

PLANNING APPLICATION

Status:

Reference

PLN-HOB-2025-0560

Address

211-213 CAMPBELL ST NORTH HOBART TAS
7000

Titles

101744/1, 44862/1, 140888/2

Before you start

Before you start your application, you will need to know if you require planning approval or not.

If you are unsure if you require a permit, use the [PlanBuild Tasmania Enquiry Service](#) to lodge a request for advice from the relevant Council.

Once your application has been submitted the Council will review your application. If payment has not been made, you will be sent a request for the payment of application fees via PlanBuild Tasmania.

Once the fees have been paid and the Council is satisfied with the information provided, the application will be assessed and you will be notified of the outcome.

If further action is required to assess your application you will receive an email notification containing a task to complete.

Pre-Application Advice

Have you spoken with anyone at Council about this application?

Yes - enter details below

No - continue to the next section

If yes, provide the name of the person you contacted

Applicant

Name	Email	Phone	Address	Involvement
Personal Information Removed				

Owners

Name	Email Address	Address
Personal Information Removed		

Certificate(s) of Title

Selected Titles

Total Area: 0m²

101744/1 44862/1 140888/2

Owner Notification

Are you the sole owner of the land?

Yes - continue to the next section

No - answer question below

If no, have you notified all owners, joint or part owners of your intention to submit this application?

Yes - enter owner details below

No - you must notify all owners before proceeding with this application

List all owners, joint or part owners as recorded on the Title documents notified:

All Urban Planning Pty Ltd is making this application on behalf of Claude Neon. Claude Neon have advised the owners J & T Sykes of their intent to make this application

Enter the date that the last owner, joint or part owner was notified

31/10/2025

Declaration

I declare that all land owners, joint or part owners have been notified of this planning application.

Crown Land Consent

Is Crown Land involved in the proposed use or development?

- Yes - complete question below
- No - continue to the next section - see further information below
- Unsure

If yes, has written Crown Land consent been obtained?

- Yes - upload written consent
- No - application will not be progressed until consent has been provided

General Manager Consent

Is Council-owned or administered land involved in the proposed use or development?

- Yes - complete question below
- No - continue to the next section
- Unsure

If yes, has written consent been obtained from the Council General Manager?

- Yes - upload written consent
- No - application will not be progressed until consent has been provided

Proposed Use or Development

What is the reason for your planning application?

- I want to change how the property is used
- I want to use the property for visitor accommodation
- I want to subdivide
- I want to undertake a new development or alteration
- I want to do a minor boundary adjustment
- I want to put up a sign(s)
- I want to demolish
- I want to do works only
- Other

If your application is to subdivide, please enter the number of proposed lots.

0

If your application is for signage, please enter the number of signs.

1

Is the property a Tasmanian Heritage Listed Property?

- Yes
- No

Is the application for an EPA Activity under the Environmental Management and Pollution Control Act 1994?

- Yes
- No
- Unsure

Is the proposed use or development permitted or discretionary?

- Permitted
- Discretionary

Unsure if permitted or discretionary

Provide a full description of the proposed use or development

Convert existing static billboard sign to LED

Will the proposed use or development involve a road reserve?

Yes - complete the section below

No - continue to the next section

Unsure

If yes, enter the address(es) or locations below:

If yes, how will the road reserve be affected?

Value of Works

What is the estimated value of the works?

160000

Supporting Documents

Version	Document Date	Document Type	Description	Prepared By
1	31 Oct 2025	Property Title Document	0 Folio Text 44862_0_1.pdf	Mr Frazer Read
1	17 Nov 2025	Other	TRaffic Assessment	Pitt & Sherry
1	31 Oct 2025	Property Title Document	1 FOLIO PLAN 44862_0_1.pdf	Mr Frazer Read
1	15 Sept 2025	Plans	Plans	Claude Neon
1	5 Nov 2025	Planning Assessment Report	Plannig Assessment	Mr Frazer Read

Next steps

When you have completed all the necessary fields and attached all required documents to support your application, click on the green 'Save & Submit' button at the top right of this form.

Once submitted, the Council will review your application. A request for the payment of application fees will be sent to you via PlanBuild Tasmania.

Once the fees have been paid and the Council is satisfied with the information provided, the application will be assessed and you will be notified of the outcome.

If further action is required to assess your application you will receive an email notification from PlanBuild which will tell you what you need to provide to continue the application.

Form published: 14/05/2025 15:58

SEARCH OF TORRENS TITLE

VOLUME 44862	FOLIO 1
EDITION 10	DATE OF ISSUE 19-Apr-2018

SEARCH DATE : 31-Oct-2025

SEARCH TIME : 10.29 AM

DESCRIPTION OF LAND

City of HOBART
 Lot 1 on Diagram [44862](#)
 Being the land described in Conveyance No. 45/207
 Derivation : Part of 1A-0R-16Ps. Gtd. to Anne Ashton
 Derived from Application No. A8240

SCHEDULE 1

[M622509](#) TRANSFER to JOHN SYKES of three undivided 1/4 shares and TIMOTHY SYKES of one undivided 1/4 share as tenants in common Registered 19-Apr-2018 at 12.02 PM

SCHEDULE 2

Reservations and conditions in the Crown Grant if any
 CONVEYANCE: Benefiting Easement: Right to pass and repass over
 Right of Way shown on D.[44862](#)
[M518750](#) CAVEAT by WOOLWORTHS LIMITED affecting such portion of the said land within described as shown outlined on the plan attached thereto Registered 30-Apr-2015 at noon
[E119634](#) MORTGAGE to National Australia Bank Limited Registered 19-Apr-2018 at 12.03 PM

UNREGISTERED DEALINGS AND NOTATIONS

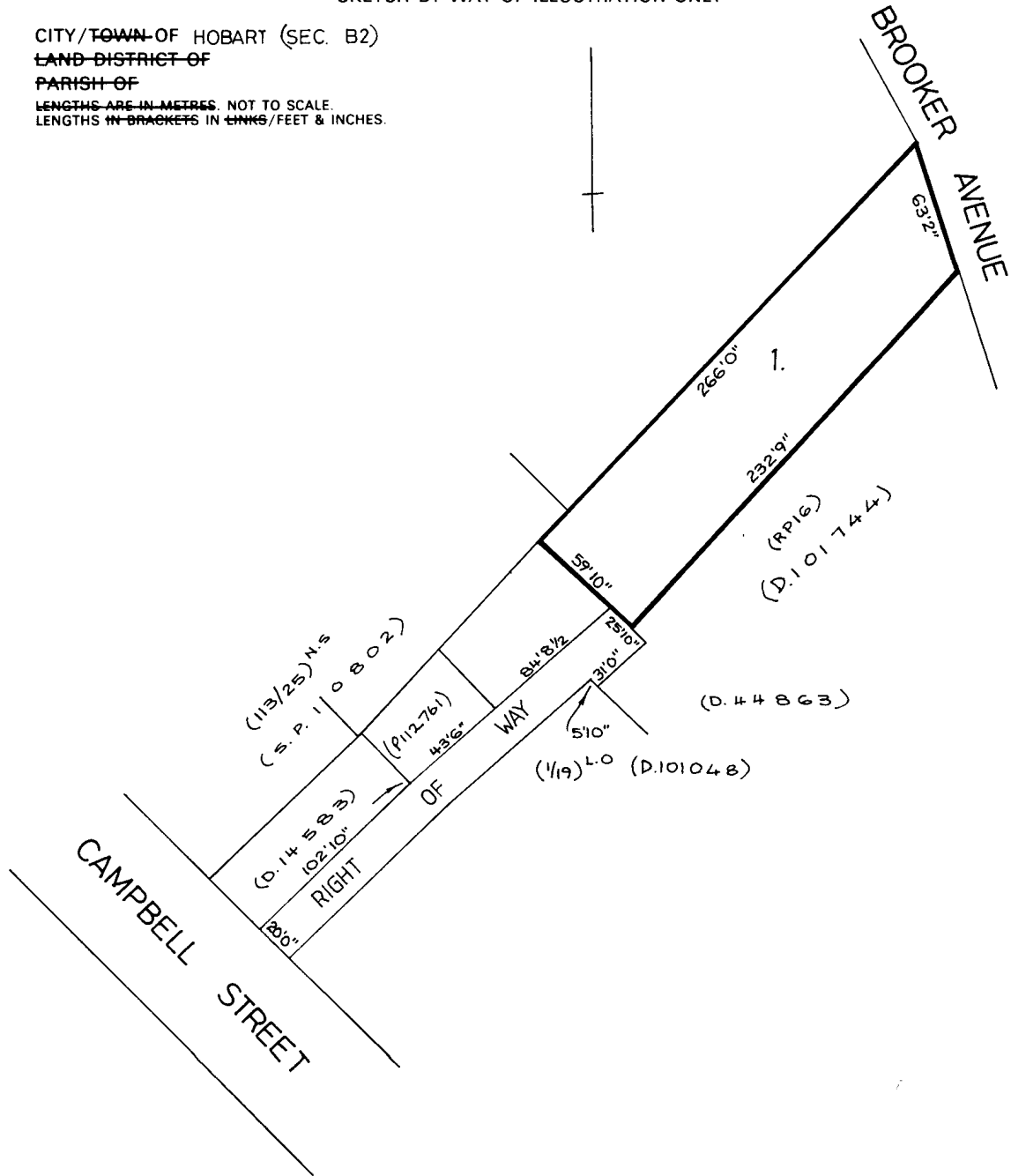
No unregistered dealings or other notations

APPROVED 25 AUG 1992 <i>M. J. ...</i> RECORDER OF TITLES	CONVERSION PLAN CONVERTED FROM 45/207	REGISTERED NUMBER D.44862
FILE NUMBER A.8240	GRANTEE PART OF 1-0-16 GTD. TO ANN ELIZABETH ASHTON	DRAWN <i>HH</i> 2/7/90.

08-K 2082

SKETCH BY WAY OF ILLUSTRATION ONLY

CITY/TOWN OF HOBART (SEC. B2)
LAND DISTRICT OF
PARISH OF
LENGTHS ARE IN METRES. NOT TO SCALE.
LENGTHS IN BRACKETS IN LINKS/FEET & INCHES.



5 November 2025

Michael McClenahan
Senior Statutory Planner
Hobart City Council

Dear Michael

Application for Planning Permit – Conversion of Existing Static Billboard to LED Billboard, 213 Campbell Street, North Hobart

Please find attached an application for a planning permit to replace the existing static billboard at 213 Campbell Street, North Hobart with a new illuminated LED billboard.

Proposal

The proposal is to replace the existing billboard sign positioned on the roof of the BWS building facing northbound traffic on the Brooker Highway with a new LED digital display measuring 12.48 m (W) x 3.84 m (H).

The new LED sign will occupy is to be the same size and in the same location as the existing billboard, approximately 6 m above ground level and 15 m horizontally offset from the Brooker Highway carriageway.

The billboard will be used to promote predominantly local business. The billboard will also be used free of charge by local charities and community organisations to help spread their message across the broader community.

The sign will display still images only, with no flashing, animation, or motion effects. Images will transition instantaneously with a minimum dwell time of 10 seconds between advertisements.

The sign will be equipped with an automatic light sensor that adjusts brightness according to ambient light levels. Luminance will not exceed 6000 cd/m² (daytime) or 250 cd/m² (night-time), in accordance with AS/NZS 4282:2023 for medium district brightness environments (Environmental Zone A3).

Operating hours will be 5:30 am – 11:00 pm, 7 days a week.

The applicant would support conditions on the operation of the sign similar to those set out under Attachment B.

The Site and surroundings

The site at 213 Campbell Street has frontage to Brooker Highway within the Urban Mixed Use Zone under the Hobart Local Provisions Schedule (planning scheme).

The surrounding area includes a mix of commercial, residential and service uses. The sign will primarily be visible to northbound traffic approaching from the Hobart CBD.

There are two properties zoned Inner Residential adjacent to the north at 172 Brooker Avenue and 229 Campbell Street. However, the proposed LED sign face will be orientated to the south and will not be visible from these properties.

The residential areas of the Glebe are approximately 40m to the east on the opposite side of Brooker Avenue.

Claude Neon’s records confirm that the existing billboard has been in place since the 1990’s (approximately 30 years).

Planning Scheme

The proposal is a billboard sign as defined under Clause C1.3.2 of the Signs Code, being a structure designed to accommodate changeable messages.

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) 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; and (c) not contribute to visual clutter or cause unreasonable loss of amenity to the surrounding area, having regard to: <ul style="list-style-type: none"> (i) the size and dimensions of the sign; 	<p>As the proposed sign is a billboard sign, it is unable to comply with Acceptable Solutions A1. The proposal however is considered to comply with P1.2 in that:</p> <ul style="list-style-type: none"> a) Table C1.6 includes the subject Urban Mixed Use Zone as an applicable zone for a Billboard Sign. b) The sign does not conform to the Sign Standard dimensions of 3m (H) x 6m (W) or roof mounted location under Table C1.6. However the proposal replaces an existing sign of the same size and location. The change is only in relation to its method of illumination. c) The roof mounted sign does not conform to the Sign Standard dimensions of 3m (H) x 6m (W) under Table C1.6. However the proposal will retain the existing 12.5m x 3.8m dimension of the existing sign and will not alter its location or mounting. The proposal is essentially to change the method of illumination of the existing sign as assessed below.

<p><i>(ii) the size and scale of the building upon which the sign is proposed;</i></p> <p><i>(iii) the amenity of surrounding properties;</i></p> <p><i>(iv) the repetition of messages or information;</i></p> <p><i>(v) the number and density of signs on the site and on adjacent properties; and</i></p> <p><i>(vi) the impact on the safe and efficient movement of vehicles and pedestrians.</i></p>	<p>(i) Size and dimensions The LED billboard measures 12.48 m × 3.84 m, consistent with the size of the existing sign.</p> <p>(ii) Scale of building The sign will be mounted on the roof of the BWS building, which presents a wide, low-rise façade to the highway. The sign’s horizontal format complements the building’s proportions and maintains visual balance.</p> <p>(iii) Amenity of surrounding properties The sign is to be orientated away from the adjoining residential properties to the north and will be located some distance west of the highway, separated by carriageways, medians from the residential areas of the Glebe to the east. Given the signs orientation, separation and the automatic dimming system, the sign will not cause an unreasonable impact on residential amenity or night-time light levels.</p> <p>(iv) Repetition of messages/information The sign will replace the existing billboard on site and will carry unique third-party advertising content, avoiding repetition of nearby signage. No other digital advertising is located within the immediate visual field of this section of the Brooker Highway.</p> <p>(v) Number and density of signs The existing static billboard is the only advertisement on the roof of the building. No additional signage is proposed, and there are no other large advertising structures on adjoining titles. The replacement will therefore not alter the number of signs or result in visual clutter.</p> <p>(vi) Impact on safe and efficient movement of vehicles and pedestrians The Traffic Safety Assessment (Pitt & Sherry, 17 October 2025) confirms:</p> <ul style="list-style-type: none"> the billboard is 15 m offset from the carriageway and 6 m above ground level,
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	<ul style="list-style-type: none"> • it does not obstruct sight lines to traffic signals or directional signage, • dwell time of 10 seconds is suitable for the 70 km/h speed environment, and • there is no evidence from crash history (12 property-damage-only crashes over five years) that the sign's replacement would increase risk. <p>Accordingly, the proposal is assessed to satisfy P1.2 as it will not contribute to visual clutter, will maintain the established visual character of the Brooker Highway corridor, and will not impact the safety or efficiency of vehicle or pedestrian movement.</p>
<p>A2</p> <p><i>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</i></p>	<p>Complies. The proposed sign is approximately 12m from the closest residential zone, being 172 Brooker Avenue, adjacent to the north.</p> 
<p>A3</p> <p><i>The number of signs for each business or tenancy on a road frontage of a building must be no more than:</i></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>The proposal will replace an existing billboard sign of the same dimensions. It is the only billboard sign on the building and complies with A3.</p>

<p><i>excluding the following sign types, for which there is no limit:</i></p> <p>(i) <i>name plate; and</i></p> <p>(ii) <i>temporary sign.</i></p>	
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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.*

<i>Development Standard</i>	<i>Assessment</i>
<p><i>A1</i></p> <p><i>No Acceptable Solution.</i></p>	<p>The proposed illuminated sign is to be assessed under P1.</p>
<p><i>P1</i></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> <ul style="list-style-type: none"> (a) <i>the location of the sign;</i> (b) <i>the size of the sign;</i> (c) <i>the intensity of the lighting;</i> (d) <i>the hours of operation of the sign;</i> (e) <i>the purpose of the sign;</i> (f) <i>the sensitivity of the area in terms of view corridors, the natural environment and adjacent residential amenity;</i> (g) <i>the intended purpose of the changing message of the sign;</i> 	<p>As discussed in the accompanying traffic assessment, the proposed sign satisfies Performance Criteria P1 as follows:</p> <ul style="list-style-type: none"> a) The proposed sign will be mounted on the roof of the BWS building at 213 Campbell Street, North Hobart, approximately 70m north of the intersection of Brooker Highway and Warwick Street within on a commercial property. b) The proposed billboard sign will be 12.48m wide by 3.84m high (the same as the existing sign) c) The sign will be dimmable and will include a control system to enable maximum lighting levels to be set or adjusted as necessary. The will also be fitted with Photocell/s (light sensor/s) that measure the ambient light and control system technology that enables the luminance of the sign to

<p>(h) <i>the percentage of the sign that is illuminated with changing messages;</i></p> <p>(i) <i>proposed dwell time; and</i></p> <p>(j) <i>whether the sign is visible from the road and if so the proximity to and impact on an electronic traffic control device.</i></p>	<p>automatically adjust relative to the measured ambient light level.</p> <p>d) The sign will operate between 5.30am and 11:00pm, 7 days a week</p> <p>e) The purpose of the sign is to offer advertising tailored to the local audience</p> <p>f) The sign will be visible to a limited number of residential properties near the intersection. Given its location and similarity to the existing sign, it is not expected to cause an unreasonable loss of amenity</p> <p>g) It is intended that the sign will display a still image that changes periodically and the messages will be advertising a third-party business or goods and tailored for the local audience. The sign will also be available to local charities and community groups at no charge. As the sign is electronic, messaging can be periodically changed and kept relevant for higher influence. The sign can offer advertising to multiple businesses and groups compared to only a single business with a static sign which reduces the overall number of signs required overall within an area.</p> <p>h) 100% of the sign is illuminated with a still image that changes periodically.</p> <p>i) The proposed dwell time will be a minimum of 10seconds which would not imitate flashing, this is considered to be suitable for the visible distance of the sign to vehicles travelling on the Brooker Highway; and</p> <p>j) As shown in the proposed view, the sign is visible from the road but is well offset from the road and other directional and regulatory signs and does not obstruct drivers sight lines.</p>
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A2

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.

The proposed slow image rotation will avoid undue distraction to passing motorists.

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> <p><i>(a) the content of the sign;</i></p> <p><i>(b) the necessity for the advertisement to be in the location;</i></p> <p><i>(c) opportunities for alternative locations or other methods to achieve the intended purpose (e.g. eligibility for Tasmanian Visitor Information System (TVIS) signs); and</i></p> <p><i>(d) the likely impact on the operation and safety of a railway, road, footpath, or navigable water; and</i></p> <p><i>(e) any advice from a State authority.</i></p>
<p>Assessment:</p> <p>It is considered that the proposal satisfies the relevant Performance Criteria P1 as follows:</p> <p>(a) The sign content will be varying commercial advertising</p> <p>(b) The proposed location provides a highly visible site suitable for advertising</p> <p>(c) The site is unique in its placement adjacent to a state highway providing unobstructed views of the advertising. The speed limit in this area is 70km/h. Alternative locations would likely not achieve the high visibility of large traffic flows travelling at a reduced speed</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 sight line of traffic or pedestrians to the road and intersections. There is no rail or navigable waterway in sight line of the sign; and</p> <p>(e) No advice has been received from Council or a State authority.</p>	

Conclusion

The proposed LED billboard sign is considered to satisfy the relevant planning scheme standards as set out above and addressed in the accompanying assessment prepared by Pitt and Sherry.

The applicant would support conditions on the permit similar to set out in Attachment B.

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

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Frazer Read', with a stylized flourish at the end.

Frazer Read
Principal
All Urban Planning Pty Ltd

Attachment A – Proposed Site Plan – LED Billboard Sign, 213 Campbell Street, Hobart



Attachment B

LUMINANCE STANDARD

During the operation of the sign, the maximum average luminance and threshold increment values as specified in below must not be exceeded:

- Daytime luminance: 6000 cd/m²
- Overcast weather: 700 cd/m²
- Morning and evening twilight 350 cd/m²
- Night time 150 cd/m²

BRIGHTNESS LEVELS

a) The signs must be dimmable and have a suitable control system to enable maximum lighting levels to be set or adjusted if deemed necessary by Council.

b) Where illuminated during the day, the sign must be fitted with Photocell/s (light sensor/s) that measure the ambient light and control system technology that enables the luminance of the sign to automatically adjust relative to the measured ambient light level.

IMAGE TRANSITIONS

Where the graphical content or colours can change (such as for digital/electronic signage), any changes in image must occur in 0.1 seconds or less.

SIGNAGE CONTENT (ELECTRONIC)

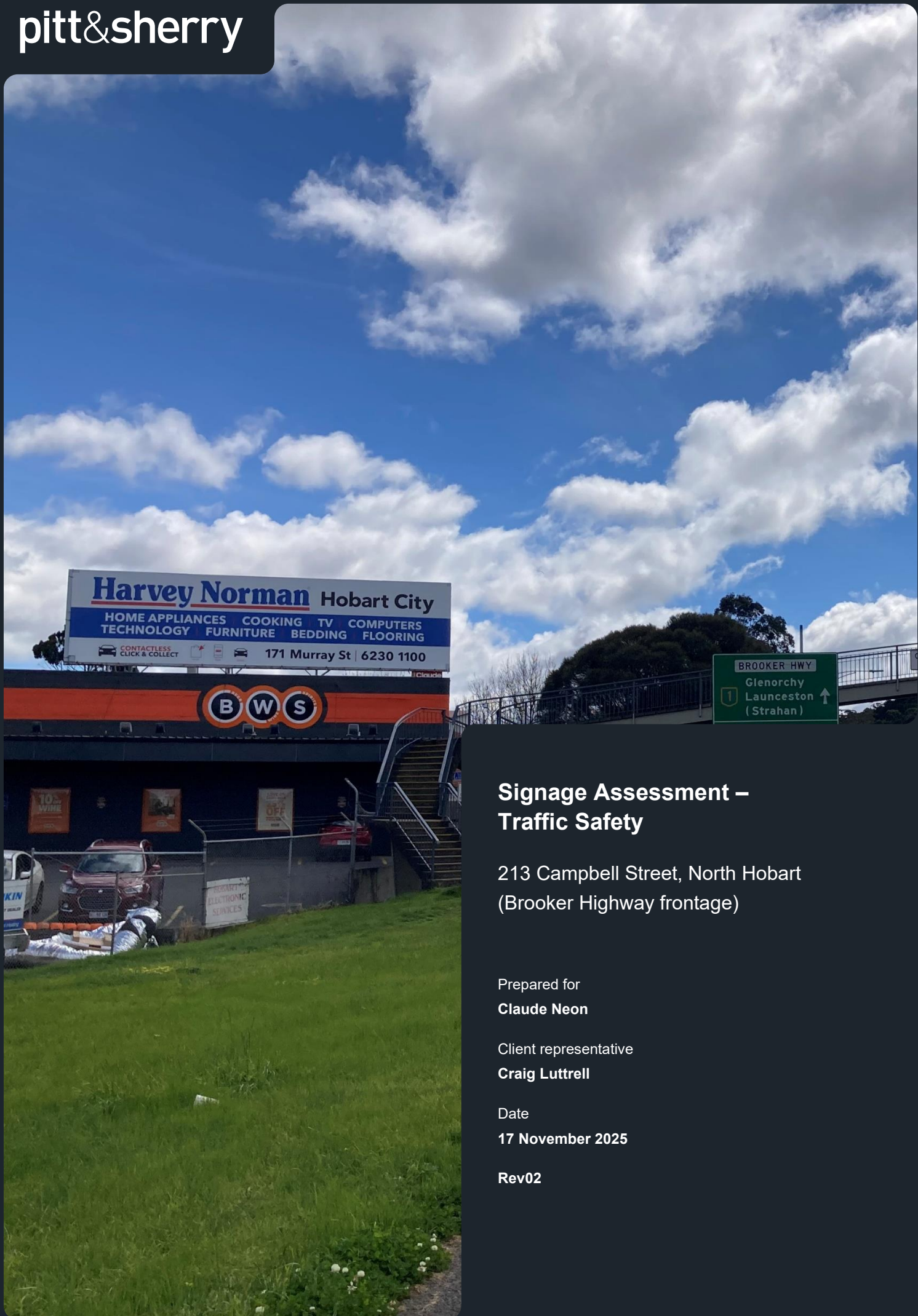
- The images displayed must be static and change between static images must be instantaneous.
- The sign must not be coloured like an official traffic sign, imitate a traffic control device or give instructions to traffic such as 'give way' or 'stop.'
- The sign must have a minimum dwell time of 10 seconds.
- Apart from the above, content of the sign may be updated or changed without separate approval of Council, subject to the structure, location and size of the signage not changing.

SIGN MAINTENANCE (ELECTRONIC)

The sign must be constructed and maintained in good condition to the satisfaction of the Council. The LED screen must incorporate an automatic error detection system which will turn the display off or switch to a blank, black screen should the screen or system malfunction.

NO FLASHING LIGHT - (ELECTRONIC SIGNS)

Flashing or intermittent lighting must not be used in the signs permitted by this permit.



Signage Assessment – Traffic Safety

213 Campbell Street, North Hobart
(Brooker Highway frontage)

Prepared for
Claude Neon

Client representative
Craig Luttrell

Date
17 November 2025

Rev02

Table of Contents

1.	Introduction.....	4
1.1	Background.....	4
2.	Assessment.....	5
2.1	Proposed sign	5
2.1.1	Overview.....	5
2.1.2	Sign location	5
2.1.3	Position and offset	5
2.1.4	Dwell time, movement and transitions	6
2.1.5	Luminance	6
2.1.6	Operation times	6
2.1.7	Content	6
2.1.8	Similar existing LED signs in Hobart	6
2.2	Reviewed Components	7
2.2.1	Surrounding Road Environment	7
2.2.2	Existing signs and objects of interest in the vicinity	8
2.2.3	Crash history.....	8
2.2.4	AusRAP	9
2.3	Sign design guidance assessment	10
3.	Planning Scheme Assessment	15
3.1	C1.0 Signs Code	15
4.	Summary.....	19

List of figures

Figure 1:	Proposed sign location	5
Figure 2:	Sign located on Brooker Highway at Elwick Racecourse	6
Figure 3:	Sign located on Cambridge Road, Bellerive.....	6
Figure 4:	Google Streetview of the proposed sign location	8
Figure 5:	AusRAP ratings summary.....	9

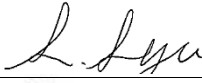


List of tables

Table 1:	Crash history summary	8
Table 2:	AusRAP ratings summary.....	9
Table 3:	Sign design criteria assessment	10
Table 4:	Sign placement criteria assessment.....	13
Table 5:	C1.6.1 Design and siting of signs.....	15
Table 6:	C1.6.2 Illuminated signs	17
Table 7:	C1.6.3 Third party sign	18

Appendices

Appendix A — Proposed LED Billboard Design

Appendix B — AusRAP Input

Prepared by — Liling Lyu		Date — 17 November 2025
Reviewed by — Rebekah Ramm		Date — 17 November 2025
Authorised by — Rebekah Ramm		Date — 17 November 2025

Revision History

Rev No.	Description	Prepared by	Reviewed by	Authorised by	Date
00	Signage assessment report	CT	LL	RR	17/10/2025
01	Cover photo update	CT	LL	RR	03/11/2025
02	Report updated with minor changes	LL	RR	RR	17/11/2025

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1. Introduction

1.1 Background

It is proposed to replace the existing static billboard sign at 213 Campbell Street in North Hobart with an illuminated Light Emitting Diode (LED) billboard sign.

To support the planning application for the billboard sign, Claude Neon Tasmania Pty Ltd (Claude Neon) have engaged pitt&sherry to address the applicable clauses of the Tasmanian Planning Scheme (Planning Scheme), namely the following:

- Clause C1.6.1: Design and siting of signs
- Clause C1.6.2: Illuminated signs; and
- Clause C1.6.3: Third party sign.

Along with assessing the sign against the planning scheme, a traffic safety assessment has also been completed which:

- Reviews details of the proposed sign
- Considers technical guidance reports; and
- Assesses the impact of the proposed sign on the safety of any adjacent roads.

In preparing this assessment, reference has been made to the following:

- Daytime and nighttime site visits undertaken by a pitt&sherry traffic engineer on Tuesday, 7 October 2025; and
- Austroads Research Report AP-R420-13 – Impact of Roadside Advertising on Road Safety (the Research Report).

2. Assessment

2.1 Proposed sign

2.1.1 Overview

The proposed billboard has an LED display which will be 12.48m wide by 3.84m high and display a still image that changes periodically.

The proposed LED billboard design plan is included in Appendix A providing further details of the proposal.

2.1.2 Sign location

Refer to Figure 1, the sign is proposed to be located at 213 Campbell Street in North Hobart, on the western side of Brooker Avenue (for reference, the road is also known and referred to as the Brooker Highway). The sign will be visible to the northbound traffic on the Brooker Highway. The sign is positioned approximately 70 m north of the signalised intersection of Warwick Street and Brooker Highway, adjacent to a pedestrian overpass.

The site is located in Zone 15.0 (Urban Mixed Use) under the Tasmanian Planning Scheme. The site's surroundings comprise Zone 11.0 (11.0 Inner Residential) and Zone 26.0 (Utilities). A limited number of residential houses are located near the signalised intersection.



Figure 1: Proposed sign location

2.1.3 Position and offset

The proposed sign will be installed on the roof of the BWS building, replacing the existing billboard sign which is approximately 12m wide and 3m high. The proposed sign will occupy a similar position and footprint that the existing sign does.

Given the BWS building is approximately 15m from the Brooker Highway horizontally, the horizontal offset does not draw concern from a traffic safety perspective.

The sign is proposed to be positioned at a height of approximately 6m, from ground level to base of sign.

2.1.4 Dwell time, movement and transitions

The sign will have a minimum dwell time of 10 seconds.

It is understood that the sign will display a still image that changes periodically. There will be no flashing or special effects.

2.1.5 Luminance

During the day, the sign is proposed to have a lux level of 6000cd/m² which is significantly less bright than ambient sunlight.

In accordance with AS/NZS 4282:2023, the maximum average nighttime luminance for areas considered to have medium district brightness (Environmental Zone A3) is 250cd/m². The sign would have luminance below this level at nighttime.

It is recommended that if the sign is too bright for the surrounding environment (i.e. during a cloudy day and in dark conditions), the brightness be adjusted, or the sign be turned off.

2.1.6 Operation times

The sign will operate 7 days a week between 5:30 am and 11:00 pm. During the summer months this would align with mostly daylight hours and during winter this would align with up to 8 hours of darkness.

2.1.7 Content

The sign will display a still image that changes periodically and the messages will be advertising a third-party business or goods and tailored for the local audience.

2.1.8 Similar existing LED signs in Hobart

Figure 2 and Figure 3 show similar existing LED signs in Hobart.



Figure 2: Sign located on Brooker Highway at Elwick Racecourse



Figure 3: Sign located on Cambridge Road, Bellerive

2.2 Reviewed Components

2.2.1 Surrounding Road Environment

Brooker Highway

As mentioned above, the proposed sign will be visible to the three northbound lanes along the Brooker Highway and is clear of drivers' sight lines along the highway.

The Brooker Highway is a national/ state highway connecting the city centre and the northern suburbs. In the vicinity of the proposed site, the Brooker Highway comprises three lanes in the northbound direction and four lanes in the southbound direction with a solid raised median.

A traffic counter (Ref. A0090060) is located on the Brooker Highway south of Burnett Street, approximately 200 m north of the proposed LED billboard sign. The most recent Annual Average Daily Traffic (AADT) data available was recorded in 2019 which shows an AADT of approximately 39,300 vehicles per day in both directions.

Slow moving traffic typically occurs during weekday PM peak hours in the northbound direction on the Brooker Highway as commuters exit the city.

Signalised intersection – Brooker Highway/ Warwick Street

The proposed site is located approximately 70m north of the intersection of Brooker Highway/ Warwick Street. The intersection has three legs and is controlled by traffic signals.

This intersection carries high volumes and frequent deceleration and stopping activities occur due to the traffic signal.

The proposed sign will be visible from the intersection however it will not interfere with drivers sight line to this intersection or any downstream intersections.

Pedestrian overpass across the Brooker Highway

To the east of the proposed site, a pedestrian overpass spans across the Brooker Highway. Height clearance signage indicates restrictions of 5.1 m and 5.4 m across the span.

The proposed sign will be visible to pedestrians and cyclists travelling westbound across the overpass and it will not obscure pedestrians sight line to their travel paths.

On the overpass, cyclists are expected to dismount, as advised by signage at the access point.

Warwick Street

Based on pitt&sherry's site visit on 7 October 2025, for vehicles at the signalised intersection from Warwick Street, drivers would be required to physically turn at a large angle to read the proposed sign. As such, it is considered that the sign is not visible to this approach.

Overall road environment comments

Drivers' sightline to the sign will not interfere with their sight lines to the road, intersections or other traffic facilities. As such the proposed sign is considered acceptable from a traffic safety perspective.

The surrounding road environment is characterised by high traffic volumes and frequent vehicle deceleration, particularly near the signalised intersection.

2.2.2 Existing signs and objects of interest in the vicinity

Refer to Figure 4 below, the existing static signs advertises a third-party message for Harvey Norman. On site, the existing sign is estimated to be approximately 12m wide and 3m high, similar to the footprint that the proposed LED signage will occupy.

A directional sign for the Brooker Highway and a speed restriction sign (70 kph) are located approximately 20m and 40m south of the proposed site respectively.

The proposed sign is not expected to adversely impact the safety of road users along the road and is considered compatible with the surrounding environments.



Figure 4: Google Streetview of the proposed sign location

2.2.3 Crash history

The Department of State Growth has provided crash data in the vicinity the signalised intersection of Brooker Highway and Warwick Street, covering the areas from which the sign is expected to be visible. The data includes crashes recorded in the most recent 5 years (i.e. between January 2019 and September 2025). The available data is summarised in Table 1.

Table 1: Crash history summary

Location	Crash Type	Crash severity – Property damage
Brooker Avenue (Northbound)	130 - Vehicles in same lane/ rear end	4
	133 - Vehicles in parallel lane/ lane side swipe	1
	160 - Parked	1
	Other (unknown)	1

Location	Crash Type	Crash severity – Property damage
Intersection of Brooker Avenue and Warwick Street	Other (unknown)	1
	130 - Vehicles in same lane/ rear end	4

A total of 12 crashes have occurred over the last approximately 5 years, averaging around 2–3 crashes per year. This is not considered a particularly high crash rate given the volume of traffic along this road. All of the recorded crashes resulted in property damage only. The majority of crashes were rear-end collisions occurring in the same lane, with several involving vehicles in parallel lanes (such as sideswipes and lane changes).

The recorded crashes occurred at various times of the day, with some happening during early morning or nighttime hours. Several crashes occurred in wet conditions, though most occurred in dry conditions.

Overall, the crash history is consistent with that expected on a busy road experiencing congestion, with predominantly low-severity crashes. As such, no crash patterns in the vicinity of the site has been identified.

2.2.4 AusRAP

The Australian Roads Assessment Program (AusRAP) is one of the main ways the safety of existing roads in Australia can be rated. AusRAP provides a road with a rating from 1 to 5 stars where 1 is the least safe and 5 is the safest.

The star rating model considers many factors including speed, horizontal and vertical geometry, lane widths, roadside hazards and protection for road users.

The iRap Vida tool demonstrator has been used to determine the AusRAP star rating for this section of the Tasman Highway. A summary of the star ratings are shown in Figure 5 and Table 2, with inputs included in Appendix B.



Figure 5: AusRAP ratings summary

Table 2: AusRAP ratings summary

Transport mode	AusRAP star rating
Car	4.5
Motorcycle	3.7
Walking	4.8
Bike riding	3.4

2.3 Sign design guidance assessment

The Austroads Research Report contains guidance regarding the design and placement of digital billboards. An assessment against the design criteria is shown in Table 3 and an assessment against the placement criteria is included in Table 4.

Table 3: Sign design criteria assessment

Sign design criteria	Guidance recommendation	Assessment
Movement	Roadside advertising devices should not contain motion, changes in luminance or any effects that create the illusion of movement.	The sign will display a still image that changes periodically with no movements within the advertising display.
Flashing lights	Roadside advertising devices should not contain flashing, blinking, revolving, pulsating or intermittent lights.	It is understood that the sign will display a still image that changes periodically with no flashing, blinking, revolving, pulsating or intermittent lights within the advertising display.
Dwell time	<p>This should take account of (1) visibility distance [VD]: the maximum distance from the sign at which the sign face becomes visible to drivers and (2) speed environment [SE].</p> <p>The goal is to limit the number of message changes that drivers are exposed to. Therefore, an advertising device that is visible from 1000 m away on a 60 km/h road needs to have much longer dwell times than an advertising device that is visible only from 100 m away on a 100 km/h road.</p> <p>All drivers will see at least one change if:</p> <ul style="list-style-type: none"> dwell time (sec) < $VD (m) \div \{SE (km/h) \times 0.28\}$. <p>Ideally, the proportion of drivers (PD) who see a change should be much less than 1. Therefore:</p> <ul style="list-style-type: none"> dwell time (sec) > $VD (m) \div \{SE (km/h) \times 0.28\}$. <p>For a desired PD:</p> <ul style="list-style-type: none"> dwell time = $VD (m) \div \{SE (km/h) \times 0.28 \times PD\}$. 	<p>Due to the existing roadside shrub limiting drivers sight line to the proposed sign, the advertising sign can be seen from a maximum of 190m away.</p> <p>Speed control along the Brooker Highway has been considered. However, it is noted that this section of the highway has a consistent speed of 70km/h and does not usually change through the day.</p> <p>At 70km/h: Dwell time (sec) = $190 / (70 \times 0.28) = 9.70$ seconds</p> <p>Based on the above assessment, the dwell time of 10 seconds is suitable for the majority of vehicles on the Brooker Highway at this location.</p>
Transition time	Message should change instantaneously. That is, no 'fade', 'zoom' or 'fly-in' effects and no blank screen between messages.	It is understood that the sign will display a still image with an instantaneous change with no fade', 'zoom' or 'fly-in' effects and no blank screen between messages.
Message sequencing	Sequencing of messages should be prohibited.	It is understood that each advertising message will be a standalone advertisement and there will be no sequencing of messaging.

Sign design criteria	Guidance recommendation	Assessment
Quantity of information	<p>For text, this should be consistent with the number of words that can be read during the approach interval and also the number of words that can be read in a 2 second interval (the 'eyes off the road' interval at which the crash rate doubles).</p> <p>This can be achieved by</p> <ol style="list-style-type: none"> 1. estimating the legibility distance [LD]: the distance at which the text first becomes legible 2. taking into account approach speed – the speed environment [SE] 3. estimating the comprehension rate [CR]; and 4. ensuring that attention of more than 2 seconds is not required to comprehend the message. <p>Therefore:</p> <ul style="list-style-type: none"> • number of words < $LD (m) \div \{ SE (km/h) \times 0.28 \} \times CR (sec)$. <p>And:</p> <ul style="list-style-type: none"> • number of words < $CR (sec) \times 2$. <p>In general, a typical comprehension rate would be approximately three words per second, but this will vary for different text sizes, fonts and formats. As a result the CR may need to be tested and demonstrated in the application process.</p>	<p>The higher the vehicle speed, the lower the amount of time to comprehend a message.</p> <p>Based on the speed information discussed earlier in this table, the number of words should be based on a 70km/h travel speed.</p> <p>Based on this, and considering a typical comprehension rate of 3 words per second:</p> <p>Number of words < $190 / [(70 \times 0.28) \times 3] = 3.2$ words.</p> <p>The Research Report recommends that the number of advertising words in one message screen be limited to 3 words with a visibility distance [VD] of 190m.</p> <p>It also recognised that the Research Report offers a conservative estimate to prioritise absolute minimum impact of an advertising sign and is not representative of any legislative requirement for the dwell time. The recommendation emphasises the consideration around the number of words that would require significant effort from drivers to comprehend the content of signs.</p> <p>This recommendation is interpreted to mean that the maximum words applies to long or complex words that require additional time and effort to comprehend. It is also assumed that the intent of the recommendation is to prevent signs from containing long sentences—such as those over 20 words—or paragraphs, which would not be practical for effective perception in a roadway environment. Common connecting and prepositional words, such as “is,” “and,” “to,” and “for,” are assumed to be excluded when counting the number of words.</p>
Information presentation	Not applicable to advertising devices.	Not applicable
Colour	Advertising devices should not be coloured like an official traffic sign or traffic signals.	It is recommended that the sign operator assesses all advertising messages to ensure this criteria is met.

Sign design criteria	Guidance recommendation	Assessment
Information content	<p>Advertising devices should not imitate traffic control devices or give instructions to traffic to 'stop', 'halt' or other (e.g. give way, turn left or merge).</p> <p>Advertising devices should not contain extreme emotional material, especially content which could be threatening or anxiety provoking.</p>	<p>It is recommended that the sign operator assesses all advertising messages to ensure this criteria is met.</p>
Luminance	<p>Luminance levels should not exceed those of static signs in typical ambient light conditions.</p>	<p>During the day, the sign is proposed to have a lux level of 6000cd/m² which is significantly less bright than ambient sunlight.</p> <p>As per AS/NZS 4282:2023 the maximum average nighttime luminance for areas considered to have medium district brightness (Environmental Zone A3) is 250cd/m². The sign would have luminance below this level at nighttime.</p> <p>As the Brooker Highway provides medium level street lighting, the signage is not expected to be significantly brighter than its surroundings.</p> <p>It is recommended that if the sign is too bright for the surrounding environment (i.e. during a cloudy day and in dark conditions), the brightness be adjusted, or the sign be turned off.</p>
Dimensions	<p>Advertising devices should not be shaped like an official traffic control sign/device.</p>	<p>The advertising signage will be a horizontal rectangle, although some information signs are shaped as a horizontal rectangle, this advertising device is clearly different to typical regulatory and information signs.</p>

Table 4: Sign placement criteria assessment

Sign design criteria	Guidance recommendation	Assessment
Longitudinal placement	<p>Advertising devices should not be located in such a way that they might interfere with the effectiveness of a traffic control device (e.g. by restricting sightlines or distracting from traffic control devices via proximity or as a background).</p> <p>Advertising devices should not be located so that they are visible at the approach to, or from, an intersection, pedestrian crossing, tram stop or in any location that is likely to be highly demanding of attention.</p> <p>Only one advertising device should be visible to drivers at any time.</p>	<p>The proposed billboard will be installed on the roof of the BWS building, positioned well away from the carriageway (with a horizontal separation of 15m), as such it does not obscure the sight line of the carriageway or pedestrian path.</p> <p>The sign will occupy a similar footprint to the existing billboard and is appropriately offset to avoid drawing excessive driver attention. While the sign will be visible to pedestrians on the overpass, its impact is expected to be comparable to existing conditions. It may attract attention but is not expected to distract pedestrians to the point of unsafe behaviour.</p> <p>The crash history is considered to be consistent with a high-traffic volume road that experiences slow-moving traffic during peak hours. The crash history comprises predominantly low severity crashes. The sign would not be expected to worsen the crash risk.</p> <p>There are no other advertising signs visible in this location.</p>
Lateral placement	<p>Without conflicting with clear zone requirements (e.g. installation of post in a hazardous location), advertising devices should not be placed such that drivers must divert their gaze away from the forward roadway in order to comprehend the sign message.</p>	<p>The clear zone measure is no longer used.</p> <p>This sign will be installed on the roof of the BWS building and is designed to face the road. Whilst the sign will not be in the immediate sight lines of northbound drivers on the Brooker Highway, it is positioned in the background that a driver can easily glance and it is not expected to require drivers to gaze away for viewing.</p>
Vertical placement	<p>Advertising devices should not be placed at a height that coincides with the normal 'hazard viewing window' that drivers scan. That is, they should be elevated above the height of vehicles, pedestrians and traffic control devices, but not so high that they draw the gaze away from the forward roadway.</p>	<p>The billboard sign will be installed on the roof of the BWS building approximately 6m above ground level. Whilst the sign will not be in the immediate sight lines of northbound drivers on the Brooker Highway, it is positioned in the background that a driver can easily glance and it is not expected to require drivers to gaze away for viewing.</p>
Orientation/ viewing angle	<p>Advertising devices should be oriented to facilitate legibility from the maximum legibility distance and across the full approach distance.</p>	<p>The advertising sign is positioned so that, in the northbound lanes of the Brooker Highway, it becomes visible to drivers approximately 60 meters before the signalised intersection. This represents the maximum possible visibility.</p>
Sight distance/ visibility	<p>Advertising devices should be placed so that enough time is available on approach for drivers to comprehend the message. That is, the sight distance must correspond to the required legibility distance.</p>	<p>An information quantity calculation has been completed in Table 3. It has been calculated that there is expected to be sufficient distance to comprehend up to 3 words on the sign within the legibility distance.</p>

Sign design criteria	Guidance recommendation	Assessment
Speed limit/ speed environment	The speed environment on its own is likely to be less important than the overall risk profile of the road and driving demand characteristic of the road section which should be carefully reviewed.	The crash history is considered to be consistent with a busy road that experiences slow-moving traffic during peak periods. The crash history comprises predominantly low severity crashes. The sign would not be expected to considerably worsen the crash risk.
Other	<p>All installations should consider the overall risk profile of the road environment in question and the driver demand of the road section (e.g. crash history, AusRAP ratings, traffic volume, speed, complexity, clutter).</p> <p>In particular:</p> <ul style="list-style-type: none"> • Black spots and road sections with less than a 3-star rating (AusRAP or equivalent) should be ruled out for advertising device placement • Highly cluttered road environments should be ruled out for advertising device placement • The installation should be reviewed at regular intervals and audited against the guidance principles (because crash rates, traffic volume, the built environment etc. will change over time) • Advertising signs should not be placed on the same posts as traffic control devices. 	<p>As shown in Section 2.2.4, an AusRAP star rating has been obtained for this location. The AusRAP star rating is over 3 for all road users. This particular location is not considered to be highly cluttered.</p> <p>It is recommended that the sign operator arranges for safety audits to be completed at regular intervals to ensure the proposed billboard is not resulting in poorer safety outcomes.</p> <p>The advertising billboard will be located on a separate base, well clear of existing signage and outside the road reserve.</p>

3. Planning Scheme Assessment

3.1 C1.0 Signs Code

Table 5: C1.6.1 Design and siting of signs

C1.6.1 Design and siting of signs	
<p>Objective: That:</p> <ul style="list-style-type: none"> (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. 	
<p>Acceptable Solution A1</p> <p>A sign must:</p> <ul style="list-style-type: none"> (a) Be located within the applicable zone for the relevant sign type set out in Table C1.6; and (b) Meet the sign standards for the relevant sign type set out in Table C1.6, <p>excluding for the following sign types, for which there is no Acceptable Solution:</p> <ul style="list-style-type: none"> (i) Roof sign (ii) Sky sign; and (iii) Billboard. <p>Performance Criteria 1.1</p> <p>A sign must:</p> <ul style="list-style-type: none"> (a) Be located within an applicable zone for the relevant sign type as set out in Table C1.6; and (b) Be compatible with the streetscape or landscape, having regard to: <ul style="list-style-type: none"> (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. <p>Performance Criteria P1.2</p> <p>If a roof sign, sky sign or billboard, the sign must:</p> <ul style="list-style-type: none"> (a) Be located within the applicable zone for the relevant sign type set out in Table C1.6 	<p>Satisfies Performance Criteria P1.1 and 1.2</p> <p>As the proposed sign will be 12.48m wide by 3.84m high, it is unable to meet the dimension requirements set out in Table C1.6 therefore it does not comply with Acceptable Solutions A1. It does however satisfy Performance Criteria P1.1 and 1.2 as follows:</p> <p>Performance Criteria P1.1</p> <ul style="list-style-type: none"> (a) The site is located in Zone 15.0 (Urban Mixed Use) which is an applicable zone for a billboard sign as per Table C1.6 (b) The sign is proposed to face the northbound traffic lanes on the Brooker Highway and is compatible with the surrounding landscape in the following respects: <ul style="list-style-type: none"> (i) The proposed sign will be 12.48m wide by 3.84m high which will occupy a similar footprint to the existing sign (ii) The sign will be mounted on the roof of the BWS building, and its scale is considered appropriate relative to the building's dimensions. (iii) The sign will be predominantly visible to drivers on northbound traffic lanes on the Brooker Highway and only partially visible to nearby properties near the Brooker Highway/Warwick Street intersection. The replacement of the existing sign is not expected to adversely impact the amenity of surrounding properties. (iv) The sign will carry unique messaging that does not repeat any other signs in the vicinity (v) The proposed sign will replace the only sign on site, consistent with other advertising signs on adjacent properties. On the Brooker Highway, there is currently a directional sign and a speed restriction sign in the upstream direction of the sign. No sign cluster of congestion is expected from the proposed sign; and (vi) The sign will be offset from the Brooker Highway for approximately 15m horizontally and 6m vertically. The sign will not obstruct sight lines of vehicles along the Brooker Highway or any other side road. The sign will be located within the private property and will not be interfering with pedestrian sight lines.

C1.6.1 Design and siting of signs

- (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.

The crash history, discussed in Section 2.2.3 of this report, shows an average of less than 2-3 crashes per year at this location, all of which are low severity. The majority of crashes are rear end type crashes.

Performance Criteria P1.2

- (c) The site is located in Zone 15.0 (Urban Mixed Use) which is an applicable zone for a billboard sign as per Table C1.6
- (d) The sign is proposed to face the northbound traffic lanes on the Brooker Highway and is compatible with the surrounding landscape in the following respects:
 - (i) The proposed sign will be 12.48m wide by 3.84m high which will occupy a similar footprint to the existing sign
 - (ii) The sign will be mounted on the roof of the BWS building, and its scale is considered appropriate relative to the building's dimensions.
 - (iii) The sign will be predominantly visible to drivers on northbound traffic lanes on the Brooker Highway and only partially visible to nearby properties near the Brooker Highway/Warwick Street intersection.

Furthermore, based on the night-time site visit, the existing streetlights along the highway provide significant brightness. Therefore, the illuminance from the proposed sign is expected to have minimal impact on surrounding residential dwellings and is unlikely to adversely affect the amenity of nearby properties.
 - (iv) The sign will carry unique messaging that does not repeat any other signs in the vicinity
 - (v) The proposed sign will replace the only sign on site, consistent with other advertising signs on adjacent properties. On the Brooker Highway, there is currently a directional sign and a speed restriction sign in the upstream direction of the sign. No sign cluster of congestion is expected from the proposed sign; and
 - (vi) The sign will be offset from the Brooker Highway for approximately 15m horizontally and 6m vertically. The sign will not obstruct sight lines of vehicles along the Brooker Highway or any other side road. The sign will be located within the private property and will not be interfering with pedestrian sight lines.

The crash history, discussed in Section 2.2.3 of this report, shows an average of less than 2-3 crashes per year at this location, all of which are low severity. The majority of crashes are rear end type crashes.

Table 6: C1.6.2 Illuminated signs

C1.6.2 Illuminated signs	
Objective:	
That:	
<ul style="list-style-type: none"> (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. 	
<p>Acceptable Solution A1</p> <p>No Acceptable Solution.</p> <p>Performance Criteria P1</p> <p>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:</p> <ul style="list-style-type: none"> (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. 	<p>Satisfies Performance Criteria P1</p> <p>The proposed sign satisfies Performance Criteria P1 as follows:</p> <ul style="list-style-type: none"> (a) The proposed sign will be mounted on the roof of the BWS building at 213 Campbell Street, North Hobart, approximately 70m north of the intersection of Brooker Highway and Warwick Street within on a commercial property. (b) The proposed billboard sign will be 12.48m wide by 3.84m high (c) As per AS/NZS 4282:2023 the max average nighttime luminance for areas considered to have medium district brightness (Environmental Zone A3) is 250cd/m². During the day, the sign is proposed to have a lux level of 6000cd/m² which is significantly less bright than ambient sunlight. As the Brooker Highway has medium level lighting, this signage is not expected to be significantly brighter than the surrounds. The brightness of the billboard should be less than the existing LED speed limit sign located adjacent so that it does not distract from this sign. Should the sign have light levels that are not consistent with the surrounds it will be required to be switched off (d) The sign will operate between 5.30am and 11:00pm, 7 days a week (e) The purpose of the sign is to offer advertising tailored to the local audience (f) The sign will be visible to a limited number of residential properties near the intersection. Given its location and similarity to the existing sign, it is not expected to cause an unreasonable loss of amenity (g) It is intended that the sign will display a still image that changes periodically and the messages will be advertising a third-party business or goods and tailored for the local audience. As the sign is electronic, messaging can be periodically changed and kept relevant for higher influence. The sign can offer advertising to multiple businesses compared to only a single business with a static sign which reduces the overall number of signs required overall within an area. (h) 100% of the sign is illuminated with a still image that changes periodically.

C1.6.2 Illuminated signs

- (i) The proposed dwell time will be a minimum of 10 seconds which would not imitate flashing, this is considered to be suitable for the visible distance of the sign to vehicles travelling on the Brooker Highway; and
- (j) As shown in the proposed view in Figure 4 of this report, the sign is visible from the road but is well offset from the road and other directional and regulatory signs and does not obstruct drivers sight lines.

Table 7: C1.6.3 Third party sign

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 Solution 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 P1 can be satisfied as follows:

- (a) The sign content will be varying commercial advertising with content suitable to the local community
- (b) The proposed location provides a highly visible site suitable for advertising
- (c) The site is unique due to its location along a busy high traffic volume road
- (d) As discussed above, the proposed sign may have a negative impact on the safety of the road or footpath in the vicinity. The sign does not obscure sight lines of pedestrians or vehicles.
There are no railways or waterways in the area; and
- (e) To our knowledge, no advice has been received from Council or a State authority.

4. Summary

It is proposed to replace the existing static billboard sign with an illuminated Light Emitting Diode (LED) sign on the roof of the BWS building at 213 Campbell Street.

pitt&sherry have undertaken a comprehensive traffic safety assessment of the billboard impact and assessed the proposed sign against the relevant clauses of the Tasmanian Planning Scheme, including C1.6.1 (Design and Siting of Signs), C1.6.2 (Illuminated Signs), and C1.6.3 (Third Party Signs).

Whilst the proposed LED billboard sign does not strictly meet the acceptable solutions, it satisfies Planning Scheme criteria's as addressed in this report. It is recommended that the approval authorities provide discretionary approval.

To ensure the sign operates safely, the following requirements of the billboard sign should be adhered to:

- Roadside advertising devices should not contain motion, changes in luminance or any effects that create the illusion of movement
- Roadside advertising devices should not contain flashing, blinking, revolving, pulsating or intermittent lights
- The dwell time must be a minimum of 10 seconds
- Message should change instantaneously. That is, no 'fade', 'zoom' or 'fly-in' effects and no blank screen between messages
- Sequencing of messages is prohibited
- Advertising devices should not be coloured like an official traffic sign or traffic signals
- Advertising devices should not imitate traffic control devices or give instructions to traffic to 'stop', 'halt' or other (e.g. give way, turn left or merge)
- Advertising devices should not contain extreme emotional material, especially content which could be threatening or anxiety provoking; and
- If the sign is too bright for the surrounding environment (i.e. during a cloudy day and in dark conditions), the brightness needs to be adjusted, or the sign turned off.

The Austroads Research Report recommends limiting the number of advertising words on a single message screen to three words when the visibility distance is approximately 190 m. This may be increased to four words where visibility extends to 200 m. It is important to note that this is not a legislative requirement but rather a guideline intended to promote simple messaging that drivers can quickly comprehend while minimising distraction. The underlying intent is clear i.e. advertising signs should avoid long sentences or paragraphs that require significant cognitive effort, as this would be unsafe in a road and traffic environment. Furthermore, the recommendation can reasonably be interpreted to exclude short connecting words from the word count.

Proposed LED Billboard Design

Appendix A

pitt&sherry



DIGITAL SCREEN

SCREEN SIZE: 12480mm (w) x 3840mm (h)

AusRAP Input

Appendix B

pitt&sherry



⚠ ✖
Roadside
Mid-block
Intersections
Flow
VRU facilities and land use
Speeds

Roadside severity - driver-side distance: 0 to <1m

Roadside severity - driver-side object: Safety barrier - metal

Roadside severity - passenger-side distance: 1 to <5m

Roadside severity - passenger-side object: Sign, post or pole >=10cm dia.

Shoulder rumble strips: Not present

Paved shoulder - driver-side: Narrow (>= 0m to < 1.0m)

Paved shoulder - passenger-side: Narrow (>= 0m to < 1.0m)

⚠ ✖
Roadside
Mid-block
Intersections
Flow
VRU facilities and land use
Speeds

Carriageway label: Carriageway A of a divided carriageway road

Upgrade cost: Medium

Median type: Physical median width >= 1.0m to < 5.0m

Centreline rumble strips: Not present

Number of lanes: Three

Lane width: Wide (>= 3.25m)

Curvature: Straight or gently curving

Quality of curve: Not applicable

⚠ ✖
Roadside
Mid-block
Intersections
Flow
VRU facilities and land use
Speeds

Grade: >= 0% to <7.5%

Road condition: Good

Skid resistance / grip: Sealed - adequate

Delineation: Adequate

Street lighting: Present

Vehicle parking: None

Service road: Not present

Roadworks: No road works

Sight distance: Adequate

	Roadside	Mid-block	Intersections	Flow	VRU facilities and land use	Speeds
Intersection type	None					
Intersection channelisation	Not present					
Intersecting road volume	None					
Intersection quality	Not applicable					
Property access points	None					

	Roadside	Mid-block	Intersections	Flow	VRU facilities and land use	Speeds
Vehicle flow (AADT)	40000					
Motorcycle %	1% - 5%					
Pedestrian peak hour flow across the road	51 to 100					
Pedestrian peak hour flow along the road driver-side	101 to 200					
Pedestrian peak hour flow along the road passenger-side	101 to 200					
Bicyclist peak hour flow	6 to 25					

	Roadside	Mid-block	Intersections	Flow	VRU facilities and land use	Speeds
Land use - driver-side	Residential					
Land use - passenger-side	Commercial					
Area type	Urban / rural town or village					
Pedestrian crossing facilities - inspected road	Grade separated facility					
Pedestrian crossing quality	Adequate					
Pedestrian crossing facilities - intersecting road	No facility					
Pedestrian fencing	Not present					
Sidewalk - driver-side	Non-physical separation 0m to <1.0m					

	Roadside	Mid-block	Intersections	Flow	VRU facilities and land use	Speeds
Pedestrian crossing quality	Adequate					
Pedestrian crossing facilities - intersecting road	No facility					
Pedestrian fencing	Not present					
Sidewalk - driver-side	Non-physical separation 0m to <1.0m					
Sidewalk - passenger-side	Non-physical separation 1.0m to <3.0m					
Facilities for motorised two wheelers	None					
Facilities for bicycles	On-road lane					
School zone warning	Not applicable (no school at the location)					
School zone crossing supervisor	Not applicable (no school at the location)					

	Roadside	Mid-block	Intersections	Flow	VRU facilities and land use	Speeds
Speed limit	70km/h					
Differential speed limits	Not present					
Speed management / traffic calming	Not present					
Operating Speed (85th percentile)	70km/h					

Signage Assessment – Traffic Safety

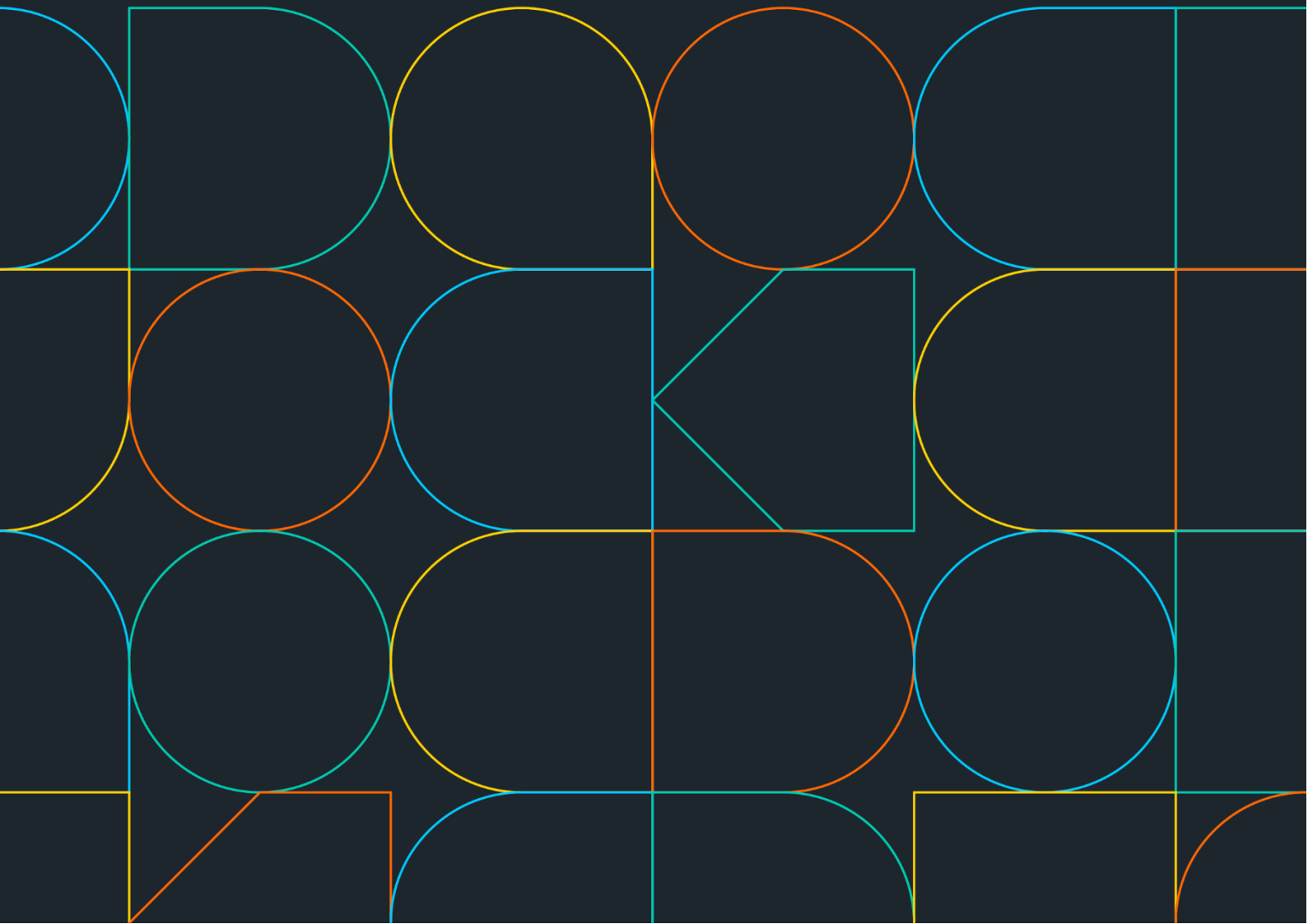
213 Campbell Street, North Hobart (Brooker Highway frontage)

**Pitt & Sherry
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Located nationally —

Melbourne
Sydney
Brisbane
Hobart
Launceston
Newcastle
Devonport





DIGITAL SCREEN

SCREEN SIZE: 12480mm (w) x 3840mm (h)