



PLANNING PERMIT APPLICATION

PROJECT **Proposed Digital Billboard**

LOCATION **33 Spring Range Road,
Springrange NSW 2618**

DATE **August 1, 2026**

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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.

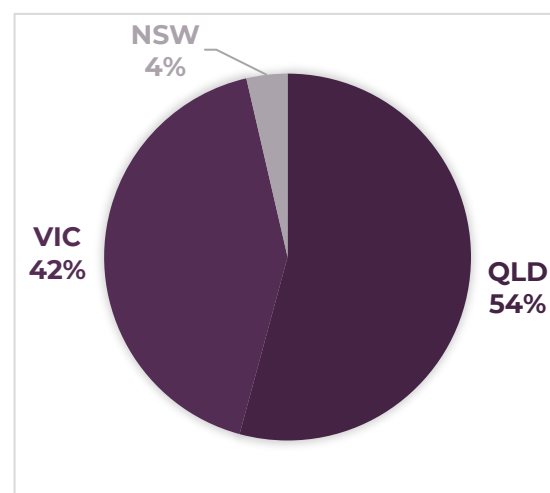
Advertising content is governed by the Australian Advertising Standards Bureau – which has a code of ethics in addition to industry specific controls for sensitive industries such as alcohol. The code of ethics is strictly obeyed and does not allow for religious, racist, sexually explicit or offensive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

Site	Location	Zoning	Size & Style	Council Policy
Maitland	219 New England Highway	E4	8.3 m x 2.2m Double-Sided Super 8 Freestanding	Digital signage is typically not supporting in Newcastle LGA unless it can be demonstrated to be appropriate for a particular site and circumstances
Singleton	157 John Street	MU1	8.3 m x 2.2m Super 8 Wall Mounted	Signs relate to the controls outlines in SEPP 2021
Rutherford	11 Kyle Street	E4	8.3 m x 2.2m Double-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
Bega	270 Carp Street	E2	8.3 m x 2.2m Super 8 Wall Mounted	Signs relate to the controls outlines in SEPP 2021
Lismore	28 Ballina Road	E2	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
Leeton	2-10 Acacia Avenue	E2	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
Griffith	10 Yambil Street	E1	8.3 m x 2.2m Single-Sided Super 8 Freestanding	- Signs relate to the controls outlines in SEPP 2021 - Decision made at Council Meeting

Tamworth	131 Bridge Street	MU1	8.3 m x 2.2m Single-Sided Super 8 Freestanding	- Signs relate to the controls outlines in SEPP 2021 - Signage should not exceed building height
Port Macquarie	36 Munster Street	MU1	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
Moss Vale	225 Argyle Street	E3	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
<i>Permit Approved but not yet built</i>				
Dubbo	39 Cobbora Road	E4	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Prohibition to third party advertising in Council's DCP
Port Macquarie	15 Ocean Drive	E1	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
Port Macquarie	19 Warlters Street	E2	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
Port Macquarie	28 Hayward Street	E2	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
Cooma	61 Sharp Street	E2	8.3 m x 2.2m Super 8 Wall Mounted	Signs relate to the controls outlines in SEPP 2021
Broken Hill	2 Williams Street	E1	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
Marrangaroo	559 Great Western Highway	C4	8.3 m x 2.2m Double-Sided Super 8 Freestanding	Existing use-rights and support of local businesses

Goulburn	31 Sydney Road	E3	8.3 m x 2.2m Super 8 Wall Mounted	Prohibition to third party advertising in Council's DCP Decision made at Council Meeting
Tamworth	186 Marius Street	MU1	8.3 m x 2.2m Single-Sided Super 8 Freestanding	Signs relate to the controls outlines in SEPP 2021
Orange	33 Colliers Avenue	E4		Prohibition to third party advertising in Council's DCP Decision made at Council Meeting

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 33 Spring Range Road, Springrange NSW 2618 is currently an RU1 Primary Production zoned lot, and is owned by Raymond Clyde Hawke and Catherine Florence Hawke as joint tenants. The property is utilised for rural purposes. The site currently houses a residential dwelling and associated agricultural buildings, including farming warehousing and equipment storage, which are positioned toward the eastern portion of the allotment along Spring Range Road and are distanced from the Barton Highway frontage. These built forms are low scale rural structures that are typical of primary production land uses. The site is an irregular shaped lot. The subject site presents an extensive frontage to both the Barton Highway and Spring Range Road, with a large overall site area consistent with broadacre rural land holdings.

Vehicular access to the subject site is provided via Spring Range Road only, with no direct access from the Barton Highway. These access points are used for rural and residential purposes associated with the use of the land. There are no formalised driveways or access points along the Barton Highway frontage in the vicinity of the proposed sign. There is no street parking available along the Barton

Highway adjacent to the site, which is consistent with the high speed, controlled access nature of this arterial road.

The main built form on the subject site consists of a rural residential dwelling and associated agricultural outbuildings, including storage sheds and farming infrastructure. These structures are modest in scale and are characteristic of rural land uses within the locality. The built forms are located toward the eastern portion of the site and are not visually dominant when viewed from the Barton Highway. As such, the immediate area surrounding the proposed sign location is largely devoid of built form, presenting as open pastureland with boundary fencing. The site features minimal built elements near the highway, reinforcing its rural and undeveloped visual character.

There is currently no signage present on the subject site, with no existing business identification or promotional signage visible from the Barton Highway or Spring Range Road. The land is used exclusively for rural purposes, and therefore does not currently utilise signage for advertising or identification.

The site is largely covered by open grassland and natural pasture, with sections of dry vegetation and rural fencing defining property boundaries. There are no significant areas of hardstand or sealed surfaces near the proposed sign location. The topography of the site is generally flat to gently undulating, with a consistent and even gradient across the land, typical of the broader rural landscape.

The proposed promotion sign will be located along the western portion of the site adjacent to the Barton Highway frontage, facing towards the roadway. It will be targeted towards northbound and southbound traffic along the Barton Highway.

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 subject site is located within a rural locality characterised by expansive primary production land and low density development patterns. The immediate surrounding context is predominantly agricultural in nature, with large allotments that are utilised for grazing and farming activities. The visual environment is defined by open pasture, scattered vegetation, post and wire fencing, and distant rolling hills, all of which contribute to a consistent rural landscape character.

To the north and south of the subject site, the Barton Highway extends as a major arterial transport corridor that facilitates high speed vehicular movement between regional centres. This roadway is characterised by multiple lanes, central median barriers, and controlled access conditions, with no direct property access in the vicinity of the proposed sign location. The highway is bordered by open rural land on both sides, with minimal built form visible from the road. Traffic along this corridor is predominantly composed of regional commuters, freight vehicles, and travellers moving between Canberra, Yass, and surrounding areas.

To the east of the subject site, along Spring Range Road, there are a number of rural residential dwellings and associated agricultural buildings, including sheds and farming infrastructure. These built forms are typical of the rural zoning and are set back from the highway, resulting in limited visual prominence from the Barton Highway. The eastern portion of the subject site itself contains the primary dwelling and farm buildings, reinforcing this established rural pattern of development.

To the west of the Barton Highway, the landscape continues as open agricultural land with similar characteristics, including grazing paddocks, sparse vegetation, and minimal built development. This reinforces the consistency of the rural setting across the broader locality, with uninterrupted views across large land parcels.

The surrounding context does not present a commercial or urban character, and there is an absence of concentrated signage or advertising structures within the immediate vicinity. As such, the visual environment is largely undeveloped, with

the primary visual elements being the roadway infrastructure and the natural rural landscape.

The subject site is situated within a well-established transport corridor, where the Barton Highway functions as a key regional route. The proposed sign will primarily be viewed by passing vehicular traffic travelling at speed, rather than local residential traffic. Due to the scale of the surrounding landholdings and the separation between dwellings, there is a significant distance between the proposed sign location and any sensitive receivers. The rural context, combined with the orientation and setback of the sign, ensures that any visual impact is limited to the immediate highway corridor.

Overall, the surrounding context is defined by its rural land use, expansive open space, and strong association with the Barton Highway as a transport route, rather than a destination based environment.

The appropriate zoning and the rural 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 33 Spring Range Road, Springrange 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 16.16m² display face. The sign will primarily be viewed by north and southbound traffic on the Barton Highway.

In addition to this display face, there will be a permanent 0.25m² 'Gawk' business identification sign on the skirting board to the left of the display face. Therefore, the total advertising area will be 19.79m². Refer to the town planning documentation for further details.

The digital display face is proposed to display static images on a 30 second rotation, with an instantaneous transition between images. The operation hours of the sign are proposed at 6am to 10:59pm, aligning with the recommended DCP operating hours. All luminance levels for the digital sign can be found at Appendix 7.

5.2. Design Response

The proposal has been carefully sited and designed to respond to the rural character of the subject site and its broader surrounds, ensuring that the development integrates appropriately within the existing landscape. The location of the sign along the Barton Highway frontage takes advantage of the established transport corridor, where visual focus is already directed towards the roadway and associated infrastructure. The absence of built form in the immediate vicinity of the proposed sign allows the structure to be read clearly within the landscape, without conflicting with existing development patterns.

The scale and form of the proposed sign have been designed to align with its function as a roadside advertising structure, while remaining proportionate within the expansive rural setting. The sign features a streamlined and modern design, with a simple structural frame and minimal visual clutter. The use of a black powder coated finish for the supporting columns and framing elements reduces visual contrast against the surrounding environment, particularly when viewed against the natural backdrop of vegetation and open sky, as indicated within the materials board of the submitted plans.

The proposed digital display area, measuring approximately 8.08 metres by 2.00 metres, has been designed to provide clear and legible content to passing motorists travelling at highway speeds. The elevated positioning of the sign ensures optimal visibility from both directions along the Barton Highway, while maintaining appropriate clearance from the ground plane. The sign structure has

an overall height of approximately 6 metres, which is suitable for its intended function and consistent with roadside infrastructure of a similar nature.

Importantly, the siting of the sign has been selected to minimise any potential impacts on surrounding land uses. The nearest residential and agricultural built forms are located to the east of the proposed sign along Spring Range Road, at a considerable distance from the highway frontage. As a result, views of the sign from these properties will be limited and filtered by distance and existing vegetation. Furthermore, the sign is not visible from the intersection of Spring Range Road and the Barton Highway, ensuring that it does not contribute to visual clutter or distraction at this key junction.

The proposal is consistent with the objectives and assessment criteria of SEPP 2021, as it demonstrates an appropriate response to the site context, maintains road safety considerations, and ensures that the scale, illumination, and operation of the sign are suitable for a rural highway environment. The digital nature of the sign allows for controlled illumination levels and content management, ensuring that brightness and transition times can be regulated to minimise any potential impacts on motorists and the surrounding environment.

The proposed development represents a logical and appropriate use of the site's highway frontage, capitalising on its exposure to a high volume of passing traffic while maintaining a respectful relationship with the rural character of the locality. The design outcome is contemporary, functional, and visually restrained, resulting in a development that integrates with its surroundings while delivering a clear economic and communicative benefit through the provision of third party advertising.

All surrounding properties have a consideration for the rural 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 RU1 Zone: Primary Production; therefore, the following items are relevant to the proposal outlined in this application:

- To encourage sustainable primary industry production by maintaining and enhancing the natural resource base.
- To encourage diversity in primary industry enterprises and systems appropriate for the area.
- To minimise the fragmentation and alienation of resource lands.
- To minimise conflict between land uses within this zone and land uses within adjoining zones.
- To protect and enhance the biodiversity of Yass Valley.
- To protect the geologically significant areas of Yass Valley.
- To maintain the rural character of Yass Valley.
- To encourage the use of rural land for agriculture and other forms of development that are associated with rural industry or that require an isolated or rural location.
- To ensure that the location, type and intensity of development is appropriate, having regard to the characteristics of the land, the rural environment and the need to protect significant natural resources, including prime crop and pastureland.
- To prevent the subdivision of land on the fringe of urban areas into small lots that may prejudice the proper layout of future urban areas.

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: “signage”.

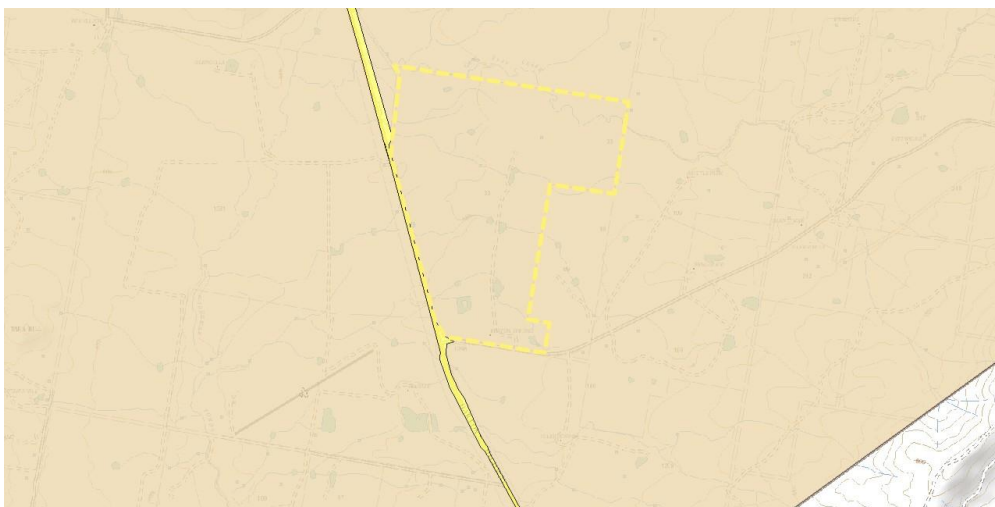


Figure 3 – Zone Controls of the Site & Surrounds

7. STATEWIDE PLANNING POLICIES

7.1 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 Advertising and signage

Part 3.1 Preliminary

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 RU1 Zone – Primary Production. 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.

3.13 Advertisements on rural or non-urban land

(1) This section applies to land that, under an environmental planning instrument, is within a rural or non-urban zone and on which an advertisement may be displayed with the consent of the consent authority.

(2) Except in a case to which subsection (3) applies, the consent authority must not grant consent to display an advertisement on land to which this section applies—

(a) unless a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct in consultation with—

(i) the advertising industry and anybody that is representative of local businesses, such as a chamber of commerce, and

(ii) if the land to which the development control plan relates is within 250 metres of a classified road, TfNSW,

and the display of the advertisement is consistent with the development control plan, or

(b) if no such development control plan is in force, unless—

(i) the advertisement relates to the land on which the advertisement is to be displayed, or to premises situated on that land or adjacent land, and

(ii) specifies one or more of the following particulars—

(A) the purpose for which the land or premises is or are used,

(B) the identification of a person residing or carrying on an occupation or business on the land or premises,

(C) a description of an occupation or business referred to in sub-subparagraph (B),

(D) particulars of the goods or services dealt with or provided on the land or premises, or

(c) if no such development control plan is in force, unless the advertisement is a notice directing the travelling public to tourist facilities or activities or to places of scientific, historical or scenic interest.

(3) In the case of an application to display an advertisement on transport corridor land when the Minister is the consent authority, the consent authority must not grant consent to display an advertisement on land to which this section applies unless the consent authority is satisfied that the advertisement is consistent with the Guidelines.

(4) Section 3.13(2)(a)(ii) is repealed at the end of 30 June 2023.

The proposal satisfies Clause 3.13(2)(a) of SEPP (Industry and Employment) 2021, as Yass Valley Council has an applicable Development Control Plan in force, specifically Section F10.7 relating to signage in non-commercial and industrial areas, as referenced within the LEP. The proposed advertising sign has been designed and sited in accordance with this framework, responding appropriately to the rural context and transport corridor setting of the Barton Highway. As such, the development is consistent with the relevant DCP provisions, and the requirements of Clause 3.13 are met.

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 .25 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.

3.21 Freestanding advertisements

- (1) The consent authority may grant consent to the display of freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.*
- (2) This section does not prevent the consent authority in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under section 3.13.*

Clause 3.21(1) is not strictly determinative in this instance, as Clause 3.21(2) provides that consent may still be granted for a freestanding advertisement on rural land under Clause 3.13. As established above, the proposal satisfies Clause 3.13 through consistency with the Yass Valley DCP controls for signage in non-commercial areas. Notwithstanding this, the proposed sign is of a modest scale relative to the expansive rural setting and is not set against a defined urban skyline, ensuring it does not present as a dominant or visually intrusive element within the broader 1 kilometre catchment. Accordingly, the proposal remains appropriate within the rural context and is supportable under SEPP (Industry and Employment) 2021.

Schedule 5 Assessment criteria

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

- Are 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 rural. The rural character provides a framework for the approval of this application. SEPP 2021 and the Yass Valley Council DCP both support applications for third party signage within appropriate rural and transport corridor contexts.

The assessment framework provides for a third party sign in the proposed location. The location of the proposed sign within an open rural setting ensures any potential adverse impacts are mitigated due to the absence of built form and the expansive nature of the landscape.

The outdoor advertising theme is not prominent in this immediate locality, however the subject site sits within a well-established transport corridor along the Barton Highway, which is characterised by passing vehicular traffic. The proposed freestanding digital sign fits within the rhythm and spacing expected along major arterial roads, particularly where visibility extends approximately 150m and there are no competing signs within this stretch.

Signage of the nature proposed is not uncommon along major highway corridors, particularly within the broader region including Yass, Gundagai and areas to the east of Canberra. These transport corridors regularly accommodate advertising structures that are designed to be viewed by passing traffic, reinforcing the appropriateness of the proposed sign within this context.

2. Special Areas

The property has no sensitive areas in close proximity to the sign.

3. Views and Vistas

The sign's location within an open rural allotment ensures that it does not impact on any significant views or vistas. The expansive nature of the surrounding land, combined with the absence of nearby development, ensures that visual impacts are minimal and confined to the immediate highway corridor. No nearby signage on other properties will have their visibility impacted by the proposed sign.

4. Streetscape, Setting or Landscape

The proposed sign is proportionate to the rural setting and the open landscape character of the subject site. SEPP 2021 highlights the importance of scale relative to the surrounding environment, and in this instance, the sign is appropriately scaled within a broadacre rural context.

The sign will have a total advertising area of 19.79m² and will be viewed primarily by northbound and southbound traffic along the Barton Highway. The absence of nearby built form ensures the structure reads clearly without creating visual clutter.

The proposal introduces innovation, colour and vitality to an otherwise undeveloped roadside setting. The digital nature ensures the rationalisation of third party signage is achieved, allowing multiple advertisers to utilise the one structure over time.

5. Site and Building

The existing site do not display any special characteristics which require specific design responses for the proposed sign. The site is characterised by open pasture and rural land use. The proposed freestanding digital sign responds to this context through its scale, siting and simple structural form, ensuring it integrates appropriately within the rural environment.

6. Associated Devices and Logos with Advertisements and Advertising Structures

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

7. Illumination

The proposed sign will be operated in accordance with AS 4282-2023 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 adjusts the screen to suit the external environment.

The proposed operating hours for the sign are 6am to 10:59pm, aligning with the suggested DCP operating hours. As no sensitive uses are in close proximity to the site, these operating hours are considered appropriate.

8. Road Safety

Section 2 and 3 are responded to 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 freestanding double sided electronic advertising structure. The sign includes two 19.79m² digital display faces, displaying static images, seen by traffic travelling northbound and southbound, as detailed in the attached town planning package.

Details of proposed sign location:

The subject site is located within Yass Valley Council. The land is located within RU1 Zone, Primary Production. Development within the RU1 zoning, and specific area must also consider the local Yass Valley Council Development Control Plan. The visual appearance of the area is reflective of the rural zoning, the subject site, and other rural zoned properties along this corridor. 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 and elevations
- A04 perspective views

b) Colour photographs and photo montages: The photo montages are provided for traffic travelling northbound and southbound. Traffic travelling in alternate directions will have limited or no additional exposure beyond the intended viewing corridors, as the proposal is oriented toward the Barton Highway transport corridor.

c) Proposed management and maintenance regime:

24 hour access is granted with the property owner for ongoing maintenance. Remote control and monitoring of the digital screen enable an initial diagnostic review for any faults. A service agreement is in place with a local electrician, with agreed turnaround times generally within 48 hours. The site has been assessed as not requiring ongoing vegetation management, with conditions reviewed annually.

Justification of the proposal:

The proposal reflects a development of considerate height and scale relative to its surrounding rural context. The freestanding digital sign is appropriately located

within an established transport corridor, where visual focus is directed toward passing vehicular traffic along the Barton Highway.

The digital nature of the sign introduces contemporary advertising infrastructure to the locality, providing opportunities that are not currently available within the immediate area. While signage is not prominent within the immediate vicinity of the site, this form of advertising is common among major highway corridors throughout the broader region, including Yass, Gundagai and areas to the east of Canberra.

The proposed sign is designed to integrate within the expansive rural landscape, ensuring that visual impacts are limited and contained to the highway corridor. The absence of nearby sensitive uses further supports the suitability of the proposal, with no unreasonable impacts anticipated in terms of amenity, views or environmental quality.

The establishment of the sign will contribute to increased competition within the outdoor advertising market, providing more accessible and cost effective advertising opportunities compared to larger national operators. The digital format allows multiple advertisers to utilise the structure over time, increasing efficiency and reducing the need for multiple separate signage installations within the broader region.

Overall, the proposal represents an appropriate and well considered form of development that responds to its rural context, supports economic activity and aligns with the relevant planning framework.



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 is consistent with the above controls relating to sign clutter. The subject site was specifically selected due to its open rural characteristics and absence of competing signage. There are no existing advertising structures within the immediate vicinity or within the primary sightline of the proposed sign, ensuring that the development will not contribute to visual clutter.

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 subject site and area don't have any defined landscaping buffers, it is deemed that further landscaping works around the sign aren't required. We are open to providing landscaping detail at the base of the sign, if council view this as a necessary measure. 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.

2.5.4 Freestanding advertisements criteria

Freestanding advertisements must comply with the requirements of SEPP 64 Clause 23 and Clause 19 including:

- a. The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies, when viewed from ground level within a visual catchment of 1km. Note: This impact should be measured from the vehicle approach location and any other critical viewpoints.*
- b. For freestanding advertisement greater than 45sqm that requires consent from local council, a DCP must be in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct.*
- c. Where the sign is in a transport corridor a landscape management plan may be required as part of the DA approval for a freestanding advertisement. This may include requirements to provide appropriate vegetation behind and adjacent to the advertising structure to minimize unintended visual impacts. Landscaping should include trees, shrubs and ground covers to provide adequate screening, softening, colour, soil stabilization and weed reduction.*

The proposal is consistent with Clause 19 and Clause 23. The sign will not protrude above a dominant skyline, as the site is characterised by an open rural landscape with no defined skyline. The proposed sign has an advertising area of 19.79m² and does not exceed 45m², therefore this requirement does not apply. While the sign is located along a transport corridor, additional landscaping is not required due to the open rural setting and absence of sensitive receivers.

Clause 19:

The consent authority must not grant consent to the display of an advertisement with an advertising display area greater than 25 square meters unless a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct.

The proposal complies with Clause 19, as the advertising display area is 19.79m², which is below the 25m² threshold. Accordingly, the requirement for a development control plan prepared on the basis of an advertising design analysis



does not apply in this instance. Consideration of Clause 23 has been addressed separately within this report in accordance with the provisions of SEPP 2021.

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-	✓	✓

<i>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.</i>		
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**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 messaged during these times. The speed limit is over 80km/h along this stretch of road, so we have proposed a minimum 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) indicated 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 cyclists.

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 away from public roads and footpaths, 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 straight stretch of road, without any nearby traffic hazards. The roads orientation means that the sign is organically located in the drivers' field of view, with a relatively short viewing time.

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 section a. & b. The sign is located in an uncomplex stretch of road. The location and design ensure 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 signs like the one proposed within 150m of the subject site.

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.

The speed limit is above 80km/h, therefore, a minimum 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)
<i>Full sun on face of signage</i>	No limit	No limit	No limit
<i>Daytime luminance</i>		6000	6000
<i>Morning and evening twilight and inclement weather</i>	700	700	500
<i>Nighttime</i>	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 incorporate 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 reserve the right to review permits based on updated traffic conditions or road safety studies. The approval of the proposed sign, with the suggested permit 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 Yass Valley 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 lower prices for local businesses in the region.

Local Suppliers: Annual rent for the billboard to the property owner, and 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 & TV). These once strong local media outlets are becoming less financially viable. Our business is attempting to replicate the style of these 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 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

Yass Valley Council DCP 2024

F10 Signage

This part provides guidance on signage in zones where commercial and industrial uses are permissible and seeks to ensure that signage is appropriate for the building and the area in which it is situated and does not contribute accumulatively to visual pollution. For signage in heritage conservation areas and for heritage items, refer to Part J.

Objective:

To regulate the provision of signage in Yass Valley Local Government Area Controls:

- a. Signage should directly relate to the name and type of business undertaken on the site; Business identification signage should not exceed 2.5m² in area.*
- b. Signage is to be constructed of new material only, old and redundant signage must be removed as part of the installation of new signage.*
- c. Signage should not reduce road safety by distracting or confusing the operation of traffic lights or authorised road signs, through excessive size, flashing or moving images.*
- d. Signs within 50 metres of, or facing towards a dwelling or residential, rural or environmental zone, should not be illuminated, unless suitably baffled and timer operated to switch off between 10pm and 7am to prevent glare or light spill to nearby dwellings at night.*
- e. Signs which advertise products sold or serviced on the site may form part of the signage, but should not dominate the business name.*
- f. Signage should avoid repetition of names, logos, pictures, street and phone numbers, and use legible, uncluttered fonts and graphics.*
- g. Signage should not be duplicated- particularly above verandah level, with the exception of sites with more than one frontage.*
- h. Signage should not visually dominate the building or site.*
- i. Signs should be fixed, non-rotating, with no moving parts.*
- j. Signs should not comprise LED, neon, animated, scrolling, flashing or running lights, and must comply with AS 4282—1997 'Control of the obtrusive effects of outdoor lighting'.*
- k. Proposed signage will be considered in the context of all existing signage on the building/site. Existing redundant or unsafe located signage is to be removed prior to installation of new signage.*
- l. Signage for multiple occupancies within a building should be co-located and consistently sized.*
- m. Directory/index boards should be located near the site entrance and not contain advertising signage, however, may contain the logo, site/street number and colours relating to a respective business.*
- n. Signage on shop front windows should ensure a high level of visibility and not dominate or obscure the windows. It should not cover more than 20% of the area of the window, or 6m² whichever is the lesser.*

The proposed signage has been assessed against the provisions of Section F10 of the Yass Valley Development Control Plan. While the controls are primarily intended for commercial and industrial zones, the proposal has considered the underlying objectives relating to visual amenity and road safety.

The proposed sign is a freestanding digital advertising structure located within a rural transport corridor and is not business identification signage, therefore controls relating to onsite business identification and associated size limits are not directly applicable. The sign will be constructed of new materials and does not involve the retention of any redundant signage.

In terms of road safety, the sign is designed to display static images with no flashing, scrolling or moving content, ensuring it does not distract or confuse motorists. The proposal will comply with AS 4282 standards for illumination and includes appropriate controls to manage brightness and operation.

The site is not located within close proximity to any sensitive receivers, and the rural setting ensures that the sign will not result in unreasonable light spill or amenity impacts. The scale of the sign is appropriate to the expansive rural context and will not visually dominate the site or surrounding landscape.

Overall, the proposal is consistent with the objectives of the DCP, ensuring that signage is appropriately designed, does not contribute to visual clutter, and maintains road safety within the locality.

F10.7 Signs in non-commercial/industrial areas

Objective:

To provide guidance on other signage not covered elsewhere in this Part

Controls:

- a. Freestanding signs should not exceed 1.5 metres in height (measured from ground level to top of sign).*
- b. Wall signs should not exceed 3 metres in height (measured from ground level to top of sign) and not project above the top or lateral edge of the wall.*
- c. Signs should not be illuminated, unless suitably baffled and timer operated to switch off between 10pm and 7am to prevent glare or light spill to nearby dwellings at night.*
- d. The location and design of any (estate) signage, street furniture and street lighting is to be indicated on the Landscape Plan and on engineering construction drawings. It should be designed and located to minimise visual clutter and coordinated in colour and style.*

The proposed signage has been assessed against Section F10.7 of the Yass Valley Development Control Plan. It is acknowledged that the controls outline that freestanding signs should not exceed 1.5 metres in height and should not be illuminated. However, these provisions are expressed as performance based guidelines rather than absolute prohibitions, and therefore the proposal warrants assessment on its individual merits.

The proposed sign exceeds the recommended height and incorporates digital illumination, however it is located within a rural transport corridor, well removed from any sensitive receivers. The expansive nature of the site and surrounding land ensures that the scale of the sign does not result in adverse visual or amenity impacts.

In relation to illumination, the sign will operate in accordance with AS 4282 standards, with appropriate brightness controls and timed operation to minimise any potential light spill. Given the absence of nearby dwellings, the intent of the control relating to amenity protection is satisfied.

The siting and design of the sign respond to the open rural context, ensuring that it does not contribute to visual clutter and remains visually contained within the highway corridor. As such, while the proposal does not strictly comply with the prescriptive measures of this control, it achieves the underlying objectives of the DCP and is therefore considered appropriate on merit.



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. A minimum of 50% of content must come from businesses who operate from Yass Valley Council.
4. The transition from one advertisement to another must be instantaneous.
5. 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.
6. Unless with the further written consent of the Responsible Authority, the electronic signage of the sign hereby approved must not operate between 11pm and 6am.
7. The signage hereby permitted must not contain any flashing or intermittent flashing light.

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

- Additional landscaping measures
- Additional In-Kind Content

10.CONCLUSION

In conclusion, we submit that:

- The proposal seeks approval for the development of a freestanding, digital, super 8 billboard sign. The proposed sign includes two 19.79 m² digital display faces, seen by traffic travelling north and southbound (as detailed in the attached town planning package).
- The display will show static images on a rotation, with a minimum dwell time of 25 seconds, and an instantaneous change between images. All illumination will meet state requirements, and the operation hours are proposed at 6am to 10:59pm.
- The subject site is the most suitable for the proposed sign in all of Springrange. It is located in the heart of this rural setting and is not in close proximity to any sensitive uses or zoning.
- 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 set out in the Yass Valley DCP & SEPP 2021.

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 Yass Valley Council.

11. APPENDIX 1 – COPY OF TITLE



NEW SOUTH WALES LAND REGISTRY SERVICES - TITLE SEARCH

FOLIO: 1/1262838

SEARCH DATE	TIME	EDITION NO	DATE
1/8/2026	10:58 AM	2	14/7/2022

LAND

LOT 1 IN DEPOSITED PLAN 1262838
AT SPRINGRANGE
LOCAL GOVERNMENT AREA YASS VALLEY
PARISH OF GINNINDERRA COUNTY OF MURRAY
TITLE DIAGRAM DP1262838

FIRST SCHEDULE

RAYMOND CLYDE HAWKE
CATHERINE FLORENCE HAWKE
AS JOINT TENANTS

SECOND SCHEDULE (4 NOTIFICATIONS)

- 1 RESERVATIONS AND CONDITIONS IN THE CROWN GRANT(S)
- 2 LAND EXCLUDES LOT 1 IN DP106279
- 3 H490300 EASEMENT FOR ACCESS 6.095 METRE(S) WIDE AFFECTING
THE PART(S) SHOWN SO BURDENED IN THE TITLE DIAGRAM
- 4 AS306342 MORTGAGE TO NATIONAL AUSTRALIA BANK LIMITED

NOTATIONS

DP1263292 NOTE: PLAN OF ACQUISITION (ROADS ACT 1993)

UNREGISTERED DEALINGS: NIL

*** END OF SEARCH ***

PRINTED ON 1/8/2026

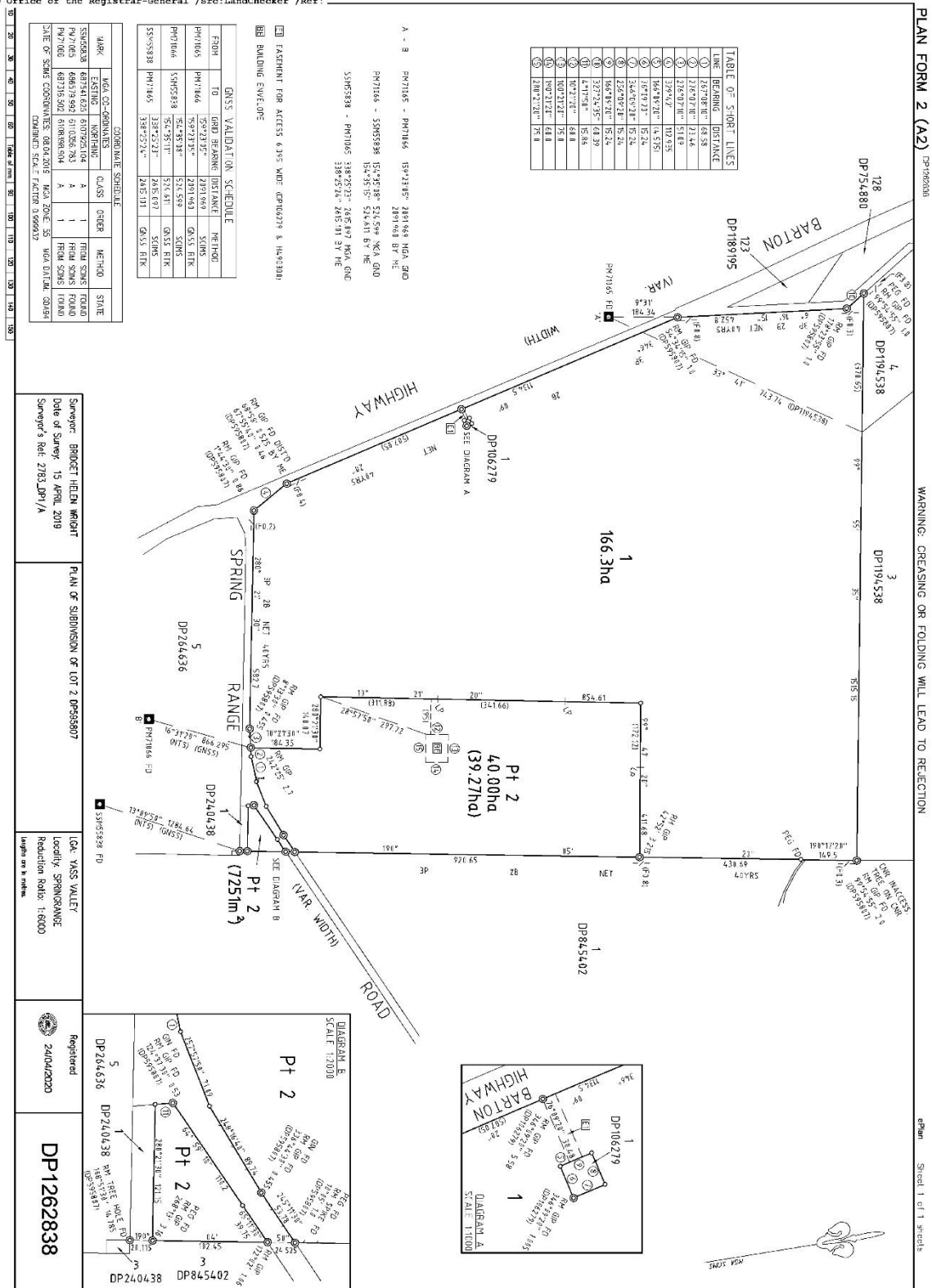
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Received: 02/02/2026 10:58:56

12. APPENDIX 2 – COPY OF PLAN

Req:R598474 /Doc:DP 1262838 P /Rev:24-Apr-2020 /NSW LRS /Pgs:ALL /Prt:02-Feb-2026 10:58 /Seq:1 of 3
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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: <i>https://www.planningportal.nsw.gov.au/spatialviewer/#/find-a-property/address &</i>
Perspective View 01:	Camera: iPhone 15 Pro Type: Digital Lens Size: 27mm Angle: Landscape – Parallel to ground Date: 03/02/2026 Time: 07:44am 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.
Perspective View 02:	Camera: iPhone 15 Pro Type: Digital Lens Size: 27mm Angle: Landscape – Parallel to ground Date: 03/06/2026 Time: 07:46am 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.