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12 October 2026

Statutory Planning Department
Attention – Adrian Dolgov, Statutory Planner
City of Greater Dandenong Council
PO Box 200,
Dandenong, Victoria,

[redacted]

RESPONSE TO REQUEST FOR FURTHER INFORMATION
Application No: PLA26/0083
Planning Permit No.: PLN18/0665
Property Address: 139-143 Jacksons Road, Noble Park North

1 Introduction

Urbis continues to act on behalf of the permit applicant, Solo Energy Corporation Pty Ltd, in relation to planning permit application PLN18/0665 at No. 139-143 Jacksons Road, Noble Park North.

We write in response to Council's Request for Further Information (RFI) dated 29 September 2026 and the preliminary comments received.

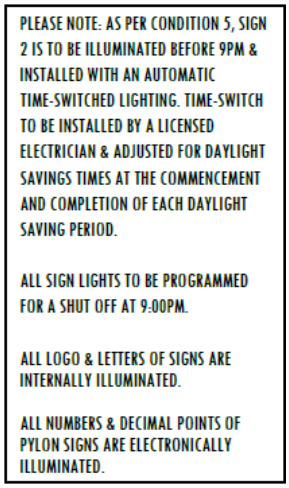
In support of this submission, please find enclosed:

- Revised Architectural Plans, Rev B prepared by Solo Corporation Pty Ltd, dated 8/10/2026 showing:
  - Differentiation of the S3 canopy signs, relabelled as S3A–S3C and remainder of the plans revised accordingly.

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- Refer to DWG No. A207 for Condition 5 annotation and type of illumination qualities for all signs on site.

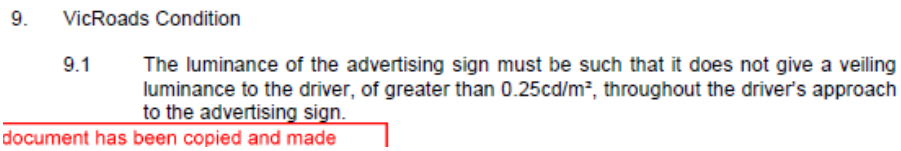

PLEASE NOTE: AS PER CONDITION 5, SIGN 2 IS TO BE ILLUMINATED BEFORE 9PM & INSTALLED WITH AN AUTOMATIC TIME-SWITCHED LIGHTING. TIME-SWITCH TO BE INSTALLED BY A LICENSED ELECTRICIAN & ADJUSTED FOR DAYLIGHT SAVINGS TIMES AT THE COMMENCEMENT AND COMPLETION OF EACH DAYLIGHT SAVING PERIOD.

ALL SIGN LIGHTS TO BE PROGRAMMED FOR A SHUT OFF AT 9:00PM.

ALL LOGO & LETTERS OF SIGNS ARE INTERNALLY ILLUMINATED.

ALL NUMBERS & DECIMAL POINTS OF PYLON SIGNS ARE ELECTRONICALLY ILLUMINATED.

- Confirmation that the applicant continues to agree to satisfy Condition 9.1 of VicRoads' conditional requirement.


9. VicRoads Condition

9.1 The luminance of the advertising sign must be such that it does not give a veiling luminance to the driver, of greater than 0.25cd/m², throughout the driver's approach to the advertising sign.

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- Response to Council Comments

1.1 Signage extent and characteristics

Council's Preliminary Advice - *The need for the extent (size, height, area m2, etc.) of identification and the opportunities for adequate identification on the site and context.*

Having regard to the need for the extent, size and height of signage, and the opportunities available for adequate identification of the use within the site and surrounding context, the proposed signage scheme is considered appropriate for the following reasons:

- The proposed signage forms part of a holistic and coordinated signage strategy for the existing service station, intended to rationalise the site's business identification and petrol pricing signage under the proposed 'Solo' branding.
- The retrospective Liberty business identification signage will also be removed and replaced with the coordinated 'Solo' design scheme, comprising Sign 3, which is flush-mounted around the existing canopy, and Sign 4, which is mounted to the shop building
- Signs 1 and 2 are intended to replace existing and Council approved illuminated, electronic and business identification signage.

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- In relation to Sign 2, the amended sign remains similar in character and function to the previously approved signage. The approved sign has an overall height of 7.2 metres, whereas the amended Sign 2 proposes an overall height of 8.2 metres and incorporates one additional electronic petrol pricing panel.
- The previous objection was withdrawn following revisions to SIgn 2 of the proposal, including a reduction in sign height and restrictions on the hours of illumination under Condition 5. It is understood that the illumination of the signage formed an important component of the amenity concerns previously raised. Although the current Section 72 amendment proposes an additional 1 metre in height, it does not seek to alter the approved hours or manner of illumination. The existing illumination controls will therefore be retained, ensuring that the amendment does not intensify the Council approved illumination impacts associated with the signage.
- The additional Sign 2 height accommodates the proposed 'Solo' business identification and additional electronic petrol pricing panel, allowing the sign to provide both clear identification of the service station and petrol pricing information. The additional height therefore has a functional relationship with the identification and information requirements of the use, rather than representing an increase in signage solely for greater visual prominence.
- While Sign 2 represents a departure from the previously approved height, the additional 1 metre is considered proportionate to the identification and information function of the sign. At an overall height of 8.2 metres, the amended sign remains generally consistent with the form and function of the approved signage, while accommodating the 'Solo' branding and additional electronic petrol pricing panel.
- The extent and location of the proposed signage are considered proportionate to the identification requirements of the service station, providing clear business and pricing information while utilising existing built-form elements and established signage locations. The proposal therefore provides adequate identification of the premises without resulting in an unnecessary proliferation of signs across the site.
- The Commercial 1 Zone is classified as Category 1 – Minimum Limitation pursuant to Clause 52.05 (Signs). Having regard to the established commercial context, corner location, arterial road environment and existing presentation of the site, the additional height is not considered to result in material adverse amenity impacts, unreasonable visual dominance or unreasonable off-site impacts.
- The retention of the previously approved illumination hours means that the temporal extent of illumination will remain unchanged. Together with the proposed internal illumination, this assists in ensuring that the amenity outcome associated with the illuminated signage remains substantially consistent with the approved arrangement.
- The proposed signs provide business identification and pricing information and are not designed or positioned so as to be misleading or confusing to motorists as a traffic instruction or invitation. The internally illuminated signage is also not anticipated to dazzle or unduly distract drivers.
- We can confirm that the applicant continues to agree to satisfy Condition 9.1 of VicRoads' conditional requirement.

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Overall, the proposed signage represents a coordinated modernisation of the existing service station signage, rather than an unreasonable intensification of signage across the site. In particular, the additional height of Sign 2 is directly associated with accommodating the 'Solo' branding and additional petrol pricing information. Having regard to the site's commercial and arterial road context, the Category 1 – Minimum Limitation designation and the retention of the approved illumination hours, the extent, scale, height and location of the proposed signage are considered appropriate to the identification needs of the use and are not expected to result in unreasonable amenity or visual impacts.

1.2 Illumination & Safety

Council's Preliminary Advice - *The impact of glare and illumination on the safety of pedestrians and vehicles, including on the amenity of the area and on road safety.*

The proposed signage is considered acceptable having regard to the potential impacts of glare and illumination on pedestrian and vehicle safety, road safety and the amenity of the surrounding area for the following reasons:

- Signs 1 and 2 are modifications to previously approved illuminated signage.
- Importantly, the proposed Sign 2 does not seek to alter the previously approved hours of illumination. The existing controls on the operating hours of the illuminated signage will therefore continue to apply.
- Signs 3 and 4 are proposed to be internally illuminated, with LED illumination identified as 6500K. The illumination is contained within the signage rather than relying on external lighting directed towards the signs. Additionally, Signs 3 and 4 are proposed within the site boundaries and flush-mounted to the existing canopy/building, rather than being positioned closer to the road reserve. They are proposed to be internally illuminated and set back within the site, which assists in limiting its direct relationship with passing vehicles and pedestrians.
- The signage is intended to provide clear business identification from the site's street frontages. Based on the proposed siting and form of illumination, the signage is not anticipated to dazzle or unduly distract drivers or create an unreasonable impact on pedestrian or vehicle safety.
- The retention of the approved illumination hours for Sign 2, in particular, together with the internal illumination and siting of Signs 3A-3C and 4, limits the potential for additional illumination impacts on the surrounding area and assists in maintaining an acceptable amenity and road-safety outcome.

Overall, the proposal does not seek to materially intensify the illumination of signage on the site. In particular, the approved illumination hours applying to Signs on site would remain unchanged. The proposed signage is therefore considered capable of providing appropriate business identification without resulting in unreasonable glare, distraction or illumination impacts upon pedestrians, motorists, road safety or the amenity of the surrounding area.

2 Conclusion

We trust this information is sufficient to assist you with your continued assessment of this application.

Should any of the requested information not be satisfied or remain outstanding, we respectfully request a one (1) month extension on behalf of the permit applicant to provide the requested information under Section 54A of the *Planning and Environment Act 1987.*

If you have any questions or require any additional information, please do not hesitate to contact me on the below details.

Kind regards,



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