



PLANNING PERMIT APPLICATION

PROJECT Proposed Digital Billboard

LOCATION 31 Sydney Road, Goulbourn

DATE January 30, 2025

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2. INTRODUCTION

2.1. Overview of Gawk

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

2.2. Outdoor Advertising Industry

While traditional forms of media (radio, television, print) have been in decline for the past decade, Outdoor has been flourishing is the only traditional media in growth. Our business has been established to emulate the ingrained relationships local communities have had with local Radio, TV & Print outlets. We have high ambitions to continue the regionally operated media businesses, in a media format that is continually growing.

2.3. Advertising Content

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

Gawk operates over 20 digital billboards across Victoria and South Australia. We have a track record of prioritising local businesses as advertisers. Over 75% of the advertising content on electronic signs has historically been local businesses, and another 15% being government advertising.

Advertising content is governed by the Australian Advertising Standards Bureau – which has a code of ethics in addition to industry specific controls for sensitive industries such as alcohol. The code of ethics is strictly obeyed and does not allow for religious, racist, sexually explicit or offensive advertising content.

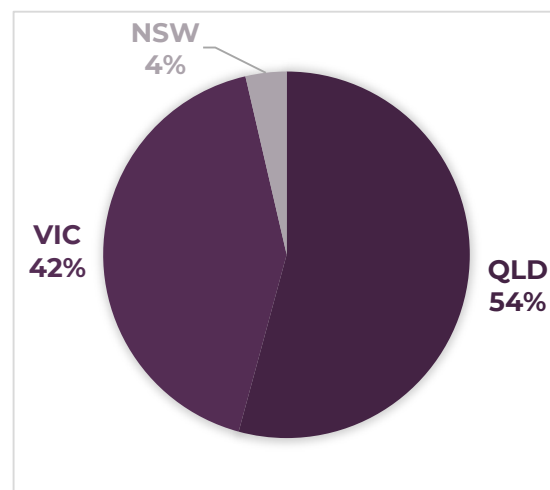
2.4. Community Benefits

Our billboards help grow local businesses. Advertisements often prompt travellers to stop in that town which puts money in the local economy when motorists may have not otherwise stopped. In addition to the immense benefits for advertiser's Gawk provides value to our landlords from which it leases property. Our landlords receive fixed rent payments each year throughout our lease term which can provide stability and increase their property value.

Additionally, wherever possible we use local contractors for construction and ongoing installation of billboard skins.

2.5. Digital Billboards

As technology has evolved, outdoor advertising has embraced LED technology. In regional areas of QLD and VIC, there has been significant development of digital signage to service the outdoor advertising needs of businesses. A key driver in the update of digital billboards is the accessibility and utilisation by all advertisers in the market. Historically, there have been print and installation costs for advertising on billboards in excess of \$2,000. The ability to remotely upload content removes a key barrier to entry, meaning it is economical to book advertising space for as little as a week. Digital billboards provide equal opportunity all scales of businesses to utilise the space. There are currently three digital billboards in regional NSW, comparatively to over 30 in both QLD & VIC. It is our ambition to equalise those quantities, and provide opportunities to NSW businesses that previously haven't existed.



Digital Billboards (Eastern Seaboard)

2.6. Competition

In any industry, a competitive landscape drives accountability in pricing and service. In QLD & VIC there is a vibrant competitive landscape between local players in the outdoor market. NSW is the only regional market in Australia where a monopoly (over 98% market share) exists.

oOh! Media are the largest outdoor provider in Australia (\$592m revenue), which mainly focuses on capital city markets. As such, there service and investment in regional areas is sparse, which is reflected in the uptake of digital billboards in regional NSW. We aim to shake up the market in Regional NSW, providing more cost effective and flexible advertising space to local businesses.

In regional Victoria, we invest over \$2m a year into the regional markets we operate. This money goes to local landlords, regionally based employees, and regionally located suppliers. We have two regional offices, and expanding local workforce of 15 full time staff.

Our goal is to develop a business in NSW of a similar scale to our current Victorian operation. The short-medium term goal includes a local NSW based workforce and offices, which will align to our network of sites.

OPERATOR	SITES	MARKET SHARE
QLD		
BISHOPP	1500	48%
PARADISE	1500	48%
TAYCO	50	2%
JAM	100	3%
Total	3150	100%

VIC		
GAWK	100	36%
TOM	30	11%
oOh!	150	54%
Total	280	100%

NSW		
oOh!	1500	98%
CVO	20	1%
GAWK	5	0%
Total	1525	100%

2.7. Digital Billboard Approvals

In response to the evolving advertising trends mentioned previously, the approval of more digital advertising signs in Regional NSW has gained momentum. This shift reflects the current demand we are seeing across the industry for digital advertising and the benefits that come with this formatting style. Below shows current digital advertising signs and permits in regional NSW.

Site	Location	Zoning	Size & Style	Council Policy
Coffs Harbour Supersite (Wall)	39 Grafton St	E2	12.66m x 3.35m Supersite Wall Mounted	<ul style="list-style-type: none"> Signage is to relate to the use of the building Signage is not to contain advertising promoting products or services not related to the approved use of the building or site
Singleton Super8 (Wall)	127 John St	MU1	8m x 2.08m Super8 Wall Mounted	<ul style="list-style-type: none"> Should not exceed 20m² Should not be more than 8m in height Should generally relate to an approved use of the site
Singleton Super8 (Wall)	159 John St	MU1	8m x 2.08m Super8 Wall Mounted	<ul style="list-style-type: none"> Should not exceed 20m² Should not be more than 8m in height Should generally relate to an approved use of the site
Lismore Super8 (Wall)	123 Woodlark St	E2	8m x 2.08m Super 8 Wall Mounted	<ul style="list-style-type: none"> Loose language about relating to the property they are on Advertising billboards should generally not be greater than 6m², but definitely not exceed 18m²

Armidale Portrait (Wall)	24 Dumaresq St	E2	7.2m x 6.4m Portrait Wall Mounted Removed some signage	<ul style="list-style-type: none"> • Signage must relate to the lawful use of the building • Electronic signs must be within the CBD (plus some other restrictions)
Port Macquarie 6m x 3m (Wall)	109 Gordon St	E2	6m x 3m Poster Wall Mounted Existing LED Screen	<ul style="list-style-type: none"> • Signs primarily identifying products or services are not acceptable.
East Maitland Portrait (Wall)	1 Molly Morgan Dr	E2	7.2m x 6.4m Portrait Wall Mounted	<ul style="list-style-type: none"> • Signs relate to the controls outlined in SEPP 64.
Beresfield (Thornton) Super 8 (Freestanding)	219 New England Hwy	E4	8m x 2.08m Double Sided Super 8	<ul style="list-style-type: none"> • Digital signage is typically not supported in Newcastle LGA unless it can be demonstrated to be appropriate for a particular site and circumstances. • Should not exceed 20m²
Rutherford Super 8 (Freestanding)	8/11 Kyle Street	E4	8m x 2.08m Super 8 Freestanding	<ul style="list-style-type: none"> • Signs relate to the controls outlined in SEPP 64.
Tamworth Super 8 (Freestanding)	432-434 Armidale Road	RU4	8m x 2.08m Super 8 Freestanding	<ul style="list-style-type: none"> • Signs relate to the controls outlined in SEPP 64. • Should not exceed building height.

3. SITE SELECTION

When seeking a site in an area there are numerous factors that are considered. Gawk seeks to work within the planning policies and frameworks within the council and avoids sites that have planning overlays which discourage major promotion signs. Properties in commercial and industrial areas along major highways and arterial roads are typically what Gawk looks for.

Properties owned by local property owners and small businesses are prioritised over large national investors. When choosing the exact location on the property we seek an area that is currently unused and will not impact the day-to-day use of the property. It is also important to ensure the location where the sign will be located does not inhibit any development or future plans for the property. This collaboration is important to us as having a positive relationship with our property owners is something we pride ourselves on.

During the site selection process, Gawk focuses on areas outside the realm of residentially utilised and zoned properties. Ensuring there is always an extended visual and spatial barrier between the proposal and any potentially effected residential properties. The major focus is to identify areas with a built form character where the size and scale of the proposed sign will be justified by the surrounding context of the proposed site.

4. SITE DESCRIPTION & EXISTING CONDITIONS

4.1. Site Description

The subject site at 31 Sydney Road is currently a E3 – Productivity Support zoned lot, and is owner by John Michael and Annalise Sara Lamarra. The site currently houses a two story concrete warehouse on the block of land, with parking and a side entrance off a driveway. The site at 31 Sydney Road is a rectangular block, with a small extension of land in the north-east corner of the property. The main frontage to Sydney Road is 26.00m and the overall site area is approximately 893.8m².

There is one driveway onto the property from Sydney Road. This driveway leads down the eastern side of the built form to a large car park at the rear of the property with lined car spaces. There is no parking in front of the property, although the road features a large shoulder off the road, with no signage.

The main built form on the subject site is a medium sized concrete industrial warehouse. This building is not painted, but features black powder coating features including awnings used as sunshades, window framing, and doors. The front entrance of the property features an accessibility ramp, as well as large floor

to ceiling windows for the front of the building, as a commercial office/retail area for potential tenants. The height of the built form is 8m.

The southern façade of the built form is where the proposed sign will be displayed. The digital advertising sign would sit on the second storey of the building, above the windows on the first floor. The sign would not cover any architectural features of this section of the wall.

There is no business identification on the site. There is the building identification number on the front of the property near the door, but other than this, there is no business identification or existing signage present.

The site is largely covered by the built form and the concrete driveway. There is a small amount of landscaping at the front of the property to create some street appeal. The topography of the site is generally flat, with an even gradient throughout the property boundaries.

The proposed advertising sign will be located on the eastern wall facing the traffic heading westbound along Sydney Road.

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



Figure 1 – Aerial Photograph of Subject Site

4.2 Surrounding Context



Figure 2 – Aerial Photograph of Surrounding Area

The locality characteristics are:

- To the north is Sydney Road, a main arterial road between Goulburn and the M31, also known as the Hume Highway. Across the road from this is a mixture of general residential and productivity support zoned land. The residential properties sit below the height of Sydney Road, and back onto the main road. The properties are a part of the Goulburn Masonic Village, and face northerly. There is high fencing and vegetation shielding these properties from the main road.
- To the east is a large property known as 33 Sydney Road, another productivity support block. This land is utilised by a McDonalds. These productivity zoning extends to the east towards the Hume Highway, with the land sizing all being larger than the subject site.
- To the south is 22 Common Street, a large Productivity Support block on land, which has a small dwelling on the property. The dwelling is 120m away from the built form on the subject site, and is not visible from the proposed location of the sign.
- This property extends to the western boundary of the subject site. Abutting this is 29 Sydney Road, a building with a similar industrial nature to the subject site and is occupied by Summark Solar and Batteries. This theme continues to the west for another 900m.

The site is surrounded by similar zoned properties, which are mostly aesthetically relative of the productivity zoning. The immediate area surrounding the Subject Site is building to become a commercial and industrial hub off the Hume Highway, and productivity area for Goulburn. Further, in both directions along Sydney Road is a robust industrial theme, aside from the few low density residential properties on the northern side of the road from the subject site.

The site is located within this main productivity area in the vicinity of Goulburn.

Traffic heading eastbound would have just passed GoulPro Power Pumps and Sheds, the Mobil service station and the Lilac City Motor Inn. Meanwhile, traffic heading westbound would have just passed McDonald's (fast food restaurant), Goulburn Gateway Service Station and the Heritage Motor inn Goulburn.

Most residential zoned properties in this area are located off the highway and out of view of the Subject Site.

In its wider context, the site sits within a robust transport corridor, where there is a strong commercial and industrial theme on Sydney Road for 1.5km on both the northern and southern parts of the road.

The built forms surrounding the subject site are a mixture of industrial and commercial buildings, design for practically and for the use of the land, such as the McDonalds and service station to the east of the subject site. The built forms in this productivity area show differentiation through the use of business identification signage in the area.

There is a strong commercial and industrial character to all traffic along this stretch of Sydney Road, which has also seen some recent road works to allow for the increased traffic in the area.

Throughout this context, many properties display different forms of freestanding and wall mounted business identification signage. The articulation to the aesthetic of each of the properties through this corridor comes from the advertising signage displayed, a trait which is typical of the productivity zoning. All of the surrounding advertising and business identification signage has a strong frontage to Sydney Road, with the surrounding advertising signage projecting to west and southbound traffic.

There is low density residential use zoning across the road from the subject site. We believe that this proximity will have minimal impact. The positioning of the dwelling across Sydney Road, a four lane thoroughfare, as well as high fence dividing the properties to the road, will mean visibility from the dwellings of the sign will be minimal. The sign projects to the east, whilst the dwellings project south. Additionally, the advancements in billboard technology allows for tailored content and reduced light pollution during night hours. The electronic sign will also be off between the hours of 12am and 4am. The location of the proposal on the Sydney Road, as well as the general use of the subject site and the neighbouring McDonalds, indicated that the traffic that will view the sign will be less likely to be residential, rather travellers and visitors to Goulburn. As well as this, the positioning of the proposal ensures that any of the low density residential dwellings are located out of view of the subject site, except the previously mentioned.

The appropriate zoning and the robust productivity themed context were key factors in choosing this site for this development. The absence of any heritage issues in the immediate context was also an important factor.



5. PROPOSED DEVELOPMENT

5.1. Description of Proposed Development

The proposal seeks approval for the erection and display of an electronic advertising sign on the property at 31 Sydney Road, Goulburn including the display of third-party advertising within the proposed advertising area specified on the attached town planning documentation.

The proposed electronic advertising sign (as detailed in the attached town planning package) proposes one 18.26m² display face. The sign will primarily be viewed by westbound traffic on Sydney Road.

In addition to this display face, there will be a permanent 0.27m² 'Gawk' business identification sign on the skirting board to the left of the display face. Therefore, the total advertising area will be 18.53m². Refer to the town planning documentation for further details.

5.2. Design Response

The proposal is carefully sited and designed, to ensure that it has a clear relation and connection with the built form that it will sit on. It is sited with the built forms overall height of 8m. The sign will sit within the boundaries of the wall, with no overhand or overlap, ensuring that the key landmark on the site will remain the built form. Any view to the proposed sign from the public realm will always include this built form context, which helps frame the view. The positioning on the wall of the built form also helps mitigate any potential concerns the sign might dominate the streetscape, or its surrounds.

The sign meets the breadth of performance measures of SEPP (Industry and Employment) 2021 in relation to façade coverage, and sign spacing (highlighted in section 6 of this report). The strict coherence of the sign against all planning policies and the signs content (third party) combine for an application which clearly results in net community benefit.

The subject site currently suits the character of its surrounding context, marking the beginning of the productivity zoning and industrial precinct. There is the additional presence of a mixture of signage in the area, including freestanding and wall-mounted business identification signage.

The location of the site allows local businesses to reach a key audience of local and visitor traffic through Goulbourn and the wider Goulburn LGA area, as well as travellers along Sydney Road, off the Hume Highway. This is a valuable audience for local advertisers which can have very positive impacts on the local economy.

The application gives council the opportunity to regulate the advertising space with further conditions, over a set lifespan (via a permit expiry). The approval of this application, with stringent permit conditions will have a positive effect on the visual appearance of the site and surrounds.

The decision of this application will be influenced by the SEPP (Industry and Employment) 2021. The consideration largely lies in the assessment of context, and its residential sensitivities. We submit that these sensitivities are nominal in the sign's direct context, except for the previously mentioned low density residential dwellings to the north of the subject site.

All surrounding properties have a consideration for the transport corridor they are located within. Properties residentially zoned typically have landscaping and block out fencing to Sydney Road at the rear of their properties. The treatments to these residential properties mean they are recessive, and have less potential to be impacted by developments on surrounding properties which front the highway – such as this one.

All surrounding properties have a consideration for the robust commercial and industrial precinct. Almost all properties are designed to be visible and prominent for passing traffic. This is reinforced by the frequency of signage in the area – a clear theme which can be viewed in Appendix 5.



6. STATUTORY PLANNING CONTROLS

6.1. Zoning

The subject site is situated within the E3 Zone: Productivity Support; therefore, the following items are relevant to the proposal outlined in this application:

- To provide a range of facilities and services, light industries, warehouses, and offices.
- To provide for land uses that are compatible with, but do not compete with, land uses in surrounding local and commercial centers.
- To maintain the economic viability of local and commercial centers by limiting certain retail and commercial activity.
- To provide for land uses that meet the needs of the community, businesses, and industries but that are not suited to locations in other employment zones.
- To provide opportunities for new and emerging light industries.
- To enable other land uses that provide facilities and services to meet the day-to-day needs of workers, to sell goods of a large size, weight, or quantity or to sell goods manufactured on-site.

The proposed billboard sign is not a prohibited use, nor is it permitted without consent. It therefore falls under the category of developments which are permitted with consent, via the callout in section 3: “any other development not specified in item 2 or 4”.



Figure 3 – Zone Controls of the Site & Surrounds

6.2. Overlays

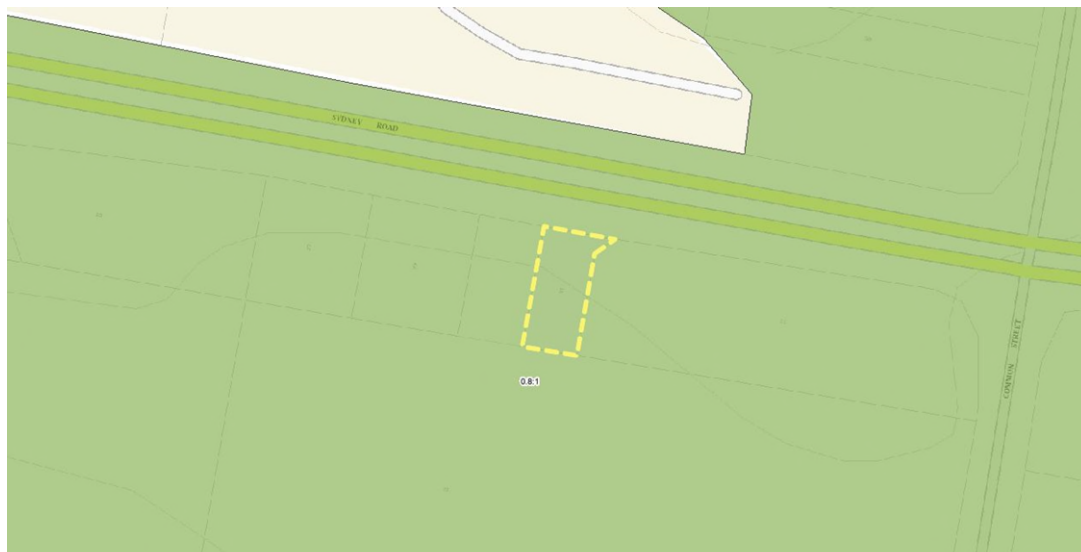


Figure 4 – Floor Space Ratio Overlay of the Site & Surrounds

The subject site is covered by a Floor Space Ratio overlay. This overlay identifies need to ensure that the bulk and scale of developments does not have an unacceptable impact on the streetscape and character of the area in which the development is located. This overlay is more aligned with the development of buildings, and their floor space. There is no mention of signage in this overlay.



Figure 5 – Bushfire Prone Area Overlay of the Site & Surrounds

There is no Bushfire Prone overlay on the subject site.

7. STATEWIDE PLANNING POLICIES

7.1 Statement Environmental Planning Policy (Industry and Employment) 2021

3.1 Aims, Objectives etc

(1) The Chapter aims -

(a) to ensure that signage (including advertising):

(i) is compatible with the desired amenity and visual character of an area, and

(ii) provides effective communication in suitable locations, and

(iii) is of high quality design and finish, and

(b) to regulate signage (but not content) under Part 4 of the Act, and

(c) to provide time-limited consents for the display of certain advertisements and

(d) to regulate the display of advertisements in transport corridors, and

(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors

(2) This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.

The ambit of Chapter 3 of SEPP (Industry and Employment) has been considered in all factors of the proposed sign. We submit that the approval of the proposal, with the inclusion of the suggested permit conditions (see section 9 of this report) will ensure all provisions have been considered in the decision.

3.8 Prohibited advertisements

(1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions

Environmentally sensitive area

Heritage area (excluding railway stations)

Natural or other conservation area

Open space

Waterways

Residential (but not including mixed residential and business zone, or similar zones)

Scenic protection area

National park

Nature reserve

(2) This section does not apply to the following –

(a) the Mount Panorama Precinct

(b) the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the team or organisations using the sporting facility or about the products of those sponsors.

The subject site falls within E3 Zone – Productivity Support. Third party signage is not prohibited, but will be performance assessed against the breadth of SEPP (Industry and Employment), and local DCP policies.

3.12 Duration of consents

(1) A consent granted under this Part ceases to be in force –

(a) on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or

(b) is a lesser period is specified by the consent authority, on the expiration of the lesser period.

(2) The consent authority may specify a period of less than 15 years only if –

(a) before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or

(b) the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development, and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or

(c) the specification of a lesser period is required by another provision of this chapter.

We accept a 15 year permit expiry. This gives council the opportunity to review the surrounding environment after this set time.

3.18 Location of certain names and logos

- (1) The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.*
- (2) If the advertising display area has no border or surrounds, any such name or logo is to be located –*
 - (a) within the advertisement, or*
 - (b) within a strip below the advertisement that extends for the full width of the advertisement.*
- (3) The area of any such name or logo must not be greater than .025 square metres.*
- (4) The area of any such strip is to be included in calculating the size of the advertising display area.*

A modest logo plate will be displayed identifying our company on the skirting board below the display face.

3.20 Wall Advertisements

- (1) Only one wall advertisement may be displayed per building elevation.*
- (2) The consent authority may grant consent to a wall advertisement only if –*
 - (a) the consent authority is satisfied that the advertisement is integrated with the design of the building on which it is to be displayed, and*
 - (b) for a building having –*
 - (i) an above ground elevation of 200 square metres or more – the advertisement does not exceed 10% of the above ground elevation, and*
 - (ii) an above ground elevation of more than 100 square metres but less than 200 square metres – the advertisement does not exceed 20 square metres, and*
 - (iii) an above ground elevation of more than 100 square metres or less – the advertisement does not exceed 20% of the above ground elevation, and*
 - (c) the advertisement does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion, and*
 - (d) the advertisement does not protrude above the parapet or eaves, and*
 - (e) the advertisement does not extend over a window or other opening, and*
 - (f) the advertisement does not obscure significant architectural elements of the building, and*

(g) a building identification sign or business identification sign is not displayed on the building elevation.

(2A) In the case of the display of a wall advertisement on a transport corridor land, subsection (2) does not apply, and the consent authority may grant consent only if satisfied that the advertisement is consistent with the Guidelines.

(3) In this section, building elevation means an elevation of a building as commonly shown on the building plans.

The proposal meets the requirement of section 3.20. The subject sites eastern elevation is approximately 172m² (21.5m long by, 8m tall) and the proposed development takes up approx. 10% of the elevation. The wall being under 200 square metres and more than 100 square metres means that the proposed sign must meet point ii) of the above policy. The sign does not exceed 20 square metres, an outcome that meets the ambit of Clause 22.

The proposal meets the requirements of section: C, D, E, F & G.

c) The proposal protrudes 300mm out from the exiting wall, in line with the required distance.

d) The proposal aligns with the top of the existing wall (eastern elevation), in line with the requirements of section d.

e) & f) The proposal meets the requirements of section e & f, as it is located on a sheer blank wall without openings or architectural significance.

g) There is no existing business identification signage on the elevation, so the proposed would be the only advertisement on the eastern elevation.

Schedule 1 Assessment criteria

1. Character of the area

- *Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?*
- *Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?*

2. Special areas

- *Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?*

3. Views and vistas

- *Does the proposal obscure or compromise important views?*
- *Does the proposal dominate the skyline and reduce the quality of vistas?*
- *Does the proposal respect the viewing rights of other advertisers?*

4. Streetscape, setting or landscape

- *Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?*

- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- 5. Site and building**
 - Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
 - Does the proposal respect important features of the site or building, or both?
 - Does the proposal show innovation and imagination in its relationship to the site or building, or both?
- 6. Associated devices and logos with advertisements and advertising structures**
 - Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?
- 7. Illumination**
 - Would illumination result in unacceptable glare?
 - Would illumination affect safety for pedestrians, vehicles or aircraft?
 - Would illumination detract from the amenity of any residence or other form of accommodation?
 - Can the intensity of the illumination be adjusted, if necessary?
 - Is the illumination subject to a curfew?
- 8. Safety**
 - Would the proposal reduce the safety of any public road?
 - Would the proposal reduce the safety for pedestrians or bicyclists?
 - Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

1. Character of the Area

The existing character of the area can only be defined as industrial and commercial. This character produces a framework for the approval of this application. SEPP (2021) and the Goulburn Mulwaree DCP and LEP both support applications for third party within this type of area.

The existing character of the area is mixed. The directly impacted area around the sign (approx.. 150m of visibility) consists of industrial like properties, and land, which is only going to develop further as the space increases in demand.

The assessment framework provides for third-party signage in industrial and commercial locations, as the amenity and character are robust. The location of the proposed sign within the existing building elevation, ensures any potential adverse impacts are mitigated.

The outdoor advertising theme is present with properties to the east of the subject site, along this stretch of Sydney Road. The subject site sits within this surrounding context, with a visual buffer such as the road, to any more sensitive uses. The signage theme projects out into the streetscape from the Hume Highway, until Long Street. The theme then picks up again as traffic heads into the town centre.

2. Special Areas

The property has no sensitive areas in close proximity to the sign. The low density residential to the north of the subject site has been previously discussed, and it is believed that this proposal will have minimal impact on those properties across the busy Sydney Road.

3. Views and Vistas

The sign's location, housed within the existing building footprint, ensures that the sign doesn't impact on any existing views or vistas. The only potential negative impacts the sign could have, are limited to the effectiveness of any potential business identification signage on the subject site. The property owner has made a commercial decision to utilise their property for this type of signage. No nearby signage (on other properties) has their visibility impacted by proposed sign.

4. Streetscape, Setting or Landscape

The proposed sign is proportionate to both its adjoining built form on the subject site, and the character of the area. SEPP 2021 highlights the importance of the overall height comparatively to the built form. The top of the proposed sign sits below the existing height of the building.

The proposal introduces innovation, colour and vitality to a sheer blank wall in the streetscape. The digital nature ensures that the rationalisation of third-party signage is achieved in the area (multiple businesses can advertise each week (10 businesses per week)).

5. Site and Building

The existing site and building doesn't display any special characteristics which require consideration in design or siting for the proposed sign. The proposed sign relates to the surrounding signage character where there is the use of freestanding sign and corporate colours. The proposed sign considers this context via its size and scale, then articulates its presence through innovation (LED).

6. Associated devices and logos with advertisements and advertising structures.

A modest logo plate will be displayed identifying our company on the skirting board below the display face.

7. Illumination



The proposed sign will be operated in accordance with the AS 4282-2019: Control of the Obtrusive Effects of Outdoor Lighting. The operating system has the ability to be remotely adjusted, and includes a brightness measurement device which automatically adjust the screen to suit the external environment. We have the ability to unput the figures in Table 6: Luminance levels for digital advertisements, to ensure these brightness levels are met.

The proposed operating hours for the sign are: 4am – 11:59pm (20 hours a day). These are the standard operating hours across the industry. As no sensitive uses are in close proximity to the site, we feel these standard operating hours are acceptable.

8. Road Safety

Section 2 and 3 are responded too below.

Statement of Environmental Effects

Statement of environmental Effects (SEE)

- *Summary Statement: An overview of the outdoor advertising proposal.*
- *Details of proposed sign location: Local Government Area (LGA); zone in the relevant Local Environmental Plan (LEP); permissibility and planning controls related to the specific site; location of existing buildings, structures and vegetation in proximity to the sign; surrounding land use including any trends in changing land uses.*
- *Description of the proposed sign: Information on the size of the sign, whether it is static, illuminated or non-illuminated, a variable message sign, contains moving parts or other details including:*

a) Site details: Plans showing site location; setbacks from affected boundaries; proximity to easements, powerlines or mains; proposed modifications to existing structures, buildings or vegetation. (nb: Detailed drawings and surveys, with elevations showing height above ground level, will be required before obtaining a construction certificate).

b) Colour photographs and photo-montages – current panoramic colour photographs of the location of the proposed site are required including when viewed from ground level within a visual catchment of 1 kilometre of the site and all critical viewpoints. Photographs should show any traffic control devices located within 100m of approaches to the proposed site, and any traffic control devices that would be visible beyond the proposed site. Accurate perspective photomontages of the proposed sign, at human eye level from the driver's perspective, taken from critical viewing points in advance of the sign in each approach direction are required. Where view corridors or vistas are impacted by the proposed sign a photomontage should be included clearly demonstrating the sign's impact.

c) Proposed management and maintenance regime – including regime for on-going access to the sign to change the display, graffiti management and landscape management. Where landscaping is proposed, a landscape management plan should include plant species selection including finished height relative to the sign, any proposed lopping or removal of existing trees, ongoing vegetation maintenance and any other landscaping components

Assessment of the advertising proposal in or adjacent to a transport corridor – when the Minister for Planning is the consent authority – The SEE must outline how the proposal meets the following:

- a) any relevant provisions in SEPP 64]*
- b) general land-use compatibility (Section 1.4)*
- c) design criteria for transport corridors outlined in the Guidelines including an assessment of the context of advertising within the site identifying the character, quality and features of an area (Section 2)*
- d) road safety considerations in the Guidelines (Section 3)*
- e) Public Benefit Test for advertising in the Guidelines (Section 4)*

Statement of environmental Effects (SEE)

- *Justification of the proposal – The SEE must provide a justification for erecting the advertisement in the proposed location. The justification must take into consideration the assessment criteria in Schedule 1 of the SEPP and any mitigation or management measures to be employed by the proponent in minimising the potential impacts of the proposed advertisement. When the Minister for Planning is the consent authority or for signs on bridges or signs requiring the concurrence of RTA, the justification of the proposal should also consider public benefits.*

Summary Statement

The proposal seeks the approval of a wall mounted, single sided, super 8, electronic advertising structure. The sign includes one 18.26m² digital display face, display static images, seen by traffic travelling westbound, (as detailed in the attached town planning package).

Details of the Proposed Sign Location:

The subject site is located within the Goulburn Mulwaree Council. The land is located within the E3 Zone – Productivity Support. Development within this zoning, and specific area, must also consider the local Goulburn Mulwaree DCP (Development Control Plan). The visual appearance of the area is reflective of the productivity zoning, the subject site, and other industrial themes lots along this corridor, which project out into the streetscape with their built forms and signage. The area has no other special characteristics in terms of landscape buffers, or heritage areas which require extra consideration.

Description of the Proposed Sign:

- a) Site Details: Find the attached town planning documentation, which includes:
 - A01: cover page
 - A02: site plan
 - A03: floor plan & elevations
 - A04: perspective views
- b) Colour photographs and photomontages: The photomontages are provided for traffic heading west. Traffic travelling east won't be exposed to

any views to the proposed sign, as the proposal is contained within the existing built forms.

- c) Proposed management and maintenance regime – 24 hour access is granted with the property owner for ongoing maintenance. We have remote control, and monitoring to the screen, which enables a first check for issues. We then have a service agreement in place with a local electrician, who has agreed turnaround times for issues *generally no more than 48 hours). We have assessed the area as having no ongoing vegetation management.

Justification of the Proposal

The proposal reflects a development of considerate height, and scale, comparatively to its surrounding built and signage context. The digital nature introduces the latest innovation to this type of signage, and provides advertising opportunities which currently aren't available in Goulburn. The establishment of the sign would assist the competitive landscape, and drive the advertising price down for billboards signs in regional NSW (our pricing is always substantially cheaper than national operators).

Transport Corridor Advertising and Signage Guidelines 2017

Part 2 Design Issues

2.4 Sign Clutter Controls

In assessing advertising proposals, the consent authority is to have regard to clutter:

- a) Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter.*
- b) Where there is advertising clutter, consideration should be given to reducing the overall number of individual advertisements on a site. Replacement of many small signs with a larger single sign is encouraged if the overall advertising display area is not increased.*
- c) In rural areas, and along freeways and tollways, no more than one advertising structure should be visible along a given sightline.*

The proposal meets the above policies on sign clutter. The subject site was specifically chosen due to its unique characteristics. These characteristics of the site and the streetscape provide for the proposed sign based on the existing site conditions, with spaced out properties and some business identification signage in the streetscape.

2.5 Site-specific and structural criteria

Advertising structures should meet the following site- specific criteria:

- a) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.*

- b) The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located.*
- c) The advertising structure should be in keeping with important features of the site, building or bridge structure.*
- d) The placement of the advertising structure should not require the removal of significant trees or other native vegetation.*
- e) The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor.*
- The development of a landscape management plan may be required as a condition of consent.*
 - Landscaping outlined within the plan should require minimal maintenance.*
- f) Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.*
- g) Illumination of advertisements must comply with the requirements in Section 3.3.3.*
- h) Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.*

We have highlighted the design and innovation displayed by the proposed sign. As the subject site and area doesn't have any defined landscaping buffers, it is deemed that further landscaping works aren't required.

The proposed development does not include further provisions for maintenance or platforms. This is due to the limited upkeep which occurs to these signs, with any maintenance works being completed via ladders and temporary safety equipment.

2.5.2 Wall advertisements criteria

Wall Mounted advertisements must comply with requirements of SEPP 64 Clause 19 and 22.

- a. When the consent authority is the local council, consent must not be granted for a wall advertisement unless the following criteria are met:*
- The proposal meets all relevant criteria of Clause 22 in SEPP 64.*
 - For a wall advertisement greater than 45sqm, a DCP must be in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct (SEPP 64 Clause 19).*
- b. When the consent authority is the Minister for Planning, consent must not be granted for a wall advertisement unless the following criteria are met:*
- Only one wall advertisement may be displayed per building elevation.*
 - The architectural design quality of the building must not be diminished.*
 - The advertising structure must be contained completely within the solid boundaries of the building walls (the sign must not be wider or higher than the building itself).*
 - The advertising structure must not extend outward more than 300mm from the building wall unless occupational health and safety standards require greater protrusion.*

- The advertisement must not extend over or block windows or other openings in the building.
- The advertisement must not be placed on heritage buildings or other heritage items, excluding railway stations.

The proposed sign is framed by its position on the built form (8m tall). These tall elements both assist in framing views to the sign, and always dominate the skyline.

The proposed 18.26m² sign falls well below the 45m² toggle for an individual DCP to be prepared.

2.5.8 Digital Signs

Table 3: Digital Sign Criteria

Criteria	Applies to signs less than 20sqm	Applies to signs greater than or equal to 20sqm
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approval dwell time as per criterion (d) below.	✓	✓
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	✓	✓
c. The image must not be capable of being mistaken: i. for a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles of shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device. ii. as text providing driving instructions to drivers.	✓	✓
d. Dwell times for image display must not be less than: i. 10 seconds for areas where the speed limit is below 80 km/h ii. 25 seconds for areas where the speed limit is 80 km/h and over.	✓	✓
e. The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.	✓	✓
f. Luminance levels must comply with the requirements in Section 3 below.	✓	✓
g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	✓	✓
h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a shirt glance).	✓	✓
i. Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	✓	✓

j. Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling on tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	✓	✓
k. At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserve the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.	✓	✓

**lines l., m., n., and o. only apply for signs greater than 20sqm.*

The above digital sign criteria have been accommodated within our suggested permit conditions (part 9 of this report). The proposed sign does not fall within 250m of a school zone, which removes the requirement for fixed messages during these times. The speed limit is 80km/h along this stretch of road, so we have proposed a 25 second dwell time for images.

Part 3 Advertisement and Road Safety

3.1 Road Safety Objectives

Table 4: Road Safety Assessment Criteria

1. Would the proposal reduce the safety for any public road?
2. Would the proposal reduce the safety for pedestrians or bicyclists?
3. Would the proposal reduce the safety for pedestrians by obscuring sightlines from public area?

The proposal does not reduce the safety of public roads, pedestrians, or cyclists. Proven studies (which are available on the OMA's website) indicates that when signage operates within state regulations regarding dwell time, transition time, luminance and content, it does not impact driver awareness or safety. Therefore, the safety of the drivers on the road remains uncompromised. By adhering to these standards, the proposal maintains a safe environment for all road users, including pedestrians and bicyclists.

3.2.1 Road Clearance

Ensuring advertising signage is located an appropriate distance from the road minimises the risk of collision between an errant vehicle and a sign.

The following road clearance criteria apply to all advertising signage:

- a. The advertisement must not create a physical obstruction or hazard. For example:
 - i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?

- ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet the appropriate road standards for that particular road?*
- iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?*
- b. Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS-approved crash barrier.*
- c. Where the sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearance specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.*
- d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS 1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.*

The sign does not create a physical obstruction or hazard, as it is located on the built form and does not protrude more than 300mm, with no nearby hazards such as telephone boxes or street furniture. It does not protrude below a bridge or any other structure, and does not extend laterally into the transport corridor. Additionally, the sign is constructed with a robust framing that ensures it is not likely to be frangible, further enhancing its safety.

3.2.2 Line of sight

To maximise visibility of the road and minimise the time a driver's attention is directed away from the road, the following criteria apply to all advertising signage:

- a) An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.*
- b) An advertisement must not obstruct a pedestrian or cyclist's view of the road.*
- c) The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.*
- d) The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:*
 - i. The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view.*

ii. The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.

The proposed sign falls on private land, on a stretch of road that is straight, without any nearby traffic hazards. The road's straightness means that the sign is organically located in driver's field of view, with a relatively short viewing time. The nearest intersection is a unsignalized cross intersection, where traffic heading west has right of way, which falls 150m from the proposed sign.

3.2.3 Proximity to decision making points and conflict points

It is important that drivers are not distracted near decision making points or conflict points to allow concentration to be focused on the driving task where the driver's attention requirements are greater.

Decision making points include areas in which merging, diverging, turning and weaving traffic manoeuvres take place. Conflict points are locations such as intersections or pedestrian crossings where crash risk is greater.

To minimise distraction near decision making points and conflict points, and ensure there is sufficient distance for a driver to recognise, react and, if required, stop safely before reaching one of these points, the following criteria apply to all advertising signage:

a) The sign should not be located:

i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves

ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment

iii. so that it is visible from the stem of a T-intersection.

b) The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:

i. of a road hazard

ii. to an intersection

iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)

iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.

The sign's location and design meet the requirements of sections a & b. The sign is located on a wall. The location and design ensures it does not have the potential to distract or obstruct drivers view at a critical time.

3.2.4 Sign Spacing

A highly cluttered visual field makes it difficult to locate and prioritise driving-critical information, e.g. regulatory and advisory signs and traffic control devices.

The proposed site should be assessed to identify any road safety risk in relation to visual clutter and the proximity to other signs.

Additional criteria for digital signs:

a) Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.

There are no key road signs within 150m of the proposed sign. The proposal has been evaluated against the road safety guidelines surrounding the intersection which falls 150m away.

3.3 Sign design and operation criteria

Signs that display information that is contrary to, or competing with, prescribed traffic control devices or make locating prescribed traffic control devices difficult, have the potential to distract and confuse motorists.

Therefore, the following criteria apply to all advertising signage:

- a) The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.*
 - b) The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device.*
- For example:*
- i. Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'.*
 - ii. Does the advertisement imitate a prescribed traffic control device?*
 - iii. If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?*

Additional criteria for digital signs and moving signs:

- a) The image must not be capable of being mistaken:*
 - i. for a rail or traffic sign or signal because it has, e.g. red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal*
 - ii. as text providing driving instructions to drivers.*
- b) The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).*

The above policies have been included with our suggested permit conditions (part 9).

3.3.2 Dwell time and transition time

Signs which change advertising content are more likely to distract a driver than signs with content that is static. In locations where digital and moving signs are assessed to be appropriate, the minimum dwell time and maximum transition time set out in the criteria must be applied. Longer dwell times may be necessary in more complex locations.

Dwell time criteria for digital signs:

a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.

b) Dwell times for image display must not be less than:

i. 10 seconds for areas where the speed limit is below 80km/h.

ii. 25 seconds for areas where the speed limit is 80km/h and over.

c) Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.

d) Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.

The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.

As previously identified, the 25 second dwell time is applicable to this application, and is a suggested permit condition.

Table 6: Luminance Levels for Digital Advertising

Luminance means the objective brightness of a surface as measured by a photometer, expressed in candelas per square meter (cd/sqm). Levels differ as digital signs will appear brighter when light levels in the area are low. Unless provided below, luminance levels should otherwise comply with the recommended values of AS4282 Control of the Obtrusive Effects of Outdoor Lighting.

Lighting condition	Zone 1 (cd/sqm)	Zone 2 & 3 (cd/sqm)	Zone 4 (cd/sqm)
Full sun on face of signage	No limit	No limit	No limit
Daytime luminance		6000	6000
Morning and evening twilight and inclement weather	700	700	500
Nighttime	350	350	200

Our operating system for the digital display allows for on the ground feedback (surrounding environment brightness measurement), as well as remote adjustments. The default brightness management will be incorporated the above maximum luminance calculations, with the ability to update and refine these amounts over the signs permitted lifespan.

3.6 Road safety guidelines for sign content

SEPP 64 does not regulate the content of advertisements and signs, and does not require consent for a change in content. It is recommended that advertisers follow RMS advisory guidelines with respect to sign content of advertisements to be displayed along road corridors

We submit, that by including rigorous permit conditions relating to prohibited content, minimum dwell times, maximum brightness, etc. mitigates any potential road safety issues. RMS reserves the right to review permits based on updated traffic conditions or road safety studies. The approval of the proposed sign, with the suggested conditions ensures that the sign will operate in accordance with today's latest safety guidelines.

4.2.3 Advertising approved by councils

Fees and council revenue In addition to the standard development application fees, the applicant may be required to provide an upfront fee or an annual fee (payable to the council) for the duration of consent of the advertisement (generally 15 years). In this instance, no other additional fee is to be charged against the development under the Local Government Act 1993. The council may not require the proponent to pay a fee if it is satisfied that adequate public benefits will otherwise be provided for (see below under the heading 'In-kind contributions')

In-kind contributions

In some instances, the proponent may negotiate with council to provide in-kind contributions rather than a fee. In-kind contributions may include on-ground works to improve local amenity such as pedestrian bridges, pedestrian refuges, landscaping, graffiti management, safety lighting or other works provided as part of the installation of the advertising structure.

Other types of in-kind contributions may also be negotiated with councils including the use from time to time of the advertising structure for promotion of community programs, events, public safety programs or other appropriate public purposes.

The community benefits of the proposed sign have already been highlighted. Summarised below:

- Local Content: Our prioritisation on local content for the advertising space. We are happy to incorporate conditional approval highlighting at least 50% of content must be from local businesses (operating within the Goulburn Mulwaree Council)
- Enhanced Competition: The current outdoor advertising landscape in Regional NSW is the least competitive in the whole of Australia. Allowing other players (us) into the market will help drive services, and prices for local businesses in the region.
- Local Suppliers: Annual rent for the billboard to the property owner, ongoing sign maintenance and installers.
- Charity Content: We always source local charities to take any unsold space for the sign.

- Regional Media: Outdoor advertising is growing substantially while all other traditional media is slowly losing revenue (Print, Radio and TV). These strong local media outlets are becoming less financially viable. Our business is attempting to replicate the style of these strong local businesses, in a growing media segment. The goal is to eventually establish local offices and have flourishing local teams.

As the proposed application is so strong, our view is that additional measures are not required to ensure the approval of this application. We are always open to have conversations around how councils see signs of this nature operating and working best for them. In Victoria, local councils are one of our biggest advertising segments. So, we are always open to suggestions.



8. LOCAL PLANNING POLICIES

Goulburn Mulwaree Development Control Plan 2007

Chapter 6 Part 3 – Advertising and Signage

Objectives

- *The aims of advertising and signage requirements are to:*
 - *Control the size and number of advertising structure or signs displayed on a premises to improve the streetscape and amenity.*
 - *Provide information and guidance to building owners and occupiers and Council to enable appropriate design and placement of advertising.*
 - *Ensure desired urban and rural character of surrounding land uses is not compromised.*
 - *Encourage innovation in the design and construction of signs, within the parameters of this plan.*
 - *Encourage a co-ordinated and cooperative approach to advertising signs.*
 - *Reduction in the number of signs.*
 - *Encourage the use of simple, clear and uncluttered signs.*
 - *Discourage the use of neon signs for heritage buildings.*
 - *Ensure that any sign fits the streetscape and architecture of the building or location in terms of colour, illumination, wording and visual interest.*
 - *Eliminate all signs above awning level except where the architecture of the building provides for such signs.*

Controls

- *The following design practices and strategies are to be adhered to when making applications for advertising and signage proposals.*

The proposed electronic, wall mounted advertising sign aligns with the objectives of the Goulburn Mulwaree Council's Chapter 6 – Advertising and Signage. The sign's single-sided design on the wall of the built form ensures minimal impact on the streetscape and prevents clutter within the visual environment, which will assist in Council's objective of reducing signage clutter within Goulburn. As it is wall-mounted, the placement ensures that the sign will seamlessly integrate into the buildings existing footprint and architecture, maintaining a clean appearance that respects the mixed character of the commercial and industrial area.

As the area is constantly developing, shown through the upgraded roads and new built forms, the sign complements the area's productivity support zoning by providing an innovative and modern advertising solution for local businesses to utilise. Its format, along with strict guidelines, allows for the display of local advertising with controlled illumination levels, ensuring visual interesting without compromising the amenity, streetscape or road safety of the area. The presence of nearby commercial enterprises, such as McDonald's and a service station, highlights the suitability of this location for the proposed.

6.4.1 Amenity

Materials, colours and placement of signs to be compatible with the existing building and streetscape – where available and suitable use existing materials, colours and placements.

Advertisements above awning level are not permitted except where the design of the building incorporates an advertising panel.

Designers will need to compromise on matters of corporate design where it is unsuitable in a particularly sensitive area, i.e. Heritage Conservation Area. The compromise may include lighter/softer shades, reduced signs different manufacturing techniques or the like.

Retain any significant (including previous) signs that are fixed to and or part of the building and recognisable as part of an historic building.

The amenity of the area has previously been discussed in section 4 of this report. The SEPP 2021 policies highlight that the area surrounding signage must suit the development, and as such the subject site was chosen for this reason. The amenity of the area can only be described as commercial and industrial, within a robust transport route into Goulburn. The sign is a compatible development for the area, and as such, will only add colour and innovation to the area rather than detract from it. The lack of heritage items or conservation in the area were reason why this subject site was specifically selected.

6.4.2 Desing

a) Bulk, Scale, Shape and Size

Signs in commercial zones should aim to attract pedestrians (across the road or into an arcade) by the use of below awning levels signs. In assessing a development application for an advertising sign, it is necessary that the proposal:

- Conforms to the desired future character of the area and does not dominate the streetscape or view.
- Complements the character, architectural design and period of construction of the building and surrounding buildings. For example signs should either be placed on windows, near entrance doors to the retail facility on panels defined using the grid analysis or on an appropriate architectural element such as a podium, pier or pole
- Signage shall not extend beyond the dimensions of the building (or features they are mounted on in terms of width or length, e.g. awning fascia)
- Be simple, clear and efficient and to a professional standard to inspire confidence in the business or product advertised.
- Not be visually spoiled by the method of providing electrical services to the sign.

b) Number of Signs

Fewer signs are encouraged in the interests of reduce clutter, improving amenity and improving sign efficiency – as with too many signs the message is lost in the clutter.

c) Colour, lettering and illumination for heritage buildings

[...]

Illumination of Signs:

Illumination of signs is not appropriate when businesses are not trading. Illumination shall be continuous only. Flashing or chasing lights are not acceptable.

Neon signs are not appropriate on buildings identified as heritage significant in a Heritage Study or in a Heritage Conservation Area under the LEP, building predating neon signs (c1922) or on buildings within the heritage streetscape of the CBD.

Internal illumination is only permitted for under awning signs on modern buildings.

d) Contemporary Buildings and Corporate Signs

Modern signs are appropriate for modern buildings, however the objectives outlined are applicable. Signs on modern buildings must consider their impact on adjacent properties and the streetscape.

The size of the sign meets the requirement for wall mounted signs as per the SEPP 2021 guidelines, as the sign is on a wall less than 200 square meters, and the sign is not larger than 20 square meters. The area features large built forms, and the signs small stature in comparison helps ensure that the sign is an addition to the space, rather than another large visual element. There is currently no signage on the subject site, which will ensure that the proposal will not create clutter or decrease surrounding sign efficiency.

The digital nature of the sign is read and operated differently to that of an illuminated static sign. The proposed hours and illuminance levels are standard across the industry and state. The illumination of the sign is continuous between the hours of 4am and midnight, and dim within set parameters depending on the surrounding environment. The sign will not contain an flashing, rapid changing or moving imagery. Changes between advertisements will be instantaneous and at precious intervals highlighted by Transport for New South Wales based on research and safety.

The proposed sign will be installed on a modern building constructed in 2017, making the digital format of the sign a fitting choice. While the nearby McDonalds and service station buildings are not newly built, their updated facades and signage reflect a commitment to maintaining a current and modern aesthetic to traffic along Sydney Road, complementing the innovative nature of the proposed sign.

Appendix I – Goulburn Mulwaree Good Design Statement 2005**3.2 Non Landmark or Non Heritage Sites**

Design at these sites must :

- Not dominate adjoining or nearby heritage buildings in the scale and massing of the new development.
- Provide a positive contribution to the City's architectural landscape.
- Be clearly modern buildings but compliment the design of nearby buildings.

The preferred design approach to dealing with the redevelopment of sites not identified as landmarks or heritage sites is to:

[...]

- Outdoor Advertising must also be reflective of the design approach

The modern nature of the subject site and surrounding area, as well as the lack of heritage items or landmarks in the area, ensure that the outdoor advertising theme aided by the proposed is reflective of the above approach and streetscape.

9. SUGGESTED PERMIT CONDITIONS

We suggest the following conditions be applied to the proposed sign:

1. The signage approved by this permit expires 15 years from the date of issue.
2. No advertisement must be displayed for less than 25 seconds.
3. The transition from one advertisement to another must be instantaneous.
4. The sign must not display content, images or text that could:
 - a. Create the illusion of continuous movement.
 - b. Be capable of being mistaken for traffic signals or traffic control devices, including red, amber, or green circles, octagons, crosses or triangles, or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic device.
 - c. Be capable of being mistaken as an instruction to a road user, including the working stop, give way, slow down, turn left, or turn right.
 - d. Contain a flashing background, flashing text, flashing images, blinking, or fading elements that create the illusions of movement.
 - e. Contain any animation.
 - f. Be capable of being interpreted as projections beyond the face of the advertising screen such as through 3D technology.
 - g. Consist of present time or other contemporary update information relating to news, weather, or time.
 - h. Contain video, movie, or television broadcasts.
5. Unless with the further written consent of the Responsible Authority, the electronic signage of the sign hereby approved must not operate between 12am and 4am.
6. The signage hereby permitted must not contain any flashing or intermittent flashing light.

We are open to additional permit conditions which seek to address:

- Additional In-Kind Content

10.CONCLUSION

In conclusion, we submit that:

- The proposal seeks the approval for the development of a wall mounted, digital, super 8 billboard sign. The proposed sign includes on 18.26m² digital display face seen by traffic travelling westbound (as detailed in the attached own planning package).
- The subject site is the most suitable for the proposed sign is all of Goulburn. It is located within the heart of the productivity support precinct, and is not in close proximity to any sensitive uses or zoning.
- The proposal is clearly support by the local planning policies in the Goulburn Mulwaree Council planning scheme – whether evaluating the location or design of the sign.
- The proposed sign will primarily be used to advertise local businesses. This can have very positive impacts on the local economy.
- The proposal employs a high level of consideration to the provisions and policies se out in the Goulburn Mulwaree DCP and SEPP 2021.
- The proposal is consistent with the built form on the subject site and surrounding properties. The sign was carefully located and scaled to ensure that is less than 20 square metres against the building's façade.
- The proposal does not open the floodgates for similar approvals in Goulburn. Instead, the unique property provides one of the singular opportunities for such signage to be erected at an appropriate scale to the building that it is housed on.

Overall, we conclude that the proposed development is consistent with the relevant state and local planning policies. The development also addresses the strategic directions and policy objectives of the Goulburn Mulwaree Council.

11. APPENDIX 1 – COPY OF TITLE



NEW SOUTH WALES LAND REGISTRY SERVICES - TITLE SEARCH

FOLIO: 202/632453

SEARCH DATE	TIME	EDITION NO	DATE
16/1/2025	3:06 PM	4	15/9/2018

LAND

LOT 202 IN DEPOSITED PLAN 632453
AT GOULBURN
LOCAL GOVERNMENT AREA GOULBURN MULWAREE
PARISH OF TOWRANG COUNTY OF ARGYLE
TITLE DIAGRAM DP632453

FIRST SCHEDULE

JOHN MICHAEL LAMARRA
ANNALISE SARA LAMARRA
AS JOINT TENANTS

(CN AM350577)

SECOND SCHEDULE (2 NOTIFICATIONS)

- 1 RESERVATIONS AND CONDITIONS IN THE CROWN GRANT(S)
- 2 AM350578 MORTGAGE TO IMB LTD

NOTATIONS

UNREGISTERED DEALINGS: NIL

*** END OF SEARCH ***

PRINTED ON 16/1/2025

* Any entries preceded by an asterisk do not appear on the current edition of the Certificate of Title. Warning: the information appearing under notations has not been formally recorded in the Register. Landchecker hereby certifies that the information contained in this document has been provided electronically by the Registrar General in accordance with section 96B(2) of the Real Property Act 1900. Note: Information contained in this document is provided by Landchecker Pty Ltd, ABN 31 607 394 696, <https://landchecker.com.au> an approved NSW Land Registry Services Information Broker.

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Received: 16/01/2025 03:06:27

12. APPENDIX 2 – COPY OF PLAN

Req:R524778 /Doc:DP 0632453 P /Rev:06-Jan-1993 /NEW LRS /Pgs:ALL /Prt:10-Dec-2024 10:30 /Seq:1 of 1
© Office of the Registrar-General /Src:LandChecker /Ref:

[illegible]

13. APPENDIX 3 – PERSPECTIVE VIEWS WRITTEN STATEMENT

Prepared By:	James Course
Qualification:	Advanced Diploma of Building Design (Architectural) <i>Including: BUIL5922 – Undertake site survey and analysis to inform design process</i>
Software:	Adobe Photoshop Creative Cloud <i>Informed by: Site features and measurements plan prepared in Autodesk Revit 2018</i>
Methodology:	Relevant data obtained from site measure up performed by James Course in conjunction with topographical maps from various online sources: https://www.planningportal.nsw.gov.au/spatialviewer/#/find-a-property/address &
Perspective View 01:	Camera: iPhone 15 Pro Type: Digital Lens Size: 27mm Angle: Landscape – Parallel to ground Date: 17/11/2024 Time: 09:26 am Height Above Ground: 1600mm Modified elements: Nil Assumptions: Height and Length are relative to the documented site features plan; however definitive accuracy cannot be guaranteed.

14.APPENDIX 4 – SURROUNDING SIGNAGE & BUILT FORM













15. APPENDIX 5 – 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.