign 1 (digital display face) would be seen by vehicles travelling southbound along Koo Wee Rup Road and the adjacent service lane, and has a visibility distance of approximately 182 metres.
 - The service lane is subject to a default speed limit of 50 km/h at the point where the left turn lane along Koo Wee Rup Road ends and enters into the service lane. As a result, the sign is unlikely to affect drivers in the service lane as they merge onto the main line (Koo Wee Rup Road). The sign exits their view approximately 123 metres before reaching the exit holding line of the service lane.
 - Vehicles approaching the BP service station driveway are expected to travel at 40 km/h, reflecting operating speeds lower than the default 50 km/h service lane speed limit. This reduced speed is considered appropriate given the driveway environment and the need for vehicles to decelerate when turning into the site. Based on Austroads Guide to Road Design Part 3 (2021), the stopping sight distance for an operating speed of 40 km/h and a reaction time of 2.0 seconds and 1.5 seconds is 34 metres (minimum) and 40 metres (desirable) from the service station driveway. The proposed sign comes into view approximately 108 metres from the service station driveway, therefore drivers would have ample opportunity to perceive and understand the sign before refocusing on the roadway and reaching the safe sight stopping zone.
 - Tactile Ground Surface Indicators are installed on the shared use path on both approaches where it intersects the service station driveway. The placement of these tactile strips suggests that pedestrians and cyclists are expected to yield to vehicles entering the service station, therefore at this location it is not expected to interfere with drivers' decision making.
- Proposed Sign 2 (static display face) is visible to vehicles travelling northbound along Koo Wee Rup Road, approaching from the south, east, and west legs of the Koo Wee Rup Road / Greenhills Road intersection.
 - From the south approach, the visibility distance is approximately 308 metres.
 - From the east approach, the sign becomes visible immediately after vehicles complete the right turn from Greenhills Road onto Koo Wee Rup Road and has a visibility distance of approximately 239 metres.
 - From the west approach, the sign becomes visible immediately after vehicles complete the left turn from Greenhills Road onto Koo Wee Rup Road and has a visibility distance of approximately 209 metres.

A diagram of the visibility distance of the proposed double-sided sign when travelling northbound and southbound along Koo Wee Rup Road is shown in Figure 8.



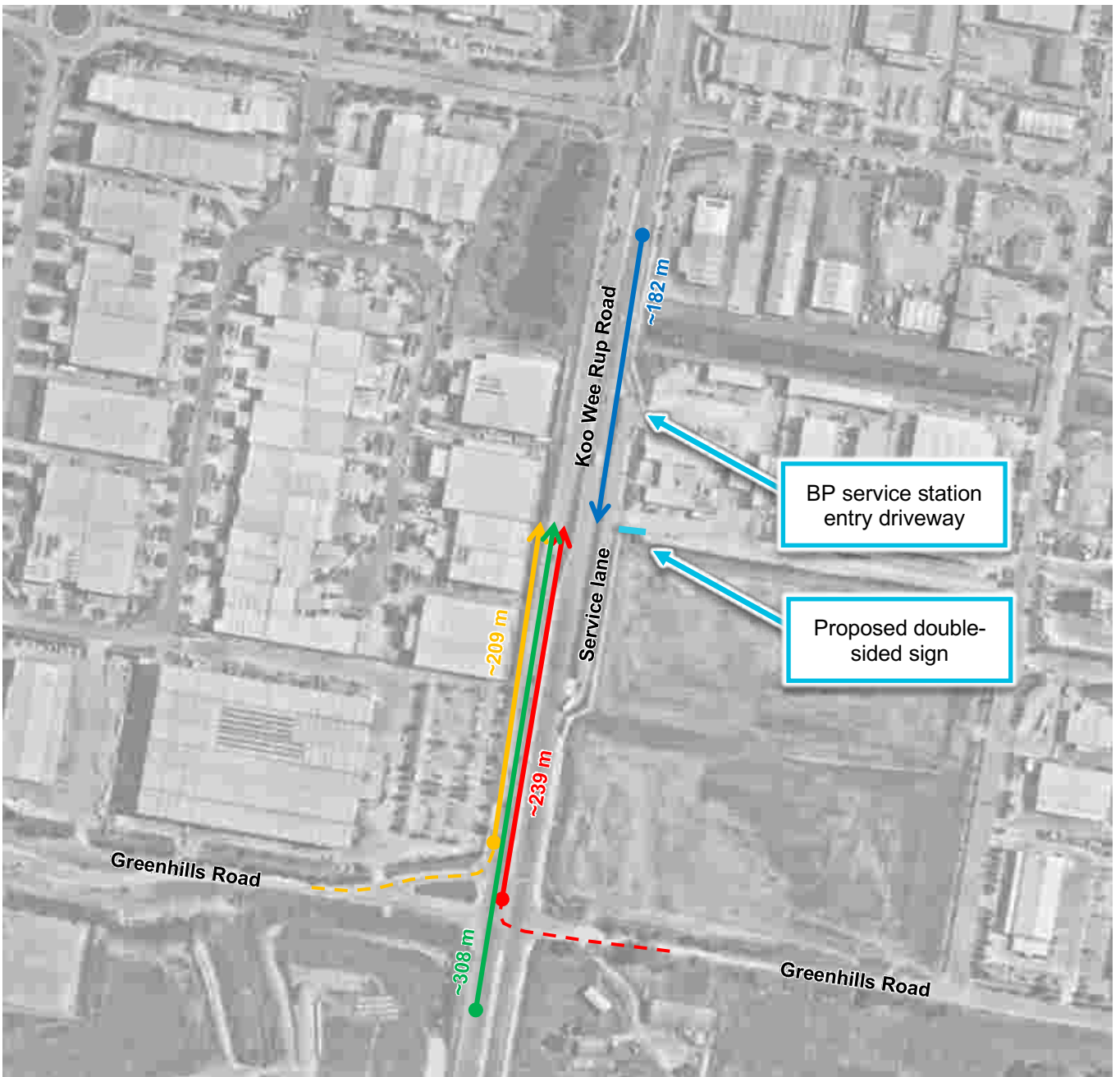


Figure 8 Visibility distance along Koo Wee Rup Road

Source: NearMap – Imagery (date captured 12/12/2025, date extracted 02/02/2026)

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 for Sign 1 and Sign 2 would not cause drivers to divert their gaze from the forward roadway in order to comprehend the signs as it is positioned to sit within drivers periphery vision while they focus forwards.

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.


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The display face of the two proposed signs are located at approximately 3.45 metres above ground level, with the top of the sign 5.65 metres above ground level. As such, the signs sit directly within the drivers' field of view, without obstructing the hazard viewing window.

For proposed Sign 1 (digital display face) there are no traffic signals, pedestrian crossings or other major decision-making points when the sign comes into view. For proposed Sign 2 which would have a static display face, it would be no more visually distracting than any other existing static signage within the vicinity. 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 double-sided sign would be oriented to face northbound and southbound traffic on Koo Wee Rup Road, maximising combined visibility to both signs.

Sight distance/visibility

The proposed Sign 1 (digital display face) would be within visibility for approximately 182 metres for vehicles travelling southbound along Koo Wee Rup Road.

The proposed Sign 2 (static display face) would be within visibility for approximately 308 metres for vehicles travelling northbound from the south approach of Koo Wee Rup Road / Greenhills Road intersection. From the east and west approach of this intersection, the sign becomes visible immediately after vehicles complete their turning manoeuvre and would be within visibility for approximately 209 metres and 239 metres respectively.

Assuming vehicles are travelling at a speed of 80 km/h, the visibility distance for both proposed Sign 1 and Sign 2 exceed the minimum requirement of 133 metres.

Based on the foregoing, the visibility distance along Koo Wee Rup for both northbound and southbound movements provide more than adequate time for drivers to comprehend the proposed signs.

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.



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

This section is only applicable to proposed Sign 1 as it has a digital display face.

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 metres away on a 60 km/h road needs to have much longer dwell times than an advertising device that is visible only from 100 metres 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:

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

Proposed Sign 1 would have a dwell time of 30 seconds between advertising messages. As such, from the southbound direction on Koo Wee Rup Road, the following assumptions apply:

- Dwell time = 30 seconds
- VD = 182 m
- SE = 80 km/h
- PD = 0.2708 (27%)

Based on these assumptions, the PD for proposed Sign 1 is less than 30 percent as recommended by the AP-R420-13 Austroads Research Report (Austroads, 2013) and is considered acceptable.

3.3 Other road users

Given that the signs are located within an industrial zone and adjacent to a primary arterial road (Koo Wee Rup Road), the signs may be viewed by people in cars, buses and heavy vehicles, as well as by pedestrians and cyclists. Buses and heavy vehicles would be similarly impacted as cars. As such, the impacts to these vehicles are generally covered in the preceding sections.

There is a shared use path on the eastern side of Koo Wee Rup Road to accommodate cyclists and pedestrians, as such, these users would be able to view proposed Sign 1 when travelling southbound and proposed Sign 2 when travelling northbound. Pedestrians crossing at the Koo Wee Rup Road / Greenhills Road signalised intersection may also view proposed Sign 2. At these locations, the sign sits within the cyclist and pedestrians' forward gaze.



For cyclists riding at a moderate speed, they would have more time to focus and comprehend their surroundings than for a motorised vehicle driver. With due consideration of the time for comprehension, and the cycling task along the corridor, the impact to cyclists is not expected to be as acute as it is to motorised vehicle drivers.

For pedestrians moving at a walking pace along the shared use path and pedestrian signalised crossing, they would have more time to process the signs. As such, the proposed signs are not expected to significantly impact pedestrians at these locations.

The signs are not expected to be significantly more distracting than many other elements along the road corridor, therefore, the signs are not anticipated to create or exacerbate any road safety issues relating to pedestrians, cyclists, and other road users.



4. Conclusions

The safety implications of the proposed double-sided sign have been assessed within this report. Proposed Sign 1 (digital display face) would be primarily seen by southbound traffic on Koo Wee Rup Road, while proposed Sign 2 (static display face) would be primarily seen by northbound traffic on Koo Wee Rup Road. Several safety mitigation measures have been proposed, a summary of which is provided below:

- **Sign 1 and Sign 2:**
 - The number of elements on the 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.
- **Sign 1:**
 - Each advertisement would need to be displayed as a static image, therefore it should not contain motion, changes in luminance or any effects that create the illusion of movement.
 - Have a dwell time of no less than 30 seconds.
 - Would not contain flashing lights or any pulsing or strobing effects.
 - Advertising transitions should occur within 100 milliseconds and would not contain any 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 luminance would not exceed 3-5 percent in nighttime conditions.

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



Appendix A

Town Planning Drawings



ADVERTISED MATERIAL

Planning Application: T250763

Date Prepared: 15 April 2026

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

1100 KOO WEE RUP ROAD,
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



KEY PLAN
SCALE 1 : 1500

PHOTO LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

01 18/07/2025
TOWN PLANNING ISSUE

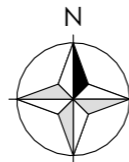
TOWN PLANNING
NOT FOR CONSTRUCTION



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


ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

NORTH POINT



DATE 18/07/2025	DRAWING NO. A01	DRAWN BY AP
PROJECT NO. 25-071	PAGE SIZE A3	ISSUE NO. 01

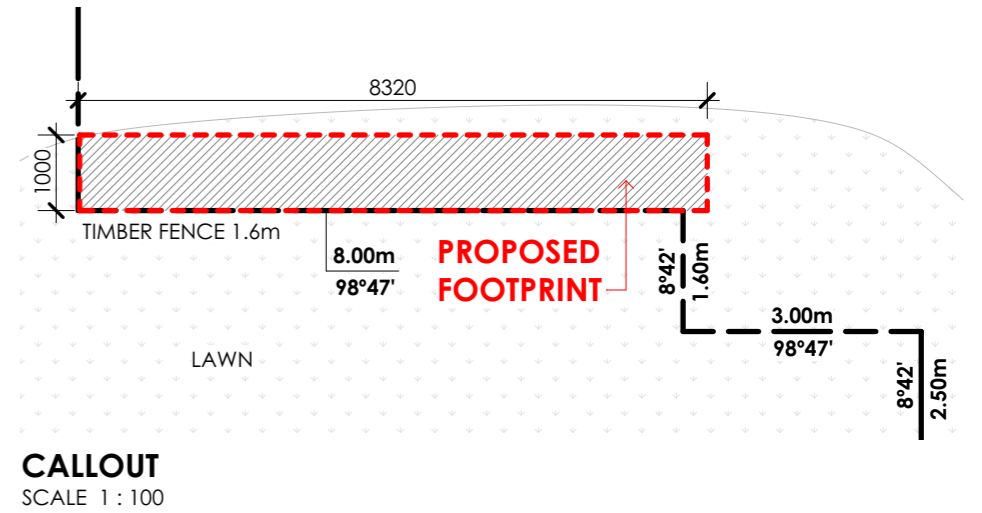
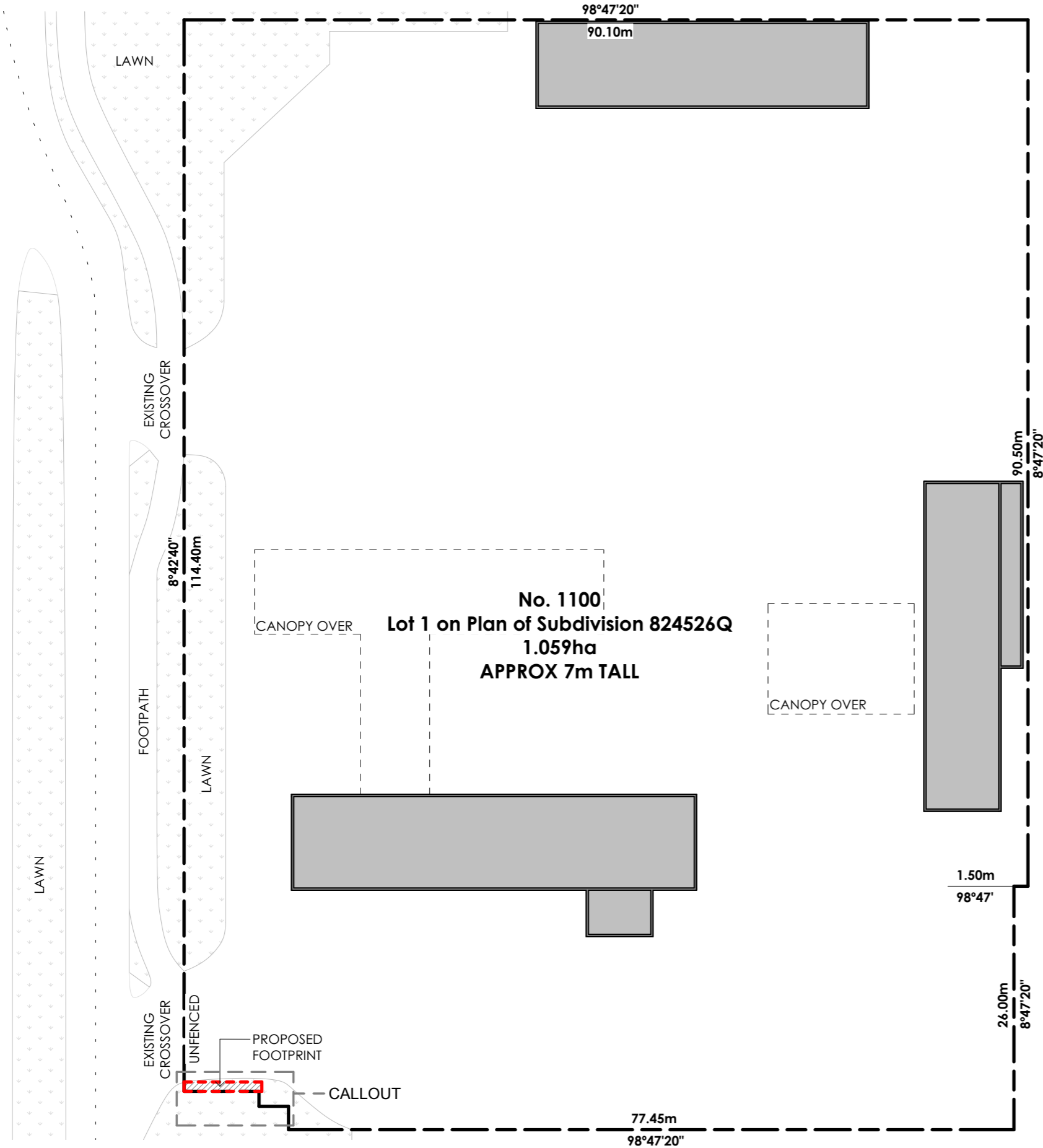
GAWK OUTDOOR

 Suite 3/281 Brunswick St, Fitzroy VIC 3065

 james@gawk.com.au

 03 5409 2655

KOO WEE RUP ROAD






ADVERTISED MATERIAL

Planning Application: T250763
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SITE PLAN
SCALE 1 : 500

LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

01 18/07/2025
TOWN PLANNING ISSUE

TOWN PLANNING

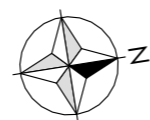
NOT FOR CONSTRUCTION



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

ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

NORTH POINT



DATE
18/07/2025

PROJECT NO.
25-071


DRAWING NO.
A02

PAGE SIZE
A3


DRAWN BY
AP

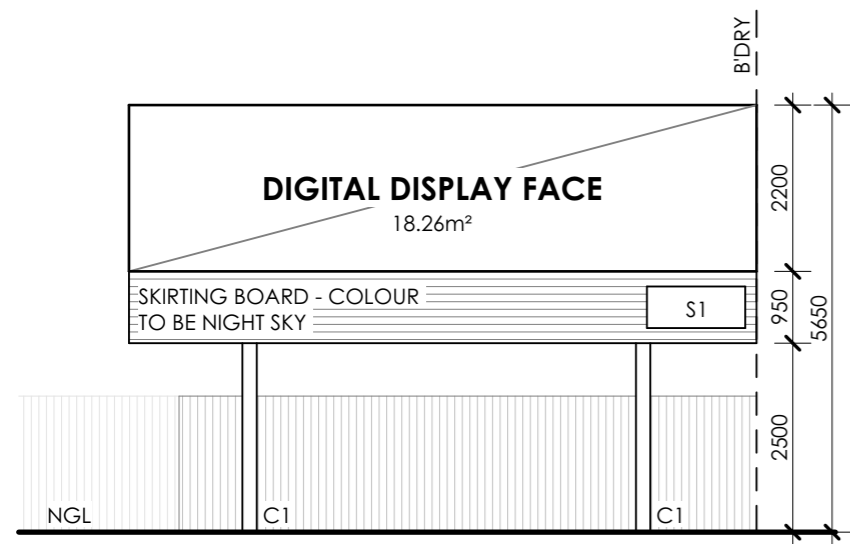
ISSUE NO.
01

GAWK OUTDOOR

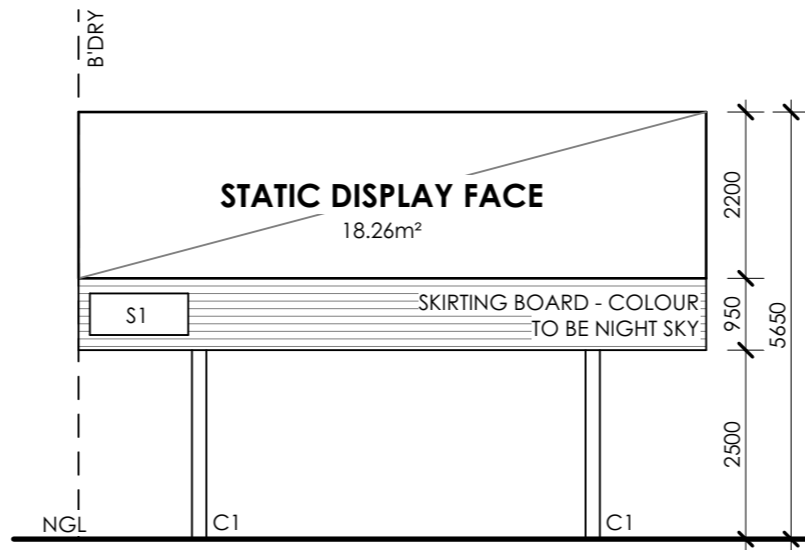
 Suite 3/281 Brunswick St, Fitzroy VIC 3065

 james@gawk.com.au

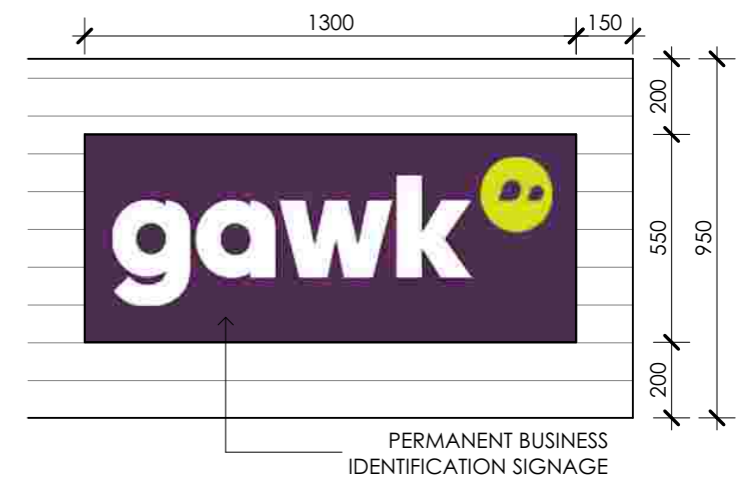
 03 5409 2655



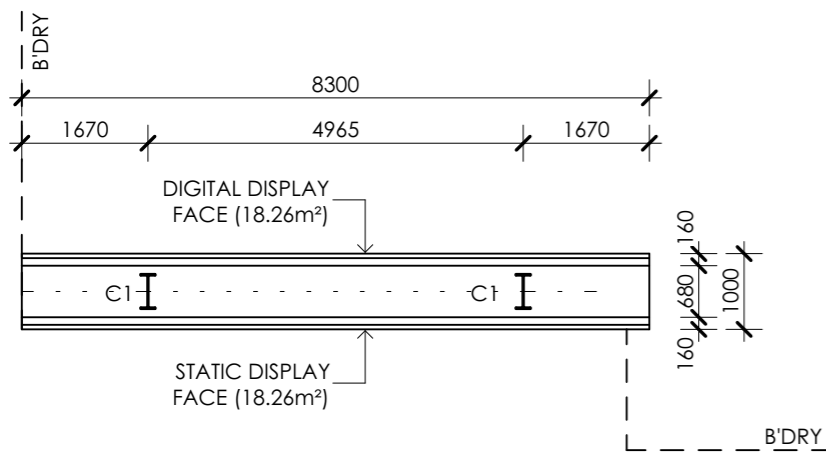
NORTH ELEVATION
SCALE 1 : 100



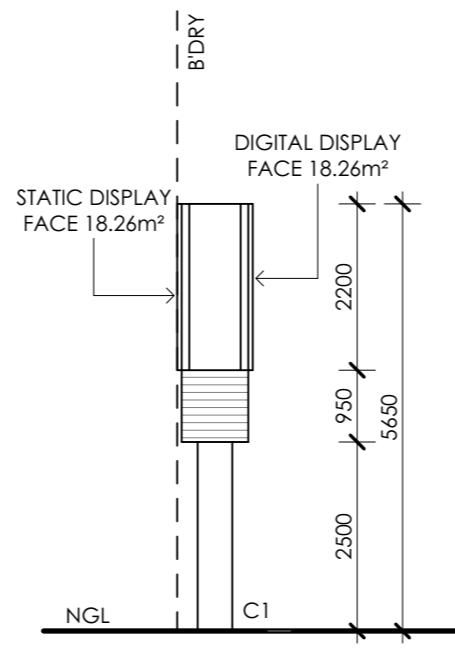
SOUTH ELEVATION
SCALE 1 : 100



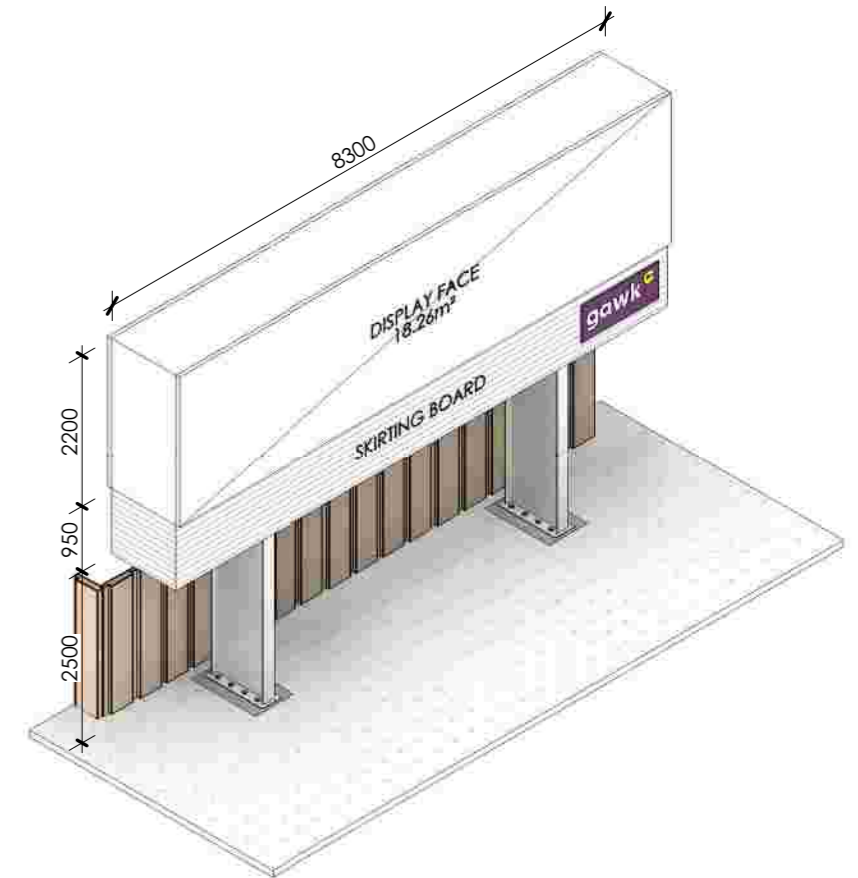
S1 - SIGNAGE DETAIL
SCALE 1 : 20



FLOOR PLAN
SCALE 1 : 100



EAST ELEVATION
SCALE 1 : 100



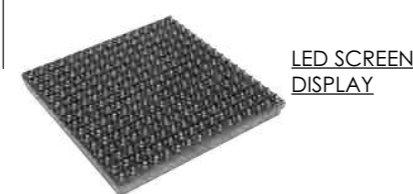
PERSPECTIVE



ADVERTISED MATERIAL

Planning Application: T250763
Date Prepared: 15 April 2026

MATERIALS BOARD



LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

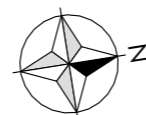
- 01 18/07/2025 TOWN PLANNING ISSUE

TOWN PLANNING

NOT FOR CONSTRUCTION

PROJECT
PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE-SIDED, ELECTRONIC, MAJOR PROMOTION SIGN
ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

NORTH POINT



DATE
18/07/2025

PROJECT NO.
25-071

DRAWING NO.
A03

PAGE SIZE
A3

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AP

ISSUE NO.
01

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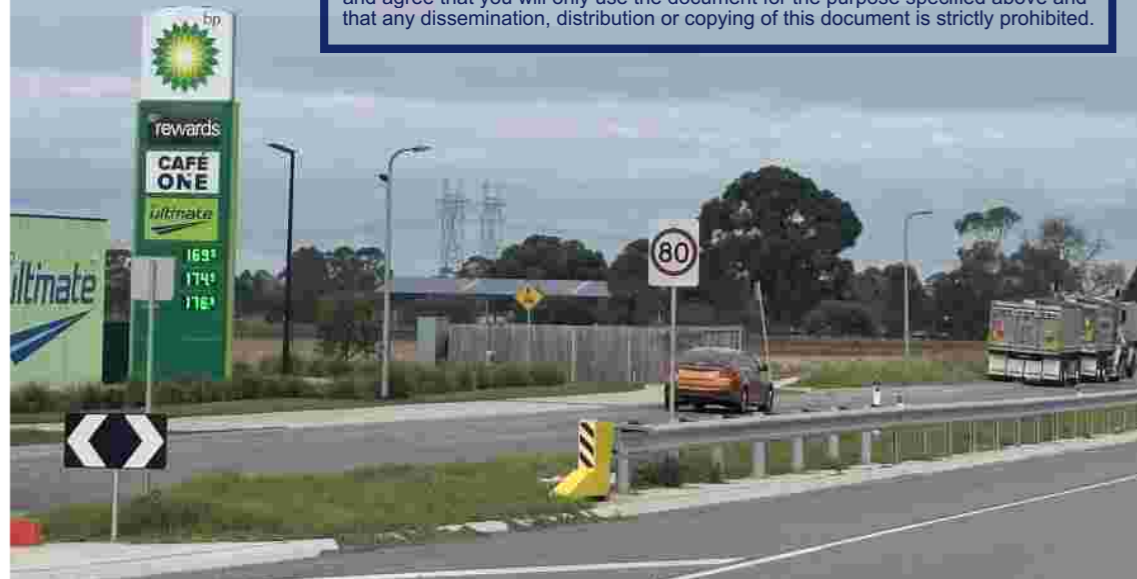


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Planning Application: T250763

Date Prepared: 15 April 2026

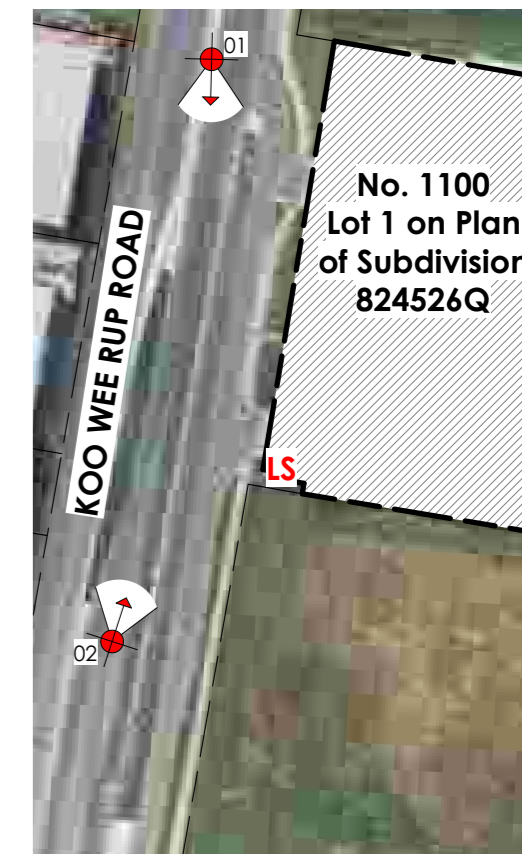
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EXISTING PERSPECTIVE VIEW #01 - SOUTHBOUND TRAFFIC



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

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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 18/07/2025
TOWN PLANNING ISSUE

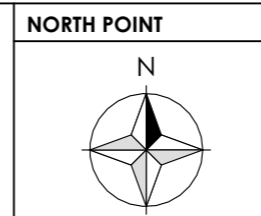
TOWN PLANNING

NOT FOR CONSTRUCTION



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

ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810



DATE 18/07/2025	DRAWING NO. A04	DRAWN BY AP
PROJECT NO. 25-071	PAGE SIZE A3	ISSUE NO. 01

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→ **The Power of Commitment**

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

1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

TOWN PLANNING DRAWINGS

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



ADVERTISED MATERIAL

Planning Application: T250763
Date Prepared: 15 April 2026

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PHOTO 01



PHOTO 02



PHOTO 03



PHOTO 04



KEY PLAN
SCALE 1 : 1500

PHOTO LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

01	18/07/2025 TOWN PLANNING ISSUE
02	11/02/2026 RFI AMENDMENT

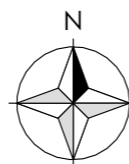
TOWN PLANNING
NOT FOR CONSTRUCTION



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

ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

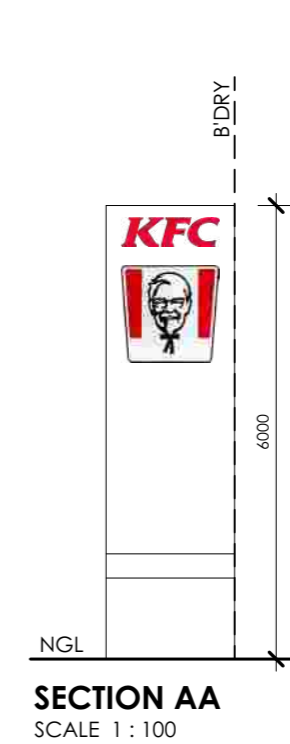
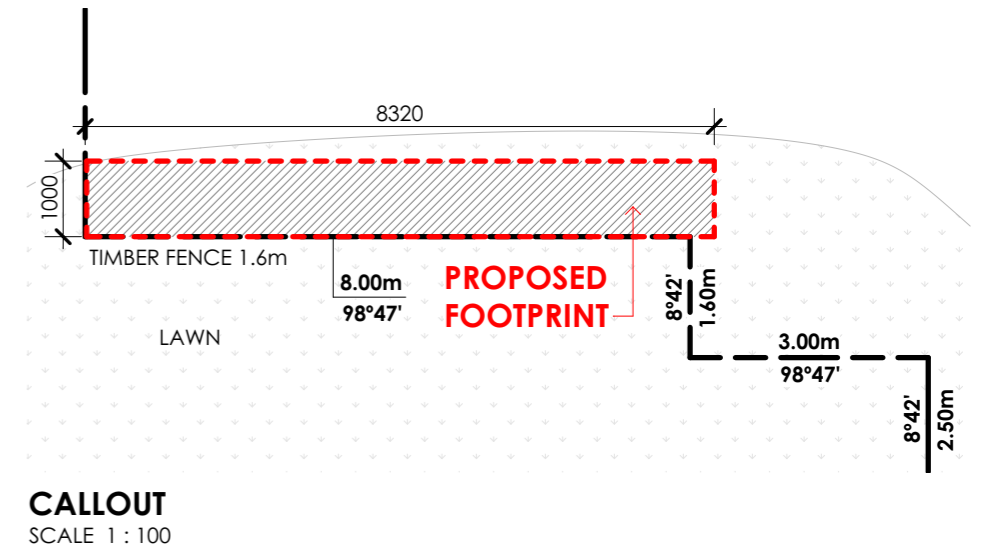
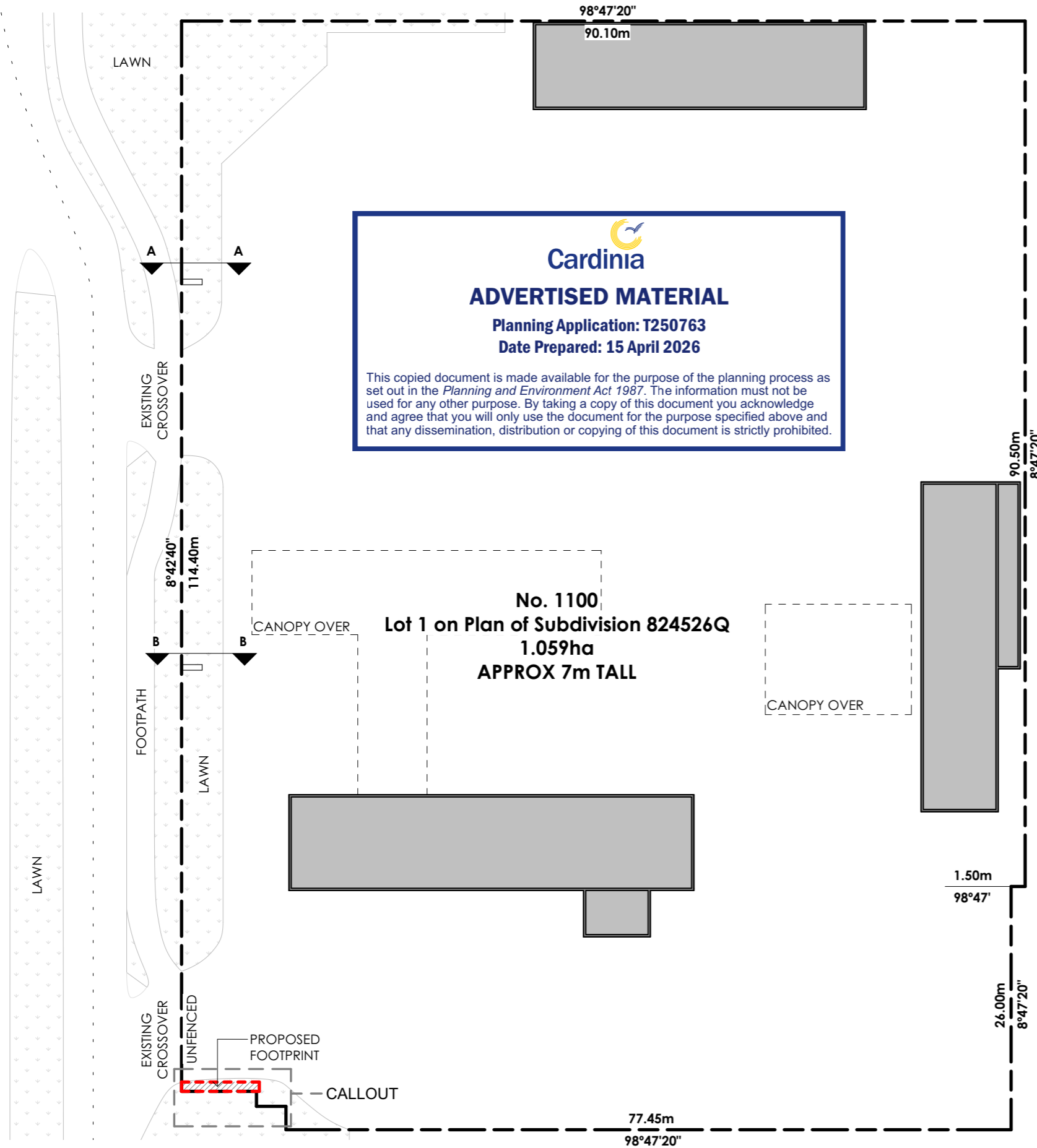
NORTH POINT



DATE 18/07/2025	DRAWING NO. A01	DRAWN BY AP
PROJECT NO. 25-071	PAGE SIZE A3	ISSUE NO. 01

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KOO WEE RUP ROAD



LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

- 01 18/07/2025
TOWN PLANNING ISSUE
- 02 11/02/2026
RFI AMENDMENT

TOWN PLANNING

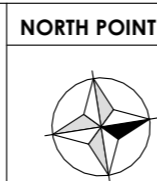
NOT FOR CONSTRUCTION

SITE PLAN
 SCALE 1 : 500



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

ADDRESS
 1100 KOO WEE RUP ROAD,
 PAKENHAM VIC 3810



DATE
 18/07/2025

PROJECT NO.
 25-071

DRAWING NO.
 A02

PAGE SIZE
 A3

DRAWN BY
 AP

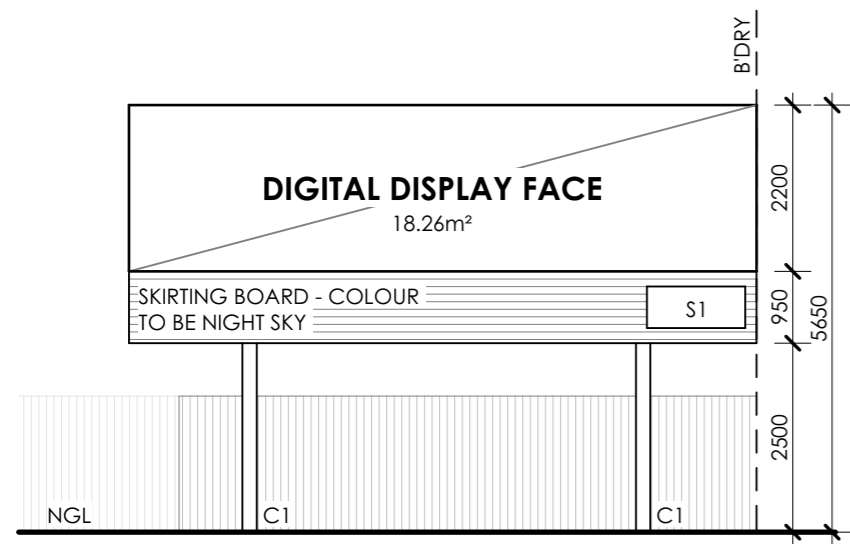
ISSUE NO.
 01

GAWK OUTDOOR

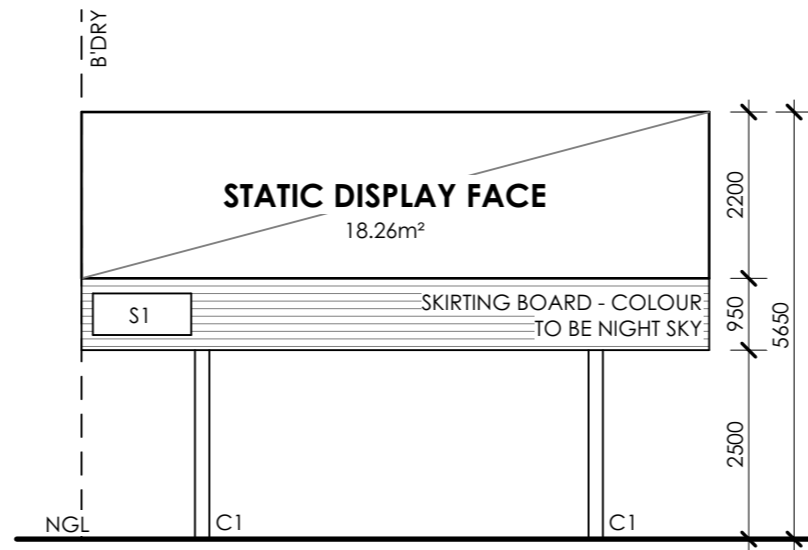
Suite 3/281 Brunswick St, Fitzroy VIC 3065

james@gawk.com.au

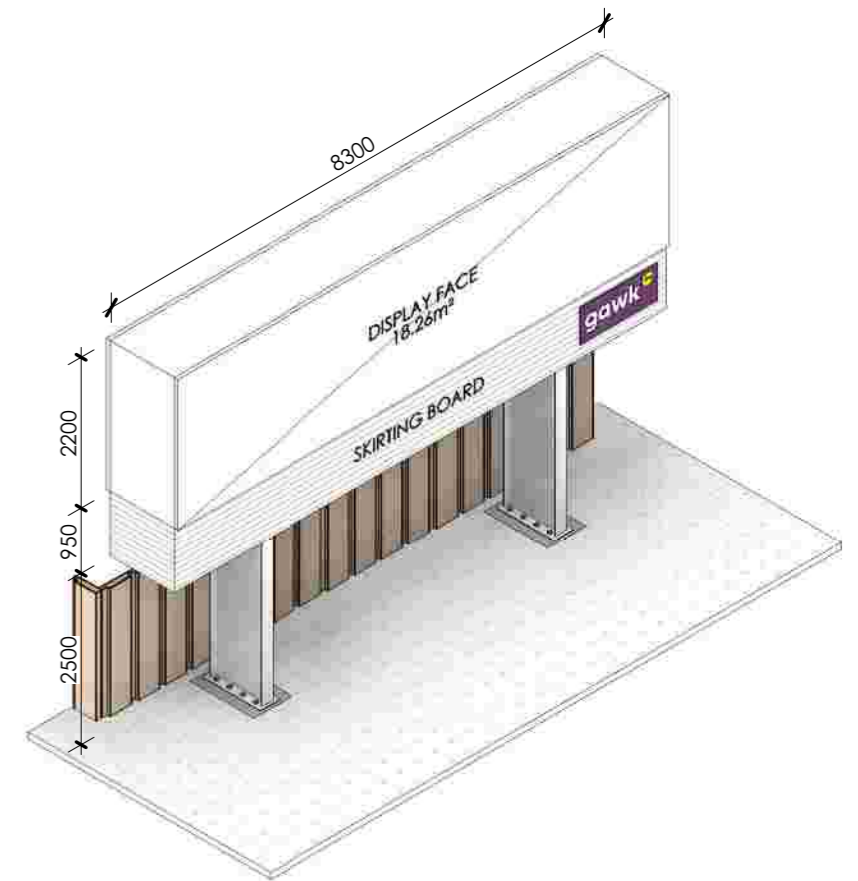
03 5409 2655



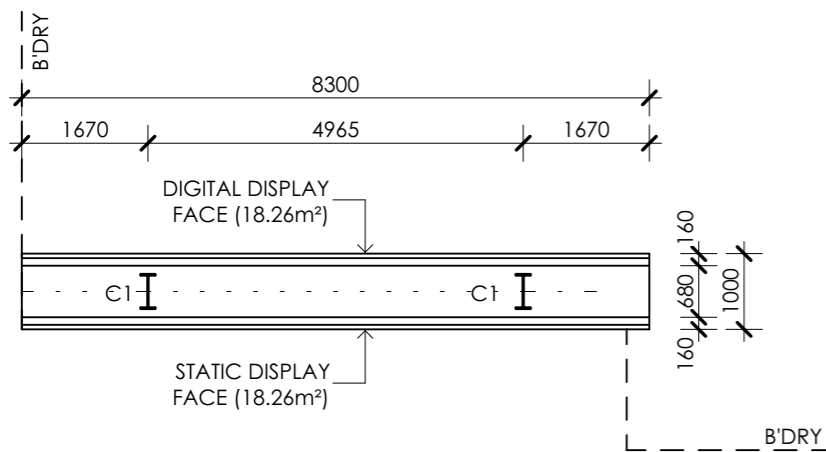
NORTH ELEVATION
SCALE 1 : 100



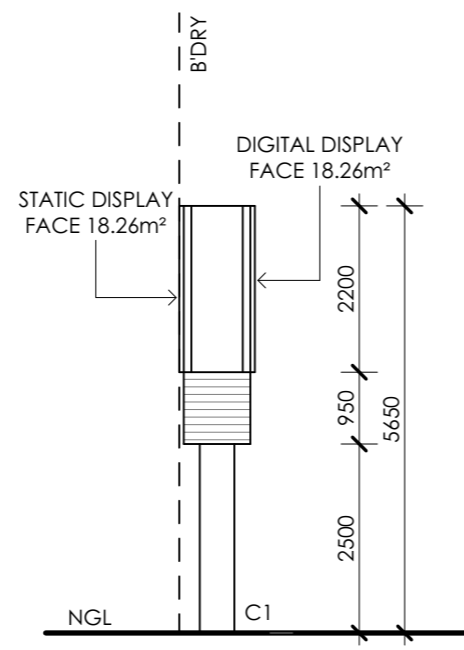
SOUTH ELEVATION
SCALE 1 : 100



PERSPECTIVE



FLOOR PLAN
SCALE 1 : 100



WEST ELEVATION
SCALE 1 : 100



S1 - SIGNAGE DETAIL
SCALE 1 : 25

The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, shall be commissioned on site to yield the following maximum luminances:

COMPLYING LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m²)	Compliant
Full Sun on face of Signage	No Limit	✓
Day Time Luminance (typical sunny day)	6000	✓
Morning and Evening Twilight and Overcast Weather	700	✓
Night Time	300	✓

The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, has been assessed and complies with the requirements of the DTP Guidelines (when commissioned to the maximum luminance levels above).
In complying with the above requirements, the proposed signage shall not result in unacceptable glare nor shall it adversely impact the safety of pedestrians or vehicular traffic.

NOTE:
THE PROPOSED SIGN IS TO BE OPERATIONAL BETWEEN 4AM AND 11:59PM EACH DAY. THE SIGN WILL OPERATE AT A 30 SECOND DWELL TIME, WITH AN INSTANTANEOUS CHANGE IN BETWEEN IMAGES. AS PER TRANSPORT IMPACT ASSESSMENT.

FLOOR PLAN
SCALE 1 : 100

ADVERTISED MATERIAL
Planning Application: T250763
Date Prepared: 15 April 2026

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

LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

- 01 18/07/2025
TOWN PLANNING ISSUE
- 02 11/02/2026
RFI AMENDMENT

TOWN PLANNING

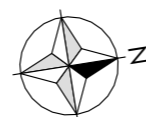
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PROJECT
PAKENHAM – PROPOSED DEVELOPMENT OF A DOUBLE-SIDED, ELECTRONIC, MAJOR PROMOTION SIGN

ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

NORTH POINT



DATE
18/07/2025

PROJECT NO.
25-071

DRAWING NO.
A03

PAGE SIZE
A3

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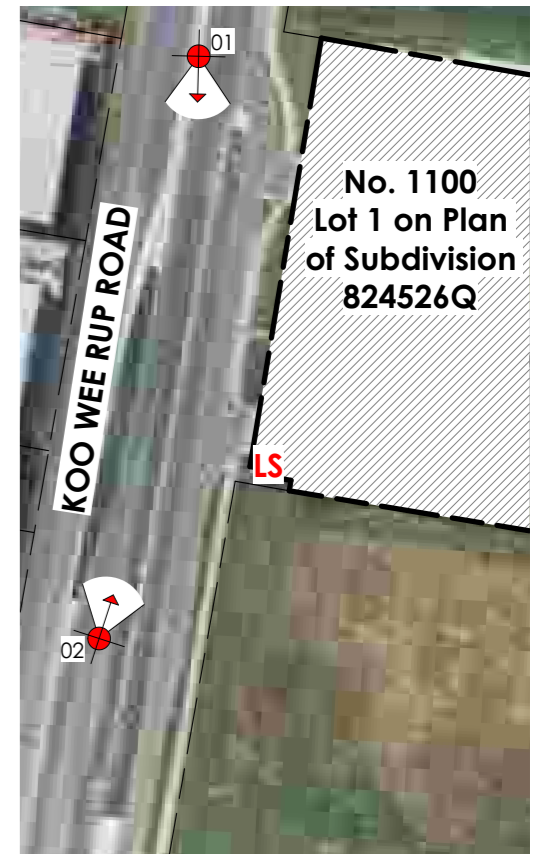
03 5409 2655



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

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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 18/07/2025
TOWN PLANNING ISSUE
- 02 11/02/2026
RFI AMENDMENT

TOWN PLANNING

NOT FOR CONSTRUCTION



PROJECT
PAKENHAM – PROPOSED DEVELOPMENT OF ELECTRONIC, MAJOR PROMOTION SIGN
ADDRESS
1100 KOO WEE RUP ROAD, PAKENHAM VIC 3810

ADVERTISED MATERIAL

Planning Application ID: 250763
Date Prepared: 15 April 2026

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NORTH POINT



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18/07/2025

PROJECT NO.
25-071

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A04

PAGE SIZE
A3

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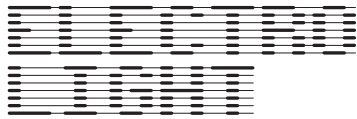
ISSUE NO.
01

GAWK OUTDOOR

SUITE 3/281 BRUNSWICK ST, FITZROY VIC 3065

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Gawk
Ref: 3124.42

LIGHTING IMPACT ASSESSMENT DIGITAL SIGNAGE AT 1100 KOO WEE RUP RD, PAKENHAM VIC

DATE	REV	COMMENT	PREPARED BY	CHECKED BY
05/02/26	REV A	For Information	AL	RS

Electrolight Australia
ABN: 44 600 067 392
australia@electrolight.com
www.electrolight.com

4/414 Bourke St
Surry Hills, NSW 2010
T + 61 2 9267 4777


Cardinia
ADVERTISED MATERIAL
Planning Application: T250763
Date Prepared: 15 April 2026

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3. SITE DESCRIPTION AND SCOPE	4
4. DESIGN GUIDELINES AND STANDARDS	4
5. LUMINANCE ASSESSMENT	5
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ADVERTISED MATERIAL

Planning Application: T250763

Date Prepared: 15 April 2026

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1. INTRODUCTION

Electrolight have been appointed by Gawk to undertake a Lighting Impact Assessment on the proposed digital signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC (**proposed signage**). The objective of the assessment is to report on compliance with the Department of Transport and Planning Requirements and Guidelines for Illuminated Outdoor Advertising Signage.

2. DEFINITIONS

2.1 Luminance

The physical quantity corresponding to the brightness of a surface (e.g. a lamp, luminaire or reflecting material such as the road surface) when viewed from a specified direction. SI Unit: candela per square metre (cd/m²) – also referred to as “nits”.

2.2 Luminous Intensity

The concentration of luminous flux (perceived light power) emitted in a specified direction. Unit: candela (cd).

2.3 Threshold Increment

The measure of disability glare expressed as the percentage increase in luminance contrast threshold required between an object and its background for it to be seen equally well with a source of glare present.

NOTE: The required value is a maximum for compliance of the lighting scheme.

2.4 AGI32 Light Simulation Software

AGI32 (by U.S. company Lighting Analysts) is an industry standard lighting simulation software package that can accurately model and predict the amount of light reaching a designated surface or workplane. AGI32 has been independently tested against the International Commission On Illumination (CIE) benchmark, CIE 171:2006, Test Cases to Assess the Accuracy of Lighting Computer Programs.



3. SITE DESCRIPTION AND SCOPE

The proposed signage is located at 1100 Koo Wee Rup Rd, Pakenham VIC. The signage is double sided, with the northern elevation being the proposed digital sign, and the southern elevation being a static face which is not illuminated. As the southern face is unlit it is not part of the scope of this assessment. The total active display (illuminated area) of the proposed digital signage is 18.26m². It is to be operational from 4am to 11:59pm daily. Refer to Appendix A for proposed signage location plan, elevations and photomontages.

The proposed signage is located in a commercial area with street lighting. The night time lighting conditions are best categorised as "High District Brightness" as defined in the Department of Transport and Planning Requirements and Guidelines for Illuminated Outdoor Advertising Signage, equivalent to Environmental Zone "A4" of AS4282:2023.

The proposed signage is illuminated using LEDs installed within the front face. The brightness of the LEDs shall be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions. The dwell time of the content displayed shall not be less than 30 seconds.

For the purpose of this report the proposed specification of the proposed signage is as outlined in Appendix B. Alternative digital sign manufacturers may be used for this installation as long as they have equivalent lighting and performance characteristics and are commissioned as described in this report.

4. DESIGN GUIDELINES AND STANDARDS

The Lighting Impact Assessment will review the proposed signage against the following Criteria, Design Guidelines and Standards.

- Department of Transport and Planning Requirements and Guidelines for Illuminated Outdoor Advertising Signage 4th October 2023 (**DTP Guidelines**)



5. LUMINANCE ASSESSMENT

DTP Guidelines Assessment

The Department of Transport outlines maximum permissible luminance limits for various lighting conditions as per Table 1 below:

TABLE 1 - ILLUMINATED OUTDOOR ADVERTISING SIGNAGE						
Lighting Condition	CATEGORY A MAXIMUM VALUES OF LIGHT TECHNICAL PARAMETERS			CATEGORY B MAXIMUM VALUES OF LIGHT TECHNICAL PARAMETERS		
	Max Average Luminance (cd/m ²)	Threshold Increment Note 1		Max Average Luminance (cd/m ²)	Threshold Increment Note 1	
		Max %	Adaptation Luminance		Max %	Adaptation Luminance
Full sun on face of signage	No limit	-	-	No limit	-	-
Daytime Luminance	6000	-	-	4000	-	-
Morning and evening twilight and overcast weather (see Note 2)	700	-	-	400	-	-
Night Time - High District Brightness	350	20%	5	200	15%	5
Night Time - Medium District Brightness	250	20%	1	150	15%	1
Night Time - Low District Brightness	150	20%	0.25	Not Permitted	N/A	N/A

Note 1: Threshold increment as defined and calculated in AS4282

Note 2: Twilight is defined as the period when the sun is below the horizon but light from the sun is still indirectly visible. When the sun is 18 degrees or more below the horizon, the amount of visible light is very low and this is defined as Night time.

Based on an assessment of the surrounding environment, the signage is located within a High District Brightness Area (refer Section 3). The signage is classified as "Category A" illuminated advertising signage, therefore the maximum permissible luminance under the guidelines is: unlimited (maximum brightness) when full sun strikes the face of the sign, 6000 cd/m² during normal daytime operation, 700 cd/m² during twilight and overcast weather and 350 cd/m² during night time.



Luminance Assessment Summary

Table 2 outlines the maximum luminance levels for the signage to comply with the DTP Guidelines for the various lighting conditions listed below:

TABLE 2 - MAXIMUM LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m ²) [#]	Compliant
Full Sun on face of Signage	No Limit	✓
Day Time Luminance (typical sunny day)	6000	✓
Morning and Evening Twilight and Overcast Weather	700	✓
Night Time	300*	✓

[#] The signage is to be dimmed on site to ensure the maximum luminance nominated above is not exceeded.

*The maximum permissible night time luminance allowable under the DTP Guidelines is actually 350cd/m². The luminance limit shown above was derived as a result of the calculation and assessment in Section 6, to ensure compliance with the Threshold Increment Requirements of the DTP Guidelines.

The proposed signage has a maximum brightness (luminance) of 7000 cd/m². The signage shall be commissioned on site to yield a maximum luminance of 7000 cd/m² when full sun strikes the face of the sign (maximum brightness), 6000 cd/m² during daytime operation, 700 cd/m² during twilight and overcast weather, and 300 cd/m² during night time operation.

If the signage is operated in accordance with the above, then it will comply with the Luminance requirements of the DTP Guidelines.



6. THRESHOLD INCREMENT ASSESSMENT

Threshold Increment Assessment

The proposed signage (and surrounding environment) was modelled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the signage on vehicular traffic. Photometric data for the signage was provided by the manufacturer with the maximum luminance corresponding to the night time limit outlined in Section 5.

The Threshold Increment was calculated for the southbound traffic approach on Koo Wee Rup Rd and the service lane. The calculation grids were located at 1.5m above ground level with an approach viewing distance of between 10m to 200m from the signage and a windscreen cutoff angle of 20 degrees (as outlined in AS1158). The calculation results show that the Threshold Increment does not exceed 17.17% for any traffic approach (the allowable maximum under the standard is 20%).

Summary

It can therefore be seen that the proposed signage complies with the Threshold Increment requirements of the DTP Guidelines.



* Electrolight takes no responsibility for the accuracy of third party provided photometric data.

7. SUMMARY

- The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, shall be commissioned on site to yield the following maximum luminances:

COMPLYING LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m2)	Compliant
Full Sun on face of Signage	No Limit	✓
Day Time Luminance (typical sunny day)	6000	✓
Morning and Evening Twilight and Overcast Weather	700	✓
Night Time	300	✓

- The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, has been assessed and complies with the requirements of the DTP Guidelines (when commissioned to the maximum luminance levels above).
- In complying with the above requirements, the proposed signage shall not result in unacceptable glare nor shall it adversely impact the safety of pedestrians or vehicular traffic.



8. DESIGN CERTIFICATION

The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, if commissioned according to this report, complies with the following criteria, guidelines and standards*:

- Department of Transport Requirements and Guidelines for Illuminated Outdoor Advertising Signage 4th October 2023*



M.Des.Sc(Illumination) B.Eng (Elec)
Registered Professional Engineer - Victoria (AMR Ref PE0006091)

Senior Lighting Designer
Electrolight Sydney
05/02/26



*The operator of the signage is responsible for complying with the Department of Transport's ongoing operational requirements (and any related permit conditions), which includes how content is displayed and/or providing Lighting Compliance Records upon request.

APPENDIX A

PROPOSED SIGNAGE LOCATION, ELEVATIONS & PHOTOMONTAGES

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

1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

TOWN PLANNING DRAWINGS

- AO1 COVER PAGE
- AO2 FLOOR PLAN & ELEVATIONS
- AO3 FLOOR PLAN & ELEVATIONS
- AO4 PERSPECTIVE VIEWS



KEY PLAN
SCALE 1 : 1500

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

ISSUE/AMMENDMENTS SCHEDULE	
NO.	DESCRIPTION
01	18/07/2025 TOWN PLANNING ISSUE

TOWN PLANNING
NOT FOR CONSTRUCTION

GAWK OUTDOOR
Suite 3281 Brunswick St, Filzoy VIC 3085
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03 5409 2655

DATE 18/07/2025	DRAWING NO. AO1	DRAWN BY AP
PROJECT NO. 25-011	PAGE SITE AO	ISSUE NO. 01

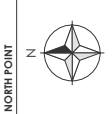


PHOTO 02



PHOTO 04



PHOTO 01



PHOTO 03

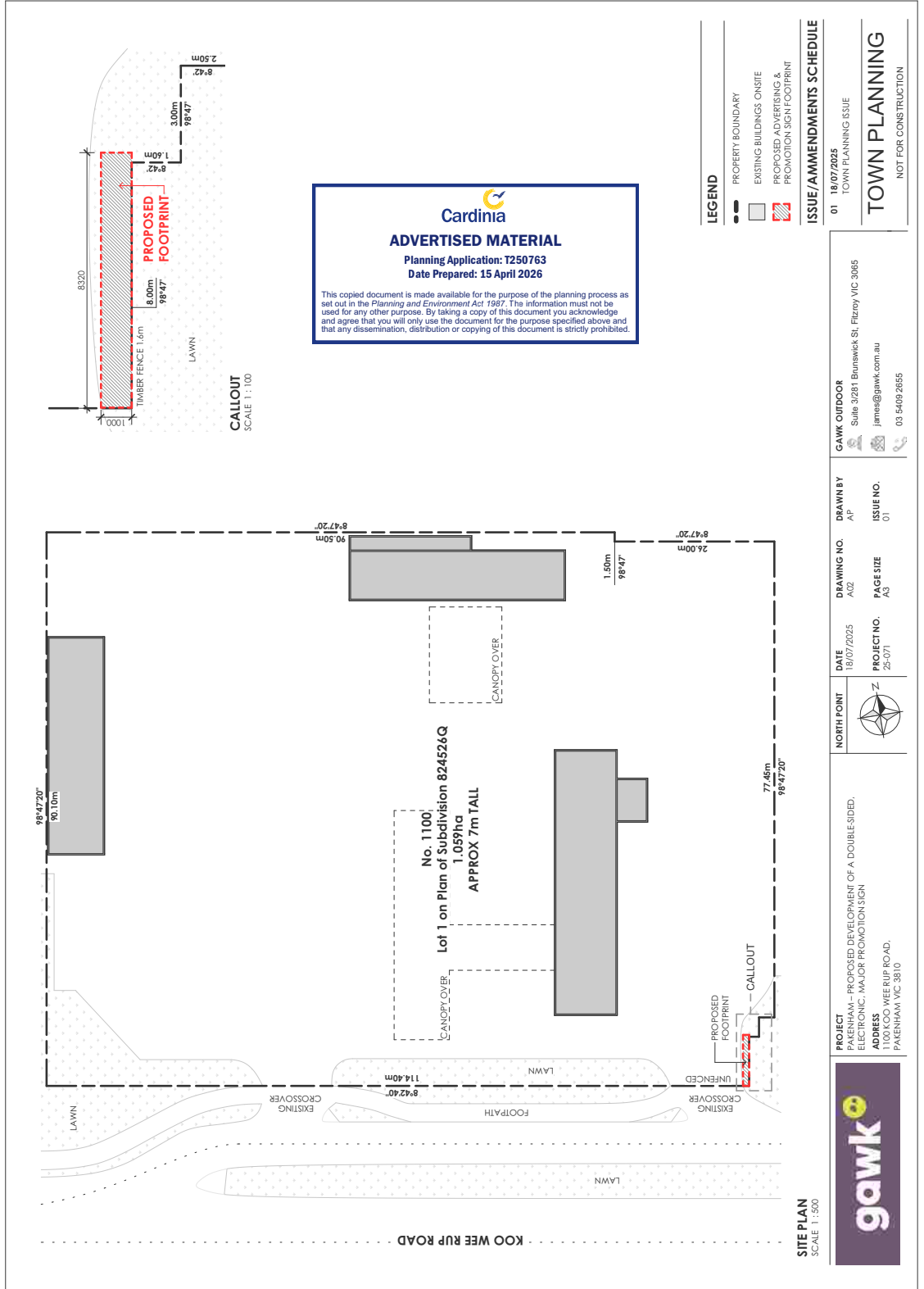
PROJECT
PAKENHAM – PROPOSED DEVELOPMENT OF A
DOUBLE-SIDED, ELECTRONIC, MAJOR PROMOTION SIGN
ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810



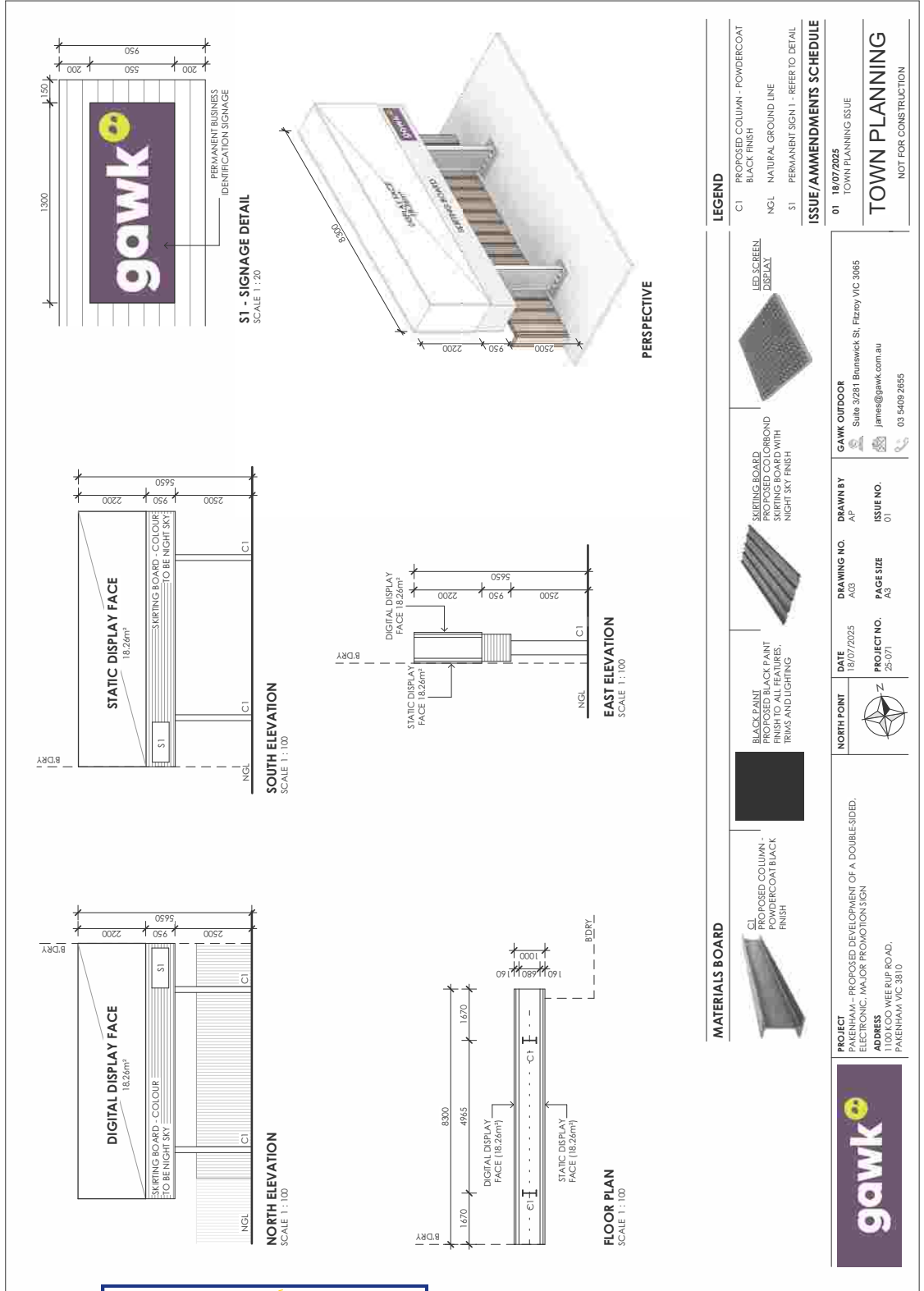
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APPENDIX A PROPOSED SIGNAGE LOCATION, ELEVATIONS & PHOTOMONTAGES



APPENDIX A PROPOSED SIGNAGE LOCATION, ELEVATIONS & PHOTOMONTAGES



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APPENDIX B
DIGITAL SIGNAGE SPECIFICATION

[PRODUCT SPECIFICATION]

Outdoor 10mm

Product Specifications	
Physical Pitch	10mm, physical
Pixel Density	10,000 pixels/m ²
Pixel Configuration	SMD LED
Module Dimensions (WxH)	320mm x 160mm
Module Resolution (WxH)	32 x 16 pixels
Cabinet Material	Steel
Viewing Angle	H 140 Deg. / V 140 Deg.
Best Viewing Distance	10m
Maintenance	Rear access
Protection Degree	IP65 front; IP54 rear
Panel Net Weight	approx. 58kg/sqm
Luminance	7000 nits

Product Specifications	
Gray Scale	16-bit Color Processing Depth
Refresh Rate	1920+ Hz
Display Control	Synchronous control
Power Supply	220V, 50Hz
Operation Temp.	-20° ~60°
Display Dimming	Auto/Manual, 8~256 Levels
Signal Transfer	Single Mode Fiber Optic within 1500mm
Display Capacity	Text, image, graphics animations, video
Power Consumption (Max/Avg.)	0.6kw/sqm; 0.2kw/sqm
MTBF	50,000hrs
Lifetime	100,000 hours
Warranty	5 years


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[We Share Your Vision!]

APPENDIX C
THRESHOLD INCREMENT CALCULATIONS



Calculation Summary			
Label	CalcType	Units	Max
Koo Wee Rup Rd_SB	Obtrusive - TI	%	0.31
Koo Wee Rup Rd_SB Service Lane	Obtrusive - TI	%	17.17


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APPENDIX C

THRESHOLD INCREMENT CALCULATIONS

Obtrusive Light - Compliance Report

AS/NZS 4282:2023, A4 - High District Brightness, Curfew

Filename: 3124.42 1100 Koo Wee Rup Rd, Pakenham LIA Calculation_revA
4/02/2026 11:49:57 AM

Threshold Increment (TI)

Maximum Allowable Value: 20 %

Calculations Tested (2):

<u>Calculation Label</u>	<u>Adaptation Luminance</u>	<u>Test Results</u>
Koo Wee Rup Rd_SB	5	PASS
Koo Wee Rup Rd_SB Service Lane	5	PASS



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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 on private property, away from the carriage way.
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 effect the current clearance conditions on the subject site.
10	Could mislead drivers or be mistaken as an instruction to drivers.	As is outlined above, strict guidelines are adhered to in order to ensure advertising faces do provide instructions to drivers.



15. APPENDIX 7 – BRIGHTNESS

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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March 17, 2026

[REDACTED]
Senior Statutory Planner
Carinia Shire Council
PO Box 7, Pakenham VIC 3810



Dear [REDACTED]

RE: T250763 – 1100 Koo Wee Rup Road, Pakenham VIC

In response to the RFI request dated 20/01/2026, please find the below information:

Title restrictions

1. *Provide a current copy of MCP: AA4735. This document must have been produced within three (3) months of the lodgement of the application or in response to this email. These documents are available from*

We were not able to obtain a copy of the above quoted document, but provide:

- COVENANT AR894256D 01/02/2019
- AGREEMENT Section 173 Planning and Environment Act 1987, AT681817J 12/10/2020

Which are the only listed instruments on title.

Town Planning Report

2. *An amended town planning report, prepared by a suitably qualified professional, outlining all elements of the proposal including:
 - a. *Specification of Lux Levels & the dwell and change time for non-static side of signage.**

Please find the attached Lighting impact assessment report, and traffic impact assessment.

Site Plan Or Site Context Plan

3. Fully dimensioned plans drawn to a stated scale (preferably A3 in size), clearly showing the following:
 - a. The location and size of existing signage on the site including details of any signs to be retained or removed.
 - b. The location and form of existing signage on abutting properties and in the locality, specifically the location of any other signs over 18 square metres, or scrolling, electronic or animated signs within 200 metres of the site (as required by Clause 52.05-6).
 - c. The location of closest traffic control signs.

- d. A plan reference name (e.g. site layout plan), reference number, version number, date of version and version update details, including date and reason for update.

Elevation Plans

4. Fully dimensioned plans drawn to a stated scale (preferably A3 in size), clearly showing the following:
 - a. Details of all external lighting proposed to be erected on all elevations, including a notation outlining relevant lighting style, wattage and baffling. Particularly, if the static face of the sign will have any form of illumination
 - b. A plan reference name, reference number, version number, date of version and version update details including date and reason for update.

Please find the attached issue 02, of the town planning drawings which updates the elevations and site plan.

Preliminary Concerns and Comments

Appropriateness of Signage

The decision guidelines of Clause 52.05-8 require consideration of how well a proposed sign aligns with the existing and preferred future character of the area, any identifiable outdoor advertising theme, and the cumulative visual impact of additional signage, particularly where it may contribute to visual clutter or conflict with established advertising patterns.

In this context, Council raises initial concerns with the proposed electronic major promotional sign, noting that, its interface with a major transport corridor (Transport Road Zone 2) increases the visual sensitivity of the location and the frontage already contains multiple prominent signs, including two pylon signs on the same lot and extensive internally illuminated signage across the site.

Introducing an additional, larger-scale illuminated sign with moving content at such a highly visible location is likely to result in an unreasonable cumulative impact and appear inconsistent with the character and existing advertising context of the area.

Key Policies:

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.

(Clause 22.09-1)

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.

(Clause 22.09-3)

Avoid the proliferation of signs causing visual clutter and signs which do not relate to services or facilities on the land on which they are displayed.

(Clause 21.06-1)



State and local policy further reinforce the need for signage to reasonably identify and support businesses on the land, respond sensitively to the building and area, and avoid visually intrusive sign types such as electronic, animated or reflective signs. These policies also seek to prevent the proliferation of signage that contributes to visual clutter or does not relate to services or facilities on the site. The proposed electronic major promotional sign is inconsistent with these policy directions, particularly in regard to cumulative impact. While Council is not fundamentally opposed to this type of signage in an industrial context, the additional large-scale, illuminated sign with moving content along the Koo Wee Rup Road interface exacerbates an already high concentration of signage across the site and is therefore not considered to represent an appropriate or policy-aligned signage outcome.

We have provided expert evidence to highlight the illumination and content meet the relevant standards. We acknowledge the presence of the other freestanding signage on the property, but, consideration must be given for the expansive boundary with road frontage. In other sections of Koo Wee Rup Rd, the frontages are much smaller but the signage presence is still strong. The visual separation of driveways between signage, and a minimum of 35m ensures the signs project as separate elements in the streetscape. It also aligns with the visual experience in other stretches of commercial areas throughout Pakenham, where, this rhythm and spacing is common place.

The presence of multiple signs in one stretch of road does not automatically result in clutter, differentiation in orientation, style, and materials helps differentiate between signs to have them legible, and read as independent items in the streetscape. The favorable characteristics of this proposal, are it's landscape orientation and digital display.

B. Referrals:

Please be aware that the Council has forwarded the application to the relevant departments and agencies (DTP) for their comments. At the date of this letter, we have not yet received their feedback. This feedback may result in further clarification on issues or documentation not mentioned in this letter. We will advise you should any such matters arise.

We note the request for an LIA & TIA, which are attached to this response.

Should you have any queries in relation to the above matter, please do not hesitate to contact me on 0400 096 182.

Yours sincerely,



Regional Billboard Co


Cardinia

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1100 Koo Wee Rup Road, Pakenham

Transport Impact Assessment

Regional Billboard CO PTY LTD

10 February 2026


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Project name		Gawk Billboards					
Document title		1100 Koo Wee Rup Road, Pakenham Transport Impact Assessment					
Project number		12642682					
File name		12642682-REP-1100_Koo_Wee_Rup_Rd_Pakenham_TIA.docx					
Status Code	Revision	Author	Reviewer		Approved for Issue		
			Name	Signature	Name	Signature	Date
S4	0	L Trang					10/02/26
[Status code]							
[Status code]							
[Status code]							
[Status code]							

GHD Pty Ltd | ABN 39 008 488 373

Contact: Lisa Trang, Transport Engineer | GHD

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Melbourne, Victoria 3000, Australia

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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 a two-sided, free standing promotion sign at 1100 Koo Wee Rup Road, Pakenham. GHD understands:

- The two proposed signs are to be freestanding and are located at the south-west corner of the site.
 - Sign 1 would have a digital display face and would be seen primarily by traffic travelling southbound along Koo Wee Rup Road.
 - Sign 2 would have a static display face with no illumination and would be seen primarily by traffic travelling northbound along Koo Wee Rup Road.
- Each sign would 8.3 metres long, with a height of 2.2 metres.
- The bottom of each sign would be positioned 3.45 metres clear of ground level.
- Each sign would provide a total advertising area of approximately 18.26 square metres.
- The LED digital display face proposed for Sign 1 would only display static images which would have a single advertising message at any one time.
 - Images would rotate every 30 seconds with operational hours between 4:00 am to 11:59 pm. The sign would be turned off during non-operation hours.
 - 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 internally lit signage.

Figure 1 and Figure 2 presents a perspective of the two proposed billboards. The full Town Planning Issue is contained in Appendix A.



Figure 1 Perspective for proposed Sign 1 (digital display face) from Koo Wee Rup Road travelling southbound


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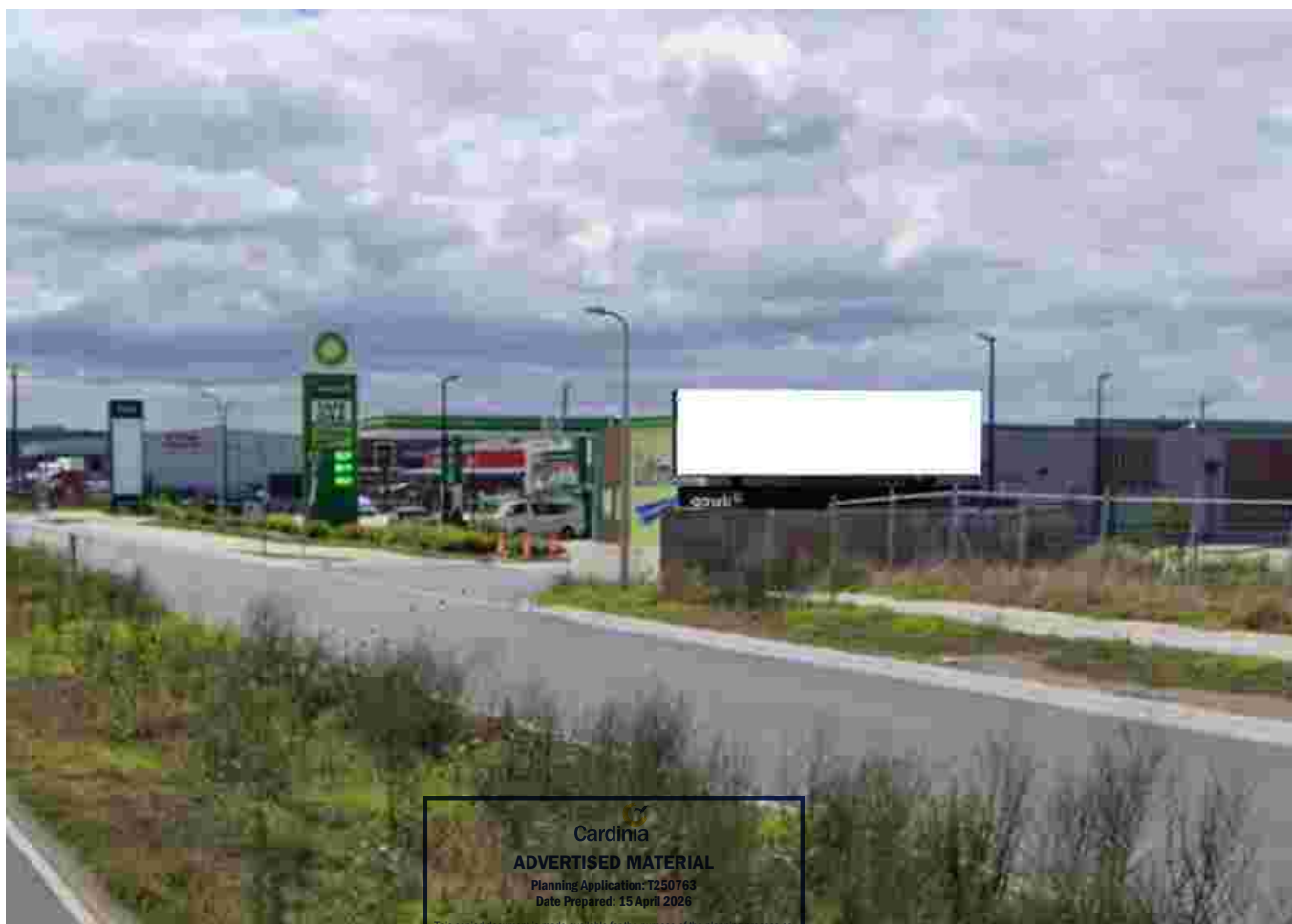


Figure 2 Perspective for proposed Sign 2 (static display face) from Koo Wee Rup Road travelling northbound

1.2 Purpose of this report

GHD has been engaged by Gawk to prepare a Transport Impact Assessment in response to the request issued by the Department of Transport and Planning (DTP) which states:

- *A Traffic Impact Assessment considering the proposed signage and the distractions on drivers.*

Accordingly, this report seeks to assess the impact of the two proposed signs would have on road safety and the road network, specifically on traffic travelling northbound and southbound along Koo Wee Rup Road.

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 audit 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, 2010, Guide to Road Design – Part 6: Roadside Design, Safety and Barriers.
- Austroads, 2013, AP-R420-13 Austroads Research Report.
- Department of Transport and Planning, accessed February 2026, *Traffic Volumes*.
- Gawk, 18 July 2025, Town Planning Drawings.
- Public Transport Victoria, Cardinia bus network.
- Transport Victoria Open Data Hub accessed February 2026, Victoria Road Crash Data.



2. Existing conditions

2.1 Site location

The site of the proposed double-sided sign is addressed as 1100 Koo Wee Rup Road, Pakenham. The proposed double-sided sign is located in the southwest corner of the site, to the east of Koo Wee Rup Road.

The site itself is located within an Industrial 1 Zone (IN1Z) while Koo Wee Rup Road is located within a Transport Zone 2 (TRZ2). To the west of Koo Wee Rup Road, the area is predominantly industrial, while the southern side consists of Green Wedge Zone (GWZ) and Urban Growth Zone (UGZ). 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 12/12/2025, date extracted 02/02/2026)


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2.2 Road network

2.2.1 Koo Wee Rup Road

Koo Wee Rup Road is a primary state arterial road managed by DTP and generally runs north-south, it connects to Princes Freeway to the north and South Gippsland Highway to the south.

Within the site vicinity it forms a signalised intersection with Southeast Boulevard to the north and a signalised intersection with Greenhills Road to the south. The northbound and southbound carriageways of Koo Wee Rup Road are separated by a median varying in widths between 2.5 and 7 metres and the posted speed limit is 80 km/h in both directions.

In the northbound direction, Koo Wee Rup Road comprises of two lanes and a 3.2 metre wide shoulder. On approach to the Koo Wee Rup Road / Southeast Boulevard intersection there are two through lanes, a right turn lane and a left turn slip lane. Lane widths vary between 3.5 metres and 4.5 metres. The main line has edge and central safety barriers.

In the southbound direction, Koo Wee Rup Road comprises of two lanes and a 3 metre wide shoulder, as well as a service road that runs for approximately 220 metres. The service road is separated from the main line by a 6 metre outer separator. There is a 3 metre wide shared use path that runs along the length of Koo Wee Rup Road. On approach to the Koo Wee Rup Road / Greenshill Road intersection there are two through lanes, a right turn lane and a left turn lane. Lane widths vary between 3.4 metres and 3.7 metres.

Within the site vicinity, there are two bus stops along Koo Wee Rup Road, one on the eastern side and one on the western side. The bus stop on the eastern side is approximately 60 metres south of Koo Wee Rup Road / Southeast Boulevard intersection whilst the bus stop on the western side is approximately 74 metres north of Koo Wee Rup Road / Greenshill Road intersection. Both of these bus stop service the bus route Pakenham – Koo Wee Rup.

Based on data from the DTP Traffic Volume Open Data, it is understood that in 2019, Koo Wee Rup Road recorded an AADT of approximately 7,200 vehicles in the northbound direction and 6,800 vehicles in the southbound direction.

The cross section of Koo Wee Rup Road heading southbound and northbound in view of the proposed double-sided sign are shown in Figure 4 and Figure 5.



Figure 4 Koo Wee Rup Road facing southbound towards proposed Sign 1 (digital display face)

Source: Gawk





Figure 5 Koo Wee Rup Road facing northbound towards proposed Sign 2 (static display face)

Source: Gawk

2.2.2 Greenhills Road

Greenhills Road is a local road managed by Cardinia Shire Council and runs east-west, it connects to McGregor Road to the west and terminates as a no-through road to the east.

Within the site vicinity, Greenhills Road is two way road with single lanes in each direction, and it forms a signalised intersection with Koo Wee Rup Road. To the east of Koo Wee Rup Road / Greenhills Road intersection, a portion of Greenhills Road is unpaved for approximately 185 metres. On approach to the Koo Wee Rup Road / Greenhills Road intersection from the eastbound direction, there is a left turn slip lane that connects to Koo Wee Rup Road. Lane widths are approximately 3.5 metres. The posted speed limit along Greenhills Road is 80 km/h in both directions.

There is no public transport on Greenhills Road.

The cross section of Greenhills Road is shown in Figure 6.



Figure 6 Greenhills Road facing eastbound

Source: Gawk


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2.3 Crash analysis

Road crash history for the five-year period from 01 April 2020 to 31 March 2025 was obtained from Transport Victoria Open Data. The crash analysis area includes Koo Wee Rup Road along the northbound and southbound direction as shown in Figure 7 .

Within the analysis period, one reported crash occurred within the vicinity of the subject site. The crash took place on 10 May 2021 and resulted in a serious injury type crash. The incident occurred during dark conditions with street lighting operating at the time. The crash occurred at the T-intersection of Spark Circuit and the Koo Wee Rup Road service road which involved a right-near collision between two vehicles.

The recent crash history does not indicate that there are any systemic road safety issues within the vicinity of the proposed double-sided sign.

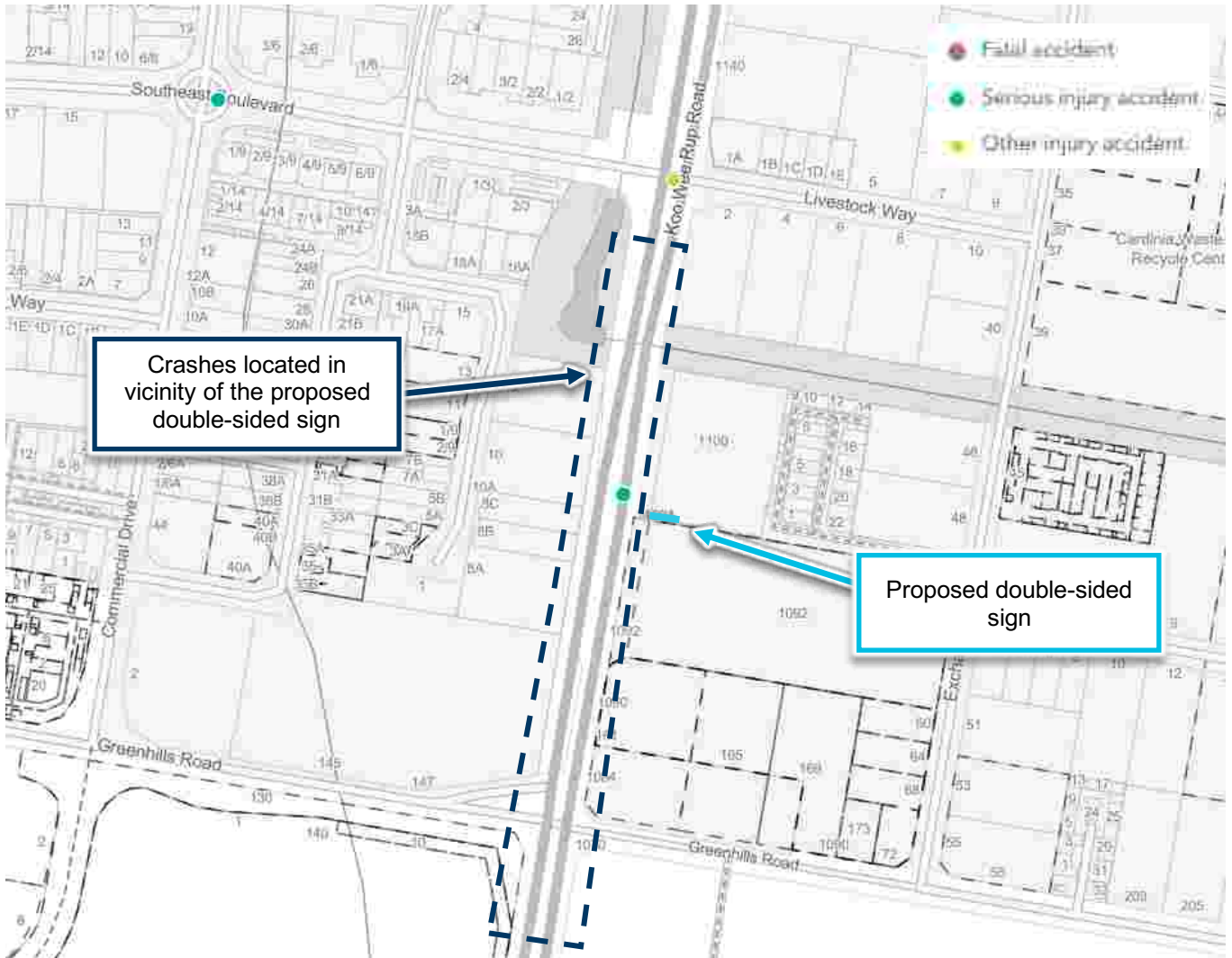


Figure 7 Crash history within vicinity of subject site

Data source: DTP Open Data Hub, accessed February 2026

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2.4 Site inspection

A site inspection was conducted by Gawk staff under the instruction of GHD. The site visit was undertaken on Sunday 01 February 2026 at 12:00 pm. Site observations included:

- The weather was sunny with no rain.
- Speed limit on Koo Wee Rup Road is 80 km/h.
- No erratic driving or speeding were observed.
- No cyclists or pedestrians were observed.



3. Road safety assessment

3.1 Visibility distance

The site visit was used to confirm the visibility distance of the proposed double-sided sign along Koo Wee Rup Road.

- Proposed Sign 1 (digital display face) would be seen by vehicles travelling southbound along Koo Wee Rup Road and the adjacent service lane, and has a visibility distance of approximately 182 metres.
 - The service lane is subject to a default speed limit of 50 km/h at the point where the left turn lane along Koo Wee Rup Road ends and enters into the service lane. As a result, the sign is unlikely to affect drivers in the service lane as they merge onto the main line (Koo Wee Rup Road). The sign exits their view approximately 123 metres before reaching the exit holding line of the service lane.
 - Vehicles approaching the BP service station driveway are expected to travel at 40 km/h, reflecting operating speeds lower than the default 50 km/h service lane speed limit. This reduced speed is considered appropriate given the driveway environment and the need for vehicles to decelerate when turning into the site. Based on Austroads Guide to Road Design Part 3 (2021), the stopping sight distance for an operating speed of 40 km/h and a reaction time of 2.0 seconds and 1.5 seconds is 34 metres (minimum) and 40 metres (desirable) from the service station driveway. The proposed sign comes into view approximately 108 metres from the service station driveway, therefore drivers would have ample opportunity to perceive and understand the sign before refocusing on the roadway and reaching the safe sight stopping zone.
 - Tactile Ground Surface Indicators are installed on the shared use path on both approaches where it intersects the service station driveway. The placement of these tactile strips suggests that pedestrians and cyclists are expected to yield to vehicles entering the service station, therefore at this location it is not expected to interfere with drivers' decision making.
- Proposed Sign 2 (static display face) is visible to vehicles travelling northbound along Koo Wee Rup Road, approaching from the south, east, and west legs of the Koo Wee Rup Road / Greenhills Road intersection.
 - From the south approach, the visibility distance is approximately 308 metres.
 - From the east approach, the sign becomes visible immediately after vehicles complete the right turn from Greenhills Road onto Koo Wee Rup Road and has a visibility distance of approximately 239 metres.
 - From the west approach, the sign becomes visible immediately after vehicles complete the left turn from Greenhills Road onto Koo Wee Rup Road and has a visibility distance of approximately 209 metres.

A diagram of the visibility distance of the proposed double-sided sign when travelling northbound and southbound along Koo Wee Rup Road is shown in Figure 8.



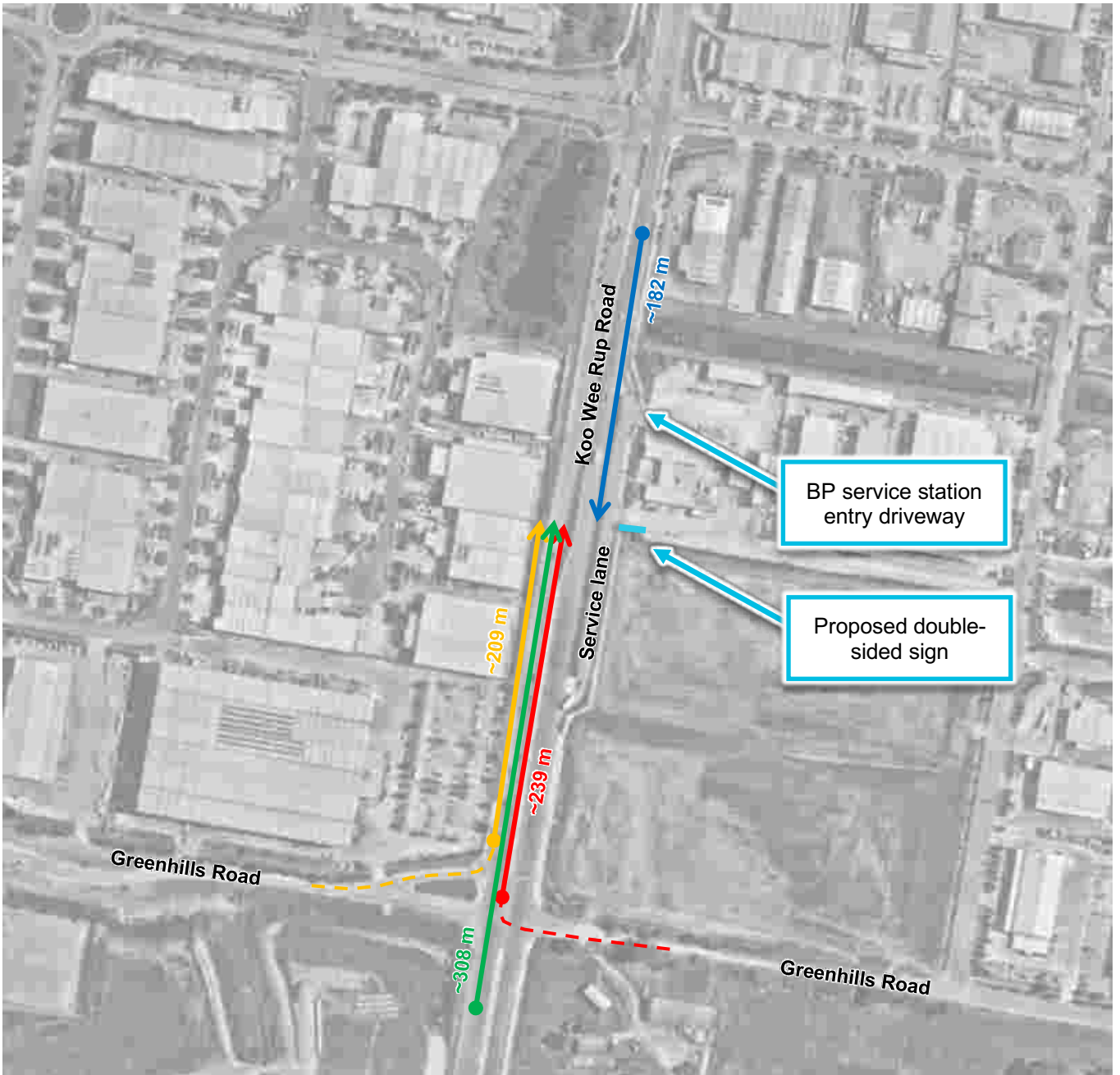


Figure 8 Visibility distance along Koo Wee Rup Road

Source: NearMap – Imagery (date captured 12/12/2025, date extracted 02/02/2026)

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 for Sign 1 and Sign 2 would not cause drivers to divert their gaze from the forward roadway in order to comprehend the signs as it is positioned to sit within drivers periphery vision while they focus forwards.

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.


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The display face of the two proposed signs are located at approximately 3.45 metres above ground level, with the top of the sign 5.65 metres above ground level. As such, the signs sit directly within the drivers' field of view, without obstructing the hazard viewing window.

For proposed Sign 1 (digital display face) there are no traffic signals, pedestrian crossings or other major decision-making points when the sign comes into view. For proposed Sign 2 which would have a static display face, it would be no more visually distracting than any other existing static signage within the vicinity. 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 double-sided sign would be oriented to face northbound and southbound traffic on Koo Wee Rup Road, maximising combined visibility to both signs.

Sight distance/visibility

The proposed Sign 1 (digital display face) would be within visibility for approximately 182 metres for vehicles travelling southbound along Koo Wee Rup Road.

The proposed Sign 2 (static display face) would be within visibility for approximately 308 metres for vehicles travelling northbound from the south approach of Koo Wee Rup Road / Greenhills Road intersection. From the east and west approach of this intersection, the sign becomes visible immediately after vehicles complete their turning manoeuvre and would be within visibility for approximately 209 metres and 239 metres respectively.

Assuming vehicles are travelling at a speed of 80 km/h, the visibility distance for both proposed Sign 1 and Sign 2 exceed the minimum requirement of 133 metres.

Based on the foregoing, the visibility distance along Koo Wee Rup for both northbound and southbound movements provide more than adequate time for drivers to comprehend the proposed signs.

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.



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

This section is only applicable to proposed Sign 1 as it has a digital display face.

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 metres away on a 60 km/h road needs to have much longer dwell times than an advertising device that is visible only from 100 metres 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:

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

Proposed Sign 1 would have a dwell time of 30 seconds between advertising messages. As such, from the southbound direction on Koo Wee Rup Road, the following assumptions apply:

- Dwell time = 30 seconds
- VD = 182 m
- SE = 80 km/h
- PD = 0.2708 (27%)

Based on these assumptions, the PD for proposed Sign 1 is less than 30 percent as recommended by the *AP-R420-13 Austroads Research Report* (Austroads, 2013) and is considered acceptable.

3.3 Other road users

Given that the signs are located within an industrial zone and adjacent to a primary arterial road (Koo Wee Rup Road), the signs may be viewed by people in cars, buses and heavy vehicles, as well as by pedestrians and cyclists. Buses and heavy vehicles would be similarly impacted as cars. As such, the impacts to these vehicles are generally covered in the preceding sections.

There is a shared use path on the eastern side of Koo Wee Rup Road to accommodate cyclists and pedestrians, as such, these users would be able to view proposed Sign 1 when travelling southbound and proposed Sign 2 when travelling northbound. Pedestrians crossing at the Koo Wee Rup Road / Greenhills Road signalised intersection may also view proposed Sign 2. At these locations, the sign sits within the cyclist and pedestrians' forward gaze.



For cyclists riding at a moderate speed, they would have more time to focus and comprehend their surroundings than for a motorised vehicle driver. With due consideration of the time for comprehension, and the cycling task along the corridor, the impact to cyclists is not expected to be as acute as it is to motorised vehicle drivers.

For pedestrians moving at a walking pace along the shared use path and pedestrian signalised crossing, they would have more time to process the signs. As such, the proposed signs are not expected to significantly impact pedestrians at these locations.

The signs are not expected to be significantly more distracting than many other elements along the road corridor, therefore, the signs are not anticipated to create or exacerbate any road safety issues relating to pedestrians, cyclists, and other road users.



4. Conclusions

The safety implications of the proposed double-sided sign have been assessed within this report. Proposed Sign 1 (digital display face) would be primarily seen by southbound traffic on Koo Wee Rup Road, while proposed Sign 2 (static display face) would be primarily seen by northbound traffic on Koo Wee Rup Road. Several safety mitigation measures have been proposed, a summary of which is provided below:

- **Sign 1 and Sign 2:**
 - The number of elements on the 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.
- **Sign 1:**
 - Each advertisement would need to be displayed as a static image, therefore it should not contain motion, changes in luminance or any effects that create the illusion of movement.
 - Have a dwell time of no less than 30 seconds.
 - Would not contain flashing lights or any pulsing or strobing effects.
 - Advertising transitions should occur within 100 milliseconds and would not contain any 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 luminance would not exceed 3-5 percent in nighttime conditions.

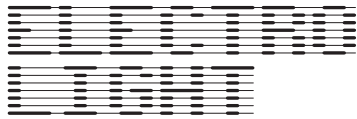
Based on adoption of all the proposed safety mitigation measures, the proposed double-sided sign is not expected to have any significant safety impact on the surrounding road network.





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Gawk
Ref: 3124.42

LIGHTING IMPACT ASSESSMENT DIGITAL SIGNAGE AT 1100 KOO WEE RUP RD, PAKENHAM VIC

DATE	REV	COMMENT	PREPARED BY	CHECKED BY
05/02/26	REV A	For Information	AL	RS

Electrolight Australia
ABN: 44 600 067 392
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1. INTRODUCTION

Electrolight have been appointed by Gawk to undertake a Lighting Impact Assessment on the proposed digital signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC (**proposed signage**). The objective of the assessment is to report on compliance with the Department of Transport and Planning Requirements and Guidelines for Illuminated Outdoor Advertising Signage.

2. DEFINITIONS

2.1 Luminance

The physical quantity corresponding to the brightness of a surface (e.g. a lamp, luminaire or reflecting material such as the road surface) when viewed from a specified direction. SI Unit: candela per square metre (cd/m²) – also referred to as “nits”.

2.2 Luminous Intensity

The concentration of luminous flux (perceived light power) emitted in a specified direction. Unit: candela (cd).

2.3 Threshold Increment

The measure of disability glare expressed as the percentage increase in luminance contrast threshold required between an object and its background for it to be seen equally well with a source of glare present.

NOTE: The required value is a maximum for compliance of the lighting scheme.

2.4 AGI32 Light Simulation Software

AGI32 (by U.S. company Lighting Analysts) is an industry standard lighting simulation software package that can accurately model and predict the amount of light reaching a designated surface or workplane. AGI32 has been independently tested against the International Commission On Illumination (CIE) benchmark, CIE 171:2006, Test Cases to Assess the Accuracy of Lighting Computer Programs.



3. SITE DESCRIPTION AND SCOPE

The proposed signage is located at 1100 Koo Wee Rup Rd, Pakenham VIC. The signage is double sided, with the northern elevation being the proposed digital sign, and the southern elevation being a static face which is not illuminated. As the southern face is unlit it is not part of the scope of this assessment. The total active display (illuminated area) of the proposed digital signage is 18.26m². It is to be operational from 4am to 11:59pm daily. Refer to Appendix A for proposed signage location plan, elevations and photomontages.

The proposed signage is located in a commercial area with street lighting. The night time lighting conditions are best categorised as "High District Brightness" as defined in the Department of Transport and Planning Requirements and Guidelines for Illuminated Outdoor Advertising Signage, equivalent to Environmental Zone "A4" of AS4282:2023.

The proposed signage is illuminated using LEDs installed within the front face. The brightness of the LEDs shall be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions. The dwell time of the content displayed shall not be less than 30 seconds.

For the purpose of this report the proposed specification of the proposed signage is as outlined in Appendix B. Alternative digital sign manufacturers may be used for this installation as long as they have equivalent lighting and performance characteristics and are commissioned as described in this report.

4. DESIGN GUIDELINES AND STANDARDS

The Lighting Impact Assessment will review the proposed signage against the following Criteria, Design Guidelines and Standards.

- Department of Transport and Planning Requirements and Guidelines for Illuminated Outdoor Advertising Signage 4th October 2023 (**DTP Guidelines**)



5. LUMINANCE ASSESSMENT

DTP Guidelines Assessment

The Department of Transport outlines maximum permissible luminance limits for various lighting conditions as per Table 1 below:

TABLE 1 - ILLUMINATED OUTDOOR ADVERTISING SIGNAGE						
Lighting Condition	CATEGORY A MAXIMUM VALUES OF LIGHT TECHNICAL PARAMETERS			CATEGORY B MAXIMUM VALUES OF LIGHT TECHNICAL PARAMETERS		
	Max Average Luminance (cd/m ²)	Threshold Increment Note 1		Max Average Luminance (cd/m ²)	Threshold Increment Note 1	
		Max %	Adaptation Luminance		Max %	Adaptation Luminance
Full sun on face of signage	No limit	-	-	No limit	-	-
Daytime Luminance	6000	-	-	4000	-	-
Morning and evening twilight and overcast weather (see Note 2)	700	-	-	400	-	-
Night Time - High District Brightness	350	20%	5	200	15%	5
Night Time - Medium District Brightness	250	20%	1	150	15%	1
Night Time - Low District Brightness	150	20%	0.25	Not Permitted	N/A	N/A

Note 1: Threshold increment as defined and calculated in AS4282

Note 2: Twilight is defined as the period when the sun is below the horizon but light from the sun is still indirectly visible. When the sun is 18 degrees or more below the horizon, the amount of visible light is very low and this is defined as Night time.

Based on an assessment of the surrounding environment, the signage is located within a High District Brightness Area (refer Section 3). The signage is classified as "Category A" illuminated advertising signage, therefore the maximum permissible luminance under the guidelines is: unlimited (maximum brightness) when full sun strikes the face of the sign, 6000 cd/m² during normal daytime operation, 700 cd/m² during twilight and overcast weather and 350 cd/m² during night time.



Luminance Assessment Summary

Table 2 outlines the maximum luminance levels for the signage to comply with the DTP Guidelines for the various lighting conditions listed below:

TABLE 2 - MAXIMUM LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m ²) [#]	Compliant
Full Sun on face of Signage	No Limit	✓
Day Time Luminance (typical sunny day)	6000	✓
Morning and Evening Twilight and Overcast Weather	700	✓
Night Time	300*	✓

[#] The signage is to be dimmed on site to ensure the maximum luminance nominated above is not exceeded.

*The maximum permissible night time luminance allowable under the DTP Guidelines is actually 350cd/m². The luminance limit shown above was derived as a result of the calculation and assessment in Section 6, to ensure compliance with the Threshold Increment Requirements of the DTP Guidelines.

The proposed signage has a maximum brightness (luminance) of 7000 cd/m². The signage shall be commissioned on site to yield a maximum luminance of 7000 cd/m² when full sun strikes the face of the sign (maximum brightness), 6000 cd/m² during daytime operation, 700 cd/m² during twilight and overcast weather, and 300 cd/m² during night time operation.

If the signage is operated in accordance with the above, then it will comply with the Luminance requirements of the DTP Guidelines.



6. THRESHOLD INCREMENT ASSESSMENT

Threshold Increment Assessment

The proposed signage (and surrounding environment) was modelled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the signage on vehicular traffic. Photometric data for the signage was provided by the manufacturer with the maximum luminance corresponding to the night time limit outlined in Section 5.

The Threshold Increment was calculated for the southbound traffic approach on Koo Wee Rup Rd and the service lane. The calculation grids were located at 1.5m above ground level with an approach viewing distance of between 10m to 200m from the signage and a windscreen cutoff angle of 20 degrees (as outlined in AS1158). The calculation results show that the Threshold Increment does not exceed 17.17% for any traffic approach (the allowable maximum under the standard is 20%).

Summary

It can therefore be seen that the proposed signage complies with the Threshold Increment requirements of the DTP Guidelines.



* Electrolight takes no responsibility for the accuracy of third party provided photometric data.

7. SUMMARY

- The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, shall be commissioned on site to yield the following maximum luminances:

COMPLYING LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m2)	Compliant
Full Sun on face of Signage	No Limit	✓
Day Time Luminance (typical sunny day)	6000	✓
Morning and Evening Twilight and Overcast Weather	700	✓
Night Time	300	✓

- The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, has been assessed and complies with the requirements of the DTP Guidelines (when commissioned to the maximum luminance levels above).
- In complying with the above requirements, the proposed signage shall not result in unacceptable glare nor shall it adversely impact the safety of pedestrians or vehicular traffic.



8. DESIGN CERTIFICATION

The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, if commissioned according to this report, complies with the following criteria, guidelines and standards*:

- Department of Transport Requirements and Guidelines for Illuminated Outdoor Advertising Signage 4th October 2023*



M.Des.Sc(Illumination) B.Eng (Elec)
Registered Professional Engineer - Victoria (AMR Ref PE0006091)

Senior Lighting Designer
Electrolight Sydney
05/02/26



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*The operator of the signage is responsible for complying with the Department of Transport's ongoing operational requirements (and any related permit conditions), which includes how content is displayed and/or providing Lighting Compliance Records upon request.

APPENDIX A

PROPOSED SIGNAGE LOCATION, ELEVATIONS & PHOTOMONTAGES

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

1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

TOWN PLANNING DRAWINGS

- AO1 COVER PAGE
- AO2 FLOOR PLAN & ELEVATIONS
- AO3 FLOOR PLAN & ELEVATIONS
- AO4 PERSPECTIVE VIEWS



KEY PLAN
SCALE 1 : 1500

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

ISSUE/AMMENDMENTS SCHEDULE
01 18/07/2025
TOWN PLANNING ISSUE

TOWN PLANNING
NOT FOR CONSTRUCTION



GAWK OUTDOOR
Suite 3/281 Brunswick St, Filzoy VIC 3085
james@gawk.com.au
03 5409 2655



PHOTO 02



PHOTO 04



PHOTO 01



PHOTO 03

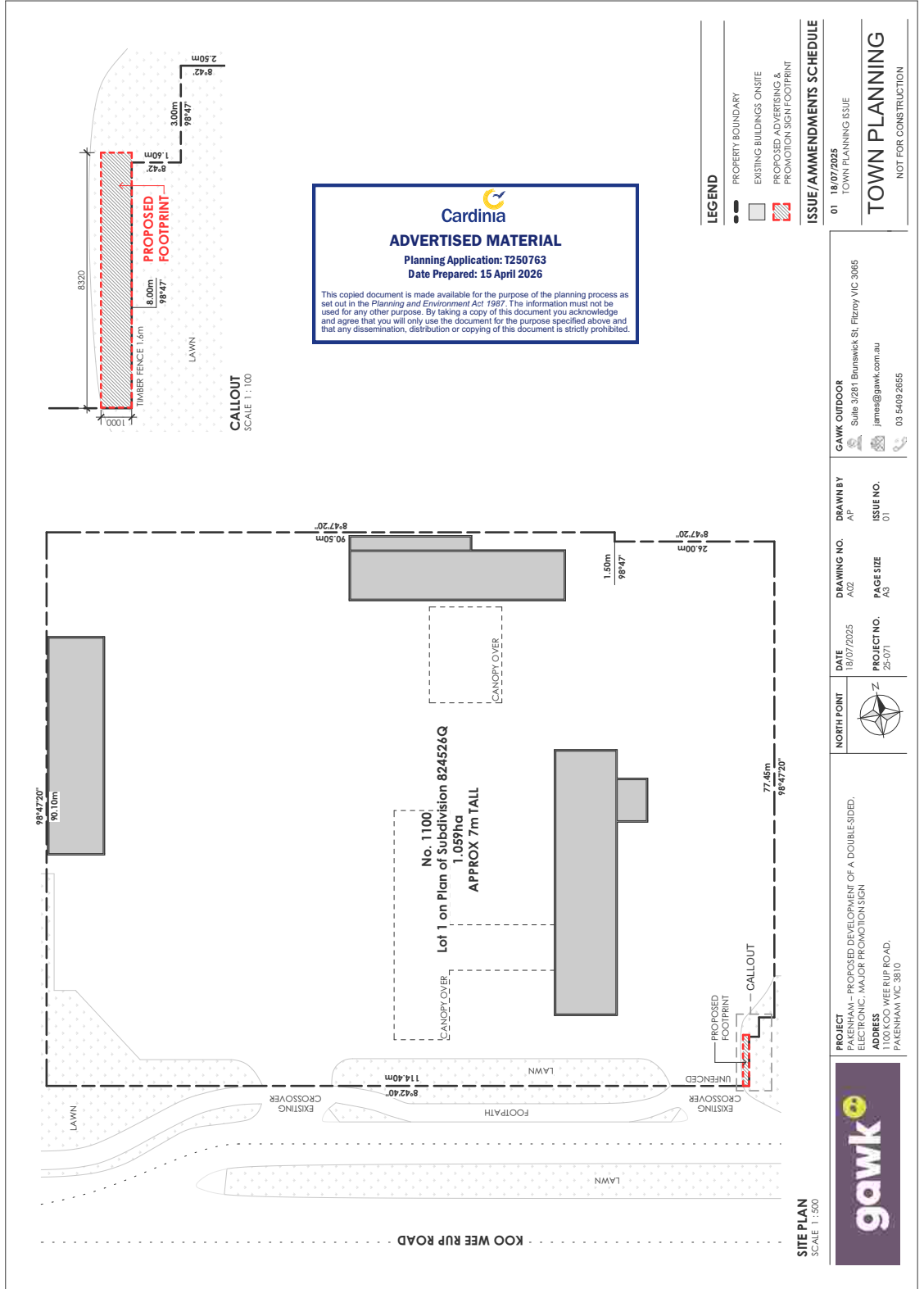
PROJECT
PAKENHAM – PROPOSED DEVELOPMENT OF A
DOUBLE-SIDED, ELECTRONIC, MAJOR PROMOTION SIGN
ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810



Cardina
ADVERTISED MATERIAL
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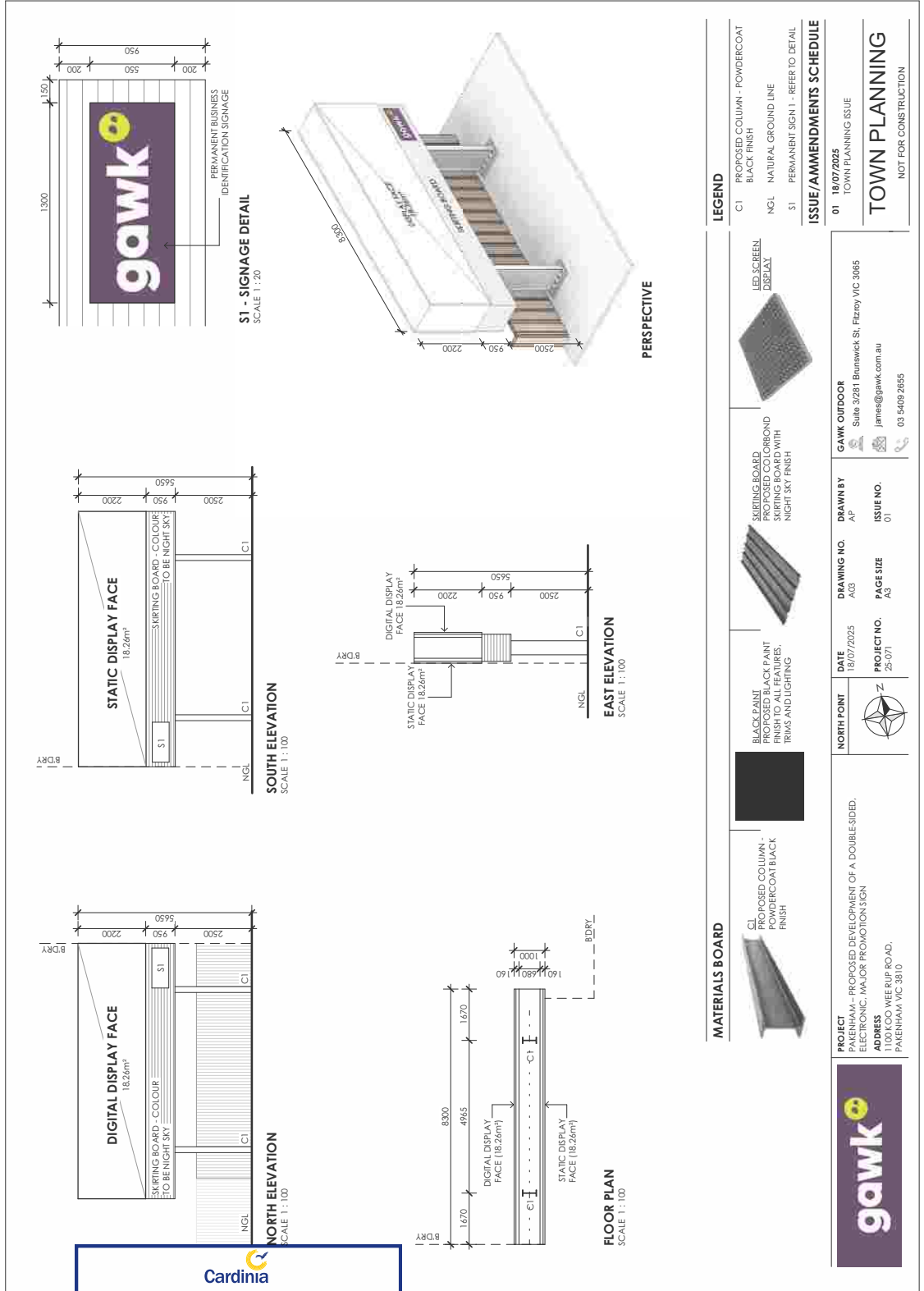
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APPENDIX A PROPOSED SIGNAGE LOCATION, ELEVATIONS & PHOTOMONTAGES



APPENDIX A

PROPOSED SIGNAGE LOCATION, ELEVATIONS & PHOTOMONTAGES




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APPENDIX A PROPOSED SIGNAGE LOCATION, ELEVATIONS & PHOTOMONTAGES




PERSPECTIVE VIEW REFERENCE
SCALE 1:200

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 TO WN 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 18/07/2025
TOWN PLANNING ISSUE

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EXISTING PERSPECTIVE VIEW #02 - NORTHBOUND TRAFFIC



PROPOSED PERSPECTIVE VIEW #02 - NORTHBOUND TRAFFIC



EXISTING PERSPECTIVE VIEW #01 - SOUTHBOUND TRAFFIC



PROPOSED PERSPECTIVE VIEW #01 - SOUTHBOUND TRAFFIC



NORTH POINT

PROJECT
PAKENHAM - PROPOSED DEVELOPMENT OF A DOUBLE-SIDED, ELECTRONIC, MAJOR PROMOTION SIGN
ADDRESS
1100 KOOWEERUP ROAD,
PAKENHAM VIC 3810

DATE
18/07/2025

PROJECT NO.
25-071

DRAWN BY
AP

PAGE SIZE
A3

ISSUE NO.
01



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APPENDIX B
DIGITAL SIGNAGE SPECIFICATION

[PRODUCT SPECIFICATION]

Outdoor 10mm

Product Specifications	
Physical Pitch	10mm, physical
Pixel Density	10,000 pixels/m ²
Pixel Configuration	SMD LED
Module Dimensions (WxH)	320mm x 160mm
Module Resolution (WxH)	32 x 16 pixels
Cabinet Material	Steel
Viewing Angle	H 140 Deg. / V 140 Deg.
Best Viewing Distance	10m
Maintenance	Rear access
Protection Degree	IP65 front; IP54 rear
Panel Net Weight	approx. 58kg/sqm
Luminance	7000 nits
Product Specifications	
Gray Scale	16-bit Color Processing Depth
Refresh Rate	1920+ Hz
Display Control	Synchronous control
Power Supply	220V, 50Hz
Operation Temp.	-20° ~60°
Display Dimming	Auto/Manual, 8~256 Levels
Signal Transfer	Single Mode Fiber Optic within 1500mm
Display Capacity	Text, image, graphics animations, video
Power Consumption (Max/Avg.)	0.6kw/sqm; 0.2kw/sqm
MTBF	50,000hrs
Lifetime	100,000 hours
Warranty	5 years



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APPENDIX C
THRESHOLD INCREMENT CALCULATIONS



Calculation Summary			
Label	CalcType	Units	Max
Koo Wee Rup Rd_SB	Obtrusive - TI	%	0.31
Koo Wee Rup Rd_SB Service Lane	Obtrusive - TI	%	17.17


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APPENDIX C

THRESHOLD INCREMENT CALCULATIONS

Obtrusive Light - Compliance Report

AS/NZS 4282:2023, A4 - High District Brightness, Curfew

Filename: 3124.42 1100 Koo Wee Rup Rd, Pakenham LIA Calculation_revA
4/02/2026 11:49:57 AM

Threshold Increment (TI)

Maximum Allowable Value: 20 %

Calculations Tested (2):

<u>Calculation Label</u>	<u>Adaptation Luminance</u>	<u>Test Results</u>
Koo Wee Rup Rd_SB	5	PASS
Koo Wee Rup Rd_SB Service Lane	5	PASS



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

1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

TOWN PLANNING DRAWINGS

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



ADVERTISED MATERIAL

Planning Application: T250763
Date Prepared: 15 April 2026

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PHOTO 01



PHOTO 02



PHOTO 03



PHOTO 04



KEY PLAN
SCALE 1 : 1500

PHOTO LEGEND

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

ISSUE/AMMENDMENTS SCHEDULE

01	18/07/2025 TOWN PLANNING ISSUE
02	11/02/2026 RFI AMENDMENT

TOWN PLANNING
NOT FOR CONSTRUCTION



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

ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

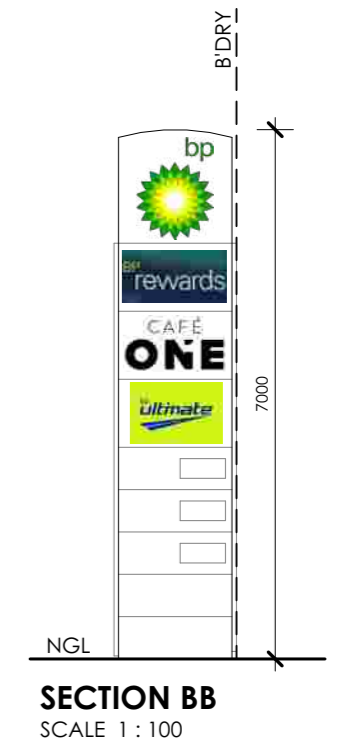
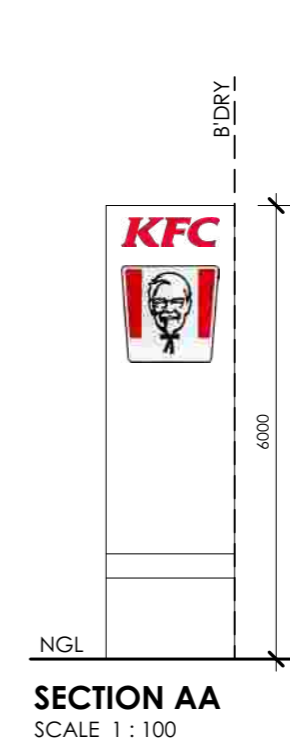
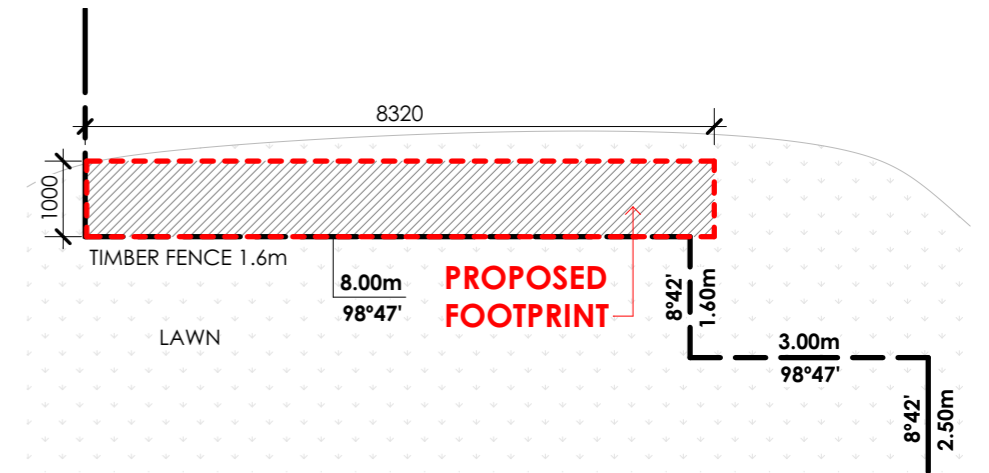
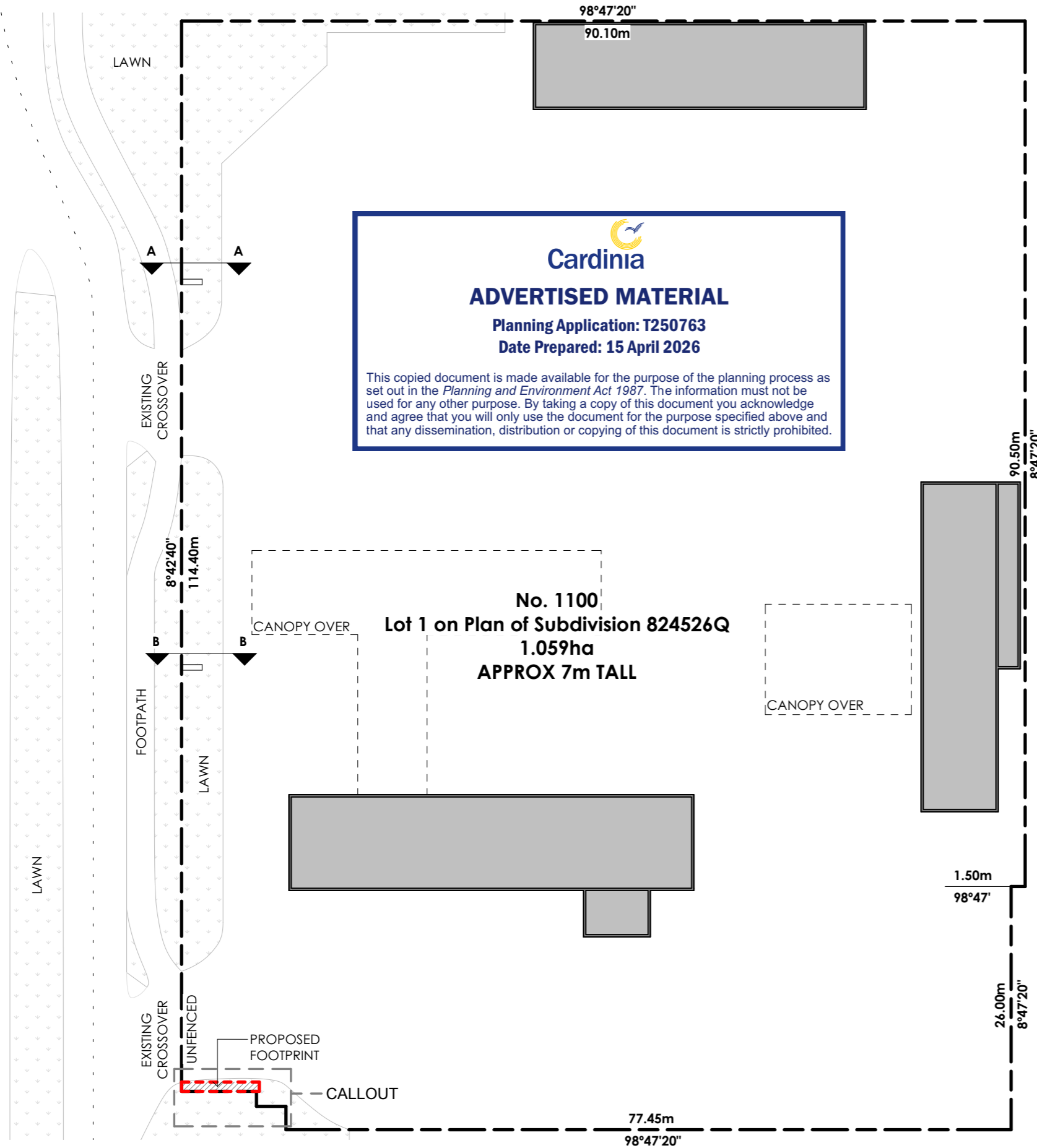
NORTH POINT



DATE 18/07/2025	DRAWING NO. A01	DRAWN BY AP
PROJECT NO. 25-071	PAGE SIZE A3	ISSUE NO. 01

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

KOO WEE RUP ROAD



LEGEND

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

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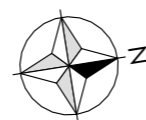
SITE PLAN
 SCALE 1 : 500



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

ADDRESS
 1100 KOO WEE RUP ROAD,
 PAKENHAM VIC 3810

NORTH POINT



DATE
 18/07/2025

PROJECT NO.
 25-071

DRAWING NO.
 A02

PAGE SIZE
 A3

DRAWN BY
 AP

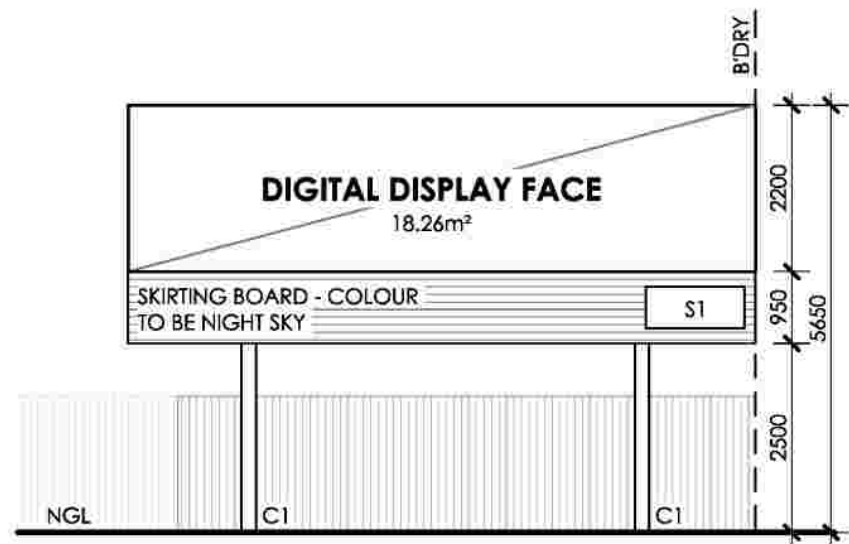
ISSUE NO.
 01

GAWK OUTDOOR

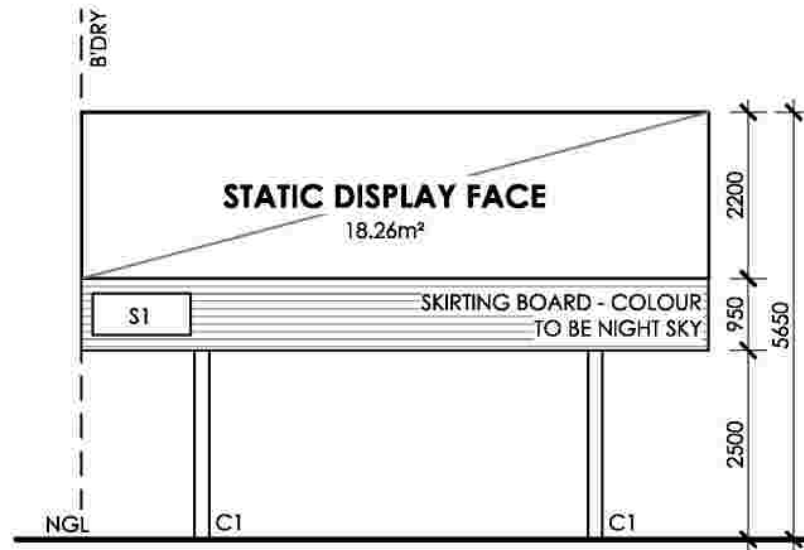
Suite 3/281 Brunswick St, Fitzroy VIC 3065

james@gawk.com.au

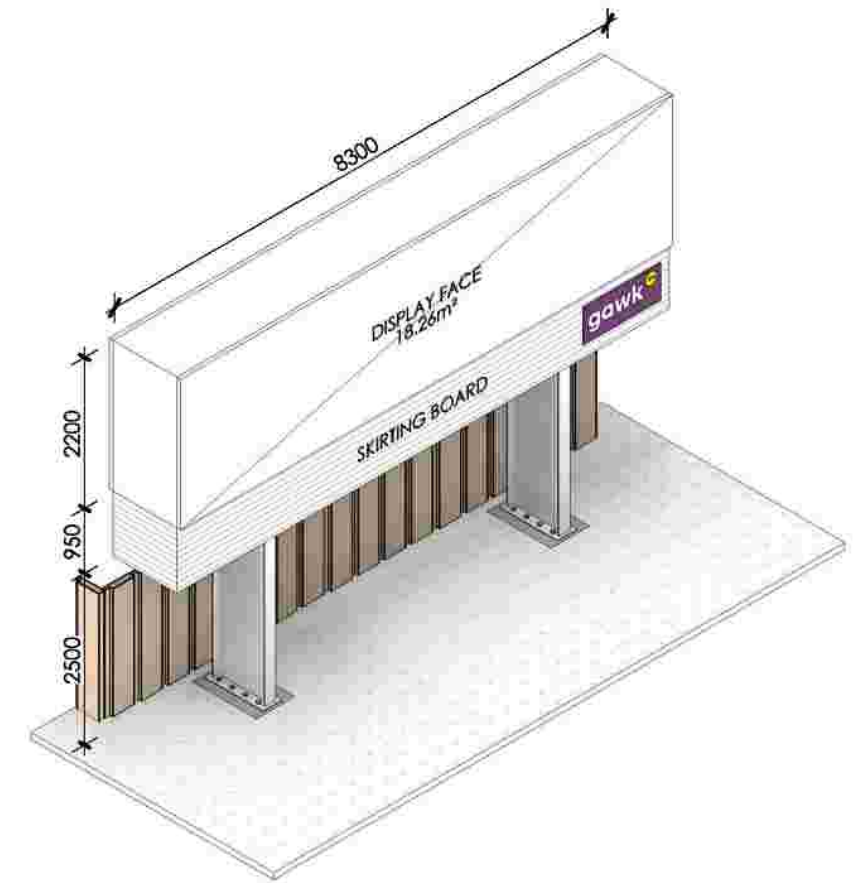
03 5409 2655



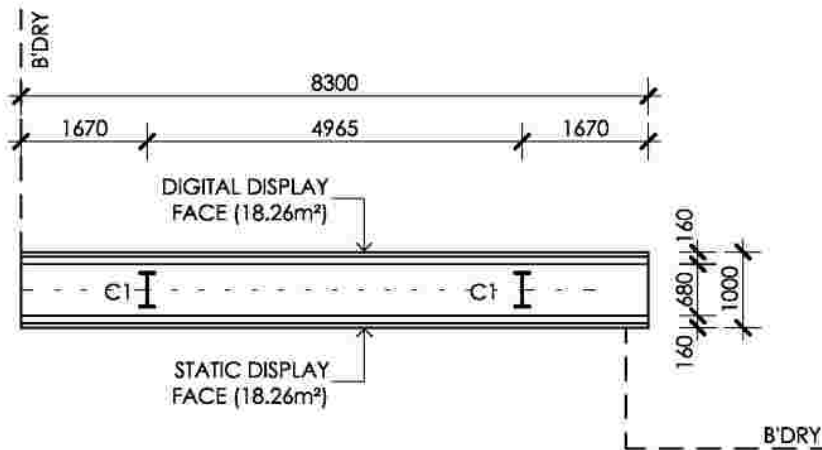
NORTH ELEVATION
SCALE 1 : 100



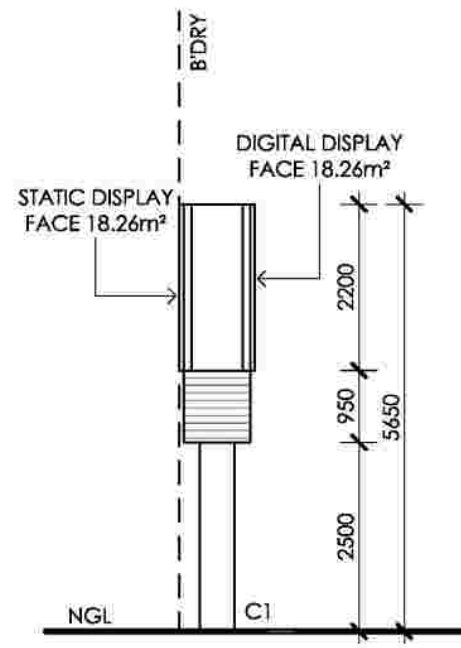
SOUTH ELEVATION
SCALE 1 : 100



PERSPECTIVE



FLOOR PLAN
SCALE 1 : 100



WEST ELEVATION
SCALE 1 : 100



S1 - SIGNAGE DETAIL
SCALE 1 : 25

The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, shall be commissioned on site to yield the following maximum luminances:

COMPLYING LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m²)	Compliant
Full Sun on face of Signage	No Limit	✓
Day Time Luminance (typical sunny day)	6000	✓
Morning and Evening Twilight and Overcast Weather	700	✓
Night Time	300	✓

The proposed signage to be installed at 1100 Koo Wee Rup Rd, Pakenham VIC, has been assessed and complies with the requirements of the DTP Guidelines (when commissioned to the maximum luminance levels above).
In complying with the above requirements, the proposed signage shall not result in unacceptable glare nor shall it adversely impact the safety of pedestrians or vehicular traffic.

NOTE:
THE PROPOSED SIGN IS TO BE OPERATIONAL BETWEEN 4AM AND 11:59PM EACH DAY. THE SIGN WILL OPERATE AT A 30 SECOND DWELL TIME, WITH AN INSTANTANEOUS CHANGE IN BETWEEN IMAGES. AS PER TRANSPORT IMPACT ASSESSMENT.

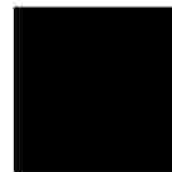


ADVERTISED MATERIAL

Planning Application: T250763 MATERIALS BOARD
Date Prepared: 15 April 2026

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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

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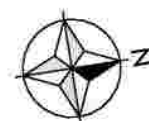
TOWN PLANNING

NOT FOR CONSTRUCTION



PROJECT
PAKENHAM - PROPOSED DEVELOPMENT OF A DOUBLE-SIDED, ELECTRONIC, MAJOR PROMOTION SIGN
ADDRESS
1100 KOO WEE RUP ROAD,
PAKENHAM VIC 3810

NORTH POINT



DATE
18/07/2025

PROJECT NO.
25-071

DRAWING NO.
A03

PAGE SIZE
A3

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ISSUE NO.
01

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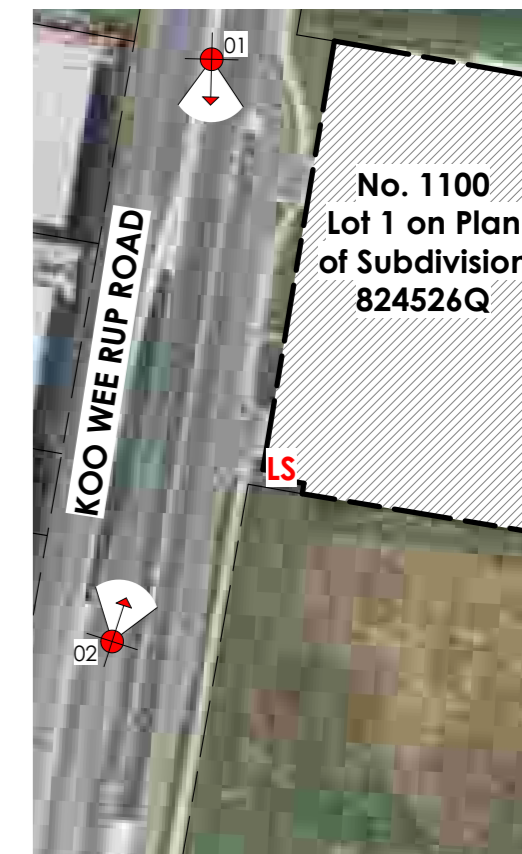
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EXISTING PERSPECTIVE VIEW #01 - SOUTHBOUND TRAFFIC

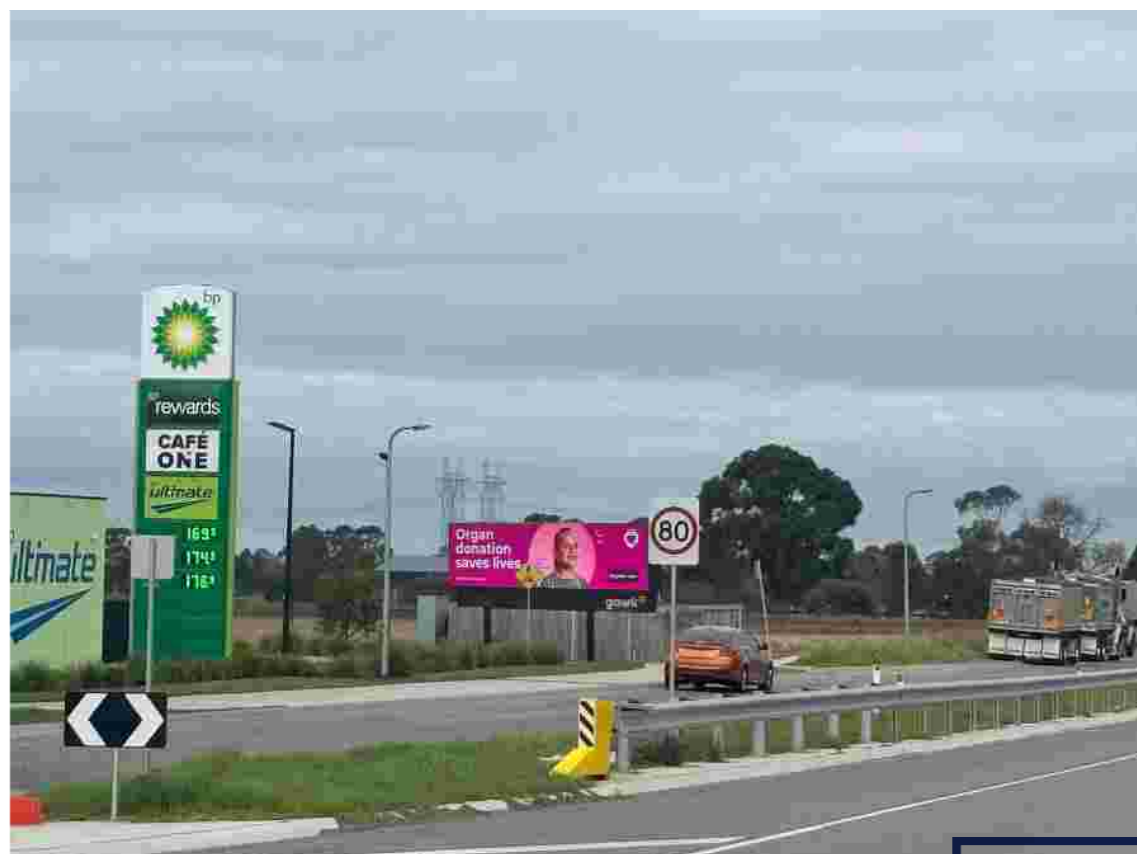


EXISTING PERSPECTIVE VIEW #02 - NORTHBOUND TRAFFIC



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 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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PROJECT
PAKENHAM – PROPOSED DEVELOPMENT OF A DOUGHERTY CENTER
PROMOTION SIGN

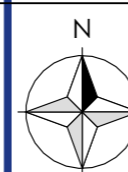
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NORTH POINT



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