



31 Sydney Road, Goulburn

Road Safety Review

Regional DOOH Pty Ltd

31 July 2025

➔ **The Power of Commitment**



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1. Introduction

1.1 Background

Gawk (who trade as Regional DOOH Pty Ltd) are proposing to install a single, electronic, promotion sign on the site at 31 Sydney Road, Goulburn. GHD understands:

- The proposed sign is to be positioned on the eastern side of an existing building and is to be seen primarily by traffic travelling along Sydney Road in the westbound direction.
- The sign would be 8.3 metres long, with a height of 2.2 metres.
- The bottom of the sign would be 5.3 metres above ground level.
- The sign would provide a total advertising area of approximately 18.3 square metres.
- The LED display face would only display static images which would have a single advertising message at any one time. Images would rotate every 30 seconds.
- Using an LED display means the sign would only require three to five percent brightness at nighttime and there will be no light spillage, which is typical of externally lit signage.

Figure 1 presents a perspective of the proposed billboard from Sydney Road, west of the site. It is noted the image was taken during the construction of the roundabout at Sydney Road and Common Street which is now complete.



Figure 1 Perspective from westbound traffic along Sydney Road

Source: Gawk

1.2 Purpose of this report

GHD has been engaged by Gawk to prepare a Road Safety Review report which outlines the proposal and its impact on road safety for different road users in the vicinity in accordance with the comment raised by Goulburn Mulwaree Council, which states:

5. The proposal is considered to increase visual distraction and increase safety risk of the road users of the roundabout and also is against 3.2.4 Sign spacing of the Transport Corridor Outdoor Advertising and Signage Guidelines and as such will not satisfy Schedule 5 of the State Environmental Planning Policy (Industry and Employment) 2021 (S.4.15(1)(a)(b)(c)(d)(e) of the Environmental Planning & Assessment Act 1979).

Accordingly, this report seeks to assess the impact the proposed electronic sign will have on road safety by referring to Chapter 3 of the Department of Planning and Environment's *Transport Corridor Outdoor Advertising and Signage Guidelines* (2017).

1.3 Scope and limitations

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

GHD otherwise disclaims responsibility to any person other than Regional DOOH 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 DOOH Pty Ltd and others who provided information to GHD (including Government authorities)], which GHD has not independently verified or checked beyond the agreed scope of work. GHD does not accept liability in connection with such unverified information, including errors and omissions in the report which were caused by errors or omissions in that information.

1.4 References

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

- Austroads, 2021, *Guide to Road Design – Part 3: Geometric Design*.
- Austroads, 2010, *Guide to Road Design – Part 6: Roadside Design, Safety and Barriers*
- Department of Planning and Environment, November 2017, *Transport Corridor Outdoor Advertising and Signage Guidelines*.
- Gawk, 22 January 2025, *Town Planning Drawings*.
- Transport for New South Wales, accessed July 2025, *Interactive crash statistics*.

2. Existing conditions

2.1 Site location

The site of the proposed sign is addressed as 31 Sydney Road, Goulburn. The proposed sign is located on the eastern side of an existing building located on the south side of Sydney Road. The proposed site is located within a Productivity Support (E3) zone while Sydney Road is zoned as Infrastructure (SP2). Near the site, lots along Sydney Road are generally commercial and residential uses.

An aerial photograph of the site location is shown in Figure 2.



Figure 2 Site location

Source: NearMap – Imagery (date captured 01/03/2025, date extracted 18/07/2025)

2.2 Site inspection

A site inspection was conducted by Gawk under the instruction of GHD staff. The site visit was undertaken on Saturday 12 July 2025 between 12:00 PM and 12:30 PM. Site observations included:

- The weather was clear.
- Posted speed limit was 80 km/h on Sydney Road and 50km/h on Commons Street.
- No erratic driving or speeding was observed.
- No pedestrians or cyclists were observed.

2.3 Road network

2.3.1 Sydney Road

Sydney Road is a Transport for New South Wales (TfNSW) controlled arterial road which runs generally east-west in the vicinity of the site. To the east of the site, Sydney Road intersects with Common Street at a recently constructed roundabout, while to the west, it links to Long Street.

Sydney Road is a dual carriageway and generally comprised of two traffic lanes and a shoulder in each direction, separated by a wide physical median of approximately 4 metres wide physical median. Each traffic lane has a width of approximately 3.5 metres.

The speed limit along this section is 80 km/h.

The cross-section of Princes Highway is shown in Figure 3 and Figure 4.



Figure 3 Sydney Road east approach facing west towards the proposed sign

Source: Gawk



Figure 4 Sydney Road east approach facing west towards the proposed sign just before Sydney Road/Common Street roundabout

Source: Gawk

2.3.2 Common Street

Common Street is a local road managed by Council that runs north-south, forming a roundabout intersection with Sydney Road. Previously a Give Way controlled cross intersection, the Sydney Road/Common Street intersection was converted into a roundabout between September 2024 and March 2025.

The northern segment of Common Street has a carriageway width of 7 meters and facilitated two-way traffic movements. The southern segment of Common Street has a carriageway width of 10 meters, with a painted centreline dividing the road and indented parallel parking provided intermittently along the east side of the road.

The posted speed limit along Common Street is 50 km/h, clearly marked with signage.

The cross-section of Common Street is shown in Figure 5 and Figure 6.



Figure 5 Common Street (N) facing south towards Sydney Road/Common Street intersection

Source: Gawk



Figure 6 Common Street (S) facing north towards Sydney Road/ Common Street intersection

Source: Gawk

2.4 Crash analysis

Road crash history for the five-year period from 2019 to 2023 was obtained from the TfNSW *Interactive crash statistics* website. Within the analysis period there were a total of three recorded crashes as summarised in Table 1 and depicted in Figure 7.

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

Location	Number of crashes					Dominant crash type(s)
	Fatal	Moderate	Minor / Other	Non-Casualty	Total	
Midblock						
Sydney Road	0	1	0	0	1	Left off carriageway into object
Intersection						
Sydney Road / Common Street	0	1	1	0	2	Left off carriageway into object, cross traffic (x2)
Total	0	2	1	0	3	

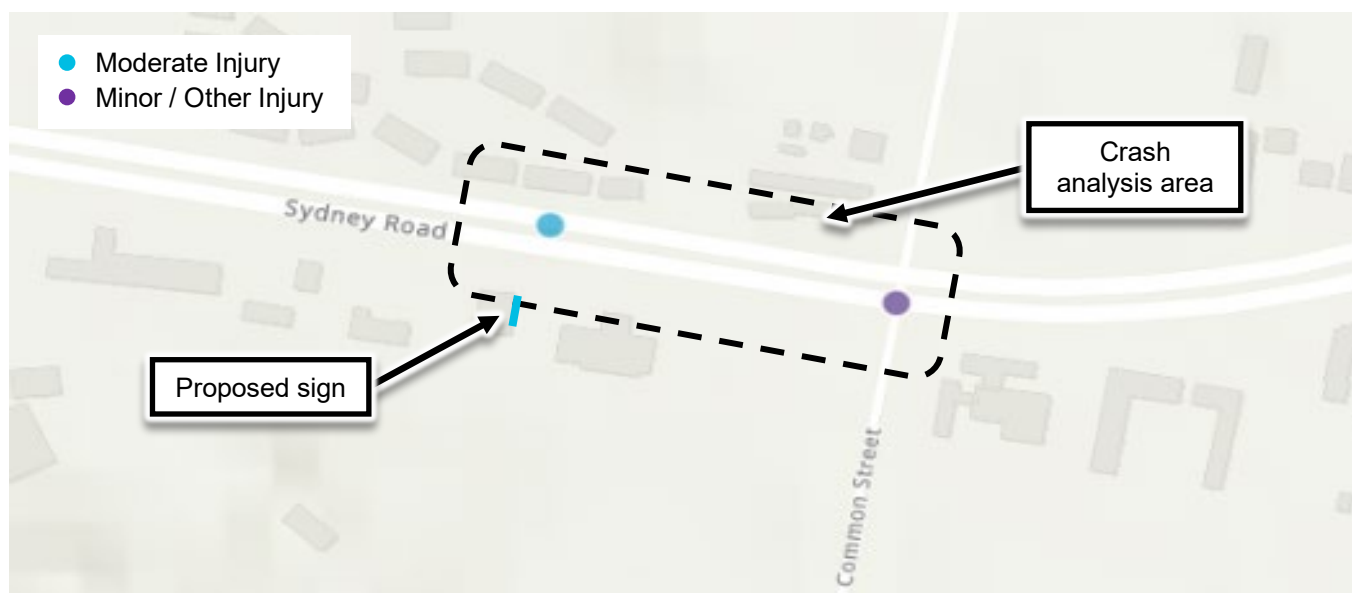


Figure 7 Crash history within the vicinity of the subject site

Source: *Interactive crash statistics*, TfNSW (date accessed 22/07/2025)

Of the three recorded crashes:

- The midblock crash was a run off road left into object, and the vehicle was travelling on the east bound carriageway. This direction of travel will not be influenced by the proposed sign as it will not be in view, and therefore is not related to this assessment
- Of the remaining two crashes, these both occurred at the Sydney Road/Common Street intersection, prior to the installation of the new roundabout. Due to the significant change in infrastructure conditions, these crashes are not related to the proposed sign.

2.5 Visibility distance

2.5.1 Sydney Road east approach

When travelling along Sydney Road in the eastbound direction, the proposed sign is visible from both westbound lanes for approximately 385 metres. A diagram of the visibility distance of the sign when travelling along Sydney Road is shown in Figure 8.

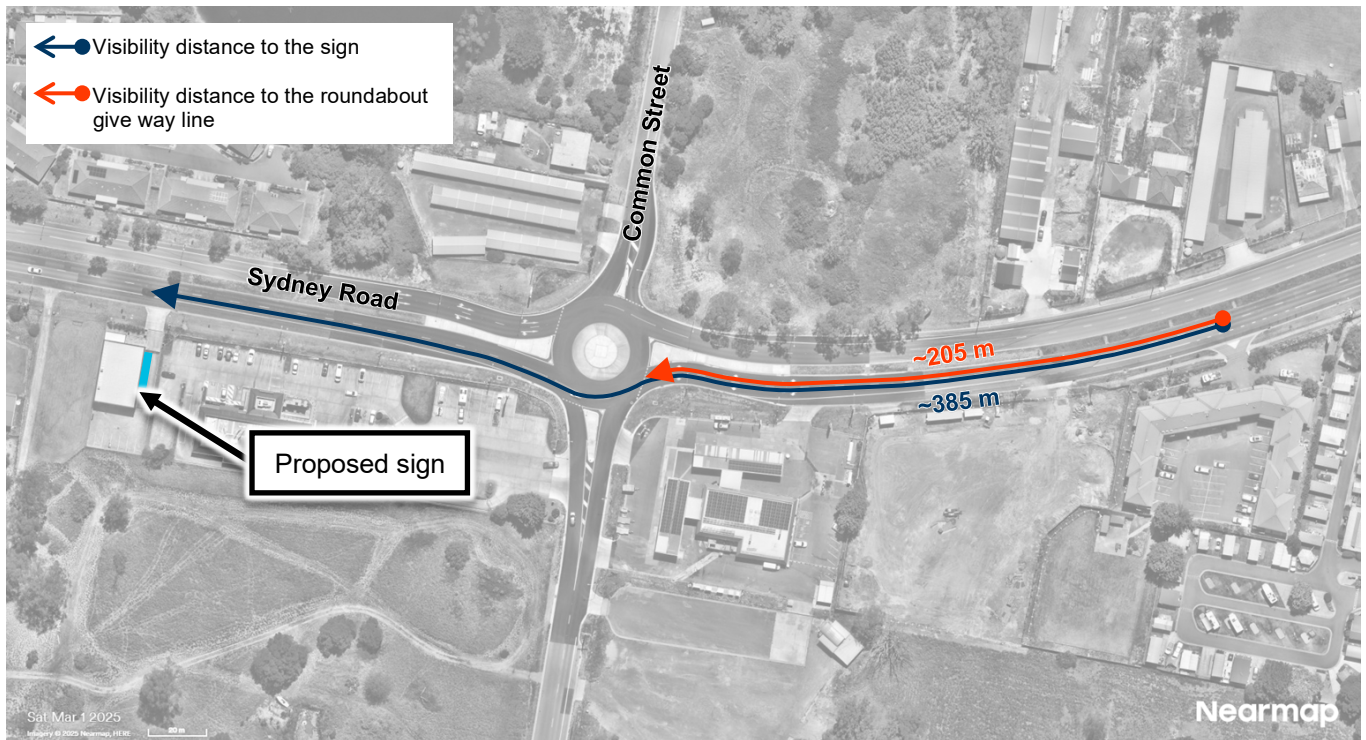


Figure 8 Visibility distance along Sydney Road

Source: NearMap – Imagery (date captured 01/03/2025, date extracted 18/07/2025)

2.5.2 Right turn from Common Street

The proposed sign becomes visible approximately 40 metres from the Give Way hold line when approaching the roundabout from Common Street (N). However, the sign is positioned to the driver's right, outside their direct line of sight.

The proposed sign on Sydney Road is visible for about 165 metres to drivers turning right from Common Street, and leaves their immediate view roughly 25 metres prior to the proposed sign location, according to site observations. At this point, the sign is completely out of the driver's peripheral vision, requiring them to turn their heads to the left to view it.

A diagram of the visibility distance of the sign when travelling along Common Street is shown in Figure 9.

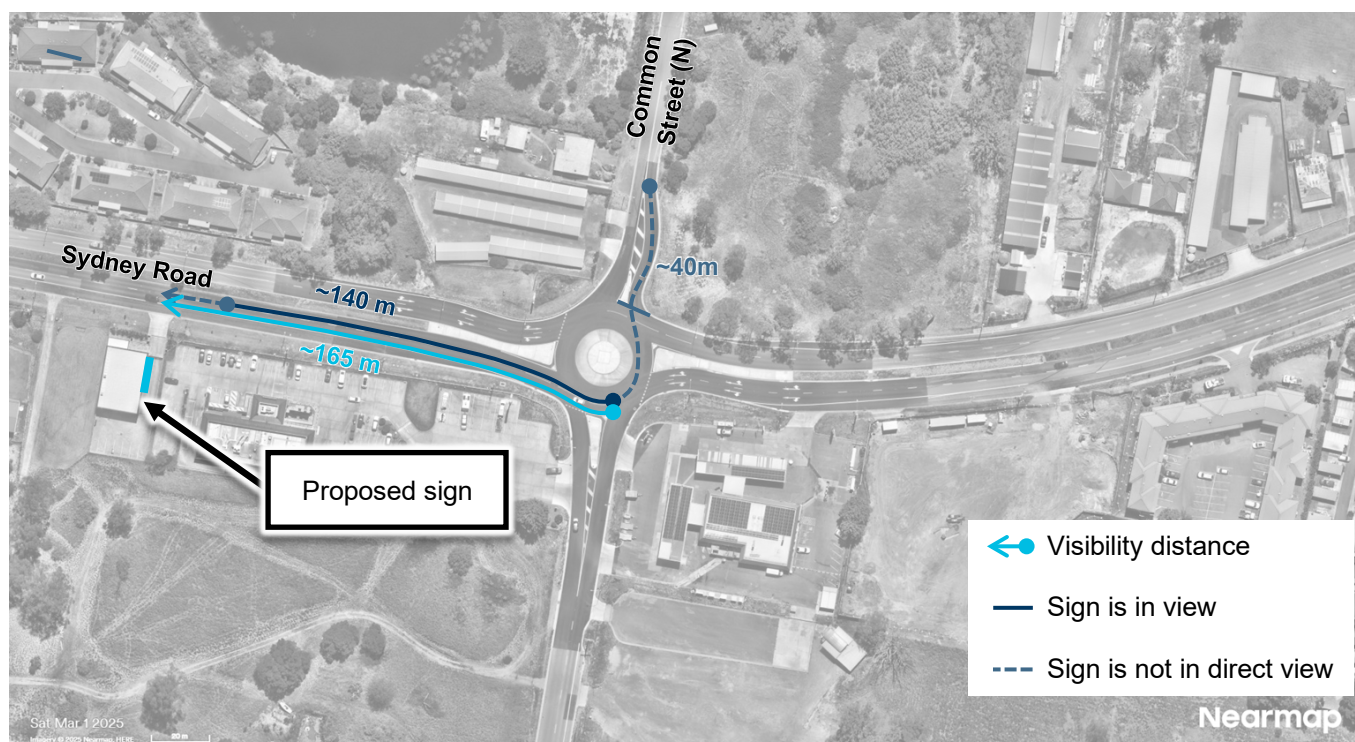


Figure 9 Visibility distance along Common Street

Source: NearMap – Imagery (date captured 01/03/2025, date extracted 18/07/2025)

2.5.3 Left turn from Common Street

Approaching the roundabout from Common Street (S), the proposed sign becomes visible approximately 20 metres from the Give Way hold line but is positioned to the left of the driver's vision.

The proposed sign on Sydney Road is visible for approximately 145 metres to drivers turning left from Common Street, leaving their immediate view approximately 25 metres before reaching the sign, according to site observations. At this point, the sign is completely out of the driver's peripheral vision, requiring them to turn their heads to the left to view it.

A diagram of the visibility distance of the sign when travelling along Common Street is shown in Figure 10.

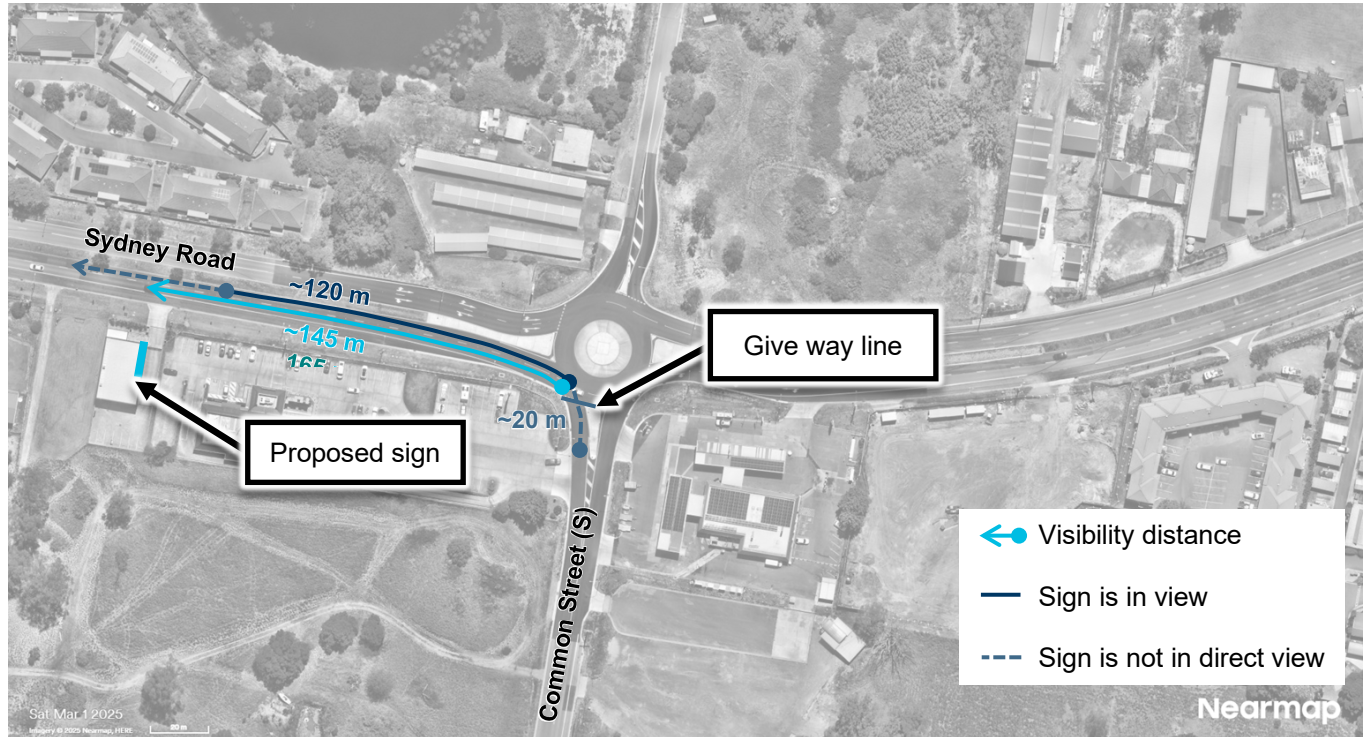


Figure 10 Visibility distance along Common Street

Source: NearMap – Imagery (date captured 01/03/2025, date extracted 18/07/2025)

3. Road safety assessment

3.1 Overview

This section outlines the assessment of the proposed sign against the criteria outlined in Section 3.2 and Section 3.3 of the *Transport Corridor Outdoor Advertising and Signage Guidelines*.

3.2 Sign location criteria

3.2.1 Road clearance

The following requirements apply to the proposed sign:

- The advertisement must not create a physical obstruction or hazard.
- Where the sign supports are not frangible, the sign must be outside the clear zone.

The proposed sign is located on the eastern side of an existing building facing traffic travelling in westbound direction along Sydney Road and will not introduce a new physical obstruction. Based on the *Guide to Road Design Part 6* (Austroads 2010), assuming an AADT along Sydney Road of more than 6,000 vehicles per day and a design speed 80 km/h, a 6.5-metre-wide clear zone is required adjacent the through traffic. There is approximately 15 metres between the proposed sign and Sydney Road's outer westbound traffic lane. As such, the sign is not located within the clear zone.

3.2.2 Line of sight

The following requirements apply to the proposed sign:

- The sign must not obstruct the drivers view of the road.
- The sign must not obstruct a pedestrian or cyclists view of the road.
- The sign must not be in a position that has the potential to give incorrect information about the alignment of the road.
- The advertisement should not distract a driver's attention away from the road environment for an extended length of time:
 - The sign should not require the driver to turn their head away from the traffic stream.
- The sign should not create headlight reflections.

The proposed sign:

- Does not obstruct the drivers' view of the road noting the sign is located outside of the road reserve and within private property against the side property line.
- Does not obstruct pedestrian or cyclists' view of the road, as it is elevated above their view and is located away from any pedestrian or cyclists desire lines.
- Is not in a position that would give drivers' incorrect information about the road alignment.
- Is not expected to distract a drivers' attention away from the road for an extended period of time. All advertisements are designed to be comprehended within 2 seconds or less which allows drivers to refocus on the road.
- Does not require drivers to turn their head away from the road, as it sits within their forward line of site as they approach the sign.
- Would not create substantial headlight reflections noting that the sign is elevated off the ground by approximately 5.3 metres.

3.2.3 Proximity to decision making points and conflict points

The sign should not:

- Be located less than the safe sight distance from a decision point.
- Be less than the safe stopping distance from a pedestrian or cyclist crossing.
- Be visible from a T-intersection stem.

The sign should also not distract a driver at a critical time.

Sydney Road

Based on Austroads *Guide to Road Design Part 3* (2021) the stopping sight distance for a design speed of 80 km/h and a reaction time of 2.0 seconds and 1.5 seconds is 114 metres (desirable) and 103 metres (minimum) respectively.

The sign is positioned within the drivers' sight distance well ahead of the roundabout where decision-making is required. The visibility distance of the sign is approximately 385 metres along the Sydney Road, with the sign in view for approximately 205 metres to the Give Way line at the roundabout. Given this, drivers on Sydney Road are expected to perceive and comprehend the sign with sufficient time to refocus on the roadway before reaching the give way line at the roundabout, where they are required to stop/slow.

The location of the sign is therefore not expected to interfere with drivers' decision making as they travel through the roundabout.

Right turn from Common Street

Based on a design speed of 50 km/h and reaction times of 2.0 and 1.5 seconds, the corresponding stopping sight distances are 55 metres (desirable) and 48 metres (minimum), respectively. The proposed sign is visible to drivers on Common Street (North) for approximately 40 metres before reaching the Give Way hold line. However, by the time the sign enters the driver's field of view, the decision to slow down or stop in response to the Give Way sign has typically already been made. As such, the proposed sign is not expected to interfere with the driver's cognitive load or decision-making at the intersection.

Left turn from Common Street

Based on a design speed of 50 km/h and reaction times of 2.0 and 1.5 seconds, the corresponding stopping sight distances are 55 metres (desirable) and 48 metres (minimum), respectively. The proposed electronic sign only becomes visible approximately 20 metres before the Give Way hold line and therefore does not meet the minimum stopping sight distance requirements for a new hazard or regulatory decision. However, the sign is not intended to influence immediate braking or yielding decisions at the intersection. By the time drivers are within this 20-metre zone, their attention is typically focused on negotiating the roundabout, with the decision to decelerate or yield already made. Additionally, the sign's placement is outside the primary five- to ten-degree forward viewing cone of drivers approaching the roundabout. As a result, it is unlikely to be noticed until drivers have completed their turn and entered Sydney Road. Therefore, the sign is not expected to interfere with or distract from the left-turn manoeuvre.

3.2.4 Sign spacing

A highly cluttered visual field makes it difficult to locate and prioritise driving-critical information. The proposed site should be assessed to identify any road safety risk in relation to visual clutter and proximity to other signs.

Additional criteria for digital sign:

- Drivers should be limited to viewing one sign at a time, with a sign spacing of 150 metres along a corridor.

Noting that the proposed sign is located within a Productivity Support (E3) zone, other signage is also present along the Sydney Road corridor. Other signage includes:

- Advertising and pylon signs for the nearby McDonalds, the self storage business and the Old Woodshed business.
- Advertising banners used as fence wrap, all facing north.

- A digital petrol station price sign is located 236 meters to the east of the proposed sign.

While there are other signs in the vicinity, none are large-format digital promotional signs. The proposed sign would be the only major digital display within a 150-metre segment of the corridor, satisfying the intent of Clause 3.2.4. Given this separation and the absence of other digital content competing for driver attention, the proposal is not expected to contribute to visual clutter or compromise driver focus on critical information.

3.3 Sign design and operation criteria

3.3.1 Advertising signage and traffic control devices

- The advertisement must not distract a driver from, obstruct or reduce visibility and effectiveness of traffic signage.
- The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device.

The display face of the sign is located at approximately 5.3 metres above ground level, with the top of the sign 7.5 metres above ground level. As such, the sign is elevated above vehicles, pedestrians, and traffic control devices but sits directly within the drivers' field of view.

Westbound traffic on Sydney Road is the primary audience for the sign, and as discussed in Section 3.2.3, the sign will not interfere with the stopping sight distance for eastbound vehicles due to the visibility distance.

While the sign is designed to be seen by westbound traffic, drivers approaching from Common Street may also see the sign. In this regard, the proposed sign does not interfere with sight stopping distance when travelling from Common Street (N) as outlined within Section 3.2.3. Moreover, when travelling northbound along Common Street (S), the sign sits to the left of the driver's peripheral vision when they are expected to focus towards the right, checking for oncoming traffic. As such, the signage will not interfere with stopping distance for vehicles on Common Street (S).

The proposed sign is not expected to create significant driver distraction, as the following conditions are met:

- Advertisements will be static
- There will be no flashing lights on the sign
- Transitions will occur in less than 0.1 seconds
- Advertisements will not display sequenced messages
- Advertisement content will not resemble traffic signage or signals
- Information on the sign should be designed to be comprehensible in 2 seconds

3.3.2 Dwell time and transition time

- Each advertisement must be completely static.
- Dwell time must not be less than 10 seconds given the approach speed limits are all less than 80km/h.
- Digital signs must remain static if within 250 metres of a school zone on a classified road.
- Digital signs must not contain animated video style advertisements.
- Transition times must be no longer than 0.1 seconds.

The proposed sign:

- Will display static advertisements for 30 seconds.
- Is not located within 250 metres of a school zone.
- Will not host video style advertisements
- Will have transition times of no more than 0.1 seconds (100 milliseconds).

3.3.3 Illumination and reflectance

The proposed sign is required to:

- Comply with luminance requirements listed in the guidelines.
- The sign must not cast a shadow at night.
- If externally lit, lighting must focus solely on the sign.
- The level of reflectance must comply with Australian Standards.

The proposed sign will not be externally lit and will not cast any shadows at night due to its height. The proposed sign is to comply with luminance and reflectance requirements which will be assessed by lighting specialists.

3.3.4 Interaction and sequencing

- The advertisement must not incorporate technology that interacts with in-vehicle devices.
- Message sequencing designed to make the driver anticipate the next message is prohibited.

The sign will not interfere with in-vehicle devices or mobile phones. Advertisements will not contain sequenced messaging.

4. Conclusions

GHD has undertaken a review of the safety implications of the proposed sign at 31 Sydney Road, Goulburn on the surrounding road network, particularly on Sydney Road and Common Stret. This follows feedback from Goulburn Mulwaree Council.

With regard to the *Transport Outdoor Advertising and Signage Guidelines*, several safety mitigation measures have been proposed in this report. A summary of these mitigation measures is provided below:

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

In accordance with *CI 3.2.4 – Sign Spacing of the Transport Corridor Outdoor Advertising and Signage Guidelines*, the proposed sign is the sole major digital promotional sign within the 150-metre segment of the Sydney Road corridor. As outlined in Section 3.2.4 of this report, this placement complies with the specified spacing requirements.

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

Appendix A

Town Planning Drawings

GOULBURN – ADVERTISING STRUCTURE: CONSTRUCTION OF A DIGITAL, WALL MOUNTED, BILLBOARD SIGN.

31 SYDNEY ROAD,
GOULBURN NSW 2580

TOWN PLANNING DRAWINGS

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

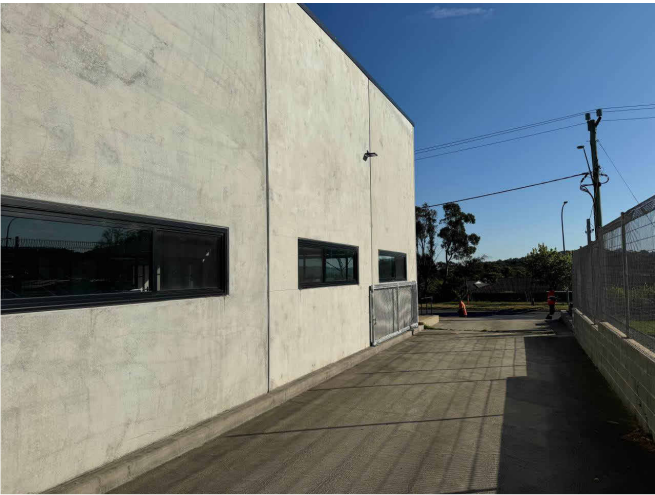


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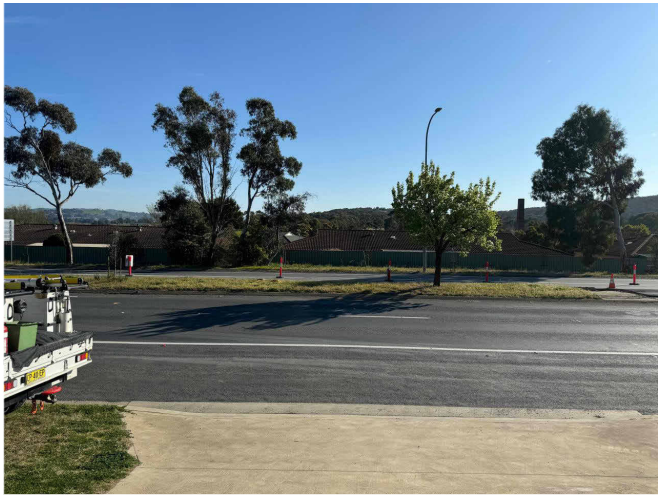


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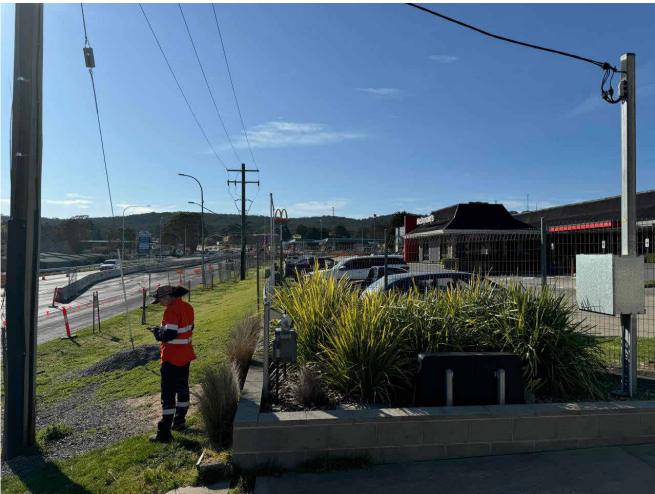


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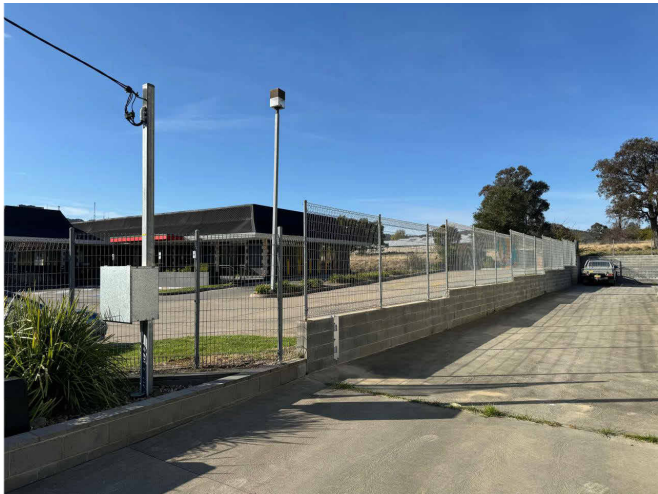


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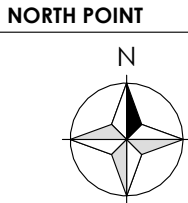
KEY PLAN
SCALE 1 : 1000

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

ISSUE/AMMENDMENTS SCHEDULE	
01	22/01/2025 TOWN PLANNING ISSUE
TOWN PLANNING	
NOT FOR CONSTRUCTION	

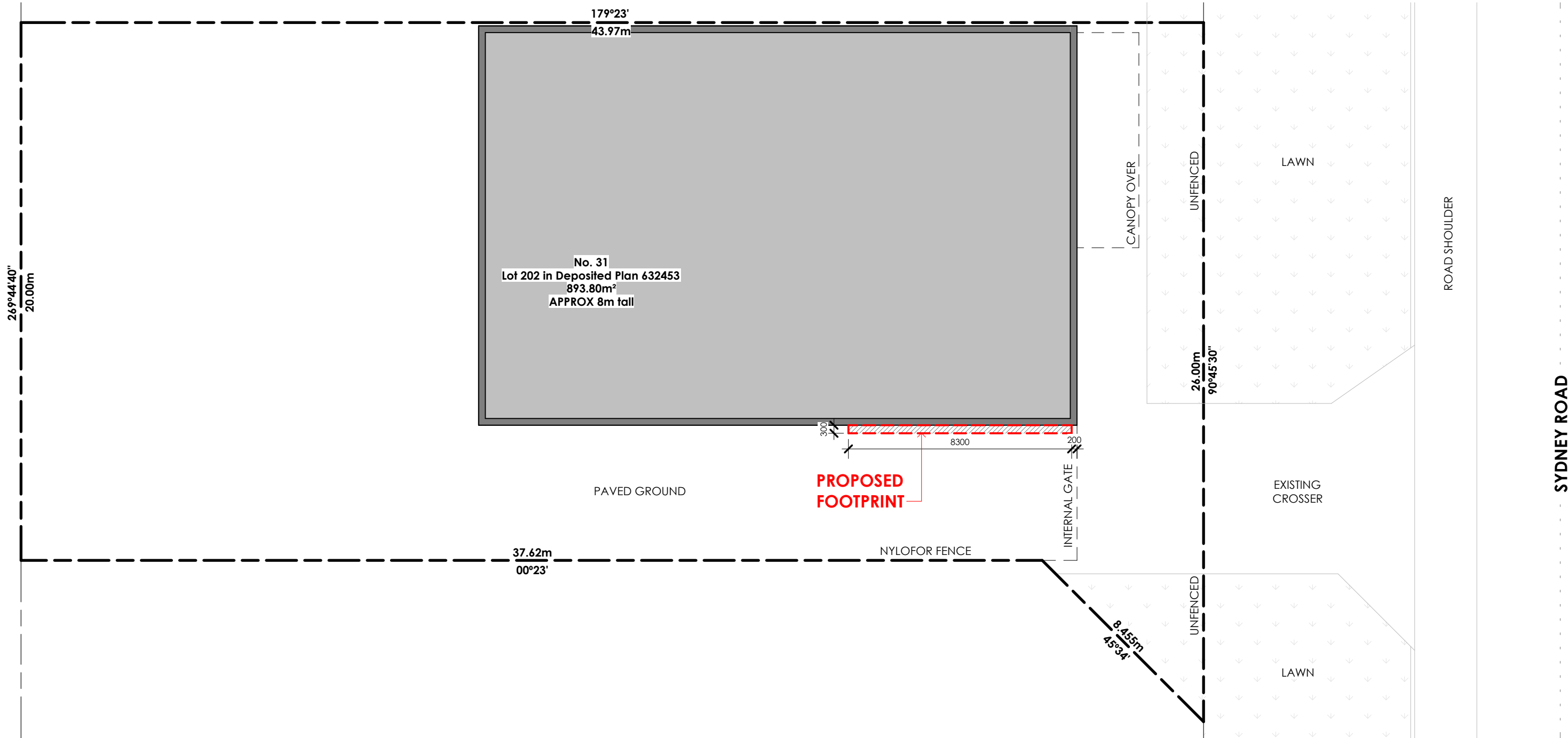


PROJECT
GOULBURN – ADVERTISING STRUCTURE: CONSTRUCTION OF A DIGITAL, WALL MOUNTED, BILLBOARD SIGN.
ADDRESS
31 SYDNEY ROAD,
GOULBURN NSW 2580



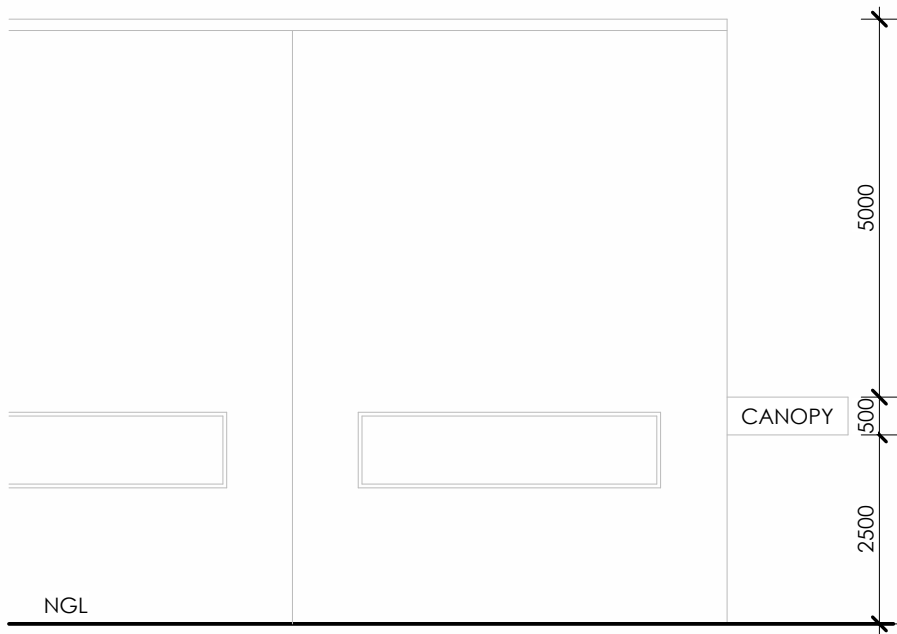
DATE 22/01/2025	DRAWING NO. A01	DRAWN BY AP
PROJECT NO. 24-105	PAGE SIZE A3	ISSUE NO. 01

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

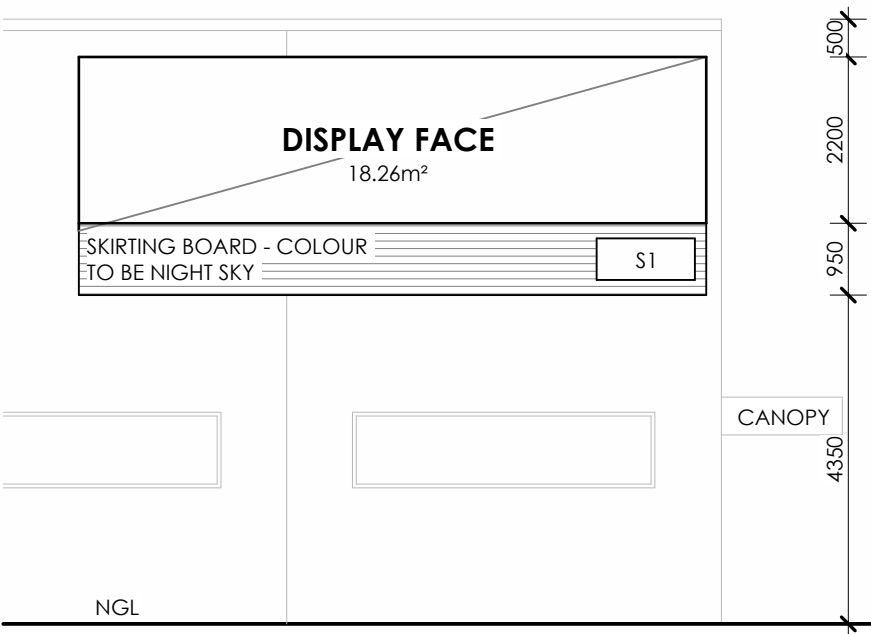


SITE PLAN
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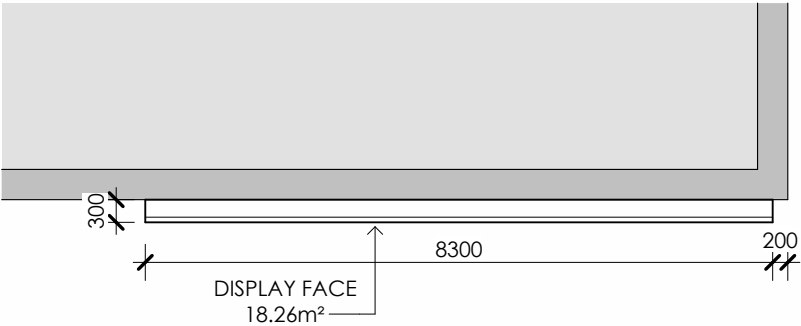
LEGEND	ISSUE/AMMENDMENTS SCHEDULE
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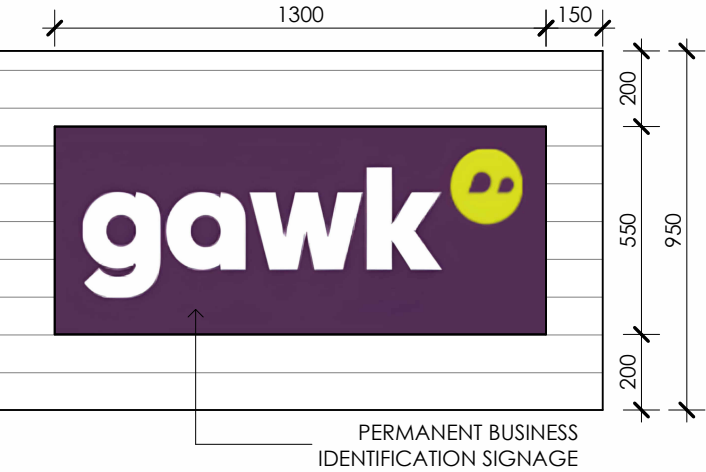
EXISTING EAST ELEVATION
SCALE 1 : 100



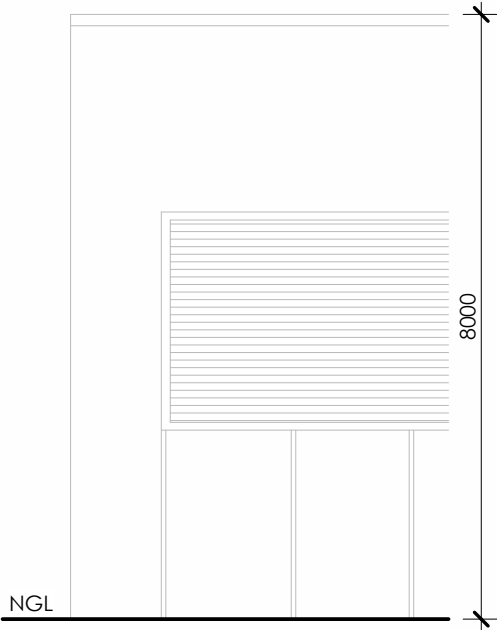
PROPOSED EAST ELEVATION
SCALE 1 : 100



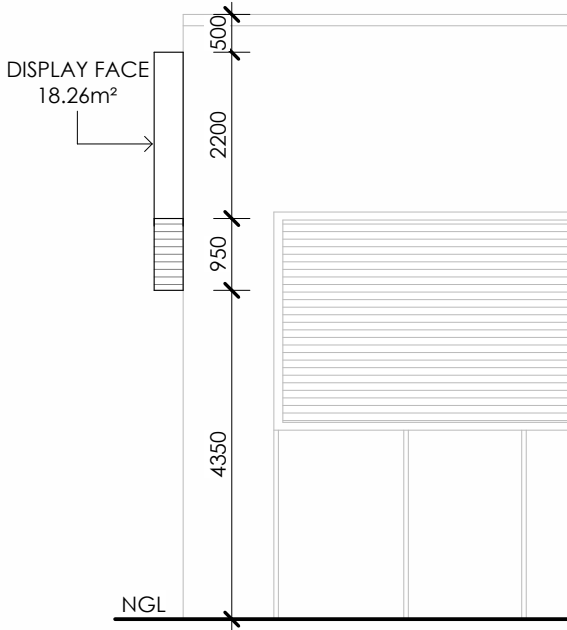
FLOOR PLAN
SCALE 1 : 100



S1 - SIGNAGE DETAIL
SCALE 1 : 20



EXISTING NORTH ELEVATION
SCALE 1 : 100

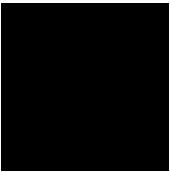


PROPOSED NORTH ELEVATION
SCALE 1 : 100



PERSPECTIVE

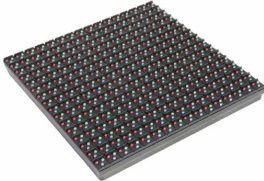
MATERIALS BOARD



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

- NGL NATURAL GROUND LINE
S1 PERMANENT SIGN 1 - REFER TO DETAIL

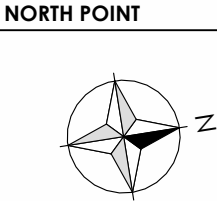
ISSUE/AMMENDMENTS SCHEDULE

01 22/01/2025
TOWN PLANNING ISSUE

TOWN PLANNING
NOT FOR CONSTRUCTION



PROJECT
GOULBURN – ADVERTISING STRUCTURE: CONSTRUCTION OF A DIGITAL, WALL
MOUNTED, BILLBOARD SIGN.
ADDRESS
31 SYDNEY ROAD,
GOULBURN NSW 2580



DATE
22/01/2025
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AP
PROJECT NO.
24-105
PAGE SIZE
A3
ISSUE NO.
01

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EXISTING PERSPECTIVE VIEW 01 - WESTBOUND TRAFFIC



PERSPECTIVE VIEW REFERENCE
SCALE 1 : 1000



PROPOSED PERSPECTIVE VIEW 01 - WESTBOUND 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)

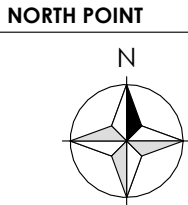
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