

BRISBANE CITY COUNCIL

## Action Sheet

**NOTE! For additional electronic records relating to this container consult EDRMS (TRIM)**

155/475/17/1470



Ref Value 3202117

**LAW & ENFORCEMENT** - Licensing - Advertising Signs

**Title BL - CARS -- City Standards (CS) - Built Environment (BE) - Advertising Signs Permit 3202117  
558 Gympie Rd Kedron**

[illegible]

Ref Value 3202117

**For Action Sheet instructions see back page.**

### Related Files/Comments

[illegible]

Ref Value 3202117





# ADVERTISING SIGN ASSESSMENT FORM

Address:	558 GYMPIE ROAD KEDRON QLD 4031
Application Number:	A004922662

No.	Permit Number	Sign Type	Width m	Height m	Faces	Area m²	Illuminated	Static / LED
1	AS01358137118	BILLBOARD	2.56	11.5	1	29.44	Y	LED
			Total Signed area m²			29.44		
	Site Area	743.00	m²	1 x Billboard (to be superseded by this application) 1 x Pole				
	Signage Allowed	44.58	m²					
	Permitted Signage	0.00	m²					
	Existing Licences	15.72	m²					
	Proposed Area	45.16	m²					
	Over Signed Y/N	Yes						

Application withdrawn by Applicant on the 18<sup>th</sup> of August 2018



# ADVERTISING SIGN ASSESSMENT FORM

## City environments

Schedule 2 groups the areas of diverse land use in the city into the City Environments for the purpose of this subordinate local law.

### 1. Effect of city environment on classification

1. The classification applying to an advertisement under this subordinate local law depends on –
  - a) Subject to subsections (2) and (3), the City Environment in which it is to be exhibited; and
  - b) Whether it is to be exhibited in or on a Heritage Place
2. If an advertisement is to be exhibited on a property in an area located in the Community facilities zone, Emerging community zone, Special purpose zone or Specialised centre zone in City Plan, Council may, at its discretion, classify the advertisement as if it were to be exhibited in the City Environment most closely resembling the characteristics of the existing or proposed development on that property.
3. If an advertisement is to be exhibited on a property in a Residential or Green Space environment, where the use is an existing lawful use within the meaning of the Planning Act, Council may, at its discretion, classify the advertisement as if it were to be exhibited in the City Environment most closely resembling the characteristics of development of a similar nature and scale.

### 2. Permitted advertisements

An advertisement is permitted if—

1. It meets the following criteria-
  - a) it is of a type illustrated in Schedule 1; and
  - b) it is designated "P" in Schedule 3 for the City Environment in which it is, or is to be, exhibited; and
  - c) it is not exhibited on a Heritage Place or on or in relation to a large development; and
  - d) the illumination criteria in Part 1 of Schedule 5; and
2. It complies with the conditions in Schedule 4 Part 1, and those in Schedule 4 Part 2 that are applicable to that type of advertisement.

### Classification of advertisements requiring approval and generally inappropriate advertisements

1. An advertisement which requires Council approval for the City Environment in which it is situated is designated 'A' in Schedule 3.
2. An advertisement which is generally inappropriate for the City Environment in which it is situated is designated 'I' in Schedule 3.
3. An advertisement which would normally be permitted in the City Environment in which it is situated but which cannot satisfy the criteria and conditions in section 7 may be assessed as requiring Council approval.
4. An advertisement which would normally require Council approval for the City Environment in which it is situated but which cannot satisfy the usual conditions in section 9 may be assessed as being generally inappropriate.





# ADVERTISING SIGN ASSESSMENT FORM

### 3. Criteria for advertisements permitted with approval

In considering an application for approval, Council will have regard to-

1. whether the advertisement is acceptable in the City Environment in which it is to be exhibited; and
2. whether approval would satisfy the objectives of the local law; and
3. the conditions in Schedule 4; and
4. the criteria in Schedule 5; and
5. the conditions of a related development approval.

### 4. Conditions of exhibition of approved advertisements

Unless the instrument of approval states otherwise, approval of an advertisement is subject to-

1. the conditions in Schedule 4 Part 1; and
2. for an advertisement—
  - a) of a type illustrated in Schedule 1 and designated "A" or "I" in Schedule 3 for the City Environment in which it is, or is to be, exhibited; or
  - b) of a type illustrated in Schedule 1 and designated "P" in Schedule 3, but which is to be exhibited on a Heritage Place or on or in relation to a large development; those conditions in Schedule 4 Part 2 that are applicable to that type of advertisement; and
  - c) such other conditions as Council may impose.

### Division 2: Duration of approvals

1. Subject to subsection (2), unless the licence or instrument of approval states otherwise, a licence or approval is renewable annually up to five times after—
  - a) it is issued or given; or
  - b) the commencement of this subordinate local law; whichever is the longer, as long as—
    - c) the conditions of the licence or approval continue to be met; and
    - d) the renewal fee is paid.
2. If the applicant can demonstrate to Council's satisfaction that the cost of supply and installation of the sign exceeds \$25,000, the licence or approval may be renewed up to nine times, but only as provided in subsection (1).

### 5. Prohibited advertisements

1. Advertisements prohibited by this subordinate local law are—
  - a) designated "X" in Schedule 3; and
  - b) illustrated in Schedule 6.
2. For the avoidance of doubt, if there is any uncertainty as to whether a sign falls within a prohibited class, the provisions of Divisions 1 and 2 of this Part will apply to that sign.





# ADVERTISING SIGN ASSESSMENT FORM

## Advertisements Subordinate Local Law 2005 Schedule 3

### Advertisements in City Environments

City Centre	<input type="checkbox"/>	<b>City centre environment</b> means land located in the Principal centre zone (City Centre zone precinct) in City Plan.
Business Centre	<input type="checkbox"/>	<b>Business Centres environment</b> means land located in the following zones or zone precincts in City Plan: <ul style="list-style-type: none"><li>• Principal centre zone (Regional centre zone precinct)</li><li>• Major centre zone</li><li>• Neighbourhood centre zone</li><li>• District centre zone</li><li>• Mixed use zone</li><li>• Township zone.</li></ul>
Industry Environment	<input type="checkbox"/>	<b>Industry environment</b> means land located in the following zones in City Plan: <ul style="list-style-type: none"><li>• Low impact industry zone</li><li>• Extractive industry zone</li><li>• Industry zone</li><li>• Special industry zone</li><li>• Industry investigation zone.</li></ul>
Residential Environment	<input type="checkbox"/>	<b>Residential environment</b> means land located in the following zones in City Plan: <ul style="list-style-type: none"><li>• Tourist accommodation zone</li><li>• High density residential zone</li><li>• Medium density residential zone</li><li>• Low-medium density residential zone</li><li>• Character residential zone</li><li>• Low density residential zone</li><li>• Rural residential zone.</li></ul>
Green Space Environment	<input type="checkbox"/>	<b>Green Space environment</b> means land located in the following zones in City Plan: <ul style="list-style-type: none"><li>• Conservation zone</li><li>• Environmental management zone</li><li>• Open space zone</li><li>• Sport and recreation zone</li><li>• Rural zone.</li></ul>
2014 Zoning Conversion	<b><u><a href="#">For further assistance in identifying the correct signs environment please refer here.</a></u></b>	





# ADVERTISING SIGN ASSESSMENT FORM

TYPE OF ADVERTISEMENT	City Centre environment	Business Centres environment	Industry environment	Residential environment	Green Space environment

X = prohibited; P = permitted; A = approval required; I = generally inappropriate. Refer to sections 7, 7A & 12 for further information

CONDITIONS APPLYING TO PARTICULAR SIGN TYPE (ASLL'05 Schedule 5 Part 2)	Complies
1)	<input type="checkbox"/>
2)	<input type="checkbox"/>
3)	<input type="checkbox"/>
4)	<input type="checkbox"/>
5)	<input type="checkbox"/>

CRITERIA FOR GENERALLY INAPPROPRIATE (ASLL'05 Schedule 5 Part 4)	Complies
(a) the site does not exhibit the usual valued characteristics of the city environment in which it is situated;	<input type="checkbox"/>
(b) the site has characteristics similar to another city environment in which the advertisement is classified as permitted or able to be approved;	<input type="checkbox"/>
(c) the type of the proposed advertisement is particularly appropriate to the city environment in which it is to be situated; or	<input type="checkbox"/>
(d) there is an element of public safety or community benefit advertising proposed for the advertisement that contributes to its appropriateness on the proposed site.	<input type="checkbox"/>
Other:	<input type="checkbox"/>





# ADVERTISING SIGN ASSESSMENT FORM

Criteria for Advertisements Permitted with Approval				
Assessment Criteria		Complies		
		Yes	No	Referral
Q 1	Has this location had a Pre-Lodgement Meeting prior to this application? (This includes Complaints and Investigations)	<input type="checkbox"/> Go to Q1a & 1b	<input type="checkbox"/> Go to Q2	<input type="checkbox"/> (go to referrals)
Q 1 a	If "Yes" what was the outcome of these complaints and investigations?			
A 1 a				
Q 1 b	If "Yes" has the Pre-Lodgement been reviewed by the Advertising Signs Panel of Experts for comment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 1 b				
Q 2	The proposed advertisement(s) does not to block or compromise a view or vista of high scenic amenity. (ASLL'05 Schedule 5 Part 1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 2				
Q 3	The proposed advertisement(s) is compatible with sites and buildings? (ASLL'05 Schedule 5 Part 1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 3				
Q 4	The proposed advertisement(s) will not reasonably detract from the character of any heritage sites. (ASLL'05 Schedule 5 Part 1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 4				
Q 5	The proposed advertisement(s) complies with requirements for illumination in the City Environment. (This includes static illuminated signs) (ASLL'05 Schedule 5, Part 1 and Technical Guideline for Electronic Devices, (EDC))	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 5				
Q 6	The proposed advertisement(s) will not obstruct, obscure passage to or distract pedestrians, cyclists or vehicles. (ASLL'05 Schedule 4 Part 1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 6				
Q 7	The proposed advertisement(s) is not located within line of sight of nearby traffic lanterns during approach to intersection. (Traffic report is required from a RPEQ certified engineer)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 7				





# ADVERTISING SIGN ASSESSMENT FORM

INTERAL REFERRAL			
Work Unit	Date of Referral		Sent To
	Sent	Received	
<u>Urban Design</u>			<a href="mailto:Chad.Ryan@brisbane.qld.gov.au">Chad.Ryan@brisbane.qld.gov.au</a>
<u>Traffic &amp; Transport</u>			<a href="mailto:tps_contact@brisbane.qld.gov.au">tps_contact@brisbane.qld.gov.au</a>
Transport Planning and Strategy - Active Transport Clearways			<a href="mailto:James.Jennings@brisbane.qld.gov.au">James.Jennings@brisbane.qld.gov.au</a>
Crash Reduction Unit - Traffic Signals Operations			North: <a href="mailto:adrian.gibbons@brisbane.qld.gov.au">adrian.gibbons@brisbane.qld.gov.au</a>
			South: <a href="mailto:con.calos@brisbane.qld.gov.au">con.calos@brisbane.qld.gov.au</a>
<u>Heritage</u>			<a href="mailto:HERITAGE@brisbane.qld.gov.au">HERITAGE@brisbane.qld.gov.au</a>
<u>Queen Street Mall</u>			<a href="mailto:johua.dargush@brisbane.qld.gov.au">johua.dargush@brisbane.qld.gov.au</a>
<u>Valley Mall</u>			<a href="mailto:Steven.ford@brisbane.qld.gov.au">Steven.ford@brisbane.qld.gov.au</a>
<u>Panel of Experts</u>			<a href="mailto:Chad.Ryan@brisbane.qld.gov.au">Chad.Ryan@brisbane.qld.gov.au</a>
EXTERNAL REFERRAL			
<u>Department Of Transport Main Roads (DTMR)</u>			<a href="mailto:Metropolitan Corridor Management@tmr.qld.gov.au">Metropolitan Corridor Management@tmr.qld.gov.au</a>
CUSTOMER CONTACTED			
Go to; BE Toolbox - Public Space - Assessments - Templates & Tools – Advertising Signs			
Name of Recipient	Date of Contact		Purpose of Email / Phone Call Example; Expert Advice, RFI, Referred to Panel, Update
	Sent	Received	





# ADVERTISING SIGN ASSESSMENT FORM

## Notes / Comments

### Other Notes:

- Proposed site located within \_\_\_\_\_ Environment – \_\_\_\_\_ (Appendix 1)
- Proposed site located on a **State/Local** \_\_\_\_\_ road (Appendix 2)
- Proposed site **is/ is not** located on a Local Heritage site (Appendix 2)
- Proposed site approximately **<\_\_m** to a **Minor/Moderate/Major** intersection (Appendix 3)
- Proposed site **is/ is not** within the line of sight of traffic signals (Appendix 4)
- Proposed site **is/is not** within 100m of dwelling/s (Appendix 5)

### Consulted with **DTMR/CRU/TP&S/HERITAGE ETC.** for information and Advice:

- **Referral advice** (Appendix 6)

### Conditions / Grounds for ☐ Approval

### Conditions / Grounds for ☐ Refusal / Rejection

### Standard Conditions

ASNA10	All advertisements are to be constructed and installed so as to facilitate regular maintenance.
ASNA69	Both the advertisement and its supporting structure are to be properly maintained at all times.
ASNA5	The supporting structure of an advertisement is to be structurally sound. This condition is satisfied if the supporting structure of an advertisement complies with structural standards and codes under applicable laws such as the Queensland Building Act 1975.
ASNA6	No support, fixing, suspension or other system required for the proper installation of an advertisement is to be exposed, unless designed and constructed in a simple, neat and tidy manner or as an integral feature of an advertisement.
ASNA1	An advertisement is not to obstruct the passage of pedestrians or vehicles.
ASNA70	An advertisement is not to obstruct pedestrian's, motorist's, or cyclist's view of traffic or the road ahead.
	The proposed advertising sign device, supporting structure and integrated design features, including all associated façade treatments and design elements, are to be constructed and positioned in accordance with the stamped, Council approved plan(s) and documents.
	Brisbane City Council Advertisements Local Law 2013 Part 3 13. Compliance with conditions of approval The advertiser must ensure that the conditions of an approval are complied with.
	Maintaining advertisements 1. An advertisement must be maintained in good order and condition at all times including any ancillary works required as a condition of the original approval. The obligation in (1.) continues for as long as the advertisement remains on display whether the permitted or approved period is current or has lapsed.



# ADVERTISING SIGN ASSESSMENT FORM

Illumination Conditions	
ASAI6	All electrical services and systems are to comply with the current Standards Association of Australia Wiring Rules and the requirements of the supply authority.
ASAI1	Illuminated advertisements must be static i.e. no flashing lights.
ASAI2	Illuminated advertisements must not be located beside or behind a set of traffic lights.
ASAI3	The luminance of the advertisement should not exceed the level applicable for the City Environment it is exhibited in.
ASAI7	Illuminated advertisements exhibited within 100 m of a Residential Environment should not exceed a luminance level of 300 candelas/m <sup>2</sup> and the illumination must be switched off between 10pm and sunrise the following day.
ASAI5	All electrical apparatus including conduits, wiring and switches installed on the advertisement must not be mounted on an exposed surface and are to be concealed from general view.
Specific Conditions	
ASAE1	The advertisement content is to contain first party advertising only.





# ADVERTISING SIGN ASSESSMENT FORM

ASSESSING OFFICER'S DECISION	
<input type="checkbox"/> Granted	<input type="checkbox"/> Refused
<input type="checkbox"/> Rejected	
Assessing Officer's Signature:	Decision Date: Monday, 14 January 2019
<b>Michelle James</b> Built Environment Officer   Public Space COMPLIANCE & REGULATORY SERVICES	
SUPERVISOR'S COMMENTS	
<div>RTI Release</div>	
<input type="checkbox"/> Decision Supported	<input type="checkbox"/> Decision Not Supported
Mentor Signature:	Decision Date: Monday, 14 January 2019
Mentor Name:  Built Environment   Public Space COMPLIANCE & REGULATORY SERVICES	



# ADVERTISING SIGN ASSESSMENT FORM

## ADVERTISEMENTS LOCAL LAW 2013

### Part 3 Exhibition of Advertisements

- 10 Criteria to guide Council's discretion
- (1) In deciding whether to approve the exhibition of an advertisement, the Council must have regard to--
    - (a) any relevant advice it sees fit to obtain from suitably qualified experts; and
    - (b) the public interest; and
    - (c) relevant Commonwealth, State or Council plans, proposals or agreements affecting the part of the area in which the advertisement is to be situated; and
    - (d) criteria and conditions prescribed by a subordinate local law.
  - (2) The Council may only approve the exhibition of an advertisement if -
    - (a) the advertisement is structurally sound; and
    - (b) the advertisement causes no significant obstruction of, or distraction to, vehicular or pedestrian traffic; and
    - (c) the dimensions of the advertisement
      - (i) its presence is not unduly dominating or oppressive; and
      - (ii) it does not unreasonably obstruct existing views; and
    - (d) the advertisement complements, or at least does not unreasonably detract from desirable characteristics of the natural and built environment in which the advertisement is exhibited; and
    - (e) the approval is consistent with the subordinate local law.
  - (3) The Council may, by subordinate local law-
    - (a) prescribe criteria for the grant or refusal of approvals for the exhibition of advertisements; or
    - (b) prohibit specified classes of advertisements, or prohibit the exhibition of advertisements in circumstances of a specified class; or
    - (c) classify advertisements as requiring approval or generally inappropriate in certain city environments and conditions on which such advertisements may be approved.

If approval for the proposed advertisement is required under the *Building Act 1975*, this requirement will be satisfied if approval for the structural elements of the advertisement has been given under that Act.





# ADVERTISING SIGN ASSESSMENT FORM

## DICTIONARY: ADVERTISEMENTS LOCAL LAW 2013

**advertising package** means all advertisements proposed to be exhibited on, or in relation to, a large development including without limiting the expression, a shopping centre, motor vehicle sales yard or new residential estate.

**Business Centres environment** see Schedule 2.

**candidate** in respect of an election sign—

- (a) means a person who has become a candidate under section 93(3) of the *Electoral Act 1992* (Qld);
- (b) includes an elected member or other person who has announced or otherwise indicated an intention to be a candidate in an election.

**city** means the area comprised in the City of Brisbane under the *City of Brisbane Act 2010*.

**City Centre environment** see Schedule 2.

**City Environment** means the localities of the city listed in Schedule 2. (In the event that the City Plan is replaced by another planning instrument, then the City Environment will be identified by reference to the areas in the new planning instrument which most closely correspond to the geographic and the qualitative characteristics of the areas of the City Plan).

**City Plan** means *Brisbane City Plan 2014* as amended from time to time or replaced with a new planning scheme for the City of Brisbane.

**continuous signage device** includes bunting, streamers or continuous plastic sheeting.

Example of continuous plastic sheeting—a continuous sheet of plastic approximately 600 mm wide on which a series of election signs is printed.

**Council** means the Brisbane City Council.

**custodian** in respect of—

- (a) an election display means a person responsible for the Election Signs in an election display;
- (b) a Pop-up Information Booth means a person responsible for the signs at a Pop-up Information Booth.

**designated land** means public lands designated by Council as suitable for the display of advertisements for community events and not-for-profit purposes.

**display** means a sign or group of signs.

**election date** means the specified prepolling or polling day for an election, referendum or plebiscite.

**election display** means an area of a footpath (or other area on which election signs are permitted) occupied by an election sign or group of signs under the supervision of a custodian and includes any table and chairs in that area.

**Election Sign** includes a placard being held by a person.



# ADVERTISING SIGN ASSESSMENT FORM

**electronic display component** means part or the whole of a sign which utilises an image projector, bulbs, leds, lcd or similar devices which are used to present the content of the sign

**entry to a polling place** means the entry as stipulated by the local returning officer or that officer's appointee.

**footway** means the part of a road that is designated for, or has as one of its main uses, use by pedestrians.

**Green Space environment** see Schedule 2.

**Heritage Place** means a place that is listed in accordance with the *Queensland Heritage Act 1992* or listed as a heritage place in City Plan.

**high impact electronic display component sign** means a sign in which the electronic display component is greater than 4 m<sup>2</sup>.

**illumination** does not include reflective letters or strips.

**Industry environment** see Schedule 2.

**King George Square Specified Area** means the access laneway immediately in front of City Hall between Adelaide Street and Ann Street and the footpath on Adelaide Street and Ann Street immediately beside City Hall.

**large development** means a development where the impact of advertising is intensified because of the scale of individual signs or the exhibition of multiple types of sign, both on and off a site.

Examples include shopping centres, motor vehicle sales yards and new residential estates.

**Local Law** means *Advertisements Local Law 2013*.

**low impact electronic display component sign** means a sign in which the electronic display component is 4 m<sup>2</sup> or less.

**mechanically**, for a Changeable Message Sign, does not include electronically.

**Mobile Vehicle Election Sign** means an Election Sign displayed on a vehicle (including a bicycle) where the display of the Election Sign is the primary use of the vehicle.

**moving image screen** means the electronic display component of a sign which is capable of displaying animated images similar to a television or movie. It does not include a static image/automatically changing display screen or a scrolling screen.

**party** includes—

- (a) a registered political party;
- (b) a candidate who is not a member of a political party.

**permitted exhibition period** means—

- (a) for fixed term elections, referendums or plebiscites, the period beginning 35 days before the polling date and ending on the date which is seven days after the relevant election date; and
- (b) for non-fixed term elections, the period beginning on the date on which the writ of election is issued and ending on the date which is seven days after the relevant election date.





# ADVERTISING SIGN ASSESSMENT FORM

**polling place** means a location where voting on an election date takes place.

**referendum** includes plebiscite.

**registered political party** means a political party registered under the *Commonwealth Electoral Act 1918*, the *Electoral Act 1992* or the *Local Government Electoral Act 2012*.

**Residential environment** see Schedule 2.

**scrolling** means the continuous movement of the any part of a sign (image or text) across the display face in any direction.

**The 1999 Policy** means Local Law Policy Control of Outdoor Advertising 1999.

**vehicle** means any type of transport that moves on wheels including trailers

**window** must be comprised of transparent or translucent material and includes a glass façade or wall which shall be regarded as a single window regardless of the number of individual glass panels of which it is composed.

## DART Email Signature block and message

Thank you for your **Application Ref: A004922662 - ADVERTISING SIGNS / 558 Gympie Road KEDRON.**

Your application has been assigned to me for review and assessment. I will be in contact with you as the application progresses.

Kind regards,

Michelle James

Built Environment Officer | Public Space | Compliance and Regulatory Services

Brisbane Lifestyle | **BRISBANE CITY COUNCIL**

## DART Email Signature block

Thank you for your Application Ref: A004922662 - ADVERTISING SIGNS / 558 Gympie Road KEDRON.

Your decision letter, permit and stamped approved plans are attached in this correspondence.

Kind regards,

Michelle James

Built Environment Officer | Public Space | Compliance and Regulatory Services

Brisbane Lifestyle | **BRISBANE CITY COUNCIL**

**Michelle James**

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**From:** [REDACTED] <[REDACTED]@aussieloans.com.au>  
**Sent:** Tuesday, 21 August 2018 2:33 PM  
**To:** Michelle James  
**Subject:** Re: ADVERTISING SIGNS / 558 Gympie Road KEDRON

Thank you Michelle

Regards,

[REDACTED]  
1300 256 267

Sent from my iPhone

On 21 Aug 2018, at 2:15 pm, Michelle James <[Michelle.James@brisbane.qld.gov.au](mailto:Michelle.James@brisbane.qld.gov.au)> wrote:

Good Afternoon [REDACTED]

I've submitted the paperwork to process your refund. Please allow 5-10 business days for this to process.

Kind regards,

**Michelle James**

Built Environment Officer, Public Space Team | Built Environment, Compliance & Regulatory Services  
Lifestyle & Community Services | **BRISBANE CITY COUNCIL**

Green Square | Ground Level, 505 St Pauls Tce  
Fortitude Valley, QLD 4006  
Phone: (07) 3178 5030 | Fax 07 3334 0235  
Email: [michelle.james@brisbane.qld.gov.au](mailto:michelle.james@brisbane.qld.gov.au)

<image001.gif> <image002.png> <image003.png> <image004.png>

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**From:** [REDACTED] <[REDACTED]@aussieloans.com.au>  
**Sent:** Saturday, 18 August 2018 2:13 PM  
**To:** Michelle James <[Michelle.James@brisbane.qld.gov.au](mailto:Michelle.James@brisbane.qld.gov.au)>  
**Subject:** Re: ADVERTISING SIGNS / 558 Gympie Road KEDRON

Hi Michelle - yes i will relook at a new submission - please refund the fee that was paid and I will get it sorted in time.

Regards,

[REDACTED]  
1300 256 267

Sent from my iPhone

On 18 Aug 2018, at 12:03 pm, Michelle James <[Michelle.James@brisbane.qld.gov.au](mailto:Michelle.James@brisbane.qld.gov.au)> wrote:

Good Afternoon [REDACTED]

Are you able to please advise the outcome of your process in considering the resubmission? I require clarification for how you would like to proceed with the



current application as you have not confirmed if you would like me to withdraw the current application to allow for you to re-submit.

Please advise by Tuesday the 21<sup>st</sup> of August close of business.

Kind Regards,

**Michelle James**

Built Environment Officer, Public Space Team | Built Environment, Compliance & Regulatory Services  
Lifestyle & Community Services | **BRISBANE CITY COUNCIL**

Green Square| Ground Level, 505 St Pauls Tce  
Fortitude Valley, QLD 4006  
Phone: (07) 3178 5030 | Fax 07 3334 0235  
Email: [michelle.james@brisbane.qld.gov.au](mailto:michelle.james@brisbane.qld.gov.au)

<image001.gif> <image002.png> <image003.png> <image004.png>

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**From:** [REDACTED] <[REDACTED]@aussieloans.com.au>  
**Sent:** Wednesday, 8 August 2018 1:18 PM  
**To:** Michelle James <[Michelle.James@brisbane.qld.gov.au](mailto:Michelle.James@brisbane.qld.gov.au)>  
**Subject:** Re: ADVERTISING SIGNS / 558 Gympie Road KEDRON

Ok thanks Michelle.

Regards,

[REDACTED]  
1300 256 267  
Sent from my iPhone

On 8 Aug 2018, at 1:15 pm, Michelle James  
<[Michelle.James@brisbane.qld.gov.au](mailto:Michelle.James@brisbane.qld.gov.au)> wrote:

Hi [REDACTED]

Once you have made your decision on the progress of this application please feel free to let me know so I am able to process your application in the appropriate manner.

Unfortunately I am unable to provide you with a decision regarding any future applications you make as it will need to enter and follow due process, nor is it standard process in any situation to provide or indicate a decision prior to any decision notice being provided to the applicant.

I hope this information is of assistance and look forward to your response regarding how you wish to progress with the current application under assessment.

Kind Regards,

**Michelle James**

Built Environment Officer, Public Space Team | Built Environment, Compliance & Regulatory Services  
Lifestyle & Community Services | **BRISBANE CITY COUNCIL**

Green Square| Ground Level, 505 St Pauls Tce  
Fortitude Valley, QLD 4006  
Phone: (07) 3178 5030 | Fax 07 3334 0235  
Email: [michelle.james@brisbane.qld.gov.au](mailto:michelle.james@brisbane.qld.gov.au)

<image001.gif> <image002.png> <image003.png> <image004.png>

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**From:** [REDACTED] <[REDACTED]@aussieloans.com.au>  
**Sent:** Wednesday, 8 August 2018 1:09 PM  
**To:** Michelle James <[Michelle.James@brisbane.qld.gov.au](mailto:Michelle.James@brisbane.qld.gov.au)>  
**Subject:** Re: ADVERTISING SIGNS / 558 Gympie Road KEDRON

Hi Michelle - I will consider and resubmit. Will council approve the 10 second dwell time amendment - Every application costs money.

Thank you.

Kind Regards

[REDACTED]  
1300 256 267

On 8 Aug 2018, at 1:06 pm, Michelle James  
<[Michelle.James@brisbane.qld.gov.au](mailto:Michelle.James@brisbane.qld.gov.au)> wrote:

Thanks Michelle - I will consider and resubmit.

---

*This email originates from outside of Brisbane City Council.*

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*The contents of this email message and any attachments are intended only for the address confidential, private or the subject of copyright. If you have received this email in error please contact Brisbane City Council, by replying to the sender or calling +61 7 3403 8888, and delete the e-mail and any attachments.*

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**From:** DART-FunctionalSupportTeam@brisbane.qld.gov.au  
**Sent:** Wednesday, 16 May 2018 1:03 AM  
**To:** Chris Filmer-Mason  
**Subject:** A004922662 - Payment received from Aussie Loans (id:2891135)

Payment of \$430.35 has been received from Aussie Loans against Quote 6500034818105.

This payment relates to A004922662 at location 558 GYMPIE RD KEDRON QLD 4031.

You have received this email as one or more fees on the fee quote require the project manager to be notified when payment has been received.

This is an automated message, please do not reply.


RTI Release

**BRISBANE CITY COUNCIL**

ABN 72 002 765 795

**FEE QUOTE**

Project Ref: 1124737

Reference Number  
**6565 0003 4818 105**Enquiries  
 **3403 8888**  
24 hours 7 daysIssued Date  
**15 MAY 2018**Quote Expiry Date  
**29 MAY 2018**

Aussie Loans

Attention: [REDACTED]

Level 1, 558 Gympie Road  
KEDRON QLD 4031

Permit(s) and/or approval(s) do not issue or renew until payment, received by the expiry date, clears our bank. Payment received after the expiry date, clearing our bank, will be treated as acceptance of this offer if Council in its absolute and sole discretion extends the expiry date. Amounts shown are inclusive of GST which usually does not apply. Retain your receipt transaction number to obtain a tax invoice. See overleaf for further information.

Description	Reference	Amount (\$)
<b>558 GYMPIE RD KEDRON QLD 4031</b>		<b>Application Ref: A004922662</b>
Advert Signs: Generally Inappropriate Assessment Fee	Permit Ref: AS01358137118 - Advertising Sign	430.35

Amount Payable

**\$430.35**BRISBANE CITY COUNCIL  
ABN 72 002 765 795Biller Code: 262097  
Ref: 656500034818105

\*439 6565 0003 4818 105

Aussie Loans

Attention: [REDACTED]

Level 1, 558 Gympie Road  
KEDRON QLD 4031

Amount Payable

**\$430.35**



## How to pay

### **Australia Post**

Payments by cheque or cash can be made at any Australia Post Office.

### **BPAY**

Contact your participating Financial Institution to make this payment directly from your cheque, savings or credit card account.

### **Phone Pay**

Dial 1300 309 311 to pay by MasterCard or Visa credit card. Payment accepted from \$10 up to \$10 000. Have your credit card number and expiry date ready. Remember to write down the transaction number and date for future reference.

### **Mail**

Retain the top section as your record of payment and return the bottom section with cheque to:

**Brisbane City Council**

**GPO Box 1434**

**BRISBANE QLD 4001**

### **BCC Regional Business Centres and Customer Service Centre**

Payment can be made by presenting this entire account (**do not separate**) to any of the Brisbane City Council Regional Business Centres or the Customer Service Centre.



BRISBANE CITY COUNCIL ABN 72 002 765 795

## Application for Advertising Sign Approvals

All the Advertising Sign licence applications you may need for your business

155/475/17/1470	
X.REF.....	
16 MAY 2018	
INFORMATION MANAGEMENT	
ATTACH No.	CA 18/428392

## Getting started

### Privacy Statement

The personal information collected on this form will be used by Brisbane City Council for the purposes of undertaking associated Council functions and services. Your personal information will not be disclosed to any third party without your consent, unless this is required or permitted by law.

Use this online form to apply for:

- prelodgement meeting
- express assessment
- full assessment
- transfer, change or cancellation
- review of a Council decision

### Application type

This application is about: \*

- ☒ new advertising sign/s
- ☐ existing advertising sign/s
- ☐ reviewing a Council decision about an advertising signs licence application

I want to: \*

- ☐ book a prelodgement meeting
- ☒ apply for new advertising sign/s

Before progressing with this application, you are encouraged to use the [Advertising Signs Tool](#) to check if your proposed signs are permitted without a licence.

## Application details

### Location

The location of the advertising sign/s. Only ONE location per application is permitted.

Address \*

Level 1 558 Gympie Rd



Suburb \*

Kedron

State

QLD

Postcode

4031

Other locality details (for example Shopping Centre name, shop name)

Sign is built and located - Cnr Rode Rd Kedron Qld 4031

### Real Property description

You can find the lot, plan, zoning and signs environment by finding out the [Facts about the proposed sign location](#) or by contacting Council on 133 BNE (133 263)

Lot \*

5

Plan \*

227349

### Zoning

Select your zone \*

Mixed Use (Corridor)

Signs environment \*

Business Environment

The proposed sign/s are: \*

- ☐ on a Heritage Place
- ☐ adjoining a Heritage Place
- ☐ on a Commercial Character Building
- ☐ within the City Malls Precinct
- ☒ exhibited on or visible from a [State controlled road or motorway](#)
- ☐ none of the above

### Applying for a new advertising sign/s

What type of licence is required? \*

- ☒ Annual licence
- ☐ Temporary licence

An Express Assessment application is available for the following sign types:

- created awning fascia sign
- ground sign
- projecting sign
- roof sign less than 5m<sup>2</sup>
- sign written roof sign
- vertical banner freestanding sign
- wall sign less than 5m<sup>2</sup>

Is your application only for these sign types? \*

- ☐ Yes
- ☒ No

## Sign Details – Sign No. 1

Select sign type \*

Billboard Sign

Assessment level \*

Level 2 Sign

Describe the exact location of the sign (e.g. centre of western wall or above shop 5) \*

Existing sign North East Side - Level 1 558 Gympie Rd Kedron 4031

Wording of sign \*

Existing Digital LED Billboard Sign

Height of sign (in metres) \*

2.56

m

Width of sign (in metres) \*

11.5

m

Number of faces \*

☒ 1

☐ 2

Total area of sign \*

29

m<sup>2</sup>

Is the sign illuminated? \*

☒ Yes

☐ No

Select the type of illumination in the sign (select all that apply) \*

☐ externally lit

☐ internally lit (lightbox)

☒ digital

☐ other

## Electrical and illumination requirements

The advertisement, if illuminated, will not be located beside or behind a set of traffic signals or in the sight line of a traffic signal



All electrical services will comply with the current Standards Association of Australia Wiring Rules and the requirements of the supply authority

All conduits, wiring, switches or other electrical apparatus installed on the advertisement will be concealed from view

Electrical equipment will not be mounted on an exposed surface

The advertisement will not contain scrolling, moving images or moving text

The advertisement will comply with the light levels (measured in candelas per square metre cd/m<sup>2</sup>) relevant for the Environment:

- 500 cd/m<sup>2</sup> City Centre Environment Business Centre Environment
- 500 cd/m<sup>2</sup> Local Shops Industry Environment
- 300 cd/m<sup>2</sup> Residential Environment Green Space Environment

Advertisement within 100 metres of a Residential Environment will:

- Not exceed luminance of 300cd/m<sup>2</sup>
- Switch off the illumination between 10pm and 6am the following day

The illumination will be static (not flashing)

☒ I agree that my sign/s complies with these terms and conditions \*

## Licensee details

Is the Licensee making this application? \*

- ☒ No  
☐ Yes

The Licensee is: \*

- ☐ Individual/s  
☒ Corporation/Incorporated Association

## Corporation/Incorporated Association details

Provide your Australian Business Number (ABN) details. \*

ABN \*

98620868073

Legal Name (*this is the name that appears on all official documents and legal papers; it may be different to your organisation's trading name.*)

NATCHOS PTY LTD

Is the application in the name of a trust? \*

- ☐ No ☒ Yes

Name of licensee's authorised representative

Title \*

First Name \*

Family Name \*

Daytime contact number (include area code) \*

Alternative contact number (include area code)

Email address \*

Business fax number (include area code)

#### Address details

Postal Address \*

Suburb \*

State \*

Postcode \*

Is this postal address the registered address where the new licensee can receive legal documents (cannot be a PO Box)? \*

☐ No

☒ Yes

## Applicant details

### Applicant type

Who is making the application? \*

☐ Individual/s

☒ Corporation/Incorporated Association

### Corporation/Incorporated Association details

Provide your Australian Business Number (ABN) details. \*

ABN \*

Legal Name (this is the name that appears on all official documents and legal papers; it may be different to your organisation's trading name.)

Is the application in the name of a trust? \*

☒ No

☐ Yes

Name of licensee's authorised representative

Title \*

First Name \*

Family Name \*

Daytime contact number (include area code) \*

Alternative contact number (include area code)

Email address \*

Business fax number (include area code)

#### Address details

Postal Address \*

Suburb \*

State \*

Postcode \*

Is this postal address the registered address for receiving legal documents (cannot be a PO Box)? \*

☐ No

☒ Yes

Is the applicant the property owner? \*

☐ No

☒ Yes

## Attachments

To provide supporting documents, browse your computer's folders and select your documents for upload (Word, PDF or JPG files ONLY, either individual or bundled in a ZIP file).

#### File size

You can upload a total of 20MB, however, each individual file can be no more than 10MB. You are encouraged to compress (or zip) larger files.

#### Site plans \*

- With location of all existing structures and proposed signage

File: Good afternoon David.docx

#### Sign/s design and construction details \*

- Either photos or drawings showing size, shape etc.

File: Permit.pdf



## Optional supporting documents

File: 0002\_TIA\_558 Gympie Road, Kedron.pdf

# Agreement

---

## Applicant's declaration and signature

If you are supplying commercially sensitive or confidential information please ensure you mark such information clearly.

If the application is made by a corporation or an incorporated association, the person signing the form must occupy a position that is legally entitled to make an application on behalf of the organisation.

I understand the information provided in and with this application may be disclosed publicly under the *Right to Information Act 2009* and the *Evidence Act 1977*.

I am aware that it is an offence to knowingly provide false or misleading information.

Name of Individual/Organisation \*

Natchos Pty Ltd

Name of Signatory. If applicant is Corporation/Association

[REDACTED]

Position. *Proprietor, Director, Manager.*

Director

Signature



I acknowledge Queensland State Laws will accept this communication as containing my signature within the meaning of the Electronic Transactions (Qld) Act 2001.

Date Signed:

14 May 2018

# Receipt

---

**Your form has been successfully submitted. Please keep a copy of this acknowledgement for your records.**

**To save or print a copy of the completed form and acknowledgement go to the "File" menu and select "Save as" or "Print".**

## Your submission details:

Submission Date and (Eastern Daylight) time:

14 May 2018 2:37:01 PM

Submission Receipt Number:

BCC-CC11046-14682340-1389

BRISBANE CITY COUNCIL



*Dedicated to a better Brisbane*

ABN 72 002 765 795

Official Receipt

Natchos Pty Ltd, [REDACTED]

Aussie Loans Level 1 558 Gympie Road

Kedron, QLD, 4031

Tax Invoice

Description	Amount	GST	Amount (incl. GST)
Full Assessment - Annual Licence (Application fee)	\$72.45	\$0.00	\$72.45
Full Assessment - Annual Licence (Assessment fee - Level 2)	\$499.60	\$0.00	\$499.60
Full Assessment - Annual Licence (Licence fee - Level 2)	\$143.80	\$0.00	\$143.80
	<b>Total Amount</b>	<b>Total GST</b>	<b>Total Paid</b>
	\$715.85	\$0.00	\$715.85

Receipt Date and (Eastern Daylight) time:

14 May 2018 2:37:27 PM

Receipt Number:

83596200610

Call 133 BNE (133 263) for business enquiries



**Brisbane City Council**  
**Compliance and Regulatory Services**  
**Advertising Signs Permit**  
**Reference 1124737**

Aussie Loans  
Attention: [REDACTED]  
Level 1, 558 Gympie Road  
KEDRON QLD 4031

**Location:** 558 Gympie Road Kedron

Sign Type	Permit Reference	Issued Date	Effective Date	Expiry Date
Billboard	AS01320211716	18 August 2017	18 August 2017	18 August 2018
Exact Location: Top floor on the North-Eastern corner of the building.				

**SPECIFIC CONDITIONS:**

**Standard Optional Conditions**

**General**

- 1 All conduits, wiring, switches or other electrical apparatus installed on an advertisement are to be concealed from general view. No electrical equipment is to be mounted on an exposed surface in the manner shown in the adjacent drawing.
- 2 All electrical apparatus including conduits, wiring and switches installed on the advertisement must not be mounted on an exposed surface and are to be concealed from general view.
- 3 All electrical services and systems are to comply with the current Standards Association of Australia Wiring Rules and the requirements of the supply authority.
- 4 Illuminated advertisements must be static i.e. no flashing lights.
- 5 The advertisement must not contain scrolling, moving images or moving text.

**Non-Standard Conditions**

**Advertising Sign - Billboard**

- 6 Electronic display component sign must not exceed more than 300 mm in thickness.

Built Environment

Contact Name: Nicholas Laidlaw  
Phone Number: 07 3403 8888

For Manager CARS:



- 7 1. The maximum luminance levels and timings for the electronic display are;  
A maximum 2000 candelas per m<sup>2</sup> can be displayed daily between the hours 6:00am to 6:00pm  
A maximum 300 candelas per m<sup>2</sup> can be displayed daily between the hours 6:00pm to 10:00pm  
and the illumination must be switched off until 6:00am the following day.
2. Messages and back ground with colours Red and Green shall not be used on the electronic display panel.
3. Messages and back ground using White as a predominate colour on the electronic display panel may only be displayed between the hours of 6:00am to 7:00pm during, Spring/Summer and 6:00am to 5:30PM during all other seasons.
4. The screen is not to go back blank between different messages.
5. All message displays must remain static. They are not permitted to move, flash or change brightness. Scrolling, fly in-fly out, moving images or text or video messages are not permitted.

## 8 5.1 Specific EDC Content Conditions

### 5.1.1 Each EDC Image

Any images/messages displayed by an EDC advertisement:

- a) If an EDC is facing a road reserve and is visible to drivers: the EDC must not display any video and/or animated content.
- b) Must not be split to display multiple advertisements on the one electronic display component.
- c) Must not imitate or emulate a traffic control device such as traffic lights or regulatory or advisory traffic control signs.
- d) Must not instruct drivers to perform an action such as Stop, Halt or Give Way, whether through using text and/or symbols reasonably known to have such a meaning.
- e) Must not invite traffic to move contrary to any traffic control device, or turn where there is fast moving traffic.
- f) Must not contain messages that are distractive or otherwise inconsistent with road safety.
- g) Must be legible. A clear font must be used.
- h) Must not be easily mistaken for traffic control signals, or stop or tail lights of moving vehicles by containing large areas of illuminated red or green display.
- i) Must display (default to) a blank (black) screen in the event of a malfunction or failure of either the advertisements EDC or related hardware/system/software. NB: Generic hardware screen messages & error messages must comply with the same requirements for its EDC display content.

Should minimise the amount of information displayed on the EDC to ensure the time required to read and understand the EDC message is minimized.

- 9 Department of Transport and Main Roads has powers under Section 139 of the Transport Operations (Road Use Management - Accreditation and Other Provisions) Regulation 2015 that can require a sign to be removed or modified if they consider the sign may create a danger to traffic. There are penalties for contravening a notice given under this section.
- 10 The proposed advertising sign device, supporting structure and integrated design features, including all associated facade treatments and design elements, are to be constructed and positioned in accordance with the stamped, Council approved plan(s) and documents.
- 11 Should minimise the amount of information displayed on the Electronic Display Component to ensure the time required to read and understand the Electronic Display Component message is minimized Copy change (Dwell Time) to be completed within 0.01 - 0.1 seconds with a corresponding copy display (Dwell Time) of 16 seconds or greater.

12 High impact electronic display component sign

- (1) The electronic display component must be within the size limit of the relevant type of sign
- (2) The location of the sign must:
  - a. Not extend outside the property;
  - b. Not be less than 3 m from the allotment boundary of the adjoining property unless that adjoining property owner gives written consent; and
  - c. Not be located on a street frontage within 200m of another sign with an electronic display component unless in a pedestrianised area.
- (3) The electronic display component area must:
  - a. Be no greater than 12m above ground level at its highest point; and
  - b. Not expose an unsightly back view to a road or other public place.
- (4) Must satisfy the requirement for traffic safety.
- (5) The size and siting of the advertisement must ensure it does not become an excessively prominent element of the streetscape and must be commensurate with the area's character and scale of its buildings.
- (6) In the event of an emergency declaration under the Disaster Management Act 2003 for the area in which the sign is situated, advertisers may be requested by Council to display disaster management messages to assist relevant disaster management groups with their roles.

**Conditions of Approval** - see reverse for standard conditions



## **STANDARD CONDITIONS**

### **General**

- 13 All advertisements are to be constructed and installed so as to facilitate regular maintenance.
- 14 An advertisement is not to obstruct pedestrian's, motorist's, or cyclist's view of traffic or the road ahead.
- 15 An advertisement is not to obstruct the passage of pedestrians or vehicles.
- 16 Both the advertisement and its supporting structure are to be properly maintained at all times.
- 17 No support, fixing, suspension or other system required for the proper installation of an advertisement is to be exposed, unless designed and constructed in a simple, neat and tidy manner or as an integral feature of an advertisement.
- 18 The supporting structure of an advertisement is to be structurally sound. This condition is satisfied if the supporting structure of an advertisement complies with structural standards and codes under applicable laws such as the Queensland Building Act 1975.

RTI Release

Good afternoon David,

I hope you are well.

I have been talking with a Digital Media Group about joining their network for Billboard offerings. They asked me to contact Council to review the dwell times and have the dwell time changed from 16 seconds to 10 seconds.

Please advise – Thank you.

Kind regards,

[Redacted signature]



**Aussie Bike Auto & Boat Loans Pty Ltd**  
**Australian Credit Licence – 378694**



- 1300 633 334



- [Redacted fax number]



- 1300 288 644



- [Redacted email address]@aussieloans.com.au



- [www.aussieloans.com.au](http://www.aussieloans.com.au)

RTI Release



**Brisbane City Council**  
**Compliance and Regulatory Services**  
**Advertising Signs Permit**  
**Reference 1124737**

Aussie Loans  
Attention: [REDACTED]  
Level 1, 558 Gympie Road  
KEDRON QLD 4031

**Location:** 558 Gympie Road Kedron

Sign Type	Permit Reference	Issued Date	Effective Date	Expiry Date
Wall	AS01320211716	28 September 2016	28 September 2016	28 September 2017
Exact Location: Top floor on the North-Eastern corner of the building.				

**SPECIFIC CONDITIONS:**

**Standard Optional Conditions**

**General**

- 1 All electrical apparatus including conduits, wiring and switches installed on the advertisement must not be mounted on an exposed surface and are to be concealed from general view.
- 2 All electrical services and systems are to comply with the current Standards Association of Australia Wiring Rules and the requirements of the supply authority.

**Non-Standard Conditions**

**Advertising Sign - Wall**

- 3 Electronic display component sign must not exceed more than 300 mm in thickness.

Built Environment

Contact Name: Rick Sheavils

Phone Number: 07 3403 8888

For Manager CARS:



- 4
1. Minimum display period (Dwell Time) for each of the individual message displayed on the electronic panel must be 02 hours. However no changes are permitted between 06.00am and 06.00 pm. This means the electronic sign face content could not be changed within this period. This is in order for the electronic sign to mimic the performance of a static sign and for all other times the minimum display period (Dwell Time) for each of the individual message displayed on the electronic panel must be 5 minutes or more.
  2. The maximum luminance levels and timings for the electronic display are;  
A maximum 2000 candelas per m<sup>2</sup> can be displayed daily between the hours 6:00am to 6:00pm  
A maximum 300 candelas per m<sup>2</sup> can be displayed daily between the hours 6:00pm to 10:00pm  
and the illumination must be switched off until 6:00am the following day.
  3. Messages and back ground with colours Red and Green shall not be used on the electronic display panel.
  4. Messages and back ground using White as a predominate colour on the electronic display panel may only be displayed between the hours of 6:00am to 7:00pm during, Spring/Summer and 6:00am to 5:30PM during all other seasons.
  5. Copy change (Dwell Time) to be completed within 0.1 seconds.
  6. The screen is not to go back blank between different messages.
  7. The advertising content is limited to; Directly linked institutionalised business partners, services and products available at this site as stated in Appendix "A" of the Advertisement sign application made and dated 19 January 2016.
  8. All message displays must remain static. They are not permitted to move, flash or change brightness. Scrolling, fly in-fly out, moving images or text or video messages are not permitted.
  9. Meet all other legislative requirements.
- 5
- The proposed advertising sign device, supporting structure and integrated design features, including all associated facade treatments and design elements, are to be constructed and positioned in accordance with the stamped, Council approved plan(s) and documents.

6. High impact electronic display component sign

(1) The electronic display component must be within the size limit of the relevant type of sign

(2) The location of the sign must:

a. Not extend outside the property;

b. Not be less than 3 m from the allotment boundary of the adjoining property unless that adjoining property owner gives written consent; and

c. Not be located on a street frontage within 200m of another sign with an electronic display component unless in a pedestrianised area.

(3) The electronic display component area must:

a. Be no greater than 12m above ground level at its highest point; and

b. Not expose an unsightly back view to a road or other public place.

(4) Must satisfy the requirement for traffic safety.

(5) The size and siting of the advertisement must ensure it does not become an excessively prominent element of the streetscape and must be commensurate with the area's character and scale of its buildings.

(6) In the event of an emergency declaration under the Disaster Management Act 2003 for the area in which the sign is situated, advertisers may be requested by Council to display disaster management messages to assist relevant disaster management groups with their roles.

## 7 5.1 Specific EDC Content Conditions

### 5.1.1 Each EDC Image

Any images/messages displayed by an EDC advertisement:

- a) If an EDC is facing a road reserve and is visible to drivers: the EDC must not display any video and/or animated content.
- b) Must not be split to display multiple advertisements on the one electronic display component.
- c) Must not imitate or emulate a traffic control device such as traffic lights or regulatory or advisory traffic control signs.
- d) Must not instruct drivers to perform an action such as Stop, Halt or Give Way, whether through using text and/or symbols reasonably known to have such a meaning.
- e) Must not invite traffic to move contrary to any traffic control device, or turn where there is fast moving traffic.
- f) Must not contain messages that are distractive or otherwise inconsistent with road safety.
- g) Must be legible. A clear font must be used.
- h) Must not be easily mistaken for traffic control signals, or stop or tail lights of moving vehicles by containing large areas of illuminated red or green display.
- i) Must display (default to) a blank (black) screen in the event of a malfunction or failure of either the advertisements EDC or related hardware/system/software. NB: Generic hardware screen messages & error messages must comply with the same requirements for its EDC display content.

Should minimise the amount of information displayed on the EDC to ensure the time required to read and understand the EDC message is minimized.

**Conditions of Approval** - see reverse for standard conditions



## **STANDARD CONDITIONS**

### **General**

- 8 All advertisements are to be constructed and installed so as to facilitate regular maintenance.
- 9 An advertisement is not to obstruct pedestrian's, motorist's, or cyclist's view of traffic or the road ahead.
- 10 An advertisement is not to obstruct the passage of pedestrians or vehicles.
- 11 Both the advertisement and its supporting structure are to be properly maintained at all times.
- 12 No support, fixing, suspension or other system required for the proper installation of an advertisement is to be exposed, unless designed and constructed in a simple, neat and tidy manner or as an integral feature of an advertisement.
- 13 The supporting structure of an advertisement is to be structurally sound. This condition is satisfied if the supporting structure of an advertisement complies with structural standards and codes under applicable laws such as the Queensland Building Act 1975.

RTI Release

 **Aussie Loans**

## Digital Billboard - LED

Aussie Loans - 558 Gympie Rd Kedron Qld 4031



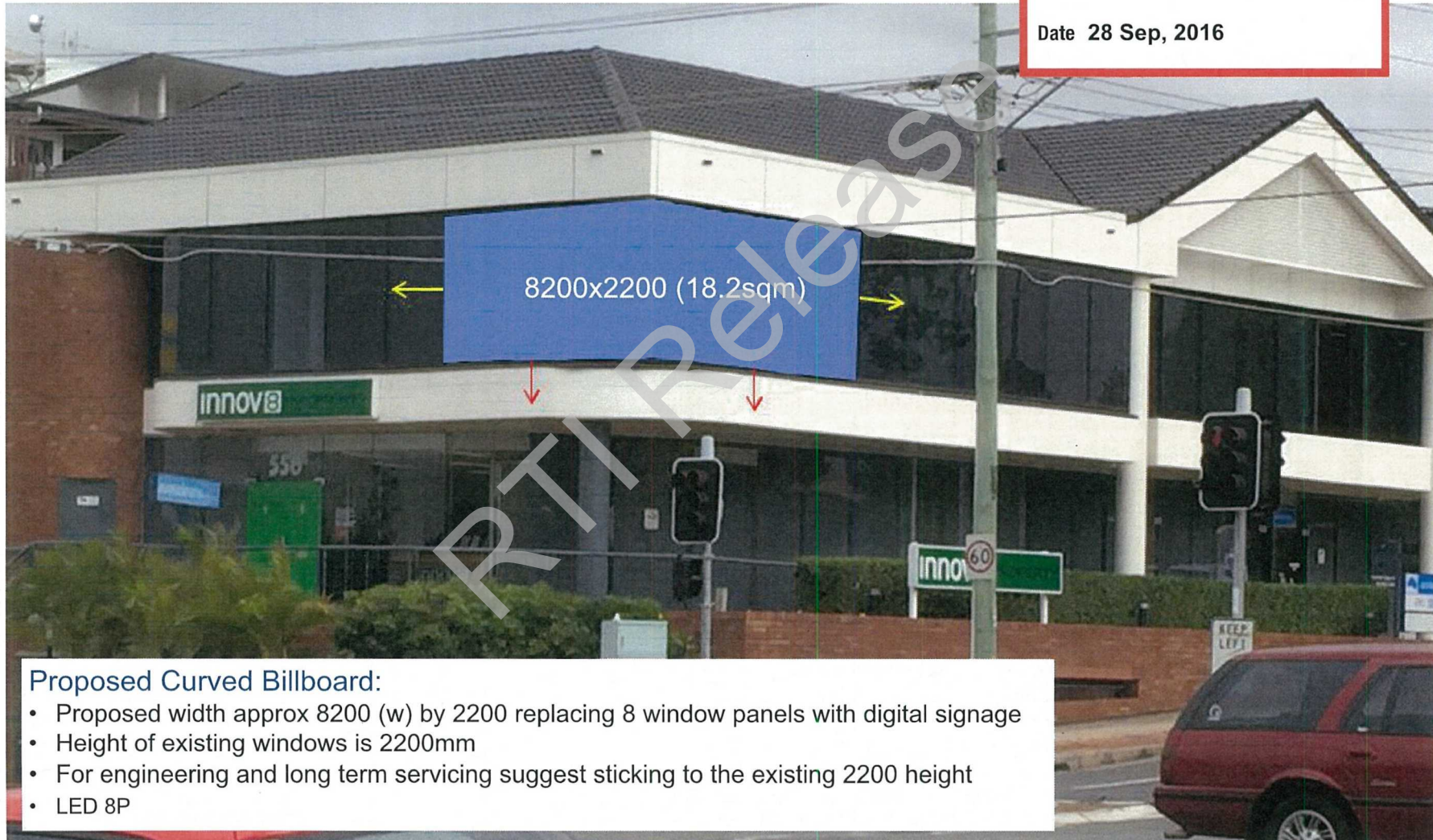
Brisbane City Council

## Advertising Sign

**APPROVED**

Permit No. 1124737

Date 28 Sep, 2016



### Proposed Curved Billboard:

- Proposed width approx 8200 (w) by 2200 replacing 8 window panels with digital signage
- Height of existing windows is 2200mm
- For engineering and long term servicing suggest sticking to the existing 2200 height
- LED 8P





## Digital Billboard - LED

Aussie Loans - 558 Gympie Rd Kedron Qld 4031



Brisbane City Council

## Advertising Sign

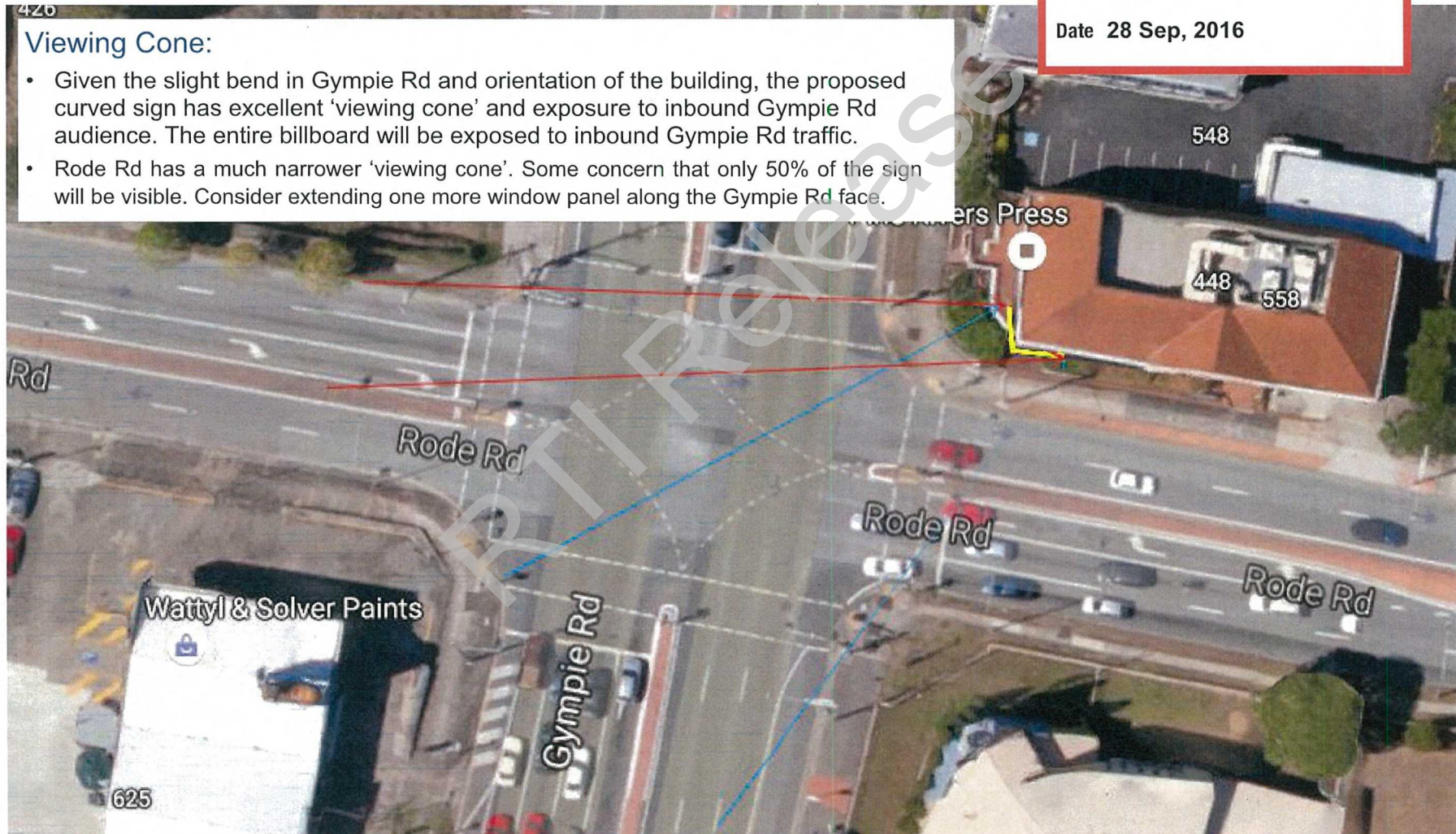
# APPROVED

Permit No. 1124737

Date 28 Sep, 2016

### Viewing Cone:

- Given the slight bend in Gympie Rd and orientation of the building, the proposed curved sign has excellent 'viewing cone' and exposure to inbound Gympie Rd audience. The entire billboard will be exposed to inbound Gympie Rd traffic.
- Rode Rd has a much narrower 'viewing cone'. Some concern that only 50% of the sign will be visible. Consider extending one more window panel along the Gympie Rd face.







Digital Billboard - LED

Aussie Loans - 558 Gympie Rd Kedron Qld 4031



Brisbane City Council

Advertising Sign

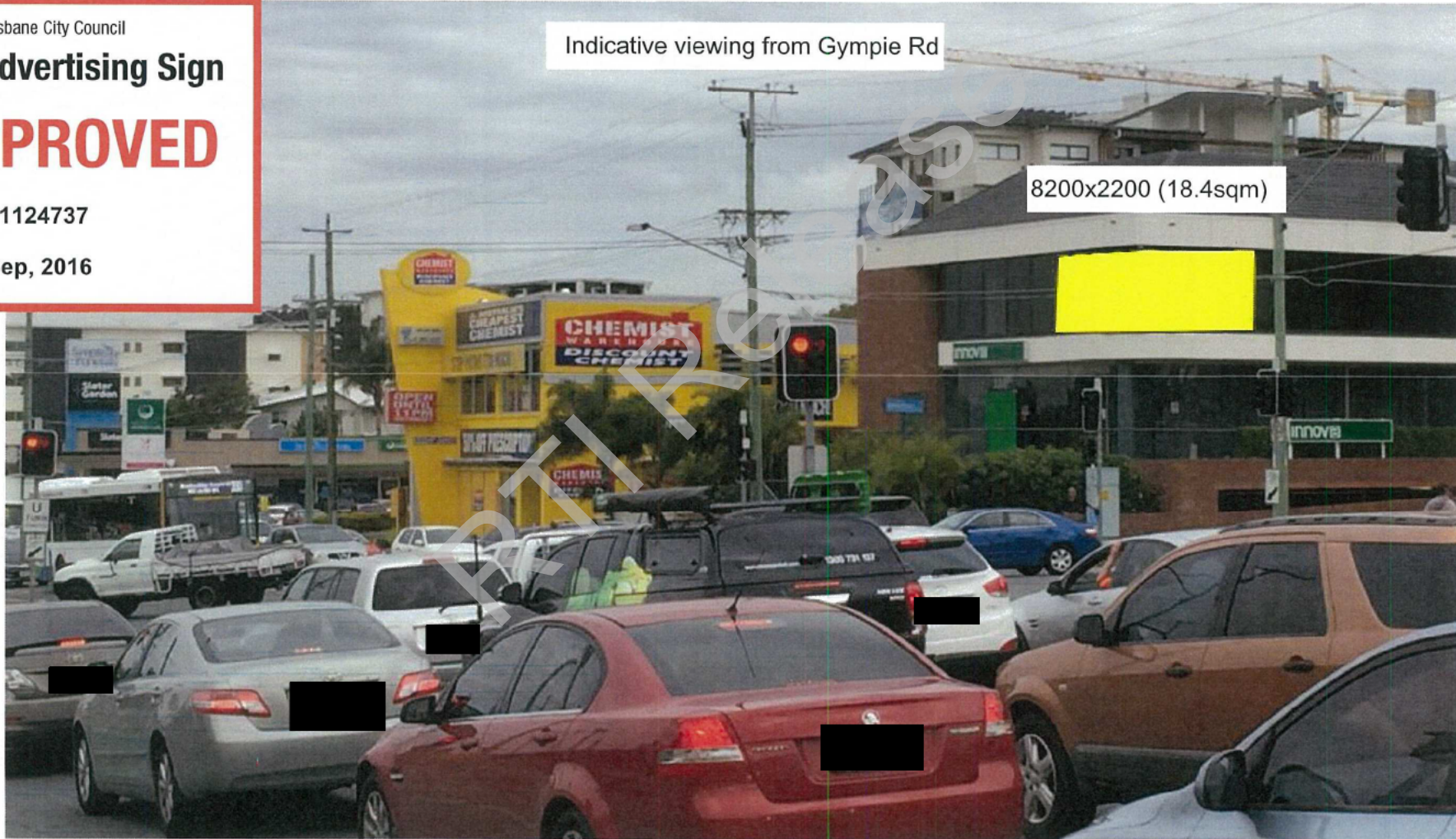
**APPROVED**

Permit No. 1124737

Date 28 Sep, 2016

Indicative viewing from Gympie Rd

8200x2200 (18.4sqm)





17 July 2016

Denis Monteiro  
Brisbane City Council  
GPO Box 1434  
Brisbane Qld 4001



## INFORMATION ONLY

Mr Denis Monteiro

### RCP0002338 - LONO – Advertising Device – 558 Gympie Road Kedron - BCC

Thank you for your application seeking approval for the above.

The Department of Transport and Main Roads has no objection to the Advertising Device, on the clear understanding that of the following conditions;

- Minimum display period (Dwell Time) for each of the individual message displayed on the electronic panel must be 02 hours. However no changes are permitted between 06.00am and 06.00 pm. This means the electronic sign face content could not be changed within this period. This is in order for the electronic sign to mimic the performance of a static sign.
- The maximum luminance levels for the electronic display are;
  - Day time – 6000 candelaar/square meter
  - Night time- 300 candelaar/square meter
- The device shall not use shapes that could potentially result in an Advertising Device being mistaken for an official traffic sign.
- Messages and back ground with colours Red and Green shall not be used on the electronic display panel.
- The complete screen display shall change instantaneously (in less than 0.5 seconds).
- Display changes such as "fly in" or "scroll", or any other type of message change are not permitted. The screen is not to go back blank between different messages.
- The advertising content is limited to the services and products available at this site.
- All message displays must remain static. They are not permitted to move, flash or change brightness. Scrolling or moving images or video messages are not permitted.
- In the event of a malfunctioning or failure of electronic display, the device must display (default to) a blank screen.
- Meet all other legislative requirements.

If you require further information, please contact the Department's Metropolitan Region on the number below and they will be happy to assist.

Department of Transport and Main Roads  
Infrastructure, Management and Delivery  
Metropolitan Region / Brisbane Office  
313 Adelaide Street  
Brisbane CBD, 4000  
Spring Hill, QLD, 4004  
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Website [www.tmr.qld.gov.au](http://www.tmr.qld.gov.au)  
Email [metropolitan\\_corridor\\_management@tmr.qld.gov.au](mailto:metropolitan_corridor_management@tmr.qld.gov.au)

Yours sincerely

A handwritten signature in black ink, appearing to read 'B MacDonagh', with a stylized flourish at the end.

Barbara MacDonagh  
**Program Advisor**  
(Corridor Management)

RTI Release

# Road Corridor Permit Application



Queensland Government

This form may be used to apply for works, structures and activities for which approval is required under the *Transport Infrastructure Act 1994*. This approval includes the construction, maintenance, upgrading or conducting of those works, structures and activities characterised as ancillary works and encroachments under the *Transport Infrastructure Act 1994*.

The form may also be used for the renewal of existing permits.

Essential information on Road Corridor Permits and the application process can be found on the Road Corridor Permit information sheet (available on [www.tmr.qld.gov.au](http://www.tmr.qld.gov.au)).

## 1. Applicant Details

Note: The applicant is the person who will hold the permit and will be legally responsible for complying with the applicable conditions. A business name is not a legal entity and should not be entered in this field as the applicant. Where a person or company operates a business, the applicant is the person or company.

Name/Company Name

Head Office Unit Trust

Position in company (if applicable)

Director

Contact Name (if different to above)

Postal Address C/- Aussie Loans

Residential Address

Level 1 558 Gympie Road  
Kedron Qld 4031

N/A

Phone Number

(07) 3256 3733 or

Email (07) 3607 1800

Fax Number

(07) 3256 4744

Mobile Number

2aussieloans.com.au

## 2. Are you seeking to renew an existing Road Corridor Permit?

2a)

☐

Yes ⇒ Continue to 2b

☒

No ⇒ Continue to 3

2b)

Existing Road Corridor Permit No.

Required expiry date

## 3. Duration of approval sought

Please give details of dates (inc times if applicable) your Road Corridor Permit is required

Construction - 2 months from approval date - goods  
would need to be ordered

## 4. Description of works, structures or activities you intend to carry out

e.g. authorised signs, beehives, construction activity etc., or if road works, the nature of the road works e.g. roundabouts, median strip etc.

Construct a digital Sign board to the building at Level 1  
558 Gympie Road Kedron Qld 4031. The sign will be  
mounted onto / within the building & be part of the  
building.

## 5. Location

Please give location of the activity, works or structure, including

- road name(s)
- nearest intersection with another road(s)
- orientation to points of the compass (i.e. north, south, east, west)
- GPS coordinates
- adjacent property description (lot / registered plan) if known

Corner - Gympie Rd & Rode Rd Kedron Q 4031

Church

Big Boat

West

Digital Sign

Vacant Land

Rode Rd

Gympie Rd

N

## 6. Details of how you plan to carry out the works, structures or activities

Please attach copies of, plans and diagrams of works, structures or activities where appropriate, showing how they will be implemented.

### Note:

If the activity is an authorised sign, full details of the proposed sign, including content, dimension of sign and if appropriate a certified drawing indicating typical fixing of any wires to support structures, should be included.

## 7. I/We the applicant(s)

- request approval / renewal of approval to carry out works, structures or activities as specified in the *Transport Infrastructure Act 1994*
- warrant that the information contained within and/or attached to this application is true and accurate to the best of my/our knowledge.

### For Individual Applicants

Signature/s

Date

/ /

### or Corporate Applicant

Executed in accordance with *Corporations Act 2001 (Cth)* section 127 by:  
Company name and ACN

Head Office Unit Trust

Name in full

Signed (Director)

Date

21/6/16

Name in full

Signed (Director/Secretary)

Date

/ /

Please forward completed application to your local regional office.

Privacy Statement: The Department of Transport and Main Roads is collecting the information on this form for the purposes of applying for a Road Corridor Permit in accordance with the *Transport Infrastructure Act 1994*. The Department of Transport and Main Roads usually gives some or all of this information to Department of Environment and Resource Management, Department of Community Safety (Emergency Services), Queensland Police Service and Regional and City Councils. Your personal details will not be disclosed to any other third party without your consent unless required to do so by law.



**From:** Metropolitan Region [<mailto:metropolitanregion@tmr.qld.gov.au>]

**Sent:** Wednesday, 3 May 2017 5:21 PM

**To:** [REDACTED] <[\[REDACTED\]@aussieloans.com.au](mailto:[REDACTED]@aussieloans.com.au)>

**Subject:** EE4604 - Digital Advertising Sign on your property at the Corner of Rode and Gympie Roads, Chermside

3 May 2017

[REDACTED]  
[\[REDACTED\]@aussieloans.com.au](mailto:[REDACTED]@aussieloans.com.au)

Dear [REDACTED]

I refer to your recent request to Brisbane City Council (BCC) to display your digital advertising sign on your commercial property at the corner of Rode and Gympie Roads, Chermside.

The Department of Transport and Main Roads (TMR) assessed your application in accordance with departmental guidelines which included the review of traffic data for the intersection, such as traffic volumes and crash history. The review found that traffic volumes on Gympie Road are quite significant (varies from 1800 to 2800 vehicles per hour) between 6am and 6pm.

Your sign is an electronic advertising sign located within a Restriction Notice Area. It was therefore assessed in accordance with the latest amendment to the Road Side Advertising Guide for 'Special Options for the placement of Electronic Billboards facing Low Speed Roads'.

TMR has no objection to the advertising device, on the clear understanding that the following conditions are met:

- the display is not to change during the two hour morning and afternoon peak traffic periods (typically 7am to 9am and 4pm to 6pm) and
- the display is not to change more than once per hour outside these periods.

As previously advised, in this matter TMR acts in an advisory role to BCC in regard to the approval process. BCC is the authorising decision maker and approver, and is not required to adopt TMR's recommendations. TMR is unable to provide any advice on BCC's final decision on these matters.

If you require further information, please contact Ms Barbara MacDonagh, Program Manager (Corridor Management) by email at [metropolitanregion@tmr.qld.gov.au](mailto:metropolitanregion@tmr.qld.gov.au).

Kind regards,

Department of Transport and Main Roads  
Metropolitan Region / Brisbane Office

**Program Delivery and Operations Branch** | Department of Transport and Main Roads

PO Box 70 | Spring Hill Qld 4004

Ph: 13 74 68

E: [metropolitanregion@tmr.qld.gov.au](mailto:metropolitanregion@tmr.qld.gov.au)

W: [www.tmr.qld.gov.au](http://www.tmr.qld.gov.au)



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Opinions contained in this email do not necessarily reflect the opinions of the Department of Transport and Main Roads, or endorsed organisations utilising the same infrastructure.

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