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Sent: Wednesday, 13 July 2022 11:11 AM

To: Service NSW <info@service.nsw.gov.au>; Alexander Richard <alexander.richard@dpie.nsw.gov.au>

Subject: Exhibition of Development Application Digital Advertising Signage - Princes Hwy, Bombo (DA 22/5177)

Good morning,

I understand the time period has expired for Kiama Council to make a submission for the above mentioned DA, I apologise for the delay. I am however hoping that this submission can still be considered.

Our Road Safety Officer has reviewed the proposal, and concluded that the proposed digital sign will be highly visible from this location. While visual impacts have been identified and represent minor changes to the existing sign with an overall positive impact resulting from a smaller and higher quality advertising display, the risk of driver distraction must be taken into consideration. From a Road Safety perspective (Reference: Transport Corridor Outdoor Advertising and Signage Guidelines 2017).

- It is recommended that the installation of Digital Advertising signage at the identified location, if approved by Council, should be a static electronic display, – these display static images only, which are presented successively at set intervals. They do not contain or imply motion such as vertical or horizontal scrolling, fade, dissolve or animation within the message itself; and do not have any movement of any part of the advertising structure or surrounds with the aim to reduce the risk of driver distraction.
- non-static (dynamic) electronic displays – these display animations, videos, flashing, and have active display changes. These signs can be either permanent or portable, including any signs which contain any portion of video and/or animated content. Those that face the road reserve and are visible to road users are prohibited.

- Council Development Application approval and Transport for NSW concurrence also applies.

If you require any further information, please contact Council's Road Safety Officer on 02 4232 0568.

Best regards

Alyson Hodgekiss



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