



Application for Planning Approval

Land Use Planning and Approvals Act 1993

APPLICATION NO.

DA2024/032

LOCATION OF AFFECTED AREA

11 COVE HILL ROAD, BRIDGEWATER

DESCRIPTION OF DEVELOPMENT PROPOSAL

ILLUMINATED BILLBOARD SIGN

A COPY OF THE DEVELOPMENT APPLICATION MAY BE VIEWED AT www.brighton.tas.gov.au AND AT THE COUNCIL OFFICES, 1 TIVOLI ROAD, OLD BEACH, BETWEEN 8:15 A.M. AND 4:45 P.M, MONDAY TO FRIDAY OR VIA THE QR CODE BELOW. ANY PERSON MAY MAKE WRITTEN REPRESENTATIONS IN ACCORDANCE WITH S.57(5) OF THE LAND USE PLANNING AND APPROVALS ACT 1993 CONCERNING THIS APPLICATION UNTIL 4:45 P.M. ON **19/03/2024**. ADDRESSED TO THE GENERAL MANAGER AT 1 TIVOLI ROAD, OLD BEACH, 7017 OR BY EMAIL AT development@brighton.tas.gov.au. REPRESENTATIONS SHOULD INCLUDE A DAYTIME TELEPHONE NUMBER TO ALLOW COUNCIL OFFICERS TO DISCUSS, IF NECESSARY, ANY MATTERS RAISED.

JAMES DRYBURGH
General Manager



Brighton
going places



DIGITAL SCREEN

SCREEN SIZE: 4000mm (w) x 3000mm (h)

19 February 2024

David Allingham
Development Services Manager
Brighton Council

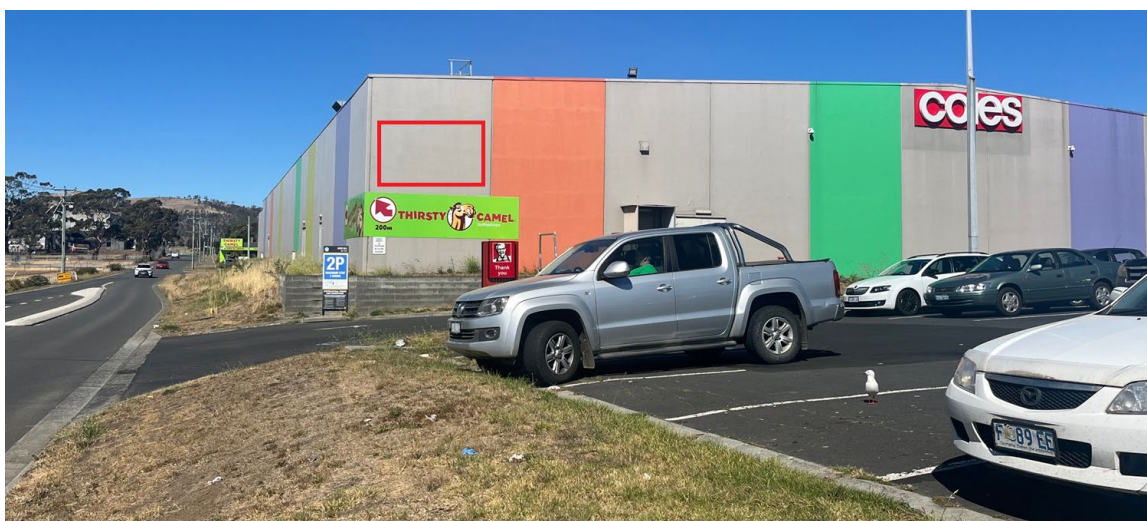
Dear David,

Application for Planning Permit –LED Billboard Sign – Covehill Fair Shopping Centre, 11 Cove Hill Road, Bridgewater

Please see attached an application for a planning permit for a new LED billboard sign at Covehill Shopping Centre, 11 Cove Hill Road.

Proposal

The proposal is for a new 4m x 3m LED sign to be mounted on the western side wall of the Covehill Shopping Centre adjacent to the main access from Cove Hill Road. The sign will face a westerly direction and would be viable for east-bound traffic on Covehill Road and within the shopping centre car park as shown in Figure 1 below.



A site plan is shown in Figure 2 attached to this letter.

The LED screen will operate on a minimum 'dwell time' of 10 seconds on each message to be shown on the sign with zero transition time between messages.

The sign will have no motion, changes in luminance or any effects that create the illusion of movement such as 'fade', 'zoom', or 'fly in' type effects and there will be no flashing lights.

Planning Scheme

The site is located within the General Business Zone under the Tasmanian Planning Scheme – Brighton (planning scheme).

The site is also located with a Bushfire Prone Area and Attenuation Area for the Bridgewater Quarry. Neither of these overlays are considered relevant to this proposal.

Under Clause C1.3.2.1 of the Signs Code each sign must be categorised into one of the definitions listed and described under C1.3. If a sign does not readily fit any defined sign, it must be categorised as the most similar defined sign.

The proposed LED sign is best described as a Billboard meaning:

a structure either freestanding or attached to a building designed to accommodate standard billboards, the message of which may be changeable and variable.

The proposal is considered as an illuminated third-party billboard sign and assessed against the relevant standards of the Signs Code as follows:

Design and siting of signs (C1.6.1)

Objective:

That:

- (a) *signage is well designed and sited; and*
- (b) *signs do not contribute to visual clutter or cause an unreasonable loss of visual amenity to the surrounding area.*

Use Standard	Assessment
<p>P1.2</p> <p><i>If a roof sign, sky sign or billboard, the sign must:</i></p> <ul style="list-style-type: none"> (a) <i>be located within the applicable zone for the relevant sign type set out in Table C1.6;</i> (b) <i>meet the sign standards for the relevant sign type in Table C1.6; and</i> (c) <i>not contribute to visual clutter or cause unreasonable loss of amenity to the surrounding area, having regard to:</i> <ul style="list-style-type: none"> (i) <i>the size and dimensions of the sign;</i> (ii) <i>the size and scale of the building upon which the sign is proposed;</i> (iii) <i>the amenity of surrounding properties;</i> (iv) <i>the repetition of messages or information;</i> 	<p>The proposed Billboard sign is to be assessed under P1.2. It is considered to comply with P1.2 in that:</p> <ul style="list-style-type: none"> a) Table C1.6 includes the subject General Business Zone as an applicable zone for a Billboard Sign b) The 3m (H) x 4m (W) sign does not exceed the dimensions of 3m (H) x 6m (W) under Table C1.6 and will not extend either vertically or horizontally from the surface of the building. c) The proposal is not considered to result in visual clutter or unreasonable loss of amenity to the surrounding area given that: <ul style="list-style-type: none"> • there are relatively few signs on this frontage of this large commercial site • the sign will occupy only a small portion of the side wall of the substantial supermarket building.

<p>(v) the number and density of signs on the site and on adjacent properties; and</p> <p>(vi) the impact on the safe and efficient movement of vehicles and pedestrians.</p>	<ul style="list-style-type: none"> the proposed sign involves changing messages however It will operate on a relatively slow 10 second image rotation. As discussed in the accompanying traffic assessment prepared by Pitt & Sherry, the sign will not cause undue distraction to drivers or pedestrians.
<p>A2</p> <p>A sign must be not less than 2m from the boundary of any lot in the General Residential Zone, Inner Residential Zone, Low Density Residential Zone, Rural Living Zone or Landscape Conservation Zone</p>	<p>Complies. The proposed sign is located on the opposite side of Cove Hill Road to the Inner Residential Zone and comfortably satisfies the minimum 2m separation from the Inner Residential Zone.</p>
<p>A3</p> <p>The number of signs for each business or tenancy on a road frontage of a building must be no more than:</p> <p>(a) 1 of each sign type, unless otherwise stated in Table C1.6;</p> <p>(b) 1 window sign for each window;</p> <p>(c) 3 if the street frontage is less than 20m in length; and</p> <p>(d) 6 if the street frontage is 20m or more,</p> <p>excluding the following sign types, for which there is no limit:</p> <p>(i) name plate; and</p> <p>(ii) temporary sign.</p>	<p>There is currently a single 'Thirsty Camel' wall sign on the supermarket building wall frontage facing Cove Hill Road. The proposal relates to the side, western wall facing the car park where there is another existing 'Thirsty Camel' wall sign and a 'Coles' wall sign.</p> <p>The proposed single Billboard sign facing the carpark is the only Billboard sign on the building and the proposal therefore complies with A3a).</p> <p>The total number of signs on this 200m long Cove Hill Road frontage and supermarket tenancy is 4 (2 x 'Thirsty Camel' wall signs), 1 x Coles sign + the proposed sign).</p> <p>The proposal therefore complies with A3.</p>

Illuminated signs (C1.6.2)

Objective:

That:

(a) illuminated signs are compatible with the streetscape;

- (b) the cumulative impact of illuminated signs on the character of the area is managed, including the need to avoid visual disorder or clutter of signs; and
- (c) any potential negative impacts of illuminated signs on road safety and pedestrian movement are minimised.

Development Standard	Assessment
A1 <i>No Acceptable Solution.</i>	The proposed illuminated sign is to be assessed under P1.
<p>P1</p> <p><i>An illuminated sign must not cause an unreasonable loss of amenity to adjacent properties or have an unreasonable effect on the safety, appearance or efficiency of a road, and must be compatible with the streetscape, having regard to:</i></p> <p>(a) the location of the sign;</p> <p>(b) the size of the sign;</p> <p>(c) the intensity of the lighting;</p> <p>(d) the hours of operation of the sign;</p> <p>(e) the purpose of the sign;</p> <p>(f) the sensitivity of the area in terms of view corridors, the natural environment and adjacent residential amenity;</p> <p>(g) the intended purpose of the changing message of the sign;</p> <p>(h) the percentage of the sign that is illuminated with changing messages;</p> <p>(i) proposed dwell time; and</p> <p>(j) whether the sign is visible from the road and if so the proximity to and impact on an electronic traffic control device.</p>	<p>With regard to the accompanying traffic assessment prepared by Pitt & Sherry the proposal is considered to satisfy P1 in that:</p> <p>(a) The sign will be erected on the building wall face 5m above the ground and offset behind the footpath. The location of the sign would not block any existing road signage and is not located adjacent to any traffic lights</p> <p>(b) The proposed sign is 3m (h) x 4m (w) which is not considered excessive in this location and on this building</p> <p>(c) As per AS4284 the max average night time luminance for areas considered to have High district brightness (Environmental Zone A4) is 350cd/m². The sign is proposed to have a lux level of 315cd/m² at night which complies with the standard. During the day, the sign is proposed to have a lux level of 3250cd/m² which is significantly less bright than ambient sunlight. As Cove Hill Road is a collector road with existing high levels of lighting, this signage is not expected to be significantly brighter than the surrounds</p> <p>(d) The sign will operate between 5:00am and 11:00pm, 7 days a week</p> <p>(e) The purpose of the sign is to offer advertising. The changing nature of the sign will mean messaging can be frequently changed and kept relevant for higher impact. The sign can offer advertising to multiple</p>

	<p>businesses compared to only a single business with a static sign</p> <p>(f) Existing illuminated signage and shop frontages are located along Cove Hill Road and this sign is not expected to be any more noticeable than what is present in the vicinity</p> <p>(g) As discussed, the purpose of the sign is to provide advertising. The changing nature of the sign will allow different advertising messages to be communicated using one sign which reduces the overall number of signs required</p> <p>(h) 100% of the sign is illuminated with a still image that changes periodically</p>
<p>A2</p> <p><i>An illuminated sign visible from public places in adjacent roads must not create the effect of flashing, animation or movement, unless it is providing direction or safety information.</i></p>	<p>The proposed slow image rotation will avoid undue distraction to passing motorists.</p>

Third party sign (C1.6.3)

The proposal is a third party sign as defined under Clause C1.3.1.

Objective:

To:

- (a) *provide for third party signs that are compatible with the streetscape and the character of the area in which it is proposed to be located;*
- (b) *manage the cumulative impact of third party signs on the character of an area; and*
- (c) *minimise any potential impact of third party signs on road safety.*

Acceptable Solution	Performance Criteria
<p>A1</p> <p><i>No Acceptable Solution.</i></p>	<p>P1</p> <p><i>A third party sign must be compatible with the natural and built environment of the surrounding area, having regard to:</i></p> <ul style="list-style-type: none"> (a) <i>the content of the sign;</i> (b) <i>the necessity for the advertisement to be in the location;</i>

	<p>(c) opportunities for alternative locations or other methods to achieve the intended purpose (e.g. eligibility for Tasmanian Visitor Information System (TVIS) signs); and</p> <p>(d) the likely impact on the operation and safety of a railway, road, footpath, or navigable water; and</p> <p>(e) any advice from a State authority.</p>
<p>Assessment:</p> <p>It is considered that the proposal satisfies the Performance Criteria of P1 in that:</p> <p>(a) The commercial sign content is to be expected on this large commercial site.</p> <p>(b) The proposed Cove Hill Road location provides a highly visible site suitable for advertising.</p> <p>(c) As discussed in the Pitt and Sherry assessment, this site is unique in its placement adjacent to a busy collector road providing unobstructed views of the advertising at a section of straight road where the major traffic flow is slow. Located in a general business area, the site will not affect residents. Alternative locations would likely not achieve the high visibility of slow speed traffic flows.</p> <p>(d) As discussed above, the proposed sign is not expected to negatively impact the safety of the road or footpath in the vicinity. The sign will not be in the line of sight of traffic or pedestrians to the traffic lights. There is no rail or water in the area.</p> <p>(e) Cove Hill Road is not a State Road and the applicant is not aware of any relevant State authority advice.</p>	

Conclusion

The proposed single LED Billboard sign on this large commercial site that has relatively few signs visible from the Cove Hill Road frontage is considered to satisfy the relevant planning scheme standards as setout above and addressed in the accompanying assessment prepared by Pitt and Sherry.

I trust Council has sufficient information to determine this application however please contact the undersigned as necessary for further information or clarification.

Yours sincerely



Frazer Read
Principal
 All Urban Planning Pty Ltd



**Proposed 3m (H) x 4m
(W) LED Billboard Sign**

Figure 2 – Site Plan



19 February 2024

Craig Luttrell
State Manager
Claude Neon Media
Unit 7, 26 Lampton Avenue
DERWENT PARK Tasmania 7009

Dear Craig

Re: Cove Hill Shopping Centre – Signage Safety Assessment

It is proposed to install an illuminated Light Emitting Diode (LED) sign on the Cove Hill Shopping Centre building located at 11 Cove Hill Road in Bridgewater. The site is located in Zone 15 – General Business under the Brighton Local Provisions Schedule. The sign will be a new static billboard sign facing eastbound traffic on Cove Hill Road. The sign will display a still image which changes periodically.

In order to support the planning application for the sign installation, a Traffic Engineer is required to address Clauses C1.6.1, C1.6.2 and C1.6.3 of the *Tasmanian Planning Scheme – Brighton* (the Planning Scheme).

pitt&sherry have undertaken site visits during both the daytime and night-time and the proposed sign has been reviewed by a traffic engineer to address road safety impacts and an electrical engineer to address the level of lighting.

An assessment addressing the Planning Scheme is enclosed.

It is noted that similar signs have been installed across Tasmania at locations with similar surrounds. pitt&sherry have undertaken daytime and night-time site visit at these signs. The signs did not appear to be overpowering or distracting.

Based on the assessment, the proposed signage on the Cove Hill Shopping Centre building located at 11 Cove Hill Road in Bridgewater is considered suitable for the location and would not be expected to negatively impact the safety of road users.

Yours sincerely

Liling Lyu
Roads and Traffic Engineer

Encl. Planning Scheme Assessment; and
Signage Details.

C1.6.1 Design and siting of signs

Objective:

That:

- (a) Signage is well designed and sited; and
- (b) Signs do not contribute to visual clutter or cause an unreasonable loss of visual amenity to the surrounding area.

Acceptable Solution A1

A sign must:

- (a) Be located within the applicable zone for the relevant sign type set out in Table C1.6
- (b) Meet the sign standards for the relevant sign type set out in Table C1.6, excluding for the following sign types, for which there is no Acceptable Solution:
 - (i) Roof sign
 - (ii) Sky sign; and
 - (iii) Billboard.

Performance Criteria P1.2

If a roof sign, sky sign or billboard, the sign must:

- (a) Be located within the applicable zone for the relevant sign type set out in Table C1.6
- (b) Meet the sign standards for the relevant sign type in Table C1.6
- (c) Not contribute to visual clutter or cause unreasonable loss of amenity to the surrounding area, having regard to:
 - (i) The size and dimensions of the sign
 - (ii) The size and scale of the building upon which the sign is proposed
 - (iii) The amenity of surrounding properties
 - (iv) The repetition of messages or information
 - (v) The number and density of signs on the site and on adjacent properties; and
 - (vi) The impact on the safe and efficient movement of vehicles and pedestrians.

Satisfies Performance Criteria P1.2

As the proposed LED sign is a billboard sign, it is unable to comply with Acceptable Solutions A1. It does however satisfy Performance Criteria P1.2 as follows:

- (a) The site is located in zone 15 – General Business which is an applicable zone for a billboard sign as per Table C1.6
- (b) The proposed sign is 3m (h) x 4m (w) and does not extend vertically or horizontally from the building, satisfying billboard sign standards as per Table C1.6
- (c)
 - (i) The proposed sign is 3m (h) x 4m (w) in width which is not considered excessive for this location and on this building
 - (ii) The size of the sign is suitable for the scale of the building on which it will be mounted
 - (iii) The sign is not expected to adversely affect the amenity of surrounding properties
 - (iv) The sign will change message periodically allowing multiple advertising messages to be communicated within one sign and reduce the overall number of signs required
 - (v) There will be two signs (including the proposed LED sign) mounted on the wall face where the proposed sign will be erected. Adjacent properties are all displaying a similar number of signs of varying types and sizes; and
 - (vi) The proposed sign will be erected 5m above the ground and offset behind the footpath. The sign will be well above and offset from the sight line of traffic along the eastbound approach to the downstream and upstream intersections. The sign will not interfere with pedestrian sight line at any designated crossing.

C1.6.2 Illuminated signs

Objective:

That:

- (a) Illuminated signs are compatible with the streetscape
- (b) The cumulative impact of illuminated signs on the character of the area is managed, including the need to avoid visual disorder or clutter of signs; and
- I Any potential negative impacts of illuminated signs on road safety and pedestrian movement are minimised.

Acceptable Solution A1

No Acceptable Solution.

Performance Criteria P1

An illuminated sign must not cause an unreasonable loss of amenity to adjacent properties or have an unreasonable effect on the safety, appearance or efficiency of a road, and must be compatible with the streetscape, having regard to:

- (a) The location of the sign
- (b) The size of the sign
- (c) The intensity of the lighting
- (d) The hours of operation of the sign
- (e) The purpose of the sign
- (f) The sensitivity of the area in terms of view corridors, the natural environment and adjacent residential amenity
- (g) The intended purpose of the changing message of the sign
- (h) The percentage of the sign that is illuminated with changing messages
- (i) Proposed dwell time; and
- (j) Whether the sign is visible from the road and if so the proximity to and impact on an electronic traffic control device.

Satisfies Performance Criteria P1

The proposed sign satisfies Performance Criteria P1 as follows:

- (a) The sign will be erected on the building wall face 5m above the ground and offset behind the footpath. The location of the sign would not block any existing road signage and is not located adjacent to any traffic lights
- (b) The proposed sign is 3m (h) x 4m (w) which is not considered excessive in this location and on this building
- (c) As per AS4284 the max average night time luminance for areas considered to have High district brightness (Environmental Zone A4) is 350cd/m². The sign is proposed to have a lux level of 315cd/m² at night which complies with the standard. During the day, the sign is proposed to have a lux level of 3250cd/m² which is significantly less bright than ambient sunlight. As Cove Hill Road is a collector road with existing high levels of lighting, this signage is not expected to be significantly brighter than the surrounds
- (d) The sign will operate between 5:00am and 11:00pm, 7 days a week
- (e) The purpose of the sign is to offer advertising. The changing nature of the sign will mean messaging can be frequently changed and kept relevant for higher impact. The sign can offer advertising to multiple businesses compared to only a single business with a static sign
- (f) Existing illuminated signage and shop frontages are located along Cove Hill Road and this sign is not expected to be any more noticeable than what is present in the vicinity
- (g) As discussed, the purpose of the sign is to provide advertising. The changing nature of the sign will allow different advertising messages to be communicated using one sign which reduces the overall number of signs required
- (h) 100% of the sign is illuminated with a still image that changes periodically

- (i) The proposed dwell time will be a minimum of 10 seconds which would not imitate flashing; and
 - (j) The proposed sign will be erected 5m above the ground and offset behind the footpath. The sign will be well above and offset from the sight line of traffic along the eastbound approach to the downstream and upstream intersections. The sign will not interfere with pedestrian sight line at any designated crossing.
- Also, there are no electronic traffic control devices in the vicinity of the site.

C1.6.3 Third party sign

Objective:

To:

- (a) Provide for third party signs that are compatible with the streetscape and the character of the area in which it is proposed to be located
- (b) Manage the cumulative impact of third party signs on the character of an area; and
- (c) Minimise any potential impact of third party signs on road safety.

Acceptable Solutions

A1

No Acceptable Solution.

Performance Criteria

P1

A third party sign must be compatible with the natural and built environment of the surrounding area, having regard to:

- (a) The content of the sign
- (b) The necessity for the advertisement to be in the location
- (c) Opportunities for alternative locations or other methods to achieve the intended purpose (e.g. eligibility for Tasmanian Visitor Information System (TVIS) signs)
- (d) The likely impact on the operation and safety of a railway, road, footpath, or navigable water; and
- (e) Any advice from a State authority.

Satisfies Performance Criteria P1

The Performance Criteria can be satisfied as follows:

- (a) The sign content will be varying commercial advertising
- (b) The proposed location provides a highly visible site suitable for advertising
- (c) This site is unique in its placement adjacent to a busy collector road providing unobstructed views of the advertising at a section where the major traffic flow is slow for the downstream intersection. Located in a general business area, the site has minimal adjacent residents/ businesses to be affected. Alternative locations would likely not achieve the high visibility of slow speed traffic flows
- (d) As discussed above, the proposed sign is not expected to negatively impact the safety of the road or footpath in the vicinity. The sign will not be in the sight line of traffic or pedestrians to the road and intersections. There is no rail or waterway in the area; and
- (e) To our knowledge, no advice has been received from Council or a State authority.



DIGITAL SCREEN

SCREEN SIZE: 4000mm (w) x 3000mm (h)

Client	COVEHILL FAIR			Design No	Revision	Sign Type	Sheet
				0000	A	LED SCREEN	1 of 2

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