

### **Willoughby Council Submission**

### **Regarding DA 10662 (Help Street) – Response to Submissions**

### **Submitted via Email 16 July 2021**

#### Re :Help Street

It is noted that the applicant has deleted the eastern sign and this is welcome

The western sign still presents safety concerns, due to the intense pedestrianisation of the area, with multiple pedestrian crossings.

The increased sign size is even more visually incongruous, extending a full 3.3m above the grey balustrade running along the railway.

If the DPIE is inclined to approve a sign on the western side of the bridge, it is submitted that the same conditions should be imposed as suggested for the Albert Street bridge.

1. The sign to be reduced to be no wider than 8.3m (as the applicant proposes for the western sign) and protrusion above the main grey balustrade on the bridge.
2. No commercial messaging on Anzac Day or Remembrance Day. Messaging related to those days to be agreed with Council.
3. The maximum luminance of the digital sign shall be:

Nighttime - 195cd/m<sup>2</sup>

Morning and evening twilight and inclement weather – 700cd/m<sup>2</sup>

Daytime – 6000cd/m<sup>2</sup>

Full sun on face of signage – Unlimited

4. The LED screen will only display static advertising content. The images will not scroll, flash, flicker or be animated.
5. Each advertisement will have a dwell time of minimum 30 seconds.
6. A transition time of 0.1 seconds will apply to the changing of the static image.
7. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.
8. The image must not be capable of being mistaken for a prescribed traffic control device because it has, for example, red amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device; or as text providing instructions to drivers.
9. The amount of text and information supplied on a sign should be kept to a minimum, ie no more than a driver can read at a short glance.
10. An electronic log of a sign's activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or Roads and Maritime to allow a review of the sign's activity in case of a complaint.
11. The operation of the sign shall comply with:

State Environmental Planning Policy (SEPP 64) - Advertising & Signage;

Transport Corridor Outdoor Advertising & Signage Guidelines; and

Australian Standard AS4282-2018 – Control of the Obtrusive Effects of Outdoor Lighting.