



DART APPLICATION & PERMIT DETAILS REPORT

Project Ref No: **1494026** Inherent Risk: **Medium**
Application Ref: **A005060674** Application Risk: **Medium**
Received Date: **07-NOV-2018** Renewal Method: **Mail**

Location Details:

Location Name	Proximity	Meters	Description	Intersecting Streets
824 GYMPIE ROAD CHERMSIDE QLD 4032				

Client Details:

Name	Address	Role	Phone No	Mobile No
Apex Digital Pty Ltd	4/4 Banksia Dr BYRON BAY NSW 2481	Primary Applicant		

Permit Details:

Permit Specific Details:

Permit Ref: AS01366821018
Permit Type: Advertising Sign
Permit Status: Current
Issued Date: 28-MAY-2019
Effective Date: 28-MAY-2019
Expiry Date: 28-MAY-2020
Site Type: Non-Heritage
Sign Type: Billboard

Exact Location: Above Commercial Building Roof facing Intersection of Hamilton Road and Gympie Road; Third-party Advertising; Screen H: 3.0m x W: 9.0m x 1 face = 27sqm; Structure H: 1.0m below screen; Electronic Graphic Display.

Additional Details:



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Running Sheet Details:

Date	Officer	Task	Result
07-NOV-2018	MURRAY, Katrina	Fee Owing	fee quote emailed to applicant
08-NOV-2018	MURRAY, Katrina	Fee Payment	payment received
08-NOV-2018	LEAH, GAIL	Desk Top assessment	OPS ASSESS - Is the application for either an express assessment or a transfer application?NO Is the application properly made with all mandatory information attached into DART and the fees have been fully paid? YES Is the application: ? on a Heritage Place NO ? adjoining a Heritage Place NO ? on a Commercial Character Building NO ? within the City Malls Precinct NO ? exhibited on or visible from a State controlled road or motorwayYES - SENT TO DTMR 8/11/18 Does the application have responses from the relevant referral agencies? YES - NO OBJECTIONS
08-NOV-2018	LEAH, GAIL	Referral	SENT TO DTMR - see ext emails
13-NOV-2018	LEAH, GAIL	Corro Received	DTMR RESPONSE - NO OBJECTION see ext docs
13-NOV-2018	LEAH, GAIL	Referral	SENT TO PUBLIC SPACE - Applicant advised
22-NOV-2018	SMITH, Tye	Desk Top assessment	Allocated to Jasmine Qiu to refer and assess design
03-DEC-2018	QIU, Jasmine	Desk Top assessment	Previous Application: A004699881
04-DEC-2018	QIU, Jasmine	Meeting	Discussion with Urban Design and Applicant on design concerns.
05-DEC-2018	QIU, Jasmine	Corro Sent	Email to Applicant following meeting: Wed 5/12/2018 10:07 AM Good Morning [REDACTED] Following from our discussion yesterday, I would like to confirm that DTMR has no objection to the proposed sign for 824 GYMPIE RD, CHERMSIDE subjected to standard conditions of a main road. As mentioned, the design needs to be worked on especially its integration with the existing brick



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			<p>building. We would also prefer updated photo montages to accurately show line of sight and height of billboard (current image show a gap between billboard and building).</p> <p>Further information regarding rear treatment will be needed to address the residential building behind.</p> <p>Do not hesitate to contact me if you have any further enquiries.</p>
12-DEC-2018	QIU, Jasmine	Corro Received	<p>Email from Applicant - see ext docs for amended designs:</p> <p>Evening Jasmine,</p> <p>I've enclosed some updated plans and montages in relation to our recent digital billboard application over land at 824 Gympie Road, Chermside.</p> <p>Further to our discussion last week, we looked at potential alternatives to the design of the billboard and in particular, ways to better integrate or reduce the clearance between the bottom of the billboard and the top of the building.</p> <p>The bottom of our sign (9m) has a separation distance of only 1.5m to the top of the buildings facade (7.5m). From the street, whether in your car or as a pedestrian, the billboard will appear to be in line with the top of the building. This is because it is setback approximately 7m from the buildings facade. This setback requires the billboard to be higher so the building's facade doesn't cut off or impede views toward the sign on approach.</p> <p>The enclosed photomontages demonstrate this in more detail. Please note they have been scaled correctly.</p> <p>In relation to the design of the billboard, we have added a 1m perforated metal sheet to the bottom of the sign to further integrate with the building and reduce the separation of the sign.</p> <p>Due to the robust nature of the intersection and commercial environment along Gympie Road, the billboard is a really a suitable addition and there isn't really much more we can do to better integrate the sign. It will look sophisticated in its current state and greatly enhance the intersection.</p> <p>The back of the sign will be entirely cladded so that it doesn't expose framework to the mixed use apartment building along Hamilton Road.</p> <p>Please let me know if you have any questions or queries. Thanks Jasmine.</p>
27-DEC-2018	QIU, Jasmine	Corro Sent	<p>Email to applicant to update job status - waiting on urban design feedback second week of Jan.</p>
07-JAN-2019	QIU, Jasmine	Advice Received	<p>Urban Design Advice Mon 7/01/2019 11:20 AM:</p> <p>Hi Jasmine,</p>

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			<p>I have discussed this with the team and agree with your comments that it looks odd and isolated above the brick building.</p> <p>One alternative to consider would be to mimic the shape of the building facade around the corner. The sign could be curved or faceted to meet the corner shape of the building. In addition, the facade is stepped up to the corner, the sign could also mimic this stepping.</p> <p>The alternative is reducing the size and prominence of the sign and potentially keeping it static to reduce its dominance and impact on the corner.</p>
07-JAN-2019	QIU, Jasmine	Corro Sent	Urban Design Advice sent to Applicant.
08-JAN-2019	QIU, Jasmine	Corro Received	Updated plans from applicant - see ext docs.
09-JAN-2019	QIU, Jasmine	Meeting	Meeting with Urban Design - Roof sign can be supported.
10-JAN-2019	QIU, Jasmine	Corro Sent	Urban Design advice sent to applicant. DTMR conditions also sent to applicant.
23-JAN-2019	QIU, Jasmine	Amended Plans Received	<p>Amended plans and additional traffic report with recommended dwell time received.</p> <p>Email below:</p> <p>Morning Jasmine,</p> <p>Please see enclosed letter from [REDACTED] (RPEQ certified), director of Pekol Traffic & Transport.</p> <p>After reviewing the situation, he has recommended a 10 second dwell time for the proposed digital billboard. This is based on and consistent with DTMR's Roadside Advertising Guide and other digital billboards which have recently been approved on private land facing the state controlled road network.</p> <p>A similar DTMR condition was imposed on another site in metro Brisbane and when it was appealed to the Planning & Environment Court, DTMR did not fight it (as they only provide technical advice). The result of this particular example ended in a 10 second dwell time.</p> <p>I have also enclosed some updated plans which illustrate the sign as a roof sign as recommended by Council's urban designers. Please let me know if this will suffice, we are keen to proceed with this one as soon as possible.</p> <p>Any questions or queries, please don't hesitate to call.</p> <p>Thanks Jasmine.</p>
24-JAN-2019	QIU, Jasmine	Corro Sent	Email to Applicant:

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Date	Officer	Task	Result
	Morning [REDACTED],		
		Thanks for the updated plans and traffic report.	
		I will be sending those off to the relevant departments for feedback.	
		Can you please confirm if you're planning to extend the building's roof form as shown in the proposed photo looking south?	
		Kind Regards,	
	Jasmine Qiu		
24-JAN-2019	QIU, Jasmine	Corro Received	
	Email from Applicant:		
	Hi Jasmine,		
	Thanks for that.		
	The proposed plans illustrate that we will be extending the roof form along both sides of the building to integrate with the existing facade.		
29-JAN-2019	QIU, Jasmine	Referral	
	Referred dwell time letter to DTMR.		
20-FEB-2019	QIU, Jasmine	Advice Received	
	DTMR advice received in ext docs with crash rate report. Shorten dwell time request refused by DTMR - 1 hr dwell time minimum required with longer dwell times during peak hour.		
27-FEB-2019	QIU, Jasmine	Meeting	
	Meeting with CRU representative (Con Calos & David Kronning) to discuss application - CRU supports DTMR conditions. Crash rate was not discussed in the dwell time report provided by applicant. A static sign will be supported with the same design.		
28-FEB-2019	QIU, Jasmine	Corro Sent	
	From: Jasmine Qiu		
	Sent: Thursday, 28 February 2019 11:58 AM		
	To: [REDACTED] <[REDACTED]@apexdigital.com.au>		
	Subject: RE: 824 Gympie Road, Chermside - Updated Plans / Montages		
	Good Morning [REDACTED]		
	As discussed over the phone, DTMR has reviewed the additional Dwell Time report, and responded again with no objection based on the dwell time condition of:		
	?Not permitted to change the message of display during the peak traffic periods of (06:30am ? 08:30am) and (5pm ? 7pm) in weekdays and (10:30 ? 2:30pm) in weekends. The minimum amount of time of display (dwell time) for each of the individual messages displayed on the electronic panel must be 1 hour outside of the said hour.?		

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		This is due to the reasons below:	
		<p>Gympie Road/Hamilton Road is a major signalised intersection near the large Chermside Shopping Centre and the bus interchange facility at the NE corner. Gympie Road is an urban arterial in the TMR road network and Hamilton Road is a major collector or alternative traffic route on the BCC network. The Annual Average Daily Traffic along Gympie Road is about 66,000 vehicles with 7% commercial vehicles, including semi-trailers, B-Doubles and so on. Large amounts of turning volumes (left or right) are observed at this intersection including long vehicles and buses. In addition, there are no dedicated cycle lanes at the intersection and a considerable number of cyclists use the general traffic and turning lanes mixing with heavy vehicles. The pedestrian movement are also high due to the shopping centre and the bus interchange facility. This will briefly represent the conditions of the surrounding area, traffic and the movements of vulnerable groups.</p> <p>cont.</p>	
28-FEB-2019	QIU, Jasmine	Corro Sent	<p>cont.</p> <p>There were 17 casualty crashes reported at this intersection during October 2013 and September 2018 (5-year period) including 4 hospitalisations, 10 medically treated and 3 minor injuries. Nine crashes were reported along southbound of Gympie Road and one crash was reported westbound of Hamilton Road (this represents about 60% of the total crashes during this 5-year period). The proposed Advertising Device is visible only to the traffic along the southbound direction of Gympie Road and westbound of Hamilton Road and the number and causes of crashes should be considered along these directions only. The cause for five crashes along these directions (50% of the ten crashes) was 'red light running' related and the remainder five crashes were 'rear end' related.</p> <p>By considering the factor it is assumed that lowering of dwell times and allowing change to the display messages during peak times may increase driver distraction and increase the crash rate at this intersection with the movement of different types of traffic and vulnerable groups leading to an unsafe environment. Therefore DTMR does not support the lowering of dwell times in this location (also within the restriction notice area?).</p> <p>As mentioned on the phone, CRU have been consulted with the same information, and Brisbane City Council has decided to fully support DTMR's decision on this matter. Both State and Council will support a static billboard on the same location.</p> <p>If the proposed billboard can be fully static, we are is happy to discuss size alterations if APEX can provide accurate drawings and photomontages to reflect the change in size.</p>
22-MAR-2019	QIU, Jasmine	Corro Sent	Request for update.
25-MAR-2019	QIU, Jasmine	Corro Received	<p>Email from applicant:</p> <p>From: [REDACTED] <[REDACTED]@apexdigital.com.au></p>

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Date	Officer	Task	Result
		<p>Sent: Monday, 25 March 2019 11:31 AM</p> <p>To: Jasmine Qiu <Jasmine.Qiu@brisbane.qld.gov.au></p> <p>Cc: [REDACTED] @apexdigital.com.au></p> <p>Subject: Re: 824 Gympie Road, Chermside - Updated Plans / Montages</p> <p>Good morning Jasmine,</p> <p>We expect to get something back to you early this week in relation to Chermside.</p> <p>Please note that we are still seeking an outcome contrary to DTMR's conditions (dwell times) because they are unprecedented and entirely unreasonable, This is backed by the OMA (Outdoor Media Association).</p> <p>We want to avoid the appeals process entirely to arrive at a compromised outcome (which is in everyone's best interest) and thus legal advice has been received.</p> <p>This is beyond my control at this stage but I will pass on any correspondence as it comes through.</p>	
09-MAY-2019	QIU, Jasmine	Meeting	<p>Team meeting (David Lean, Tye Smith) - Gympie Road Billboards to have the same dwell time condition:</p> <p>Minimum Display Period (Dwell Time) for each of the individual messages displayed on the EDC panel is to be thirty (30) seconds or greater.</p> <p>The Owner / Operator of the Advertising Device may after six (6) months from the first day operation, request a review of the conditions in this approval.</p>
09-MAY-2019	QIU, Jasmine	Corro Sent	<p>Email to Applicant:</p> <p>From: Jasmin Qiu</p> <p>Sent: Thursday, 9 May 2019 3:41 PM</p> <p>To: [REDACTED] @apexdigital.com.au></p> <p>Cc: [REDACTED] @apexdigital.com.au></p> <p>Subject: RE: 824 Gympie Road, Chermside - Updated Plans / Montages</p> <p>Good Afternoon [REDACTED]</p> <p>My team just had an internal meeting regarding the application at 824 Gympie Road, Chermside.</p> <p>Whilst acknowledging DTMR's traffic safety concerns on this particular intersection, Council would like to propose the following condition regarding dwell times:</p> <p>Minimum Display Period (Dwell Time) for each of the individual messages displayed on the EDC panel is to be thirty (30) seconds or greater.</p> <p>The Owner / Operator of the Advertising Device may after six (6) months from the first day</p>

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		operation, request a review of the conditions in this approval.	
		This condition was proposed with consideration on the RPEQ traffic report and letters, DTMR and BCC Traffic Department's comments and the surrounding site circumstances.	
		Let me know how you would like to proceed.	
		Kind Regards,	
		Jasmine Qiu	
09-MAY-2019	QIU, Jasmine	Corro Received	
		Email from Applicant:	
		From: [REDACTED] <[REDACTED]@apexdigital.com.au>	
		Sent: Thursday, 9 May 2019 4:37 PM	
		To: Jasmine Qiu <Jasmine.Qiu@brisbane.qld.gov.au>; [REDACTED] <[REDACTED]@apexdigital.com.au>	
		Subject: Re: 824 Gympie Road, Chermside - Updated Plans / Montages	
		Afternoon Jasmine,	
		I'm not sure how the stars aligned but I was about to send through a letter requesting very similar conditions as a reasonable compromise from previous correspondence.	
		We are therefore OK to proceed based on the conditions above. Thankyou	
15-MAY-2019	QIU, Jasmine	Desk Top assessment	
		Only one existing permit on site - 1 x wall sign Area: 2.5sqm for Income Tax Professionals.	
16-MAY-2019	QIU, Jasmine	Corro Sent	
		Email to Applicant:	
		From: Jasmine Qiu	
		Sent: Thursday, 16 May 2019 2:59 PM	
		To: [REDACTED] <[REDACTED]@apexdigital.com.au>	
		Subject: RE: 824 Gympie Road, Chermside - Updated Plans / Montages	
		H [REDACTED]	
		Upon assessment, Council records show the property 824 Gympie Road, Chermside only has 1 active permit for advertising sign. This means a high number of unlawful signs currently on site without a permit to display. Please speak to the property owner to determine if they can provide any records of other signage approval, or if APEX can assist in submitting an application for all signs requiring permits to avoid any further compliance actions.	
		Please note that the current site has an excessive amount of advertising signs and this exceeds what Council would generally deem appropriate.	



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	Kind Regards, Jasmine Qiu		
24-MAY-2019	QIU, Jasmine Email from Applicant: 2:07PM Afternoon Jasmine, Apologies for the delay in getting back to you, I just arrived home from a couple of weeks in [REDACTED] [REDACTED] We can no doubt assist resolving this matter with the landlord and the tenants of the building however I don't think it should hold us up any further as we are independent and have undertaken the application process lawfully from the start. This is a separate issue usually between Council and the tenants with the unlawful signage in question I would presume that most commercial centres buildings would have some sort of unlawful signage which I imagine would be very difficult for Council to govern. We would be willing to take this up with the landlord to see how we can help and resolve the matter. When I left a couple of weeks ago, presumed we had resolved the dwelling time item and that Council were about to issue the licence. Could you please let me know when this will be issued?	Corro Received	
27-MAY-2019	QIU, Jasmine Phone call from Applicant [REDACTED] discussed APEX will provide advice to the property owner regarding existing signage without permits. A complaint job will be created for action.	Phone Call (incoming)	
28-MAY-2019	QIU, Jasmine Application approved - reviewed by [REDACTED] Tye Smith. See ext docs for conditions and assessment report.	Approval	

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Condition Details:

Advertising Sign - AS01366821018

- 1 All electrical services and systems are to comply with the current Standards Association of Australia Wiring Rules and the requirements of the supply authority.
- 2 All advertisements are to be constructed and installed so as to facilitate regular maintenance.
- 3 Both the advertisement and its supporting structure are to be properly maintained at all times.
- 4 Illuminated advertisements must be static i.e. no flashing lights.
- 5 Illuminated advertisements must not be located beside or behind a set of traffic lights.
- 6 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.
- 7 The luminance of the advertisement should not exceed the level applicable for the City Environment it is exhibited in.
- 8 An advertisement is not to obstruct the passage of pedestrians or vehicles.
- 9 Illuminated advertisements exhibited within 100 m of Residential Environment should not exceed a luminance level of 300 candelas/m² and the illumination must be switched off between 10pm and sunrise the following day.
- 10 An advertisement is not to obstruct pedestrian's, motorist's, or cyclist's view of traffic or the road ahead.
- 11 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.
- 12 The supporting structure of an advertisement must also comply with structural standards or codes under applicable laws in other respects.
- 13 Billboard sign
 - (1) The area of a Billboard Sign may not exceed a maximum of 48 m² per side, for a maximum of two sides which includes any electronic display component.
 - (2) The maximum height of any part of a Billboard Sign above the ground is 12 m.
 - (3) A Billboard Sign must not project beyond the front alignment of a property.
 - (4) A Billboard Sign must be a minimum of 3 m from the boundary of an adjoining property unless the owner of the adjoining property consents to the sign being a lesser distance from the boundary.
 - (5) No Billboard Sign may be erected to expose an unsightly back view of the sign to a road or other public place.
 - (6) A Billboard Sign must not be erected on a street frontage of a single property upon which another Billboard Sign or a Pylon Sign is visible, unless those signs are located at least 60 m apart, or 200 m apart if both signs contain electronic display components.
- 14 Minimum Display Period (Dwell Time) for each of the individual messages displayed on the EDC panel is to be thirty (30) seconds or greater.

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- 15 The Owner / Operator of the Advertising Device may after six (6) months from the first day operation, request a review of the conditions in this approval.
- 16 The advertisement must not significantly obstruct or distract vehicular traffic. Should Council determine that the advertisement has caused or directly contributed to traffic incidents, the advertising media must be replaced, or operated in a manner consistent with a static display.
- 17 DTMR 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.
- 18 Extension of roof form will be built to integrate with the existing facade. Colour of the mesh panel base support and rear to match existing roof edge trim and black door and window frame.
- 19 If required, the owner/operator of the Advertising Device is responsible for shielding the electronic billboard to ensure that it does not cause a nuisance to surrounding properties.
- 20 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. except in a pedestrianised area, not be on a street frontage upon which another sign with a high impact electronic display component is visible, unless that sign is located at least 200 m away.
 - (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) The sign must satisfy the requirements of the Guideline produced by Council referred to in 5C which are applicable to the type of electronic display component of the sign.
 - (5) In the event of an emergency declared under the Disaster Management Act 2003 or by the Queensland Police Service 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.
- 21 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.
- 22 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.
- 23 The Advertising Device must be located entirely in the private property of 824 Gympie Road Chermside (i.e. outside of the road reserve) without projecting any overhanging parts/portions to the road boundary.

- 24 Each EDC Image:
- a) Must have a display that changes in less than 0.5 seconds.
 - b) Must not be split to display multiple advertisements on the one EDC.
 - c) Must not use methods of display change such as `fly in` or `scroll` or any other type of message change.
 - d) Must not imitate or emulate a traffic control device such as traffic lights or traffic control signs or contain large areas of illuminated red, green or amber colour display.
 - e) 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.
 - f) Must not invite traffic to move contrary to any traffic control device, or turn where there is fast moving traffic.
 - g) Must not contain messages that are distractive or otherwise inconsistent with road safety.
 - h) Must be legible with a clear and large font used.
 - i) Should minimise the amount of information displayed on the EDC to ensure the time required to read and understand the EDC message is minimized.
 - j) In the event of a screen malfunction or failure, the display must default to a blank (black) screen of either the advertisements EDC or related hardware/system/software.

RTI Release



BRISBANE CITY COUNCIL ABN 72 002 765 795

Advertising Signs Licence Application

Full Assessment

Dedicated to a better Brisbane

General Information

Use this form for approval of one or more signs, at ONE location, for a single licensee.

Fees

Payment of an application fee and annual licence fee (per advertisement) is required upon lodgement. Refer to the Advertising Signs Information Kit to determine the Fee Level applicable to your type of advertisement.

The licence fee will be refunded if the application is not approved.

The fee is calculated as:

Annual licence fee x Number of signs + Application fee = Total Fee

Further information

Visit Council's website:

www.brisbane.qld.gov.au/advertisingsigns and refer to the Advertising Signs Information Kit.

Application lodgement options

Email electronic lodgement:

CARSAdmin@brisbane.qld.gov.au

In person:

Regional Business Centres
Central Business Centre

Post to:

Brisbane City Council
Built Environment Assessments
GPO Box 1434
BRISBANE QLD 4001

1 What type of licence is required?

Tick ONE only

Annual licence ☐

Temporary licence ☐

2 Are any of the signs you are applying for generally inappropriate?

A generally inappropriate advertisement means an advertisement that is classified in the Subordinate Local Law as generally inappropriate in a city environment, but which may be approved where it meets the criteria for a generally inappropriate advertisement in the Subordinate Local Law.

No ☐

Yes ☐ attach special circumstances that may justify the approval of the advertisement on a particular site.
Examples are provided in the Subordinate Local Law.

3 Applicant details

The applicant is the individual or company responsible for submitting a properly made application to Council.

Name (individual or company)

APEX DIGITAL
PTY LTD

Business Trading Name (if applicable)

Australian Business Number (ABN)

60155560535

Street address

4/4 Banksia Drive
Byron Bay
NSW

Postcode 2481

Postal address

PO Box 634
MIAMI
QLD

Postcode 4220

4 Contact details

Name

Phone number

Fax number

Mobile number

E-mail address

5 Where is the advertising location?

This is the location where the advertisement/s will be exhibited.

- Only **ONE** location per application is permitted.

Unit number

Street number

824-828

Street

Suburb

Postcode 4032

Real Property Description

Property Zoning/Area Classification

Signs City Environment

6 Where will the proposed advertisement/s be displayed?

Council may seek advice from other agencies when deciding this application.

Tick ALL that apply

- On a Heritage Place ☐
- Adjoining a Heritage Place ☐
- On a Commercial Character Building ☐
- On a State controlled road ☒
- In the City Malls precinct ☐

7 Is the Licensee the same as the Applicant?

No ☐ **Go to next question**

Yes ☒ **Go to 9**

8 Licensee Details

The Licensee is the individual or company to whom or which the advertising signs licence is granted and must be a legal entity, i.e. a person or company. Please note:

- A business name or shop name is **not** a legal entity.
- One licensee per application permitted.

Name (individual or company)

Street address

Postcode

Postal address

Postcode

Contact name (if different to above)

Phone number

Fax number

Mobile number

E-mail address

9 Licensed Advertising Sign Details

- The area of a sign includes the whole area of a rectangle which completely contains the sign.
- The total area of a sign is calculated by adding together the area of each face (area = height x width).
- All dimensions are to be displayed in metres.

Additional lists

Attach a separate list if the space provided for Licensed Advertising Sign Details is insufficient.

Advertising Sign 1

Sign type (eg. wall sign, ground sign etc.)
Billboard Sign

Exact location of sign (eg. centre of western wall or above shop 5)
on unipole at rear of commercial building

Wording of sign
Third Party Advertising

Height (m) **3** Width (m) **9** No. of faces **1**

Is the sign illuminated? No ☐ Yes ☒

Does the sign have electronic display components? No ☐ Yes ☒

Is this a generally inappropriate sign? No ☒ Yes ☐

Temporary sign dates
 From **/ /** To **/ /**

Office Use Only
 Permit No.

Advertising Sign 2

Sign type (eg. wall sign, ground sign etc.)

Exact location of sign (eg. centre of western wall or above shop 5)

Wording of sign

Height (m) Width (m) No. of faces

Is the sign illuminated? No ☐ Yes ☐

Does the sign have electronic display components? No ☐ Yes ☐

Is this a generally inappropriate sign? No ☐ Yes ☐

Temporary sign dates
 From **/ /** To **/ /**

Office Use Only
 Permit No.

Advertising Sign 3

Sign type (eg. wall sign, ground sign etc.)

Exact location of sign (eg. centre of western wall or above shop 5)

Wording of sign

Height (m) Width (m) No. of faces

Is the sign illuminated? No ☐ Yes ☐

Does the sign have electronic display components? No ☐ Yes ☐

Is this a generally inappropriate sign? No ☐ Yes ☐

Temporary sign dates
 From **/ /** To **/ /**

Office Use Only
 Permit No.

Advertising Sign 4

Sign type (eg. wall sign, ground sign etc.)

Exact location of sign (eg. centre of western wall or above shop 5)

Wording of sign

Height (m) Width (m) No. of faces

Is the sign illuminated? No ☐ Yes ☐

Does the sign have electronic display components? No ☐ Yes ☐

Is this a generally inappropriate sign? No ☐ Yes ☐

Temporary sign dates
 From **/ /** To **/ /**

Office Use Only
 Permit No.

10 Checklist

Before submitting this application you need to obtain and attach all supporting documentation. The checklist below outlines what you may need to submit to ensure the timely processing of your application.

	Applicant	Office Use
Completed application form	<input type="checkbox"/>	<input type="checkbox"/>
Site plans	<input type="checkbox"/>	<input type="checkbox"/>
Site photos	<input type="checkbox"/>	<input type="checkbox"/>
Sign illustration and construction details	<input type="checkbox"/>	<input type="checkbox"/>
Public liability letter and a certificate of structural adequacy from a certified engineer, for a Construction Site Building Wrap or Road Banner	<input type="checkbox"/>	<input type="checkbox"/>
Public liability letter for Temporary Inflatable or Real Estate signs	<input type="checkbox"/>	<input type="checkbox"/>
Copy of current Vehicle Registration notice or Mobile Motor Vehicle signs	<input type="checkbox"/>	<input type="checkbox"/>
Correct fee enclosed	<input type="checkbox"/>	<input type="checkbox"/>

Note: Further information may be requested by Council if required

11 Authorisations

A. Applicant

Applicant's name

[Redacted]

Applicant's signature and date

[Redacted] 06/11/18

B. Property Owner's Consent (only for NEW advertisements)

If the applicant is not the property owner of the site where the advertisement will be exhibited, the property owner's consent must be signed in one of the following ways:

- If the sole property owner, by that person.
- If joint property owner's, by at least one owner.
- If the property owner is a body corporate or organisation, by affixing the seal.
- In any case by a duly authorised agent or representative of the owner, and attaching a copy of the authorisation.

Property Owner's name

[Redacted]

Position in company (if applicable)

[Redacted]

Property Owner's signature and date

[Redacted] 06/07/17

06/11/2018

The Chief Executive Officer
C/- Built Environment
Compliance and Regulatory Services
GPO Box 1434
Brisbane, QLD 4001

Via Email: CARSAdmin@brisbane.qld.gov.au

Dear Sir / Madam,

**Re: Advertising Device Licence Application
824-828 Gympie Road, Chermside (described as Lots 3 & 4 on RP81308)**

1. INTRODUCTION

In accordance with Brisbane City Council's *Advertisements Local Law 2013* and *Subordinate Local Law 2005*, Apex Digital Pty Ltd hereby submits an application to erect a digital advertising device situated on land at 824-828 Gympie Road, Chermside (the "subject site").

2. PROPOSAL

It is proposed to erect a new 9m x 3m digital "Billboard Sign" at the subject site. The sign will be located on a unipole and the rear of the commercial building and will face inbound pedestrian and vehicular traffic along Gympie Road. Located opposite Westfield Chermside, the sign will benefit from its high exposure to shoppers and greatly enhance the commercial environment around Chermside and along the busy Gympie Road transit corridor. Please refer to the photomontage below at **Figure 1** for illustrations of the proposed advertising device in its context.

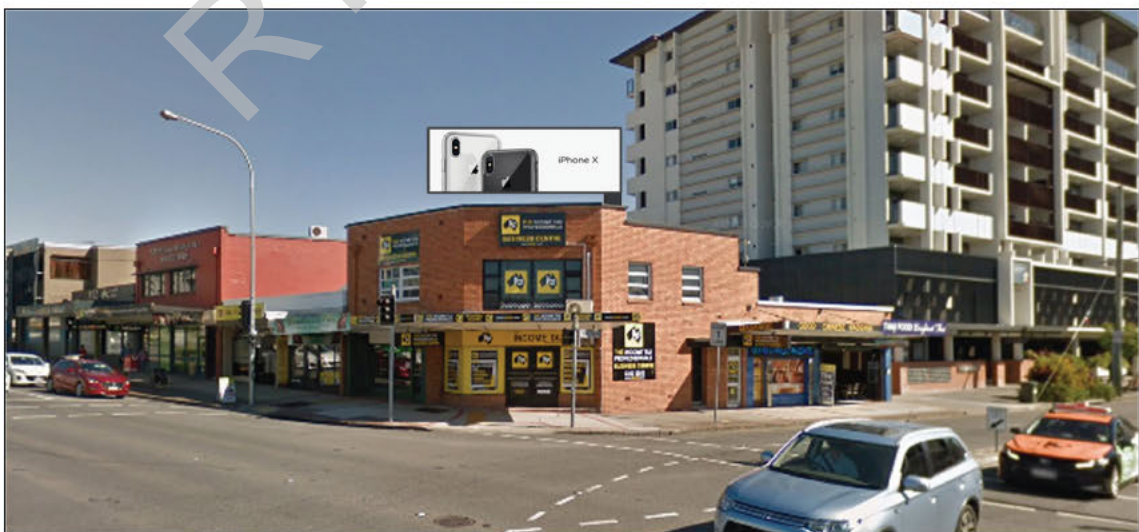


Figure 1: Proposed digital Billboard (viewed from Gympie Road - INBOUND)

3. SITE DETAILS

Address	824-828 Gympie Road, Chermside
Real Property Description	Lots 3 & 4 on RP81308
Registered Owners	
Advertising Sign Owner	Apex Digital Pty Ltd
Site Area	465m ²
Zoning	MU2 Mixed Use (Centre Frame)
City Environment	Business Centres Environment
Neighbourhood Plan	Chermside Centre Neighbourhood Plan Chermside Centre Activity Precinct Gympie Road Sub-precinct
Street Frontage	Gympie Road – 21m Hamilton Road – 21m
Existing Use	Commercial / Retail

4. SUBJECT SITE & CONTEXT

Situated at the corner of Gympie Road and Hamilton Road, the subject site is positioned at the heart of the Chermside regional centre, one of Australia's largest regional activity hubs. The site is located directly opposite the newly renovated Westfield Chermside, the area's major drawcard, and receives enormous levels of commercial exposure from the shopping centre and Gympie Road, which doubles as North Brisbane's major traffic thoroughfare connecting the northern suburbs to the CBD with over 50,000 vehicles a day. The proposed sign will provide a modern enhancement to the existing business environment within the Chermside regional centre and will successfully complement Westfield's huge commercial investment to the area.

The built environment at the subject site is robust but dominated by the busy (and noisy) Gympie Road. Small format commercial and retail tenancies line the road corridor to create an entirely business orientated environment. Residential dwellings, including the apartment located behind the subject site to the east, are located within mixed use developments and setback from the Gympie Road corridor for amenity purposes. The proposed sign will face inbound traffic along Gympie Road and Westfield Chermside, avoiding a direct line of sight with all existing and future residential / mixed use developments within proximity to the site. Please refer to **Figure 3** below for a contextual view of the site.



Figure 3: Site Context (southbound)

Located within the MU2 Mixed Use (Centre Frame) zone of Brisbane City Council's *City Plan 2014* (City Plan), the subject site comprises an ageing commercial "corner style" building. The purpose of the Mixed Use zone is that future development provides for commercial, retail, residential, government, service, community and cultural activities with the preferred mix and emphasis of uses:

- activating the Mixed Use zone at different times of the day and week to create a vital and vibrant environment and enabling a level of economic and social activity to serve the intended mix of visitors, workers and residents;
- tailored to the specific location, role and function of the individual area;
- consistent with the location-specific provisions in the relevant neighbourhood plan;

The proposed sign will be add-life to the Gympie Road / Hamilton Road intersection and complement the function of the mixed use area in consideration of the surrounding built form, uses and activities within close proximity. Please refer to **Figure 4 – Zoning over the page.**

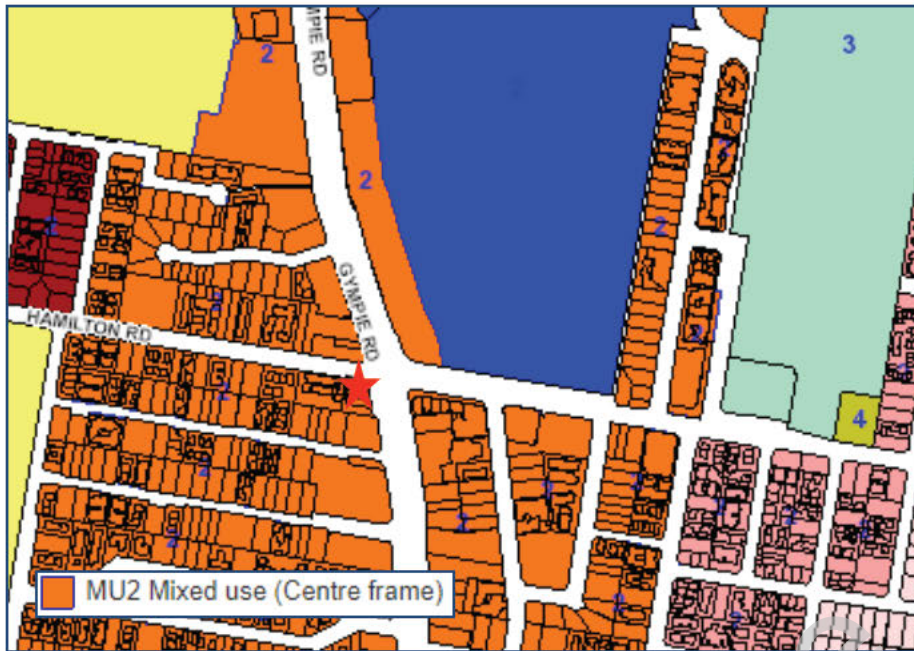


Figure 4: Zoning

5. DESIGN SUMMARY

The sign itself will be located on a unipole at the rear of the building and orientated to face the inbound commuters travelling along Gympie Road / Hamilton Road. The sign will be located entirely within the building envelope and boundaries of the site. Please refer to **Figure 5 – Site Plan** below.

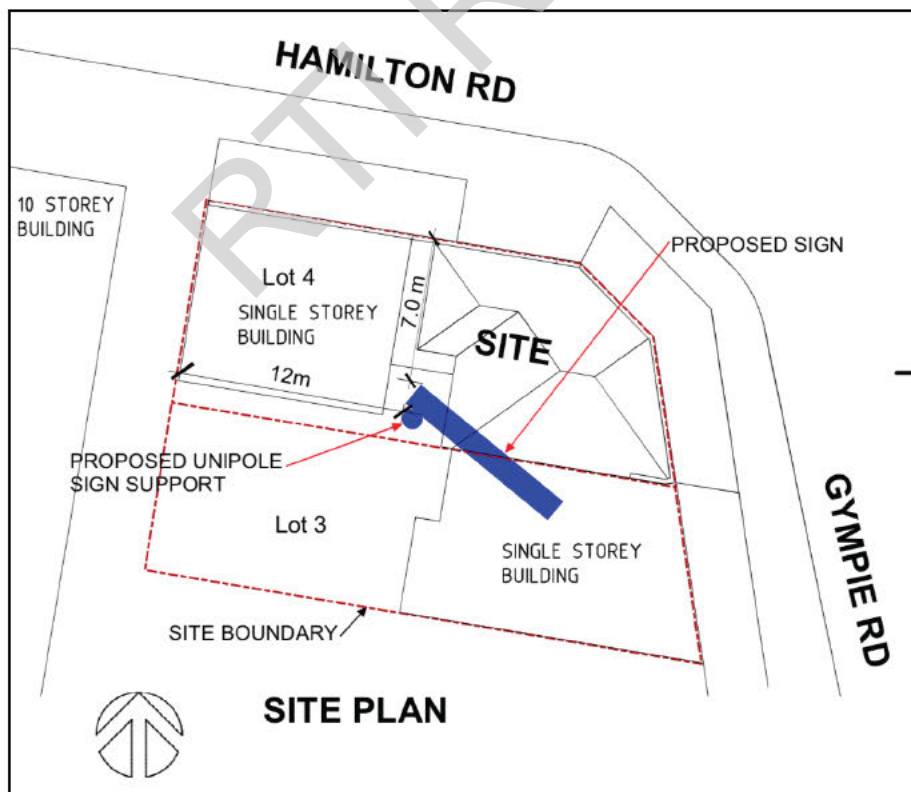


Figure 5: Site Plan

The proposed sign will have a total height from the ground of approximately 12m. It will be clad with a perforated metal profile and painted charcoal for a modern finish. Please refer to **Figure 6** and **Figure 7** below.

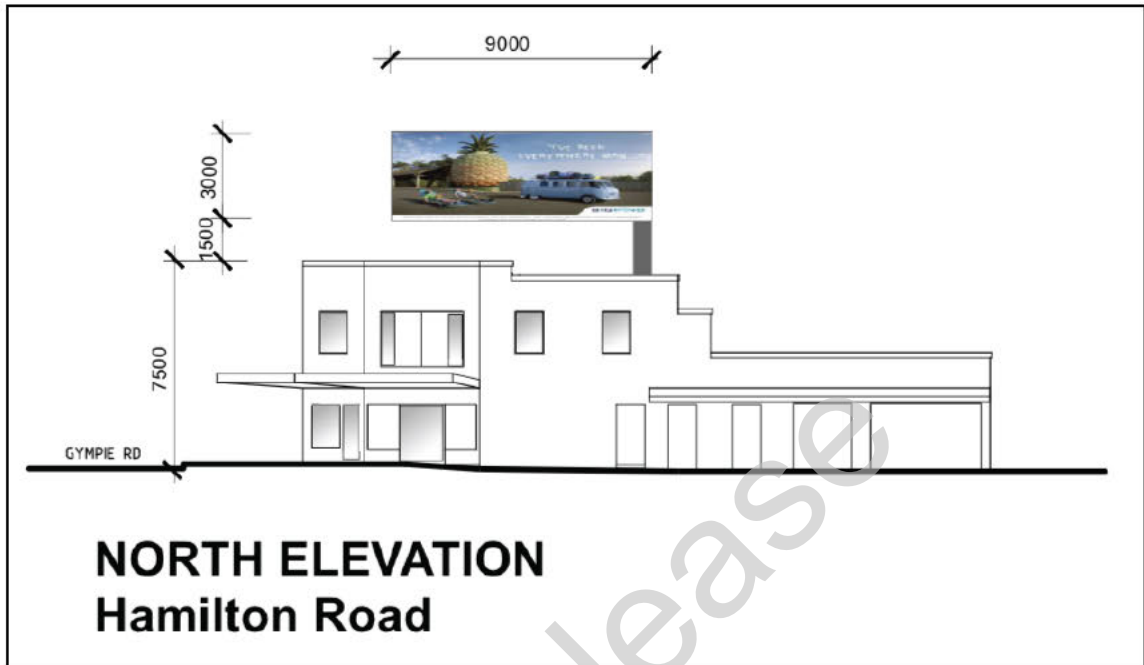


Figure 6: Elevations

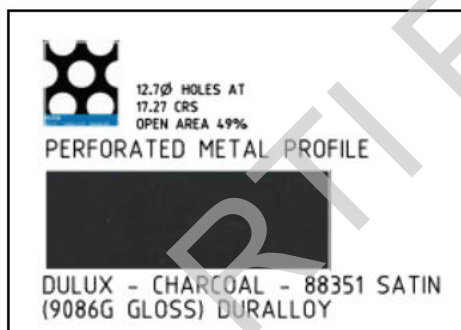


Figure 7: Colour Scheme

6. TRAFFIC

The proposed sign will be orientated to face Gympie Road which is a State-controlled road. Council may seek additional technical advice from the Department of Transport and Main Roads (DTMR) as part of the assessment process but has the decision making authority as the subject site is located on private property outside of the road reserve.

A recent application for a double sided digital billboard was approved along Gympie Road approximately 250m south of the subject site. The site has been constructed and effectively sits within the robust commercial / trafficked environment of Gympie Road.

The proposed sign does not obstruct the passage of vehicles along Gympie Road. It is strategically located away from any important sight lines and does not impede on any views

toward of any significant road infrastructure, signage or other vehicles. Please refer to **Figure 8** below.



Figure 8: Traffic

An RPEQ signed traffic report (**Attachment C**) has been provided by Pekol Transport & Traffic Engineers (PTT) as part of this application. The findings of this report is summarised as follows:

- The proposed sign is not within the field of vision behind traffic signals and the signals are fitted with standard target boards which is acceptable;
- An advanced visibility of three seconds is provided to view the sign is provided in both directions (Gympie Road & Hamilton Road);
- Despite a KSI rate of four, recent crash data suggests that there is a below average crash rate at the Gympie Road / Hamilton Road intersection and section of road;

PTT have recommended data is lodged for a year subsequent to the installation of the sign to monitor potential effects of the sign. This should be conditioned on approval.

7. NEIGHBOURHOOD PLAN ASSESSMENT

The subject site is identified within the Chermside Centre Neighbourhood Plan and is within the Chermside Centre Activity Precinct (Gympie Road Sub-precinct). The outcomes sought within the Neighbourhood Plan are consistent with the proposed sign with regard to both location and function. The outcomes sought include:

- Development reinforces Chermside as a Major Centre with more-intense development where amalgamation of sites and the minimum site area identified in Table 7.2.3.6.3.B can be achieved;
- Development provides centre activities with a strong focus on office and shop uses fronting Gympie Road;
- Development creates gateway statements for Chermside centre through landmark building sites to identify the regional significance of the centre.

The proposed sign will provide a modern enhancement to the existing business environment within the Chermside regional centre and will successfully complement Westfield's huge commercial investment to the area.

8. SUPPORT OF DIGITAL SIGNAGE PROPOSAL

The proposed digital "Billboard Sign" is a suitable addition to the subject site for the reasons outlined below:

- The subject site is identified in the MU2 Mixed Use (Centre Frame) zone in the *City Plan 2014* which is classified as a “Business Centres Environment” and licensable (approval required) under the Local Law.
- The sign supports the existing land use at the site. The sign will be appropriately integrated with the site to enhance the transit corridor and maintain the mixed use character of the area.
- The sign will not detract from the appearance and aesthetics of the existing streetscape. The sign will enhance and reinforce the existing views along Gympie Road to create a high-quality urban outcome.
- The sign is designed at a size and scale which is compatible with the site and surrounds of the immediate area.
- The sign is safe. It will not backdrop any traffic signals or obstruct the safe passage of pedestrians and vehicles travelling along Gympie Road. A RPEQ traffic report has been prepared addressing all of the traffic provisions in the Local Law and Council’s technical guideline for digital signs.
- The sign will have no impact on any residential dwellings.

9. LOCAL LAW ASSESSMENT

An assessment of the Local Law indicates that the proposed digital “Billboard Sign” complies with all of the relevant provisions including the objectives, Schedule 5 criteria and the conditions for all signs and Billboard Signs. A comprehensive assessment of the Local Law has been undertaken and can be viewed at **Attachment B**.

10. CONCLUSION

I hereby conclude the proposed sign is wholly supportable from a Town Planning perspective for the reasons set out in this report.

Please don’t hesitate to contact the undersigned if you have any queries or require any additional information that can be of assistance in determining this Advertising Licence Application.



[Redacted]
Development Manager

Town Planner

[Redacted]
[\[Redacted\]@apexdigital.com.au](mailto:[Redacted]@apexdigital.com.au)



CHERMSIDE
SHOPPING
CENTRE

PROPOSED
NEW SIGN

AERIAL - PHOTO



824-828 GYMPIE RD, CHERMSIDE

BCC Details

Property Number: 629438

Lot/DP: 3 & 4 RP81308

Land Number(s): 10667509, 10667507

Description: L.3/4 RP.81308 PAR KEDRON

Ward: MARCHANT

Area: 215 sq.m and Area: 250 sq.m

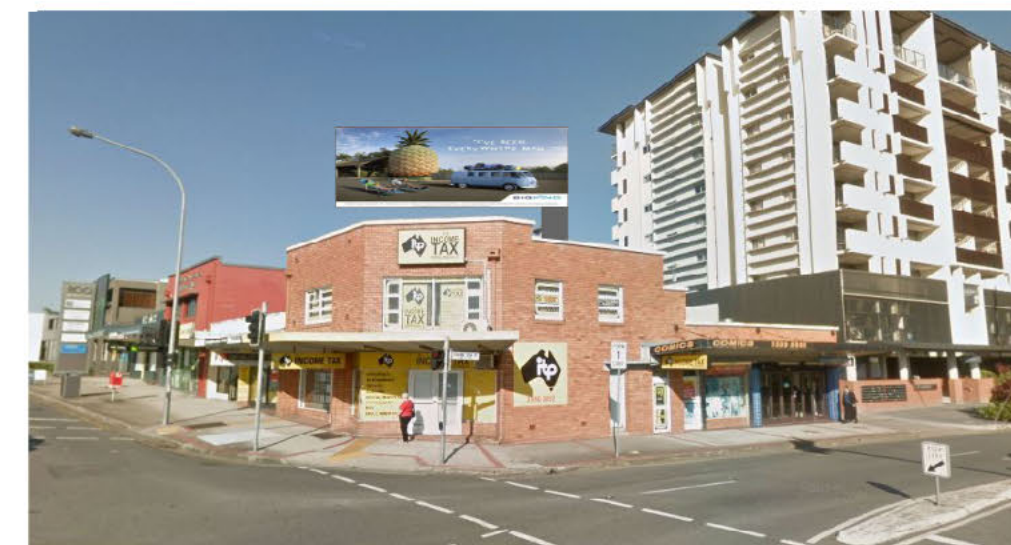
Zoning

QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE

QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE



EXISTING - PHOTO



PROPOSED - PHOTO - looking south

**PROPOSED SIGNAGE at
824-828 GYMPIE RD;
CHERMSIDE
for APEX DIGITAL**

PHOTO MONTAGES

INSCAPE DESIGN Job 1805

30/10/2018

**A101
DA2**

HAMILTON RD

10 STOREY BUILDING

Lot 4
SINGLE STOREY BUILDING

12m

7.0m

SITE

PROPOSED SIGN

PROPOSED UNIPOLE SIGN SUPPORT

Lot 3

SINGLE STOREY BUILDING

SITE BOUNDARY

GYMPIE RD

SITE PLAN



12.7Ø HOLES AT
17.27 CRS
OPEN AREA 49%

PERFORATED METAL
PROFILE



DULUX - CHARCOAL - 88351 SATIN
(9086G GLOSS) DURALLOY

CLADDING TO BASE SUPPORTS AND REAR

9000

1500
3000

7500

GYMPIE RD



NORTH ELEVATION
Hamilton Road

PROPOSED SIGNAGE at
824-828 GYMPIE RD;
CHERMSIDE
for APEX DIGITAL

SITE PLAN, ELEVATION

INSCAPE DESIGN Job 1805

30/10/2018

A102

DA2

ADVERTISEMENTS SUBORDINATE LOCAL LAW 2005

Conditions	Compliance Statement	Compliance Assessment
Schedule 4		
Part 1 Conditions applying to all types of signs		
Maximum area of advertisements		
<p>1. For a single advertisement, the lesser of—</p> <p>(a) 48 m²; and</p> <p>(b) the maximum area, if any specified, for that type of advertisement in Part 2 of this Schedule;</p> <p>1.A The area of an advertisements is calculated by-</p> <p>(a) including the whole area of a rectangle within which an integrated sign is completely contained, as illustrated in Schedule 7; and</p> <p>(b) excluding those parts of a wall, fascia or the like which are in the colours of a corporation or product but which do not immediately surround the text, illustrations or symbols of an advertisement in the manner of a border or panel for the advertisement; and</p> <p>(c) including any company logo or company name, including the name or logo of the advertising agency, in the calculation of area of the sign in sub-section (1).</p>	<p><input checked="" type="checkbox"/> Complies with Condition</p> <p><input type="checkbox"/> Performance Solution</p> <p><input type="checkbox"/> Not Applicable</p>	<p>Complies.</p> <p>It is proposed to erect a new 9m x 3m digital "Billboard Sign" at the subject site. The sign will be located on a unipole at the rear of the commercial building and will face inbound pedestrian and vehicular traffic along Gympie Road. The maximum face area of the sign is 27m².</p>

Conditions	Compliance Statement	Compliance Assessment
2. For all advertisements on a site in the City Centre Environment, the Business Centres Environment and the Industry Environment — 6% of the area of the site calculated by including the area of each face of every advertisement on the site.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>Despite being a smaller site, the sign is located on a prominent intersection along Gympie Road and opposite Chermide Shopping Centre. It is heavily trafficked, robust and able to accommodate a supersite billboard without being an overbearing element of the surrounding built environment. The signage face area equates to 5.8% of the overall site area of 465m².</p>
3. For a site in a Residential Environment, and Green Space Environment where no maximum area is specified for that type of advertisement in Part 2 of this Schedule, the maximum area as determined by Council.	<input type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input checked="" type="checkbox"/> Not Applicable	<p>Not Applicable. The subject site is located in a Business Centres Environment.</p>
Traffic Safety		
1. An advertisement must not obstruct the passage of pedestrians or vehicles.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>The proposed digital sign will not obstruct the passage of pedestrians or vehicles. The sign will be wholly located within the property boundaries of the subject site and affixed to the wall of the building.</p> <p>A RPEQ traffic impact assessment can be prepared for Council should additional traffic assessment be required in determining the application.</p>

Conditions	Compliance Statement	Compliance Assessment
2. An advertisement must not obstruct a pedestrian's view of traffic, or a motorist's or cyclist's view of pedestrians, other traffic, or the road ahead.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>The proposed digital sign does not obstruct the passage of pedestrians and vehicles travelling along Gympie Road.</p> <p>A RPEQ traffic impact assessment can be prepared for Council should additional traffic assessment be required in determining the application.</p>
3. An advertisement must not be distracting to drivers or cyclists in close proximity to intersections, traffic signals, railway crossings and vehicle merging and weaving situations.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>The proposed digital sign is located away from the direct line of sight to any traffic signals, railway crossings and any vehicle merging and weaving situations and will not be distracting to drivers or cyclists travelling along Gympie Road.</p> <p>A RPEQ traffic impact assessment can be prepared for Council should additional traffic assessment be required in determining the application.</p>
4. No advertisement may be designed to contain a facsimile of a traffic sign, to resemble, or otherwise be capable of being confused with a traffic control device.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>The sign will not contain a facsimile of a traffic sign, and will not resemble or be capable of being confused with a traffic control device. The sign will be located entirely on the subject site and away from any existing traffic controls where directly viewable along Gympie Road.</p> <p>A RPEQ traffic impact assessment can be prepared for Council should additional traffic assessment be required in determining the application.</p>

Conditions	Compliance Statement	Compliance Assessment
5. An illuminated advertisement, particularly a flashing or animated advertisement must not be located beside or behind a set of traffic signals.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>The digital sign will be electronically illuminated and will not be located directly beside or behind a set of traffic lights. The digital sign will have the appearance of a static sign and will not flash or cause unwarranted distractions to traffic.</p> <p>A RPEQ traffic impact assessment can be prepared for Council should additional traffic assessment be required in determining the application.</p>
Structural systems		
1. The supporting structure of an advertisement must comply with structural standards or codes under applicable laws.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies. The proposed sign will be affixed in accordance with the structural standards or codes of any applicable laws.
2. A certificate of structural adequacy from a qualified structural engineer must be produced if required by Council.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies. A certificate of structural adequacy can be presented to Council if required.
3. No support, fixing, suspension or other system required for the proper installation of an advertisement may be exposed, unless designed and constructed in a simple, neat and tidy manner or as an integral feature of an advertisement.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies. The proposed advertisements will not expose support, suspension or other systems required for proper installation.
Electrical systems		

Conditions	Compliance Statement	Compliance Assessment
1. All electrical services and systems are to comply with the current Standards Association of Australia Wiring Rules and the requirements of the supply authority.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies. All electrical service and systems will comply with current standards as required.
2. All conduits, wiring, switches or other electrical apparatus installed on an advertisement are to be concealed from general view.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies. Wiring will be screened from view and integrated into the signage structure.
3. No electrical equipment may be mounted on an exposed surface.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies.
Heritage place		
1. An advertisement on a Heritage Place must be designed in accordance with a "facade-grid" analysis. This analysis is to— (a) identify the grid established by the elements of a facade, such as the windows, doors, awnings, cornices, parapets, columns, and so on; and (b) indicate the most appropriate positions in which an advertisement may be located.	<input type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input checked="" type="checkbox"/> Not Applicable	Not Applicable. The subject site is not identified as a Heritage Place and does not adjoin a Heritage Place.
2. An advertisement is generally to align with the grid and be positioned within a flat surface such as a spandrel, parapet or panel between openings.	<input type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input checked="" type="checkbox"/> Not Applicable	Not Applicable. The subject site is not identified as a Heritage Place and does not adjoin a Heritage Place.

Conditions	Compliance Statement	Compliance Assessment
3. An advertisement must not be located on a column or other projecting "elevational" feature.	<input type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input checked="" type="checkbox"/> Not Applicable	Not Applicable. The subject site is not identified as a Heritage Place and does not adjoin a Heritage Place.
4. Any brackets or other visible fixing systems used to support an advertisement on a Heritage Place are to be compatible with that place.	<input type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input checked="" type="checkbox"/> Not Applicable	Not Applicable. The subject site is not identified as a Heritage Place and does not adjoin a Heritage Place.
High Impact Electronic Display Component Signs		
1. The electronic display component must be within the size limit of the relevant type of sign.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>It is proposed to erect a new 9m x 3m digital "Billboard Sign" at the subject site. The sign will be located on a unipole at the rear of the commercial building and will face inbound pedestrian and vehicular traffic along Gympie Road. The maximum face area of the sign is 27m².</p>

Conditions	Compliance Statement	Compliance Assessment
<p>2. The location of the sign must:</p> <p>(a) Not extend outside the property;</p> <p>(b) Not be less than 3m from the allotment boundary of the adjoining property unless that adjoining property owner gives written consent; and</p> <p>(c) Not be located on a street frontage within 200m of another sign with a high impact electronic display component unless in a pedestrianized area.</p>	<p><input checked="" type="checkbox"/> Complies with Condition</p> <p><input type="checkbox"/> Performance Solution</p> <p><input type="checkbox"/> Not Applicable</p>	<p>Complies.</p> <p>The location of the sign is wholly located within the subject site and will not extend outside of the property boundaries.</p> <p>There are no other high impact electronic display signs within 200m of the subject site along the same Gympie Road frontage.</p>
<p>3. The electronic display component area must:</p> <p>(a) Be no greater than 12m above ground level at its highest point; and</p> <p>(b) No expose an unsightly back view to a road or other public place.</p>	<p><input checked="" type="checkbox"/> Complies with Condition</p> <p><input type="checkbox"/> Performance Solution</p> <p><input type="checkbox"/> Not Applicable</p>	<p>Complies.</p> <p>The proposed digital sign is circa 12m above ground level at its highest point and will be integrated within the existing premises so as to not expose an unsightly back view to a public space or road.</p>
<p>4. Must satisfy the requirement for traffic safety.</p>	<p><input checked="" type="checkbox"/> Complies with Condition</p> <p><input type="checkbox"/> Performance Solution</p> <p><input type="checkbox"/> Not Applicable</p>	<p>Complies. The proposed advertising sign complies with section 2 – Traffic Safety.</p>
<p>5. Must satisfy the requirements of the Guideline produced by Council referred to in 5C which are applicable to the type of electronic display component of the sign.</p>	<p><input checked="" type="checkbox"/> Complies with Condition</p> <p><input type="checkbox"/> Performance Solution</p> <p><input type="checkbox"/> Not Applicable</p>	<p>Can comply.</p>

Conditions	Compliance Statement	Compliance Assessment
<p>6. An overriding consideration is that 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 the scale of its buildings.</p>	<p><input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable</p>	<p>Complies.</p> <p>The sign is designed at a size and scale which is wholly compatible with the site and surround of the immediate area, including the subject to which the billboard will be placed.</p> <p>Situated at the corner of Gympie Road and Hamilton Road, the subject site is positioned at the heart of the Chermide regional centre, one of Australia's largest regional activity hubs. The site is located directly opposite the newly renovated Westfield Chermide, the area's major drawcard, and receives enormous levels of commercial exposure from the shopping centre and Gympie Road, which doubles as North Brisbane's major traffic thoroughfare connecting the northern suburbs to the CBD with over 50,000 vehicles a day. The proposed sign will provide a modern enhancement to the existing business environment within the Chermide regional centre and will successfully complement Westfield's huge commercial investment to the area.</p> <p>The built environment at the subject site is robust but dominated by the busy (and noisy) Gympie Road. Small format commercial and retail tenancies line the road corridor to create an entirely business orientated environment. Residential dwellings, including the apartment located behind the subject site to the east, are located within mixed use developments and setback from the Gympie Road corridor for amenity purposes. The proposed sign will face inbound traffic along Gympie Road and Westfield Chermide, avoiding a direct line of sight with all existing and future residential / mixed use developments within proximity to the site.</p> <p>Westfield Chermide, avoiding a direct line of sight with all existing and future residential / mixed use developments within proximity to the site.</p>

Conditions	Compliance Statement	Compliance Assessment
7. In the event of an emergency declaration under the <i>Disaster Management Act 2003</i> 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.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Can comply.
Schedule 4 Part 2 Conditions applying to particular types of sign		
Billboard Sign		
1. The area of a Billboard Sign may not exceed a maximum of 48m ² per side, for a maximum of two sides which includes any electronic display component.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>It is proposed to erect a new 9m x 3m digital "Billboard Sign" at the subject site. The sign will be located to unipole at the rear of the the commercial building and will face inbound pedestrian and vehicular traffic along Gympie Road. The maximum face area of the sign is 27m².</p>
2. The maximum height of any part of a Billboard Sign above ground is 12m.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>The proposed digital sign is circa 12m above ground level at its highest point and will be integrated within the existing premises so as to not expose an unsightly back view to a public space or road.</p>

Conditions	Compliance Statement	Compliance Assessment
3. A Billboard Sign must not project beyond the front alignment of a property.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies. The entirety of the sign is located within the subject site and will not extend outside of the property boundaries or beyond the front alignment.
4. A Billboard Sign must be a minimum of 3m from the boundary of an adjoining property unless the owner of the adjoining property consents to the sign being a lesser distance from the boundary.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies. The entirety of the sign is located within the subject site and will not extend outside of the property boundaries or beyond the front alignment. Owners consent is not required from an adjoining property owner.
5. No Billboard Sign may be erected to expose an unsightly back view of the sign to a road or other public place.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies. The sign will not expose an unsightly back view to a road or public place.
6. A Billboard Sign must not be erected on a street frontage of a single property along which another Billboard Sign or a Pylon Sign is erected, unless those signs are located at least 60m apart or 200m apart if both signs contain electronic display components.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	Complies. There are no other high impact electronic display signs within 200m of the subject site along the same Gympie Road frontage.
Schedule 5		
Part 1 Criteria for assessing all applications for approval		
Views, vistas and visual rights		

Conditions	Compliance Statement	Compliance Assessment
1. Advertisements are not to block or compromise a view or vista of high scenic value.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>The sign will not detract from the appearance and aesthetics of the existing streetscape. The sign will enhance the existing views along Gympie Road towards its existing commercial use.</p> <p>The sign will be cladded appropriately to ensure the back of the structure is kept tidy.</p> <p>The proposed sign will provide a modern enhancement to the existing business environment within the Chermside regional centre and will successfully complement Westfield's huge commercial investment to the area.</p>

Conditions	Compliance Statement	Compliance Assessment
2. Advertising should respect the amenity of other property owners and not obscure, dominate or overcrowd the view of existing or prospective development on neighbouring properties.	<input checked="" type="checkbox"/> Complies with Condition <input type="checkbox"/> Performance Solution <input type="checkbox"/> Not Applicable	<p>Complies.</p> <p>Situated at the corner of Gympie Road and Hamilton Road, the subject site is positioned at the heart of the Chermide regional centre, one of Australia's largest regional activity hubs. The site is located directly opposite the newly renovated Westfield Chermide, the area's major drawcard, and receives enormous levels of commercial exposure from the shopping centre and Gympie Road, which doubles as North Brisbane's major traffic thoroughfare connecting the northern suburbs to the CBD with over 50,000 vehicles a day.</p> <p>The built environment at the subject site is robust but dominated by the busy (and noisy) Gympie Road. Small format commercial and retail tenancies line the road corridor to create an entirely business orientated environment. Residential dwellings, including the apartment located behind the subject site to the east, are located within mixed use developments and setback from the Gympie Road corridor for amenity purposes. The proposed sign will face inbound traffic along Gympie Road and Westfield Chermide, avoiding a direct line of sight with all existing and future residential / mixed use developments within proximity to the site.</p>
Compatibility with sites and buildings		

Conditions	Compliance Statement	Compliance Assessment
<p>1A Local Environment</p> <p>The size, location and medium of the advertisement must be in keeping with the character of the local environment.</p> <p>1. Sites and buildings</p> <p>(a) Advertising is to be considered in relation to the scale, proportion and other characteristics of structures, landscaping and other advertising on a site. This is of particular relevance in large developments, such as shopping centres, where it is desirable to coordinate the signs of a number of different tenancies; and</p> <p>(b) Advertising proposals may improve the appearance of sites by increasing landscaping, screening unsightliness or rationalising the amount of advertisements so as to reduce clutter. It is generally preferable that the advertising for a shopping centre be combined on a single large Pylon Sign, rather than the individual tenancies exhibiting their own dispersed advertising.</p>	<p><input checked="" type="checkbox"/> Complies with Condition</p> <p><input type="checkbox"/> Performance Solution</p> <p><input type="checkbox"/> Not Applicable</p>	<p>Complies.</p> <p>The built environment at the subject site is robust but dominated by the busy (and noisy) Gympie Road. Small format commercial and retail tenancies line the road corridor to create an entirely business orientated environment. Residential dwellings, including the apartment located behind the subject site to the east, are located within mixed use developments and setback from the Gympie Road corridor for amenity purposes. The proposed sign will face inbound traffic along Gympie Road and Westfield Chermside, avoiding a direct line of sight with all existing and future residential / mixed use developments within proximity to the site.</p>

Conditions	Compliance Statement	Compliance Assessment
<p>2. Facades</p> <p>(a) An advertisement, including its supporting structure, fixing devices and services, should not detract from the appearance of a building façade; and</p> <p>(b) An advertisement should be considered as another design element to be incorporated in the existing elevational treatment of a building, in a manner which respects the style, scale, alignments, patterns and other architectural qualities of the building; and</p> <p>(c) Advertisements should generally be confined to flat surfaces, such as plain walls, spandrels or parapets and should not be positioned across windows, columns or other design features.</p>	<p><input checked="" type="checkbox"/> Complies with Condition</p> <p><input type="checkbox"/> Performance Solution</p> <p><input type="checkbox"/> Not Applicable</p>	<p>Complies.</p> <p>The proposed sign will not detract from or block the façade of the existing premises on the subject site.</p>

Conditions	Compliance Statement	Compliance Assessment
<p>3. Containment within building outline</p> <p>An advertisement should not normally extend above or beyond a building to which it is affixed. In considering such an extension, Council will have regard to matters such as whether—</p> <p>(a) the advertisement would then be more compatible with the building or its surroundings than it would otherwise be; or</p> <p>(b) the supporting structure for the advertisement would be more effectively screened; or</p> <p>(c) the advertisement and its supporting structure are designed to appear as a compatible addition to the building; or</p> <p>(d) the advertisement and its supporting structure are a desirable design feature in themselves; or</p> <p>(e) the advertisement screens an unsightly view; or</p> <p>(f) the advertisement improves the outline of a building or group of buildings.</p>	<p><input checked="" type="checkbox"/> Complies with Condition</p> <p><input type="checkbox"/> Performance Solution</p> <p><input type="checkbox"/> Not Applicable</p>	<p>Complies.</p> <p>The location of the sign is wholly located within the subject site and will not extend outside of the property boundaries.</p> <p>The sign has been designed at an appropriate size, height and scale which is compatible and commensurate with the site and surrounds of the surrounding area.</p>
Heritage Places		
<p>Where an advertisement is to be located on a Heritage Place, more favourable consideration will normally be given to an advertisement which is in keeping with the original character and period of the Heritage Place.</p>	<p><input type="checkbox"/> Complies with Condition</p> <p><input type="checkbox"/> Performance Solution</p> <p><input checked="" type="checkbox"/> Not Applicable</p>	<p>Not Applicable. The subject site is not identified as a Heritage Place and does not adjoin a Heritage Place.</p>



13 November 2018

Gail Leah
Brisbane City Council
505 St Pauls Terrace
Fortitude Valley QLD 4006

Dear Ms Leah

RCP0003597 - LONO - Advertising Device at 824 Gympie Road Chermside

Thank you for your Road Corridor Permit (RCP) application requesting approval for an Advertising Device at 824 Gympie Road Chermside.

The Department of Transport and Main Roads (TMR) has no objection to the proposed Advertising Device, subject to the following conditions:

- The Advertising Device must be located entirely in the private property of 824 Gympie Road Chermside (i.e. outside of the road reserve) without projecting any overhanging parts/portions to the road boundary.
- The Advertising Device must not be non-static electronic displays (displaying animations, video, flashing, active display changes and so on).
- It is not permitted to change the message of display during the peak traffic periods of (06.30am – 08.30am) and (5pm – 7pm) in weekdays and (10.30am – 2.30pm) in weekends. The minimum amount of time of display (dwell time) for each of the individual messages displayed on the electronic panel must be 1 hour outside of the said hours.
- The maximum average luminance level for the illuminated Advertising Device must not exceed 300 cd/m² in the night time and 6000 cd/m² in the daytime. Since the Advertising Device is located at the corner of traffic lights, the red, green and amber colours are not permitted to be used for the letters in message display areas. Methods of display change such as 'fly in' or 'scroll', or any other type of message change are not permitted. The complete screen display must change instantaneously and must not go blank between different messages. The display screen must not be split to display multiple advertisements on one display. In the event of a malfunction or failure of either the advertising copy display, or hardware/system/software the device must display a blank screen.

Department of Transport and Main Roads
Program Delivery and Operations
Metropolitan Region / Brisbane Office
313 Adelaide Street, Brisbane CBD 4000
Postal address:
PO Box 70 Spring Hill, QLD 4004
ABN 39 407 690 291

Our ref 500/02159
Your ref RCP0003597
Enquiries Veronica Mander
Telephone +61 7 3066 9105
Facsimile +61 7 3832 4984
Website www.tmr.qld.gov.au
Email metropolitan_corridor_management@tmr.qld.gov.au

- If required, the owner/operator of the Advertising Device is responsible for shielding the electronic billboard to ensure that it does not cause a nuisance to surrounding properties.
- The Advertising Device must meet all other legislative requirements.

If you require further information, please contact Veronica Mander on telephone 07 3066 6759 and she will be happy to assist.

Yours sincerely



Barbara MacDonagh
Principal Advisor (Corridor Management)

RTI Release

13 November 2018

Gail Leah
Brisbane City Council
505 St Pauls Terrace
Fortitude Valley QLD 4006

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Yours sincerely



Barbara MacDonagh
Principal Advisor (Corridor Management)

RTI Release



oolworths
coles
his harris scarle

TURN
LEFT
AT ANY TIME
WITH CARE

CHEMIST

TWW TOTALLY WORKWEAR

STYLLUP'S
CHEMIST











CHERMSIDE
SHOPPING
CENTRE

PROPOSED
NEW SIGN

AERIAL - PHOTO



824-828 GYMPIE RD, CHERMSIDE

BCC Details

Property Number: 629438

Lot/DP: 3 & 4 RP81308

Land Number(s): 10667509, 10667507

Description: L.3/4 RP.81308 PAR KEDRON

Ward: MARCHANT

Area: 215 sq.m and Area: 250 sq.m

Zoning

QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE

QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE



EXISTING - PHOTO



PROPOSED - PHOTO - looking south

**PROPOSED SIGNAGE at
824-828 GYMPIE RD;
CHERMSIDE
for APEX DIGITAL**

PHOTO MONTAGES

INSCAPE DESIGN Job 1805

30/10/2018

**A101
DA2**

ROOF SIGN WITH INTEGRATION



AMENDED POLE SIGN – ANGLE OF SIGN ALIGNS WITH BUILDING FACADE



22 January 2019

Acquisition & Development Manager
Apex Digital
[REDACTED]@apexdigital.com.au

Attention: [REDACTED]

Dear [REDACTED],

**Re: 842 GYMPIE ROAD - CHERMSIDE
DWELL TIME**

We have reviewed the Department of Transport and Main Roads' (TMR) letter of 13 November 2018 detailing the operating conditions for the proposed electronic advertising device at 824 Gympie Road, Chermshire.

PROPOSED CONDITION

Condition #3 in TMR's Lette effectively specifies a minimum dwell time of:

- 120 minutes between 6:30am-8:30am and 5:00pm-7:00pm on weekdays
- 240 minutes between 10:30am-2:30pm on weekends
- 60 minutes at other times

PROPOSED SIGN

The proposed sign is to be positioned to face southbound traffic on Gympie Road and westbound on Hamilton Road. The sign is to be located adjacent to the Gympie Road / Hamilton Road signalised intersection. This intersection lies on the state-controlled road network.

The relevant guideline at the time of the original application was TMR's Roadside Advertising Manual (RAM), 2017 edition. This document defines a "Restriction Notice Area" as "a defined area outside the road reserve where the department has determined the installation of an advertising device is not preferred".

The RAM goes on to say that “The ‘Restriction Notice Area’ reflects the situation where there is no legislative mechanism available for the department to approve, condition, or not approve devices located outside the road reserve (other than on motorways). The department may only provide comment on devices located within this area and indicate that they are not preferred at these locations. The relevant local government has power to approve, condition, or not approve an advertising device in the ‘Restriction Notice Area’ and thus has the responsibility for establishing and enforcing any advertising restrictions within these areas”.

The proposed sign lies within the ‘Restriction Notice Area’ associated with the Gympie Road / Hamilton Road intersection. However, because it is located outside of the road reserve, the final approval/refusal of the proposed sign, including the setting of conditions, rests with Brisbane City Council, not TMR.

RECOMMENDED DWELL TIME

To guide Council in this process, we have assessed the proposed sign against the 2017 edition of TMR’s RAM. Table 3.3 in TMR’s RAM specifies a minimum dwell time of 10 seconds for electronic billboards visible from a state-controlled road with a speed limit of less than 80km/h. The speed limit on the adjacent section of Gympie Road (and Hamilton Road) is 60km/h. Accordingly we believe that a 10 second dwell time for the proposed sign would be appropriate.

PAST EXPERIENCE

We provided expert witness advice to the Planning and Environment (P&E) Court in late 2018 in relation to an electronic advertising device on a different part of the state-controlled road network in metropolitan Brisbane. In that instance, the proposed sign was to be located on a building, outside of the road reserve, but within the ‘Restriction Notice Area’ associated with a major signalised intersection. Both roads carried substantial traffic volumes and had a posted speed limit of 60km/h.

In that instance, TMR proposed the following condition dealing with dwell times:

“Operate the advertising device so that message of display does not change during the peak traffic periods of 6am-8am and 4pm-6pm on weekdays and 11am-1pm on weekends. The minimum display time for each individual message displayed must be 1 hour outside of these hours.”

There are a number of similarities between this previous example and the proposed sign at 842 Gympie Road. For example:

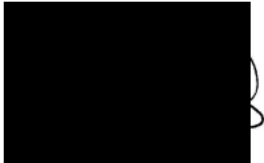
- both signs are located at major intersections on the state-controlled road network
- both signs are located in the ‘Restriction Notice Area’ associated with the adjacent intersection
- both signs are located outside of the road reserve
- both signs are located in 60km/h speed zones
- in both cases, TMR conditioned minimum dwell times several orders of magnitude greater than the 10 second minimum dwell time specified in the Roadside Advertising Manual

Council may be interested to learn that in this previous matter, TMR chose not to defend their condition in the P&E Court, relying instead on the Local Government Authority to respond alone. After hearing expert traffic engineering evidence from both sides, the parties agreed to a minimum 10 second dwell time for the sign.

CONCLUSION

Based on the above, we recommend a 10 second minimum dwell time for the proposed sign at 842 Gympie Road, Chermside, which would be consistent with recent approvals for other signs at major intersections on the state-controlled road network.

Yours sincerely,

A black rectangular box redacting a signature.

Director (RPEQ 5286)

RTI Release



CHERMSIDE
SHOPPING
CENTRE

PROPOSED
NEW SIGN
& FEATURE
SURROUNDS

AERIAL - PHOTO



824-828 GYMPIE RD, CHERMSIDE

BCC Details

Property Number: 629438

Lot/DP: 3 & 4 RP81308

Land Number(s): 10667509, 10667507

Description: L.3/4 RP.81308 PAR KEDRON

Ward: MARCHANT

Area: 215 sq.m and Area: 250 sq.m

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QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE

QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE



EXISTING - PHOTO



PROPOSED - PHOTO - looking south

**PROPOSED SIGNAGE at
824-828 GYMPIE RD;
CHERMSIDE
for APEX DIGITAL**

PHOTO MONTAGES

INSCAPE DESIGN Job 1805

22/01/2019

**A101
DA4**



**Queensland
Government**

**Department of
Transport and Main Roads**

20 February 2019

Jasmine Qiu
Brisbane City Council
505 St Pauls Terrace
Fortitude Valley QLD 4006

Dear Ms Qiu

RCP0003597 - LONO - Advertising Device at 824 Gympie Road, Chermside

Thank you for your Road Corridor Permit (RCP) application requesting approval for reduced dwell times on an Advertising Device at 824 Gympie Road, Chermside.

The location of the proposed Advertising Device is within the 'restriction notice area' and Transport and Main Roads (TMR) has supported a static billboard and not an electronic/digital sign. However, as per TMRs Engineering and Technology Divisions additional guidelines, TMR has decided to support 'no objection' subject to restrictions to the dwell times and changing of the display messages during peak times.

TMRs no objection is based on the following:

- In circumstances where a proposal for a static billboard in these locations would be supported, an electronic billboard may be considered if it essentially operates in a similar manner to a static device. The two key attributes which differ between an electronic billboard and a static billboard are luminance and dwell time.
- The conditions for the 'luminance requirements' are referred to in the RAM (Roadside Advertising Manual; October 2017) and included as a condition in the Letter of No Objection (LONO).
- Gympie Road/Hamilton Road is a major signalised intersection near the large Chermside shopping centre and the bus interchange facility at the NE corner. Gympie Road is an urban arterial in the TMR road network and Hamilton Road is a major collector or alternative traffic route on the BCC network. The Annual Average Daily Traffic along Gympie Road is about 66,000 vehicles with 7% commercial vehicles, including semi-trailers, B-Doubles and so on. Large amounts of turning volumes (left or right) are observed at this intersection including long vehicles and buses. In addition, there are no dedicated cycle lanes at the intersection and a considerable number of cyclists use the general traffic and turning lanes mixing with heavy vehicles. The pedestrian movements are also high due to the shopping centre and the bus interchange facility. This will briefly represent the conditions of the surrounding area, traffic and the movements of vulnerable groups.

Department of Transport and Main Roads
Program Delivery and Operations
Metropolitan Region / Brisbane Office
313 Adelaide Street, Brisbane CBD 4000
Postal address:
PO Box 70 Spring Hill, QLD 4004
ABN 39 407 690 291

Our ref	500/02159
Your ref	RCP0003597
Enquiries	Toni Reid
Telephone	+61 7 3066 6765
Facsimile	+61 7 3832 4984
Website	www.tmr.qld.gov.au
Email	metropolitan_corridor_management@tmr.qld.gov.au

- There were 17 casualty crashes reported at this intersection during October 2013 and September 2018 (5-year period) including 4 hospitalisations, 10 medically treated and 3 minor injuries (please see attached crash data for details). Nine crashes were reported along southbound of Gympie Road and one crash was reported west-bound of Hamilton Road (this represents about 60% of the total crashes during this 5-year period). The proposed Advertising Device is visible only to the traffic along the southbound direction of Gympie Road and westbound of Hamilton Road and the number and causes of crashes should be considered along these directions only. The cause for five crashes along these directions (50% of the ten crashes) was 'red light running' related and the remainder five crashes were 'rear end' related.

By considering all these factors, it is assumed that the lowering of dwell times and allowing change to the display messages during peak times may increase driver distraction and increase the crash rate at this intersection with the movements of different types of traffic and vulnerable groups leading to an unsafe environment. Therefore, TMR does not support the lowering of the dwell times or relaxation to the conditions in the LONO.

As per the RAM guidelines, the relevant local government has the authority to approve, disapprove or condition Advertising Devices in the Restricted Notice Area (this proposed Advertising Device is in the restricted notice area). The approving authority is BCC.

Yours sincerely



Barbara MacDonagh
Principal Advisor (Corridor Management)

Encl.

Darren Clark

From: Metropolitan Corridor Management
<Metropolitan_Corridor_Management@tmr.qld.gov.au>
Sent: 20/02/2019 3:19 PM
To: Jasmine Qiu
Subject: RCP0003597 - Advertising Device at 824 Gympie Road Chermside
Attachments: RCP0003597 - LONO - Advertising Device at 824 Gympie Road, Chermside - Review Crash Report.pdf; RCP0003597 - LONO - Advertising Device at 824 Gympie Road, Chermside - Review Letter.pdf

Good afternoon Jasmine
Please find attached TMR Metros response.
Regards

Toni Reid
Program Support Officer | Metropolitan Region / Brisbane Office
Corridor Management | Department of Transport and Main Roads

Floor 20 | Brisbane City - 313 Adelaide Street | Brisbane City Qld 4000
GPO Box 70 | Spring Hill Qld 4004
(07) 30666765 | F: (07) 32206071
toni.m.reid@tmr.qld.gov.au
www.tmr.qld.gov.au

From: Jasmine Qiu <Jasmine.Qiu@brisbane.qld.gov.au>
Sent: Wednesday, 20 February 2019 10:36 AM
To: Metropolitan Corridor Management <Metropolitan_Corridor_Management@tmr.qld.gov.au>
Subject: RE: RCP0003597 - Advertising Device at 824 Gympie Road Chermside

Hi Veronica,

Just following up on this one in case DTMR has any comments to add. The plans have been finalised to what is shown and I'll be responding to the application early next week.

Kind Regards,

Jasmine Qiu
Built Environment Officer | Public Space | City Standards
Compliance and Regulatory Services
Lifestyle and Community Services Division | **BRISBANE CITY COUNCIL**

Green Square | Ground Floor, 505 St Paul's Terrace, Fortitude Valley, QLD 4006
Phone: 07 3178 1399 | Fax 07 3334 0226
Email: Jasmine.Qiu@brisbane.qld.gov.au



I ♥ BNE.  **Think before you print!**

From: Jasmine Qiu
Sent: Tuesday, 29 January 2019 9:03 AM
To: 'Metropolitan Corridor Management' <Metropolitan_Corridor_Management@tmr.qld.gov.au>
Subject: RCP0003597 - Advertising Device at 824 Gympie Road Chermside

Good Morning Veronica,

We've received an updated traffic report for an advertising sign proposal at 824 Gympie Road, Chermside.

DTMR has previously expressed no objection to the proposal subjected to specific conditions on dwell times.

The updated traffic report suggests a recommended dwell time of 10 seconds.

I have attached the most recent plans (still in discussion with Urban Design) for your comments.

Should your comments not be received by the 20 Working days, it will be assumed that you have no objection to this condition.

Kind Regards,

Jasmine Qiu

Built Environment Officer | Public Space | City Standards

Compliance and Regulatory Services

Lifestyle and Community Services Division | **BRISBANE CITY COUNCIL**

Green Square | Ground Floor, 505 St Paul's Terrace, Fortitude Valley QLD 4006

Phone: 07 3178 1399 | Fax 07 3334 0226

Email: Jasmine.Qiu@brisbane.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.

This email originates from outside of Brisbane City Council.

RTI Release



Advertisements Local Law 2013

Section 12 – Decision Notice

Dedicated to a better Brisbane

To: Apex Digital Pty Ltd

Address: 4/4 Banksia Dr
BYRON BAY NSW 2481

In respect of: Advertising Signs Permit

Located at: 824 GYMPIE RD CHERMSIDE QLD 4032

Reference: A005060674

DECISION

I have decided to grant, subject to conditions, your application dated 07 November 2018 for a permit to exhibit an advertisement at the premises.

The term of the approval is one year.

The conditions are attached to your permit certificate.

RIGHT TO REVIEW

You may make an application for an internal review of this decision.

Your application for review must be—

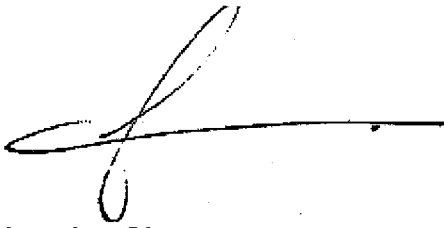
- in writing;
- lodged by 26 June 2019;
- accompanied by a statement of the grounds on which you seek the review of the decision; and
- supported by enough information to enable Council to decide the application; and
- accompanied by the prescribed fee for the application if any.

Please lodge your application for internal review—

- via the online form on Council's website www.brisbane.qld.gov.au; or
- by email to LCS-CARS-BE_Ops@brisbane.qld.gov.au and type 'Internal Review' in the subject line of your email;
- by post to Built Environment, Compliance and Regulatory Services, Brisbane City Council, GPO Box 1434, Brisbane Qld 4001.

Council will consider your submission within 15 days of receipt and give you written notice within 10 business days of making a decision. The original decision remains in effect until you are advised of the outcome of the review.

DATE TWENTY-EIGHTH DAY OF MAY, 2019



Jasmine Qiu

Built Environment Officer

Built Environment | City Standards

Compliance and Regulatory Services | Lifestyle and Community Services

BRISBANE CITY COUNCIL

Delegate

You may view the Local Law on the Queensland Government's online Local Law database.

If you require further information about this notice please contact Jasmine Qiu on 3403 8888 during business hours or write to Brisbane City Council, Compliance and Regulatory Services, Built Environment, GPO Box 1434, Brisbane Qld 4001.

RTI Release



Brisbane City Council
Compliance and Regulatory Services
Advertising Signs Permit
Reference 1494026

Apex Digital Pty Ltd
PO Box 634
MIAMI QLD 4220

Location: 824 Gympie Road Chermside

Sign Type	Permit Reference	Issued Date	Effective Date	Expiry Date
Billboard	AS01366821018	28 May 2019	28 May 2019	28 May 2020
Exact Location: Above Commercial Building Roof facing Intersection of Hamilton Road and Gympie Road; Third-party Advertising; Screen H: 3.0m x W: 9.0m x 1 face = 27sqm; Structure H: 1.0m below screen; Electronic Graphic Display.				

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.
- 3 Billboard sign
 - (1) The area of a Billboard Sign may not exceed a maximum of 48 m² per side, for a maximum of two sides which includes any electronic display component.
 - (2) The maximum height of any part of a Billboard Sign above the ground is 12 m.
 - (3) A Billboard Sign must not project beyond the front alignment of a property.
 - (4) A Billboard Sign must be a minimum of 3 m from the boundary of an adjoining property unless the owner of the adjoining property consents to the sign being a lesser distance from the boundary.
 - (5) No Billboard Sign may be erected to expose an unsightly back view of the sign to a road or other public place.
 - (6) A Billboard Sign must not be erected on a street frontage of a single property upon which another Billboard Sign or a Pylon Sign is visible, unless those signs are located at least 60 m apart, or 200 m apart if both signs contain electronic display components.
- 4 Illuminated advertisements exhibited within 100 m of a Residential Environment should not exceed a luminance level of 300 candelas/m² and the illumination must be switched off between 10pm and sunrise the following day.
- 5 Illuminated advertisements must be static i.e. no flashing lights.
- 6 Illuminated advertisements must not be located beside or behind a set of traffic lights.

Built Environment

Contact Name: Jasmine Qiu
Phone Number: 07 3403 8888

For Manager CARS:

- 7 The luminance of the advertisement should not exceed the level applicable for the City Environment it is exhibited in.

Non-Standard Conditions

Advertising Sign - Billboard

- 8 The Advertising Device must be located entirely in the private property of 824 Gympie Road Chermside (i.e. outside of the road reserve) without projecting any overhanging parts/portions to the road boundary.
- 9 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.
- 10 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.
- 11 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. except in a pedestrianised area, not be on a street frontage upon which another sign with a high impact electronic display component is visible, unless that sign is located at least 200 m away.
(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) The sign must satisfy the requirements of the Guideline produced by Council referred to in 5C which are applicable to the type of electronic display component of the sign.
(5) In the event of an emergency declared under the Disaster Management Act 2003 or by the Queensland Police Service 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.

- 12 Each EDC Image:
- a) Must have a display that changes in less than 0.5 seconds.
 - b) Must not be split to display multiple advertisements on the one EDC.
 - c) Must not use methods of display change such as 'fly in' or 'scroll' or any other type of message change.
 - d) Must not imitate or emulate a traffic control device such as traffic lights or traffic control signs or contain large areas of illuminated red, green or amber colour display.
 - e) 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.
 - f) Must not invite traffic to move contrary to any traffic control device, or turn where there is fast moving traffic.
 - g) Must not contain messages that are distractive or otherwise inconsistent with road safety.
 - h) Must be legible with a clear and large font used.
 - i) Should minimise the amount of information displayed on the EDC to ensure the time required to read and understand the EDC message is minimized.
 - j) In the event of a screen malfunction or failure, the display must default to a blank (black) screen of either the advertisements EDC or related hardware/system/software.
- 13 DTMR 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.
- 14 If required, the owner/operator of the Advertising Device is responsible for shielding the electronic billboard to ensure that it does not cause a nuisance to surrounding properties.
- 15 Minimum Display Period (Dwell Time) for each of the individual messages displayed on the EDC panel is to be thirty (30) seconds or greater.
- 16 The Owner / Operator of the Advertising Device may after six (6) months from the first day operation, request a review of the conditions in this approval.
- 17 The advertisement must not significantly obstruct or distract vehicular traffic. Should Council determine that the advertisement has caused or directly contributed to traffic incidents, the advertising media must be replaced, or operated in a manner consistent with a static display.
- 18 Extension of roof form will be built to integrate with the existing facade. Colour of the mesh panel base support and rear to match existing roof edge trim and black door and window frame.

Conditions of Approval - see reverse for standard conditions

STANDARD CONDITIONS

General

- 19 All advertisements are to be constructed and installed so as to facilitate regular maintenance.
- 20 An advertisement is not to obstruct pedestrian's, motorist's, or cyclist's view of traffic or the road ahead.
- 21 An advertisement is not to obstruct the passage of pedestrians or vehicles.
- 22 Both the advertisement and its supporting structure are to be properly maintained at all times.
- 23 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.
- 24 The supporting structure of an advertisement must also comply with structural standards or codes under applicable laws in other respects.

RTI Release

CHERMSIDE
SHOPPING
CENTRE



AERIAL - PHOTO



824-828 GYMPIE RD, CHERMSIDE

BCC Details

Property Number: 629438

Lot/DP: 3 & 4 RP81308

Land Number(s): 10667509, 10667507

Description: L3/4 RP.81308 PAR KEDRON

Ward: MARCHANT

Area: 215 sq.m and Area: 250 sq.m

Zoning

QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE

QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE



Brisbane City Council

Advertising Sign

APPROVED

Permit No. A005141101

Date 28 May, 2019



EXISTING - PHOTO



PROPOSED - PHOTO - looking south

**PROPOSED SIGNAGE at
824-828 GYMPIE RD;
CHERMSIDE
for APEX DIGITAL**

PHOTO MONTAGES

INSCAPE DESIGN Job 1805

22/01/2019

**A101
DA4**



ADVERTISING SIGN CHECKLIST

Address		824 Gympie Road, Chermside	Completed (Updated in Dart)
Application number		A205141101	
Background	Application	Review the application and all attachments including Engineers Traffic Reports, Information and Advice Requests, Detailed designs etc.	<input checked="" type="checkbox"/>
	Dart History	Review dart application history via the running sheet	<input checked="" type="checkbox"/>
	Properties on the web	Review and print property history, including property details, linked property details and Site and Application history	<input checked="" type="checkbox"/>
	Initial Desktop Assessment	<ul style="list-style-type: none"> Site environment (Zone mapping) Road type Proximity to intersection (Minor/Moderate/Major) Within line of sight of traffic signals On or adjoining Heritage sites (Local/State) Total site area Proximity to dwellings Existing signage 	<input checked="" type="checkbox"/>
	Information and Advice	Identify any required information and advice from relevant areas including: <ul style="list-style-type: none"> City Architecture and Heritage (Local) Heritage (State) Transport Planning & Strategy (Local) Congestion Reduction Unity (Local) Department of Transport and Main Roads (State) 	<input checked="" type="checkbox"/>
Correspondence	Requests for Information and Advice	Send requests for input from relevant areas using the template: <i>Hi,</i> <i>Council has received an advertising application. We would appreciate it if you would please provide comment outlining any concerns for the proposal at the above address.</i> <i>Please see attached application for assessment.</i> <i>Kind Regards,</i>	<input checked="" type="checkbox"/>
Assessment	Assessment Form	Complete <i>Advertising Sign Assessment Form</i>	<input checked="" type="checkbox"/>
	Assessment check	<ul style="list-style-type: none"> Review and discuss assessment with appropriate peer review team member Make changes where necessary 	<input checked="" type="checkbox"/>
Finalisation	Update Dart	<ul style="list-style-type: none"> Set permit conditions Set permit decision to Granted/Refused/Rejected Ensure running sheet data is up to date 	<input checked="" type="checkbox"/>
	Decision Notice	Create <i>Advert Sign Decision Notice (Permit Granted w Conds) W</i> or <i>Advertising Signs Decision Notice (Permit Refused) W</i> and review and update document details including: <ul style="list-style-type: none"> Formatting Term of approval (i.e. One Year) Right to review lodge by date (within 20 days of approval) 	<input checked="" type="checkbox"/>
	Permit Notice	Create <i>Advertising Signs Permit Notice</i> and review document details ensuring accuracy of: <ul style="list-style-type: none"> Permit holder details (applicant not licensee) Specific and standard conditions listed 	<input checked="" type="checkbox"/>
	Approved Plan	Stamp approved designs and upload to external docs as "Approved Designs" and Category – 'Plan-Approved-PDF'	<input checked="" type="checkbox"/>
	Final Correspondence	Attach and send Decision Notice, Permit and Approved designs to Applicant	<input checked="" type="checkbox"/>
	Final Updates	<ul style="list-style-type: none"> If applicable - Update Primary Applicant to Licensee for future correspondence Ensure file has hard copies of the application, assessment, appendix, attachments, decision notice, permit and any additional information Update location to BCRF in RM and on file in internal mail Supersede any existing signs through DART and update Running Sheet 	<input checked="" type="checkbox"/>
Assessing Officer's Name:		JASMINE QIU	Date: 28/05/19
Assessing Officer's Signature:			



ADVERTISING SIGN ASSESSMENT FORM

Address:	824 GYMPIE RD CHERMSIDE QLD 4032
Application Number:	A005060674

No.	Permit Number	Sign Type	Height m	Width m	Faces	Area m ²	Illuminated	Static / LED
1	AS01366821018	Billboard	3.0	9.0	1	27.00	Y	LED
Total Signed area m ²						27.00		
Site Area		465.00	m ²	Existing Signage: Wall sign for the Income Tax Professionals 2.5sqm.				
Signage Allowed		27.90	m ²					
Permitted Signage		0.00	m ²					
Existing Licences		2.50	m ²					
Proposed Area		29.50	m ²					
Over Signed Y/N		Y						



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



ADVERTISING SIGN ASSESSMENT FORM

EXISTING APPROVALS	DA Approval	
	Yes	No
Does the site have existing Development Approvals changing the level of assessment?	<input type="checkbox"/>	<input type="checkbox"/>
Does the site have billed rates changing the level of assessment (confirmed with admin)?	<input type="checkbox"/>	<input type="checkbox"/>
DEVELOPMENT ACTIVITY		
1)		

TYPE OF ADVERTISEMENT	City Centre environment	Business Centres environment	Industry environment	Residential environment	Green Space environment
Billboard Sign	I	A	A	I	I

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

CONDITIONS APPLYING TO BILLBOARD SIGN (ASLL'05 Schedule 4 Part 2)	Complies
1) The area of a Billboard Sign may not exceed a maximum of 48 m ² per side, for a maximum of two sides which includes any electronic display component.	<input checked="" type="checkbox"/>
2) The maximum height of any part of a Billboard Sign above the ground is 12 m.	<input checked="" type="checkbox"/>
3) A Billboard Sign must not project beyond the front alignment of a property.	<input checked="" type="checkbox"/>
4) A Billboard sign must be a minimum of 3 m from the boundary of an adjoining property unless the owner of the adjoining property consents to the sign being a lesser distance from the boundary.	<input checked="" type="checkbox"/>
5) No Billboard Sign may be erected to expose an unsightly back view of the sign to a road or other public place.	<input checked="" type="checkbox"/>
6) A Billboard Sign must not be erected on a street frontage of a single property upon which another Billboard Sign or a Pylon Sign is visible, unless those signs are located at least 60 m apart, or 200 m apart if both signs contain electronic display components.	<input checked="" type="checkbox"/>



ADVERTISING SIGN ASSESSMENT FORM

CRITERIA FOR HIGH IMPACT ELECTRONIC DISPLAY COMPONENT (ASLL'05 Schedule 5 Part 4)	Complies
1) The electronic display component must be within the size limit of the relevant type of sign.	<input checked="" type="checkbox"/>
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) except in a pedestrianised area, not be on a street frontage upon which another sign with a high impact electronic display component is visible, unless that sign is located at least 200 m away.	<input checked="" type="checkbox"/>
3) The electronic display component area must: (a) be no greater than 12 m above ground level at its highest point; and (b) not expose an unsightly back view to a road or other public place.	<input checked="" type="checkbox"/>
4) The sign must satisfy the requirements of the Guideline produced by Council referred to in 5C which are applicable to the type of electronic display component of the sign.	<input checked="" type="checkbox"/>
5) An overriding consideration is that 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 the scale of its buildings.	<input checked="" type="checkbox"/>
6) In the event of an emergency declaration under the <i>Disaster Management Act 2003</i> 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.	<input checked="" 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 checked="" 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 block or compromise a view or vista of high scenic amenity. (ASLL'05 Schedule 5 Part 1)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 2	The proposed advertisement is located above a commercial building with no high scenic amenities within close proximity.			
Q 3	The proposed advertisement(s) is compatible with sites and buildings? (ASLL'05 Schedule 5 Part 1)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> (go to referrals)
A 3	The proposed advertisement is compatible with the building design. No objections from Urban Design after design amendments.			
Q 4	The proposed advertisement(s) will not reasonably detract from the character of any heritage sites. (ASLL'05 Schedule 5 Part 1)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 4	The proposed advertisement is not located on or near a heritage site.			
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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 5	The proposed advertisement will comply with the regulations of a billboard within residential buildings (300cd/sqm & 10pm turn off).			
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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 6	The proposed advertisement is within private property and not in passage of pedestrians, cyclists or vehicles. Conditions have been set to minimize distractions.			
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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> (go to referrals)
A 7	The proposed advertisement sits above nearby traffic lanterns and not within direct line of sight.			



ADVERTISING SIGN ASSESSMENT FORM

INTERNAL REFERRAL			
Work Unit	Date of Referral		Sent To
	Sent	Received	
<u>Urban Design</u>	04/12/19	07/01/19	anita.chesterman@brisbane.qld.gov.au
		09/01/19	
<u>Traffic & Transport</u>			tps_contact@brisbane.qld.gov.au
Transport Planning and Strategy - Active Transport Clearways			James.Jennings@brisbane.qld.gov.au
Congestion Reduction Unit - Traffic Signals Operations			North: adrian.gibbons@brisbane.qld.gov.au
			South: con.calos@brisbane.qld.gov.au
<u>Heritage</u>			HERITAGE@brisbane.qld.gov.au
<u>Queen Street Mall</u>			johua.dargush@brisbane.qld.gov.au
<u>Valley Mall</u>			Steven.ford@brisbane.qld.gov.au
<u>Panel of Experts</u>			Chad.Ryan@brisbane.qld.gov.au
EXTERNAL REFERRAL			
<u>Department Of Transport Main Roads (DTMR)</u>	08/11/18	13/11/18	Metropolitan Corridor Management@tmr.qld.gov.au
	29/01/18	20/12/18	
<u>Queensland Rail (QR)</u>			Melanie.dyer@qr.com.au
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 Business Centre Environment – Mixed Use (Centre Frame) Zone (Appendix 1)
- Proposed site located on a State Controlled Road (Appendix 2)
- Proposed site is not located on a Local Heritage site (Appendix 2)
- Proposed site approximately <15m to a Major intersection (Appendix 3)
- Proposed site is not within the line of sight of traffic signals (Appendix 4)
- Proposed site is within 100m of dwelling/s (Appendix 5)

Consulted with DTMR/CRU/URBAN DESIGN ETC. for information and Advice:

- DTMR Advice attached in Appendix 7. DTMR condition of an hour dwell time and no change between peak hours due to the sign's location being within a Restriction Notice Area, and at the corner of traffic lights. The intersection suffered 17 casualty crashes reported during Oct 2013 and Sept 2018, crash report provided by DTMR. A review of Outdoor Media Association (OMA) and Australian Road Research Board (ARRB)'s research, vehicle lateral control performance either improved or was unaffected by the digital billboards presence. The report observed several complex intersection and found that there was almost no evidence that the digital billboards impaired driving performance.
- Acknowledging information provided by both DTMR and OMA / ARRB, a dwell time of 30 seconds was proposed for this approval. This condition can be reviewed by the applicant after 6 months of approval provided the erected sign does not cause any safety concerns or public nuisance. Condition discussed with team and Key Accounts Coordinator.

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.
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.
ASNA92	The supporting structure of an advertisement must also comply with structural standards or codes under applicable laws in other respects.
ASNA103	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.



ADVERTISING SIGN ASSESSMENT FORM

	<p>Brisbane City Council</p> <p>Advertisements Local Law 2013 Part 3</p> <p>13. Compliance with conditions of approval</p> <p>The advertiser must ensure that the conditions of an approval are complied with.</p>
	<p>Maintaining advertisements</p> <p>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.</p> <p>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.</p>
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 ² 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	
	<p>The Advertising Device must be located entirely in the private property of 824 Gympie Road Chermide (i.e. outside of the road reserve) without projecting any overhanging parts/portions to the road boundary.</p>
ASNA101	<p>Billboard sign</p> <p>(1) The area of a Billboard Sign may not exceed a maximum of 48 m² per side, for a maximum of two sides which includes any electronic display component.</p> <p>(2) The maximum height of any part of a Billboard Sign above the ground is 12 m.</p> <p>(3) A Billboard Sign must not project beyond the front alignment of a property.</p> <p>(4) A Billboard Sign must be a minimum of 3 m from the boundary of an adjoining property unless the owner of the adjoining property consents to the sign being a lesser distance from the boundary.</p> <p>(5) No Billboard Sign may be erected to expose an unsightly back view of the sign to a road or other public place.</p> <p>(6) A Billboard Sign must not be erected on a street frontage of a single property upon which another Billboard Sign or a Pylon Sign is visible, unless those signs are located at least 60 m apart, or 200 m apart if both signs contain electronic display components.</p>



ADVERTISING SIGN ASSESSMENT FORM

ASNA99	<p>High impact electronic display component sign</p> <ol style="list-style-type: none">(1) The electronic display component must be within the size limit of the relevant type of sign(2) The location of the sign must:<ol style="list-style-type: none">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; andc. except in a pedestrianised area, not be on a street frontage upon which another sign with a high impact electronic display component is visible, unless that sign is located at least 200 m away.(3) The electronic display component area must:<ol style="list-style-type: none">a. Be no greater than 12m above ground level at its highest point; andb. Not expose an unsightly back view to a road or other public place.(4) The sign must satisfy the requirements of the Guideline produced by Council referred to in 5C which are applicable to the type of electronic display component of the sign.(5) In the event of an emergency declared under the Disaster Management Act 2003 or by the Queensland Police Service 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.
	<p>Each EDC Image:</p> <ol style="list-style-type: none">a) Must have a display that changes in less than 0.5 seconds.b) Must not be split to display multiple advertisements on the one EDC.c) Must not use methods of display change such as 'fly in' or 'scroll' or any other type of message change.d) Must not imitate or emulate a traffic control device such as traffic lights or traffic control signs or contain large areas of illuminated red, green or amber colour display.e) 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.f) Must not invite traffic to move contrary to any traffic control device, or turn where there is fast moving traffic.g) Must not contain messages that are distractive or otherwise inconsistent with road safety.h) Must be legible with a clear and large font used.i) Should minimise the amount of information displayed on the EDC to ensure the time required to read and understand the EDC message is minimized.j) In the event of a screen malfunction or failure, the display must default to a blank (black) screen of either the advertisements EDC or related hardware/system/software.

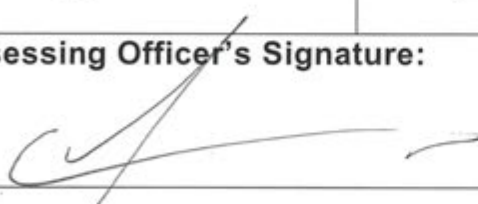



ADVERTISING SIGN ASSESSMENT FORM

	Extension of roof form will be built to integrate with the existing façade. Colour of the mesh panel base support and rear to match existing roof edge trim and black door and window frame.
	If required, the owner/operator of the Advertising Device is responsible for shielding the electronic billboard to ensure that it does not cause a nuisance to surrounding properties.
	Minimum Display Period (Dwell Time) for each of the individual messages displayed on the EDC panel is to be thirty (30) seconds or greater.
	The Owner / Operator of the Advertising Device may after six (6) months from the first day operation, request a review of the conditions in this approval.
	The advertisement must not significantly obstruct or distract vehicular traffic. Should Council determine that the advertisement has caused or directly contributed to traffic incidents, the advertising media must be replaced, or operated in a manner consistent with a static display.
	DTMR 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.



ADVERTISING SIGN ASSESSMENT FORM

ASSESSING OFFICER'S DECISION		
<input checked="" type="checkbox"/> Granted	<input type="checkbox"/> Refused	<input type="checkbox"/> Rejected
Assessing Officer's Signature: 		Decision Date: Tuesday, 28 May 2019
Jasmine Qiu Built Environment Officer Public Space COMPLIANCE & REGULATORY SERVICES		
PEER REVIEW COMMENTS		
RTI Release		
<input checked="" type="checkbox"/> Decision Supported		<input type="checkbox"/> Decision Not Supported
Peer Review Signature: 		Decision Date: Tuesday, 28 May 2019
Peer Review Name: Tye Smith		
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.

electronic display component means part or the whole of a sign which utilises an image



ADVERTISING SIGN ASSESSMENT FORM

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 m².

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 m² 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.

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



ADVERTISING SIGN ASSESSMENT FORM

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: A005141101 - ADVERTISING SIGNS / 329 GARDNER RD
ROCHEDALE QLD 4123.

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

Kind regards,

Jasmine Qiu

Built Environment Officer | Public Space | Compliance and Regulatory Services

Brisbane Lifestyle [BRISBANE CITY COUNCIL](#)

DART Email Signature block

Thank you for your Application Ref: A005141101 - ADVERTISING SIGNS / 329 GARDNER RD
ROCHEDALE QLD 4123.

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

Kind regards,

Jasmine Qiu

Built Environment Officer | Public Space | Compliance and Regulatory Services

Brisbane Lifestyle [BRISBANE CITY COUNCIL](#)



APPENDIX DOCUMENTS

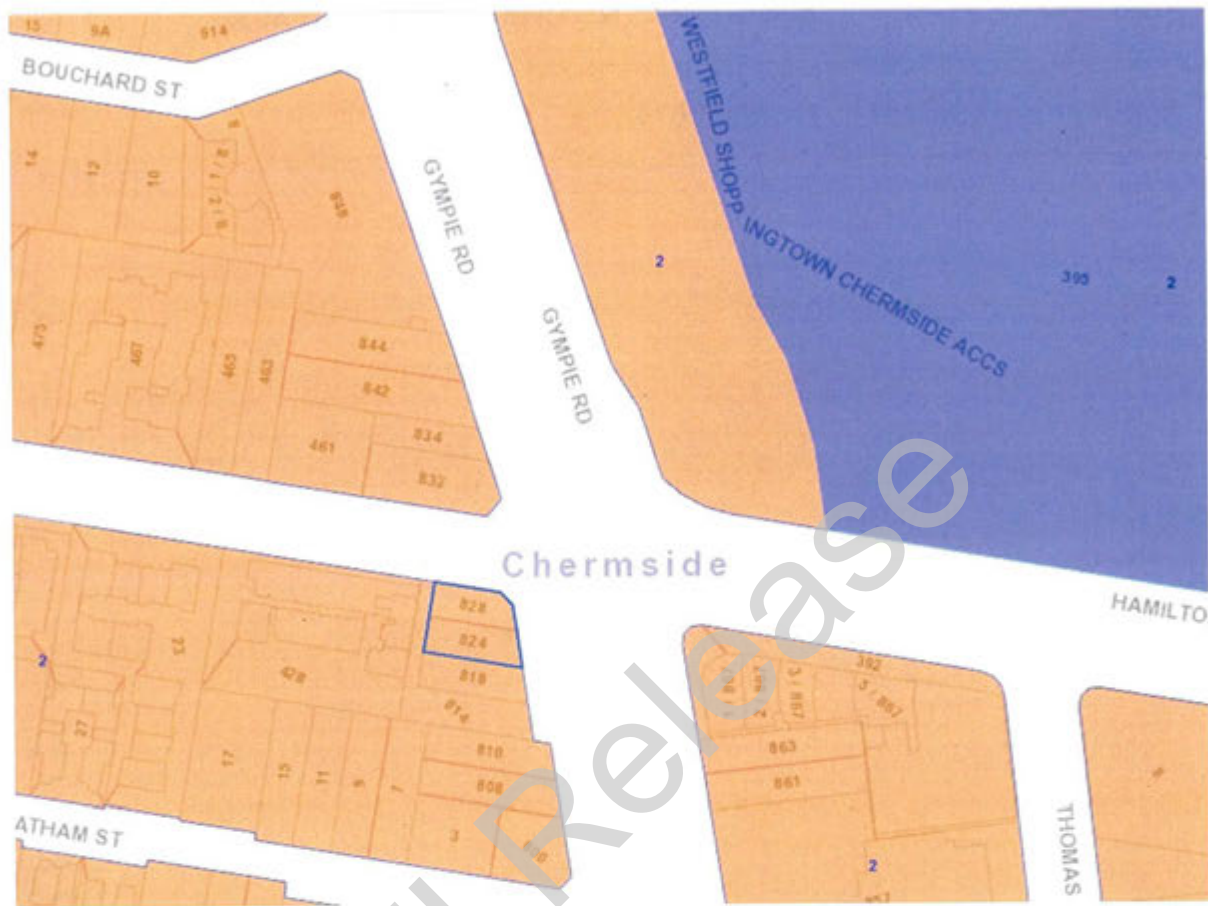
Address:	824 GYMPIE RD CHERMSIDE QLD 4032
Application Number:	A005060674

RTI Release



APPENDIX DOCUMENTS

Appendix 1: Zone Mapping



BRISBANE CITY Planning Scheme Zoning map

Zones:

- LDR Low density residential
- CR1 Character residential (Character)
- CR2 Character residential (infill housing)
- LMR1 Low-medium density residential (2 storey mix)
- LMR2 Low-medium density residential (2 or 3 storey mix)
- LMR3 Low-medium density residential (Up to 3 storeys)
- MOR Medium density residential
- HDR1 High density residential (Up to 8 storeys)
- HDR2 High density residential (Up to 15 storeys)
- TA Tourist accommodation
- NC Neighbourhood centre
- DC1 District centre (District)
- DC2 District centre (Corridor)
- MC Major centre
- PC1 Principal centre (City centre)
- PC2 Principal centre (Regional centre)
- LII Low impact industry
- IN1 General industry A
- IN2 General industry B
- IN3 General industry C
- SI Special industry
- II Industry investigation
- SR Sport and recreation
- SR1 Sport and recreation (Local)
- SR2 Sport and recreation (District)
- SR3 Sport and recreation (Metropolitan)

- OS Open space
- OS1 Open space (Local)
- OS2 Open space (District)
- OS3 Open space (Metropolitan)
- EM Environmental management
- CN Conservation
- CN1 Conservation (Local)
- CN2 Conservation (District)
- CN3 Conservation (Metropolitan)
- EC Emerging community
- EII Extractive industry
- MU1 Mixed use (Inner city)
- MU2 Mixed use (Centre frame)
- MU3 Mixed use (Corridor)
- RR Rural residential
- RU Rural
- T Township
- Refer to Part 10 of the planning scheme
- Community facilities
- CF1 Major health care
- CF2 Major sports venue
- CF3 Cemetery
- CF4 Community purposes
- CF5 Education purposes
- CF6 Emergency services
- CF7 Health care purposes
- Specialised centre
- SC1 Major education and research facility
- SC2 Entertainment and conference centre
- SC3 Brisbane Markets
- SC4 Large format retail
- SC5 Mixed industry and business
- G/A Marine

- Special purpose
- SP1 Defence
- SP2 Detention facility
- SP3 Transport infrastructure
- SP4 Utility services
- SP5 Airport
- SP6 Port

NOTES: This map is notional only and should not be used for interpreting City Plan provisions relating to specific sites. To properly interpret the maps, the planning scheme must be referred to.

As adopted by Council, effective 24 March 2017.

Based on Cadastral Data provided with the permission of the Department of Natural Resources and Mines.

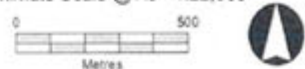
While every care is taken to ensure the accuracy of this data, the Brisbane City Council and the copyright owners, in permitting the use of this data, make no representations or warranties about its accuracy, reliability, completeness or suitability for any particular purpose and disclaims all responsibility and all liability (including without limitation, liability in negligence) for all expenses, losses, damages (including indirect or consequential damage) and costs which you might incur as a result of the data being inaccurate or incomplete in any way and for any reason.

© The State of Queensland (Department of Natural Resources and Mines) (2017)

© NAVTEQ 2014

© Brisbane City Council 2017

Projection: Map Grid of Australia, Zone 56
Horizontal Datum: Geocentric Datum of Australia 1994
Approximate Scale @ A3 1:22,000

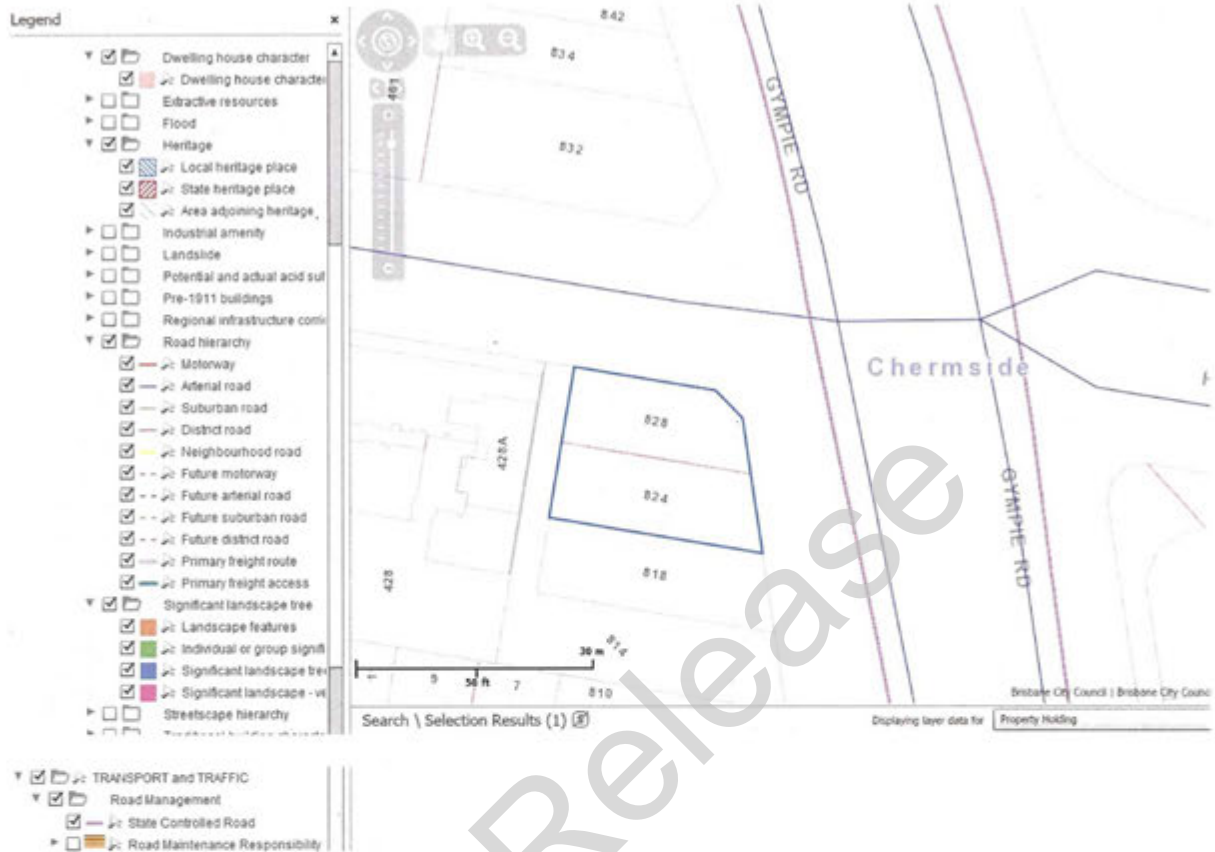


*MIXED USE (CENTRE FRAME) ZONE



APPENDIX DOCUMENTS

Appendix 2: Road Type and Overlays



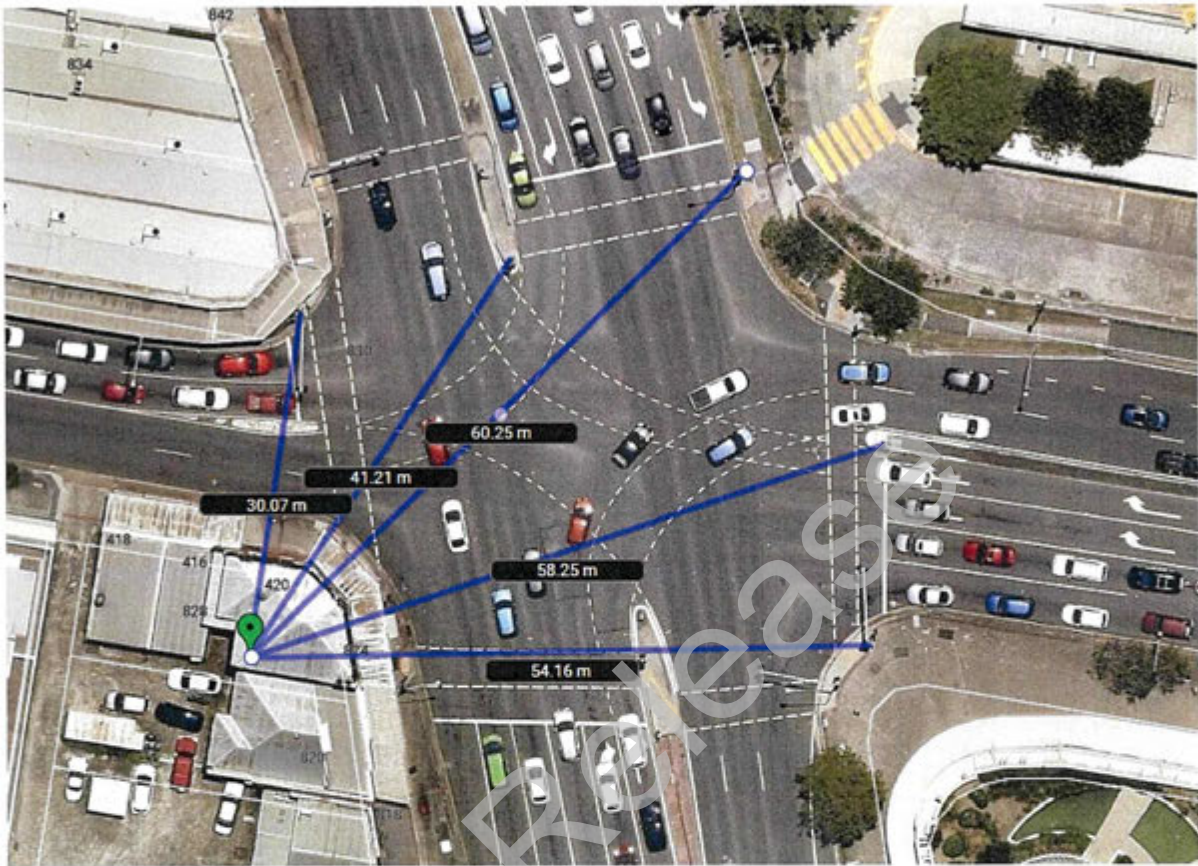
*GYMPIE ROAD – STATE CONTROLLED ROAD & LOCAL ARTERIAL ROAD

*HAMILTON ROAD – LOCAL ARTERIAL ROAD



APPENDIX DOCUMENTS

Appendix 3: Proximity to Intersection



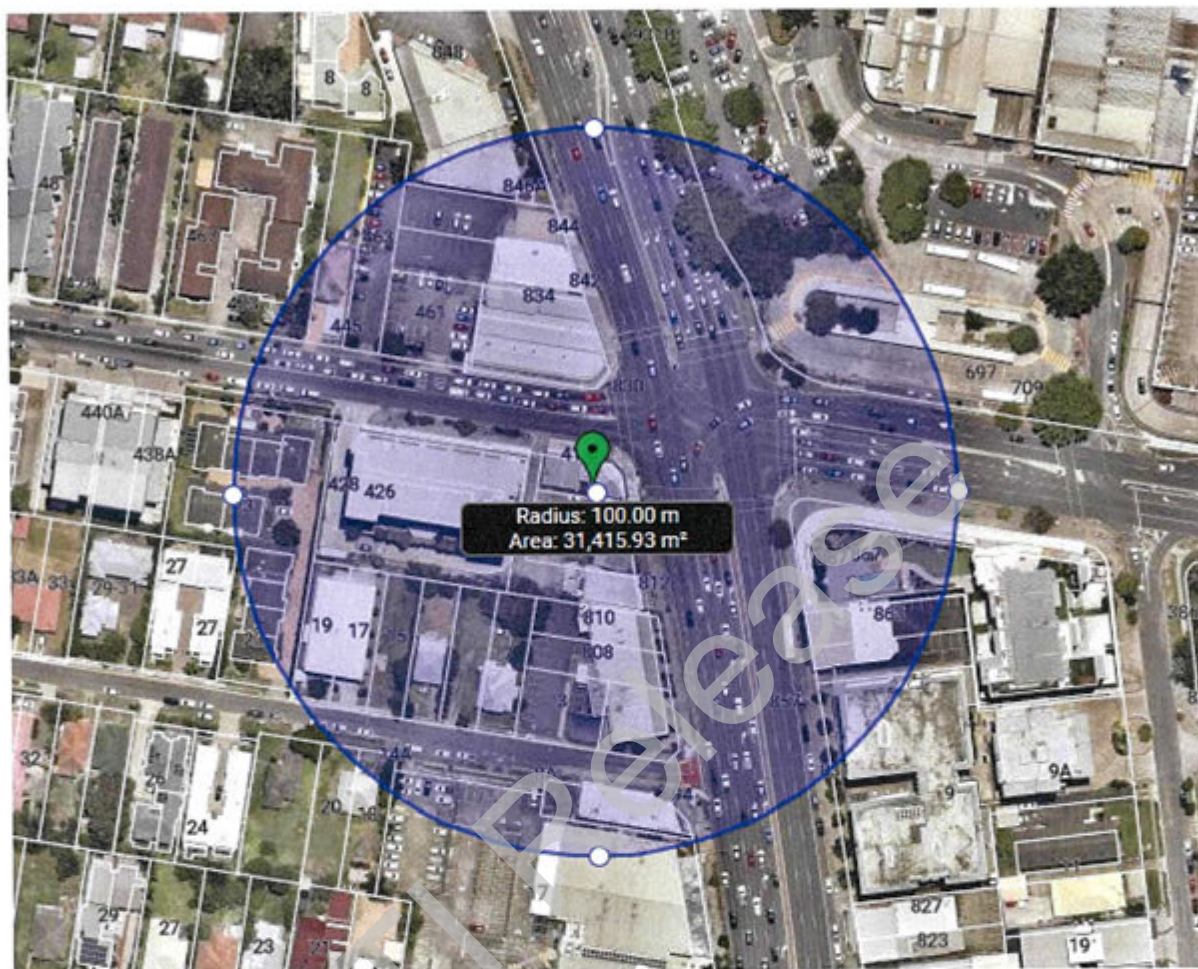
Appendix 4: Line of Sight





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Appendix 5: Proximity to Residential Dwellings





APPENDIX DOCUMENTS

Appendix 6: Existing Signage





APPENDIX DOCUMENTS

Appendix 7: Referral Advice and Information (DTMR/CRU/TP&S/HERITAGE ETC)



Queensland
Government

Department of
Transport and Main Roads

13 November 2018

Gail Leah
Brisbane City Council
505 St Pauls Terrace
Fortitude Valley QLD 4006

Dear Ms Leah

RCP0003597 - LONO - Advertising Device at 824 Gympie Road Chermside

Thank you for your Road Corridor Permit (RCP) application requesting approval for an Advertising Device at 824 Gympie Road Chermside.

The Department of Transport and Main Roads (TMR) has no objection to the proposed Advertising Device, subject to the following conditions:

- The Advertising Device must be located entirely in the private property of 824 Gympie Road Chermside (i.e. outside of the road reserve) without projecting any overhanging parts/portions to the road boundary.
- The Advertising Device must not be non-static electronic displays (displaying animations, video, flashing, active display changes and so on).
- It is not permitted to change the message of display during the peak traffic periods of (06.30am – 08.30am) and (5pm – 7pm) in weekdays and (10.30am – 2.30pm) in weekends. The minimum amount of time of display (dwell time) for each of the individual messages displayed on the electronic panel must be 1 hour outside of the said hours.
- The maximum average luminance level for the illuminated Advertising Device must not exceed 300 cd/m² in the night time and 6000 cd/m² in the daytime. Since the Advertising Device is located at the corner of traffic lights, the red, green and amber colours are not permitted to be used for the letters in message display areas. Methods of display change such as 'fly in' or 'scroll', or any other type of message change are not permitted. The complete screen display must change instantaneously and must not go blank between different messages. The display screen must not be split to display multiple advertisements on one display. In the event of a malfunction or failure of either the advertising copy display, or hardware/system/software the device must display a blank screen.

Department of Transport and Main Roads
Program Delivery and Operations
Metropolitan Region / Brisbane Office
313 Adelaide Street, Brisbane CBD 4000
Postal address:
PO Box 70 Spring Hill, QLD 4004
ABN 39 407 690 291

Our ref: 65002159
Your ref: RCP0003597
Enquiries: Veronica Mander
Telephone: +61 7 3866 9105
Facsimile: +61 7 3832 4984
Website: www.tmr.qld.gov.au
Email: metropolitan_corridor_management@tmr.qld.gov.au

G:\TP\Metro Corridor Management\Road Corridor Permits\Permits\RCP0003597 - LONO - Advertising Device - 824 Gympie Rd Chermside



APPENDIX DOCUMENTS

- If required, the owner/operator of the Advertising Device is responsible for shielding the electronic billboard to ensure that it does not cause a nuisance to surrounding properties.
- The Advertising Device must meet all other legislative requirements.

If you require further information, please contact Veronica Mander on telephone 07 3066 6759 and she will be happy to assist.

Yours sincerely

Barbara MacDonagh
Principal Advisor (Corridor Management)

RTI Release



APPENDIX DOCUMENTS



Department of
Transport and Main Roads

20 February 2019

Jasmine Qiu
Brisbane City Council
505 St Pauls Terrace
Fortitude Valley QLD 4006

Dear Ms Qiu

RCP0003597 - LONO - Advertising Device at 824 Gympie Road, Chermside

Thank you for your Road Corridor Permit (RCP) application requesting approval for reduced dwell times on an Advertising Device at 824 Gympie Road, Chermside.

The location of the proposed Advertising Device is within the 'restriction notice area' and Transport and Main Roads (TMR) has supported a static billboard and not an electronic/digital sign. However, as per TMRs Engineering and Technology Divisions additional guidelines, TMR has decided to support 'no objection' subject to restrictions to the dwell times and changing of the display messages during peak times.

TMRs no objection is based on the following:

- In circumstances where a proposal for a static billboard in these locations would be supported, an electronic billboard may be considered if it essentially operates in a similar manner to a static device. The two key attributes which differ between an electronic billboard and a static billboard are luminance and dwell time.
- The conditions for the 'luminance requirements' are referred to in the RAM (Roadside Advertising Manual; October 2017) and included as a condition in the Letter of No Objection (LONO).
- Gympie Road/Hamilton Road is a major signalised intersection near the large Chermside shopping centre and the bus interchange facility at the NE corner. Gympie Road is an urban arterial in the TMR road network and Hamilton Road is a major collector or alternative traffic route on the BCC network. The Annual Average Daily Traffic along Gympie Road is about 66,000 vehicles with 7% commercial vehicles, including semi-trailers, B-Doubles and so on. Large amounts of turning volumes (left or right) are observed at this intersection including long vehicles and buses. In addition, there are no dedicated cycle lanes at the intersection and a considerable number of cyclists use the general traffic and turning lanes mixing with heavy vehicles. The pedestrian movements are also high due to the shopping centre and the bus interchange facility. This will briefly represent the conditions of the surrounding area, traffic and the movements of vulnerable groups.

Department of Transport and Main Roads
Program Delivery and Operations
Metropolitan Region / Brisbane Office
313 Adelaide Street, Brisbane CBD 4000
Postal address:
PO Box 70 Spring Hill, QLD 4004
ABN 39 467 696 291

Our ref 50002159
Your ref RCP0003597
Enquiries Toni Reid
Telephone +61 7 3066 6765
Facsimile +61 7 3832 4964
Website www.tmr.qld.gov.au
Email metropolitan_corridor_management@tmr.qld.gov.au



APPENDIX DOCUMENTS

- There were 17 casualty crashes reported at this intersection during October 2013 and September 2018 (5-year period) including 4 hospitalisations, 10 medically treated and 3 minor injuries (please see attached crash data for details). Nine crashes were reported along southbound of Gympie Road and one crash was reported west-bound of Hamilton Road (this represents about 60% of the total crashes during this 5-year period). The proposed Advertising Device is visible only to the traffic along the southbound direction of Gympie Road and westbound of Hamilton Road and the number and causes of crashes should be considered along these directions only. The cause for five crashes along these directions (50% of the ten crashes) was 'red light running' related and the remainder five crashes were 'rear end' related.

By considering all these factors, it is assumed that the lowering of dwell times and allowing change to the display messages during peak times may increase driver distraction and increase the crash rate at this intersection with the movements of different types of traffic and vulnerable groups leading to an unsafe environment. Therefore, TMR does not support the lowering of the dwell times or relaxation to the conditions in the LONO.

As per the RAM guidelines, the relevant local government has the authority to approve, disapprove or condition Advertising Devices in the Restricted Notice Area (this proposed Advertising Device is in the restricted notice area). The approving authority is BCC.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Barbara MacDonagh".

Barbara MacDonagh
Principal Advisor (Corridor Management)

Encl.



APPENDIX DOCUMENTS



Road Crash 2 CRASH LISTING REPORT

Crash Types	
Crash Dates: 01-OCT-2013 - 30-SEP-2018	Alignment: Vertical
Owner: MR DEPARTMENT OF MAIN ROADS	Horizontal
DCA Code	Feature
Group	Traffic Ctrl
Fatalities	Speed Limit
Severity	Contrib Circ.
Nature	Unit Type
	Risk Factor

Area LGA	SLA	Police Division
----------	-----	-----------------

Road Sections			
All Road Sections	Include Crashes on	Thru road Mid-block	Thru roads at Intersections
<input type="checkbox"/> N	<input checked="" type="checkbox"/> Y	<input checked="" type="checkbox"/> Y	<input checked="" type="checkbox"/> Y

Intersections	
All Intersections	<input checked="" type="checkbox"/> S
Intersection	Number of Crashes
343 Gympie Rd U14/Hamilton Rd N107	Fatal Hosp. Medical Minor PDO Total
	0 4 10 3 0 17



APPENDIX DOCUMENTS

From: Jasmine Qiu <Jasmine.Qiu@brisbane.qld.gov.au>
Sent: Wednesday, 19 December 2018 9:26 AM
To: CPAS-CPED-UDPolicy <CPAS-CPED-UDPolicy@brisbane.qld.gov.au>
Subject: Advertising Sign Application A005060674 - 824 GYMPIE RD CHERMSIDE QLD 4032

Good Morning,

I've previously spoken to Anita briefly about an advertising sign at 824 Gympie Road, Chermerside. We've received amended plans from the applicant as attached.

Comments for the original design was that integration with the existing brick building needs to be worked on. We also needed accurate explanation why there is a fair gap between the billboard and building.

Comments from the applicant for the amended design are:

"The bottom of our sign (9m) has a separation distance of only 1.5m to the top of the buildings facade (7.5m). From the street, whether in your car or as a pedestrian, the billboard will appear to be in line with the top of the building. This is because it is setback approximately 7m from the buildings facade. This setback requires the billboard to be higher so the building's facade doesn't cut off or impede views toward the sign on approach.

The enclosed photomontages demonstrate this in more detail. Please note they have been scaled correctly.

In relation to the design of the billboard, we have added a 1m perforated metal sheet to the bottom of the sign to further integrate with the building and reduce the separation of the sign.

Due to the robust nature of the intersection and commercial environment along Gympie Road, the billboard is actually a suitable addition and there isn't really much more we can do to better integrate the sign. It will look sophisticated in its current state and greatly enhance the intersection.

The back of the sign will be entirely clad so that it doesn't expose framework to the mixed use apartment building along Hamilton Road."

Whilst the billboard is not a dominating element within its surrounding, it still looks odd and isolated above the existing brick facade. However I'm not sure what I can suggest as I understand the brick building is very difficult to work with, and anything they propose will look foreign. Would you have any suggestions in moving forward with this application?

Kind Regards,

Jasmine Qiu



Mon 7/01/2019 11:20 AM

CPAS-CPED-UDPolicy

RE: Advertising Sign Application A005060674 - 824 GYMPIE RD CHERMSIDE QLD 4032

To: Jasmine Qiu

Retention Policy: BCC Default Retention (7 years)

Expires: 6/01/2026

You replied to this message on 7/01/2019 1:30 PM.

Hi Jasmine,

I have discussed this with the team and agree with your comments that it looks odd and isolated above the brick building.

One alternative to consider would be to mimic the shape of the building facade around the corner. The sign could be curved or faceted to meet the corner shape of the building. In addition, the facade is stepped up to the corner, the sign could also mimic this stepping.

The alternative is reducing the size and prominence of the sign and potentially keeping it static to reduce its dominance and impact on the corner.



CHERMSIDE
SHOPPING
CENTRE

PROPOSED
NEW SIGN
& FEATURE
SURROUNDS

AERIAL - PHOTO



824-828 GYMPIE RD, CHERMSIDE

BCC Details

Property Number: 629438

Lot/DP: 3 & 4 RP81308

Land Number(s): 10667509, 10667507

Description: L.3/4 RP.81308 PAR KEDRON

Ward: MARCHANT

Area: 215 sq.m and Area: 250 sq.m

Zoning

QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE

QPP-MU2 - MIXED USE (CENTRE FRAME) ZONE



EXISTING - PHOTO



PROPOSED - PHOTO - looking south

**PROPOSED SIGNAGE at
824-828 GYMPIE RD;
CHERMSIDE
for APEX DIGITAL**

PHOTO MONTAGES

INSCAPE DESIGN Job 1805

22/01/2019

**A101
DA4**



Advertisements Local Law 2013

Section 12 – Decision Notice

Dedicated to a better Brisbane

To: Apex Digital Pty Ltd

Address: 4/4 Banksia Dr
BYRON BAY NSW 2481

In respect of: Advertising Signs Permit

Located at: 824 GYMPIE RD CHERMSIDE QLD 4032

Reference: A005060674

DECISION

I have decided to grant, subject to conditions, your application dated 07 November 2018 for a permit to exhibit an advertisement at the premises.

The term of the approval is one year.

The conditions are attached to your permit certificate.

RIGHT TO REVIEW

You may make an application for an internal review of this decision.

Your application for review must be—

- ☐ in writing;
- ☐ lodged by 26 June 2019;
- ☐ accompanied by a statement of the grounds on which you seek the review of the decision; and
- ☐ supported by enough information to enable Council to decide the application; and
- ☐ accompanied by the prescribed fee for the application if any.

Please lodge your application for internal review—

- ☐ via the online form on Council's website www.brisbane.qld.gov.au; or
- ☐ by email to LCS-CARS-BE_Ops@brisbane.qld.gov.au and type 'Internal Review' in the subject line of your email;
- ☐ by post to Built Environment, Compliance and Regulatory Services, Brisbane City Council, GPO Box 1434, Brisbane Qld 4001.

Council will consider your submission within 15 days of receipt and give you written notice within 10 business days of making a decision. The original decision remains in effect until you are advised of the outcome of the review.

DATE TWENTY-EIGHTH DAY OF MAY, 2019



Jasmine Qiu

Built Environment Officer

Built Environment | City Standards

Compliance and Regulatory Services | Lifestyle and Community Services

BRISBANE CITY COUNCIL

Delegate

You may view the Local Law on the Queensland Government's online Local Law database.

If you require further information about this notice please contact Jasmine Qiu on 3403 8888 during business hours or write to Brisbane City Council, Compliance and Regulatory Services, Built Environment, GPO Box 1434, Brisbane Qld 4001.

RTI Released



Brisbane City Council
Compliance and Regulatory Services
Advertising Signs Permit
Reference 1494026

Apex Digital Pty Ltd
PO Box 634
MIAMI QLD 4220

Location: 824 Gympie Road Chermside

Sign Type	Permit Reference	Issued Date	Effective Date	Expiry Date
Billboard	AS01366821018	28 May 2019	28 May 2019	28 May 2020
Exact Location: Above Commercial Building Roof facing Intersection of Hamilton Road and Gympie Road; Third-party Advertising; Screen H: 3.0m x W: 9.0m x 1 face = 27sqm; Structure H: 1.0m below screen; Electronic Graphic Display.				

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.
- 3 Billboard sign
 - (1) The area of a Billboard Sign may not exceed a maximum of 48 m² per side, for a maximum of two sides which includes any electronic display component.
 - (2) The maximum height of any part of a Billboard Sign above the ground is 12 m.
 - (3) A Billboard Sign must not project beyond the front alignment of a property.
 - (4) A Billboard Sign must be a minimum of 3 m from the boundary of an adjoining property unless the owner of the adjoining property consents to the sign being a lesser distance from the boundary.
 - (5) No Billboard Sign may be erected to expose an unsightly back view of the sign to a road or other public place.
 - (6) A Billboard Sign must not be erected on a street frontage of a single property upon which another Billboard Sign or a Pylon Sign is visible, unless those signs are located at least 60 m apart, or 200 m apart if both signs contain electronic display components.
- 4 Illuminated advertisements exhibited within 100 m of a Residential Environment should not exceed a luminance level of 300 candelas/m² and the illumination must be switched off between 10pm and sunrise the following day.
- 5 Illuminated advertisements must be static i.e. no flashing lights.
- 6 Illuminated advertisements must not be located beside or behind a set of traffic lights.

Built Environment

Contact Name: Jasmine Qiu

Phone Number: 07 3403 8888

For Manager CARS:

- 7 The luminance of the advertisement should not exceed the level applicable for the City Environment it is exhibited in.

Non-Standard Conditions

Advertising Sign - Billboard

- 8 The Advertising Device must be located entirely in the private property of 824 Gympie Road Chermside (i.e. outside of the road reserve) without projecting any overhanging parts/portions to the road boundary.
- 9 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.
- 10 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
- 11 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. except in a pedestrianised area, not be on a street frontage upon which another sign with a high impact electronic display component is visible, unless that sign is located at least 200 m away.
(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) The sign must satisfy the requirements of the Guideline produced by Council referred to in 5C which are applicable to the type of electronic display component of the sign.
(5) In the event of an emergency declared under the Disaster Management Act 2003 or by the Queensland Police Service 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.

- 12 Each EDC Image:
- a) Must have a display that changes in less than 0.5 seconds.
 - b) Must not be split to display multiple advertisements on the one EDC.
 - c) Must not use methods of display change such as `fly in` or `scroll` or any other type of message change.
 - d) Must not imitate or emulate a traffic control device such as traffic lights or traffic control signs or contain large areas of illuminated red, green or amber colour display.
 - e) 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.
 - f) Must not invite traffic to move contrary to any traffic control device, or turn where there is fast moving traffic.
 - g) Must not contain messages that are distractive or otherwise inconsistent with road safety.
 - h) Must be legible with a clear and large font used.
 - i) Should minimise the amount of information displayed on the EDC to ensure the time required to read and understand the EDC message is minimized.
 - j) In the event of a screen malfunction or failure, the display must default to a blank (black) screen of either the advertisements EDC or related hardware/system software.
- 13 DTMR 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.
- 14 If required, the owner/operator of the Advertising Device is responsible for shielding the electronic billboard to ensure that it does not cause a nuisance to surrounding properties.
- 15 Minimum Display Period (Dwell Time) for each of the individual messages displayed on the EDC panel is to be thirty (30) seconds or greater.
- 16 The Owner / Operator of the Advertising Device may after six (6) months from the first day operation, request a review of the conditions in this approval.
- 17 The advertisement must not significantly obstruct or distract vehicular traffic. Should Council determine that the advertisement has caused or directly contributed to traffic incidents, the advertising media must be replaced, or operated in a manner consistent with a static display.
- 18 Extension of roof form will be built to integrate with the existing facade. Colour of the mesh panel base support and rear to match existing roof edge trim and black door and window frame.

Conditions of Approval - see reverse for standard conditions

STANDARD CONDITIONS

General

- 19 All advertisements are to be constructed and installed so as to facilitate regular maintenance.
- 20 An advertisement is not to obstruct pedestrian's, motorist's, or cyclist's view of traffic or the road ahead.
- 21 An advertisement is not to obstruct the passage of pedestrians or vehicles.
- 22 Both the advertisement and its supporting structure are to be properly maintained at all times.
- 23 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.
- 24 The supporting structure of an advertisement must also comply with structural standards or codes under applicable laws in other respects.

RTI Release