

**NSLPP MEETING HELD ON 06/12/2023****Attachments:**

1. Site Plan
2. Architectural Design Verification Statement
3. Heritage Impact Statement
4. Traffic Report

**ADDRESS/WARD:** Land adjacent to Mount Street, North Sydney

**APPLICATION No:** DA123/23

**PROPOSAL:** Installation and operation of a freestanding advertisement structure for the purposes of Council communication and third-party advertising

**PLANS REF:**

Draw No.	Draw Title	Date Received	Drawn by
	Site survey / site plan	28 April 2023	JCDecaux
	Typical Communication Panel Elevations	28 April 2023	JCDecaux
	Typical Perspective	28 April 2023	JCDecaux

**OWNER:** North Sydney Council is the registered owner of public road reserves within the North Sydney LGA

**APPLICANT:** JCDecaux Australia Trading Pty Ltd

**AUTHOR:** Annelize Kaalsen of AK Planning

**DATE OF REPORT:** 11 September 2023

**DATE LODGED:** 28 April 2023

**AMENDED:** No

**RECOMMENDATION:** Refusal

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## EXECUTIVE SUMMARY

This development application seeks approval for the installation and operation of a freestanding advertisement structure for the purposes of Council communication and third-party advertising. The digital advertising panel will be located within Brett Whiteley Place on the corner of Mount Street and Pacific Highway, North Sydney.

Generally, development for which the land owner is the Council, is reported to the North Sydney Local Planning Panel (NSLPP). **Accordingly, the application requiring determination by NSLPP under the Minister's Directions.**

The site is zoned SP2 Infrastructure "classified road" pursuant to the NSLEP 2013. The proposal is defined as an 'advertising structure' which is a form of 'signage' pursuant to Clause 1.4 of the NSLEP 2013. Signage is listed as an additional permitted use under Schedule 1 of the NSLEP 2013.

The notification of the application attracted four **(4) submissions**. In summary the submissions raised particular concerns with respect to compromised visual clutter; impact on heritage item significance; detracting from the character of the place; adverse impact on pedestrian movement and distracting to motorists; significant public amenity impacts; lose public amenity and undo good place-making work done in Brett Whiteley Place.

The assessment has considered these concerns as well as the performance of the application against State and Council's planning requirements.

The subject site is not listed as a heritage item but is located within the vicinity of a number of heritage items. Councils' heritage officer does not support the advertising panel noting that: "*The advertising pillar will dilute and disrupt the character formed by the group of North Sydney heritage items by the introduction of a contemporary element into the streetscape.*" The proposal is considered to be visually intrusive to the former bank at No. 51 Mount Street. In addition, Councils Arts and Culture do not support the location of the proposed panel in proximity to the Robert Woodward fountains specifically the Panels impact on the curtilage of the artwork, which undermines its integrity. The proposed advertising panel will detract from the established characteristics of Brett Whiteley Place

The application was referred to the Transport for NSW in accordance with Clause 2.119 of State Environmental Planning Policy (Transport and Infrastructure) 2021 and under Section 138 of the Roads Act 1993. TfNSW does not support the application and did not grant concurrence. Pursuant to Clause 138(2) of the Roads Act 1993, consent may not be given with respect to a classified road (Pacific Highway being a State Road) except with the concurrence of TfNSW. Accordingly, Council cannot grant consent as it would fail in its role as consent authority under Section 4.13 of the EP&A Act.

The application does not satisfy the objective of Chapter 3 - Clause 3.1(10(a) of the SEPP (Industry and Employment) 2021 and it is not acceptable in terms of its impacts, nor does it satisfy the land use compatibility criteria nor is it consistent with the characteristics of the site pursuant to the Transport corridor outdoor advertising and signage guidelines; it fails to satisfy Clause 5.10 of the North Sydney LEP 2013 and Section 9 and Section 13.4 of the North Sydney DCP 2013. As such, following this assessment, and having regard to the provisions of S4.15(1) of the Environmental Planning & Assessment Act 1979, it is recommended that the proposed development be **refused** for the reasons as set out in this report.

**LOCATION MAP**



**Figure 1: Location Map**



Property/Applicant



Properties Notified



Submitters

## DESCRIPTION OF PROPOSAL

### Background

This development application seeks to deliver outdoor digital advertising opportunities across the North Sydney LGA in line with the *North Sydney Council Street Furniture and Outdoor Advertising Contract (the Street Furniture Contract)* which was awarded to JCDecaux on 5 April 2022.

*“Implementation of the Street Furniture Contract will upgrade street furniture assets and deliver digital advertising services across the LGA and include the erection of small format digital signage assets, the upgrade of existing signage to new digital formats, and the delivery of digital communication panels (to which the subject DA relates). The intention of this project is to modernise the streetscape of the LGA and provide public benefits to the broader community”.*

Source: Applicant’s SEE

### Proposal

The application seeks approval for the installation and operation of a freestanding digital advertising and communication structure for the purposes of Council communication and third-party advertising.

The digital signage within the Communication Panel shall operate 24 hours a day. The communication panel provides the following components and features:-

- Structure comprising laminated glass screens, extruded aluminium frame, and stainless steel panel;
- on the front of the panel (side A) a portrait 75-inch digital display screen for display of third-party advertising content (930mm x 1650mm);
- on the rear of the panel (side b) a smaller portrait 32-inch digital display screen (‘live touch interface’) for display of Council / community advertising and information content, public transport information (wayfinding), and local points of interest (690m x 390mm);
- Remote monitoring / control of media player, modem, and screen functionality;
- Dwell time of 10 seconds per image;
- Instantaneous transition time of less than or equal to 0.1 second;
- Fixed static content electronic displays; and
- Integrated public Emergency Messaging System.

### Footings

Typically for a deeper footing: 1.5m wide and 1.5m length and 150mm deep

Typically for a shallower footing: 1.0m wide and 1.0m length and 500mm deep

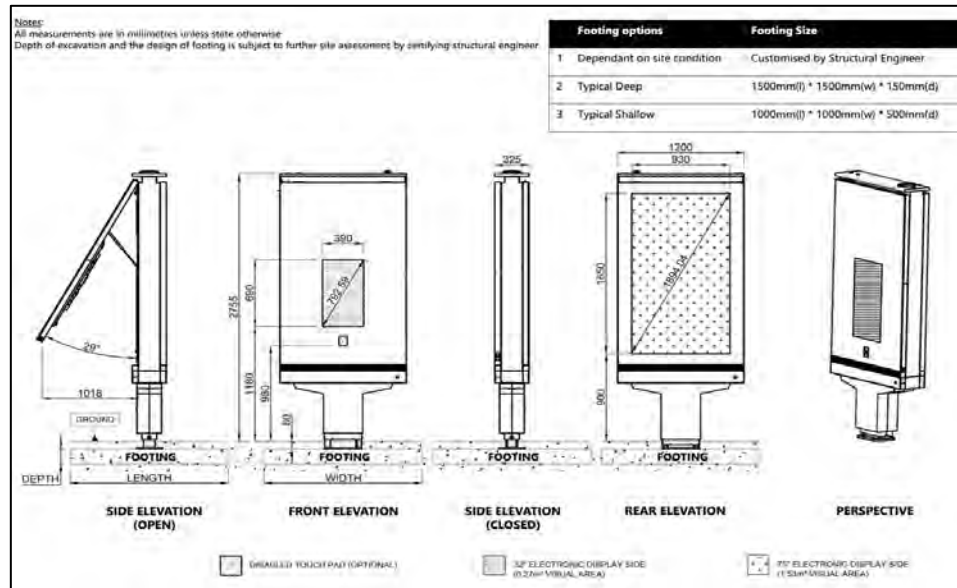


Figure 2: Proposed Advertising Panel

### Construction work and maintenance

Construction works associated with the Panel will include minor excavation to expose the foundation and allow installation and connection of the new communication panel.

After installation is complete, the footpath paving will be reinstated to match its existing condition.

The panel will be cleaned regularly (as required) to ensure it is performing and displaying at full capacity.

### Emergency Messaging system

JCDecaux has developed a web-based Emergency Messaging System which provides several features to assist in the information distribution and management of emergencies. These features include:-

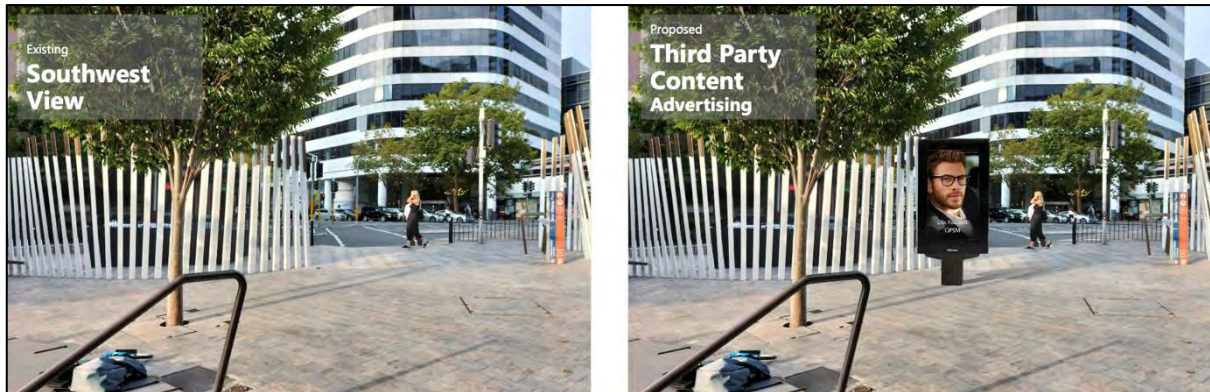
- the ability to upload pre-prepared emergency messages and creative;
- the ability to select assets and form groups or networks (such as assets located in a particular suburb);
- automatic expiry function to deactivate emergency messaging and return to normal advertising displays;
- multiple emergency messages across multiple assets can be displayed simultaneously; and
- Full training will be provided by JCDecaux.

The web-based Emergency Messaging System will be integrated into the communication panel.

### Content Management

All digital infrastructure integrated into the communication panel will be remotely monitored and controlled by JCDecaux staff via an internal content management software system. The content management system will have firewalls and security protocols in place to ensure the integrity of the digital advertising network.

JCDecaux is a member of the Outdoor Media Association (**OMA**) which is the peak body representing out-of-home advertising within Australia. As a tier one member of the OMA, JCDecaux is committed to complying with the following codes that regulate the content and placement of advertisements.



**Figure 3: Photomontage**

## **STATUTORY CONTROLS**

Environmental Planning & Assessment Act 1979 (as amended)

Roads Act 1993

SEPP (Biodiversity and Conservation) 2021

- Chapter 2 – Vegetation in non-rural areas
- Chapter 6 – Water Catchment

SEPP (Resilience and Hazards) 2021

- Chapter 2 – Coastal Management
- Chapter 4 – Remediation of Land

SEPP (Transport & Infrastructure) 2021

SEPP (Industry and Employment) 2021

Transport Corridor Outdoor Advertising and Signage Guidelines 2017;

North Sydney LEP 2013

- Zoning – SP2 Infrastructure “classified road”
- Item of Heritage – No
- In Vicinity of Item of Heritage – Yes
  - No 103-153 Miller Street, North Sydney (I0893) MLC Building
  - No. 67-79 Mount Street, North Sydney (I0920) Façade of S. Thompson Building
  - No 51 Mount Street, North Sydney (I0919) Former Bank of NSW
  - No. 92-94 Pacific Highway, North Sydney (I0953) North Sydney Post Office and Court House
  - No 101-103 Miller Street, North Sydney (I0892) Greenwood (former North Sydney Technical High School)
- Conservation Area – No
- FSBL - No

Local Development

## **POLICY CONTROLS**

North Sydney DCP 2013

North Sydney Local Contributions Plan 2020



## DESCRIPTION OF SITE AND SURROUNDING LOCALITY

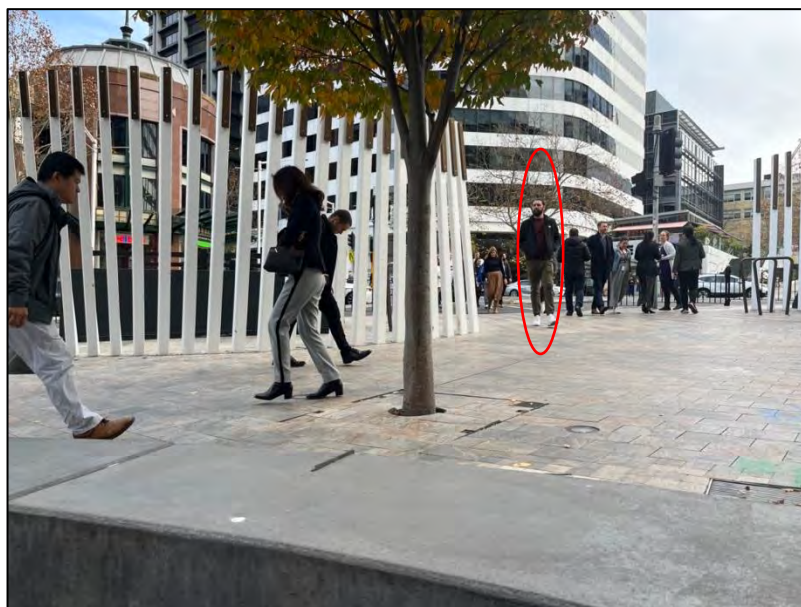
The proposed freestanding digital advertising and communication structure is to be located within Brett Whiteley Place on the corner of Mount Street and Pacific Highway, North Sydney. The advertising panel will be located on the eastern side of Miller Street where it intersects with the Pacific Highway, with each of these streets comprising two of the busiest major arterial roads within North Sydney.

– see **Figure 4**.



**Figure 4: Location**

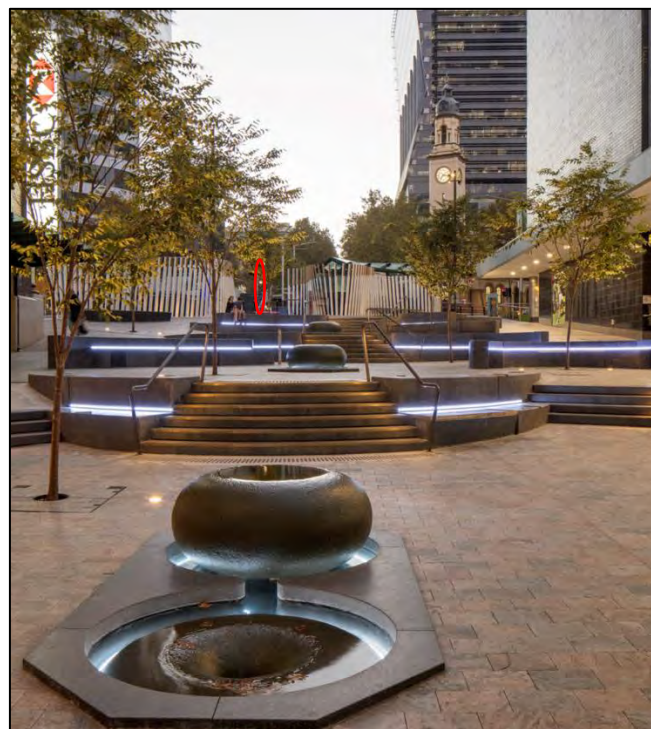
**Source: Applicants Design Verification Statement**



**Photo 1: Location of advertising panel as seen from Brett Whiteley Place**



**Photo 2: : Location of advertising panel as seen from Brett Whiteley Place**



**Photo 3: Location of advertising panel as seen from further east**

The site is located within the North Sydney Centre which is characterised by a mix of commercial, retail and residential uses. The immediate surrounding area is a common thoroughfare for pedestrians.

#### **RELEVANT HISTORY**

The history of the subject development application is summarised below: -

<b>28 April 2023</b>	A Development Application ( <b>DA123/23</b> ) for the installation and operation of a freestanding advertisement structure for the purposes of Council communication and third-party advertising was received by Council through the NSW Planning Portal.
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<b>12 May 2023 to 9 June 2023</b>	The application was notified and attracted four (4) submissions.
<b>31 May 2023</b>	A site visit was conducted.
<b>21 August 2023</b>	TfNSW response to referral for concurrence under Section 138 of the Roads Act 1993 was received.

## INTERNAL REFERRALS

### Development Engineer

Councils' development engineer reviewed the application and had the following comments:

***Traffic Management:***

*Small scope work to install a communication panel. No conditions applied.*

***Stormwater:***

*Not Applicable.*

***Parking and Access:***

*Not Applicable.*

***Sediment and Erosion controls***

*Appropriate conditions shall be imposed in this regard.*

***Excavation and Retaining Walls***

*Appropriate conditions shall be imposed in this regard.*

***Recommendation***

*The application has been assessed and it is recommended that the following conditions be included in the Development Consent.*

### Planning comment

The comments are noted.

### Heritage

The site is not heritage listed but is located within the vicinity of a number of heritage items. The application was considered by Councils Heritage officer, who had the following comments:-

*"Heritage buildings are highly valued for their historic character and sense of place. The advertising pillar will dilute and disrupt the character formed by the group of North Sydney heritage items by the introduction of a contemporary element into the streetscape. The proposed advertising pillar will be particularly visually intrusive to the former bank at 51 Mount Street, when brightly coloured content and/or dynamic advertising is displayed.*

*The advertising pillar and its associated content will render the streetscape less authentic and subject to commercialism. Heritage items have a sense of reliability, trustworthiness and constancy. This contrasts the very nature of advertising which is used to typically promote products that are of a transient nature such as fast fashion or of an addictive nature such as alcohol. Advertising in the context of so many heritage buildings associated with banking, postal services, a court and insurance will be incongruent and detracting.*

*The advertising pillar has been designed to be a visual distraction from the experience of the streetscape and will draw attention away from the heritage facades and other static elements in the streetscape that represent an unchanging environment which the community has agreed to protect. During night time, the pillar will contribute to light pollution which will further degrade the character of the streetscape.*

*For these reasons, the proposal does **not** satisfy **clause 5.10 of NSLEP 2013** or **clause 3.8 of SEPP (Industry and Employment) 2021**.*

### **3.8 Prohibited advertisements**

- (1) *Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions—*  
*environmentally sensitive area*  
*heritage area (excluding railway stations).....*

*(I note that 'heritage area' is the terminology used, rather than 'conservation area'. I have assumed that as there is a cluster of heritage items, the proposal is located within a 'heritage area'.)*

The proposal does not comply with the following controls in **Part B Section 9 of NSDCP 2013**:

#### **9.4 GENERAL CONTROLS - DESIGN, SCALE AND SIZE**

*Objectives O1 To ensure that signage does not detract from the architecture of existing buildings, streetscapes and vistas.*

*P2 Where practical signage not attached to buildings must be designed to have regard to the size, height and scale of nearby buildings and their elements.*

*P3 Signage should be visually interesting and integrated with the architecture of the building.*

*Free standing advertising panels*

*P16 Must maintain a minimum unobstructed width of 2m across any footpath along the Pacific Highway and Miller Street and 1.5m on any other street or laneway.*

*P17 Not located:*

- (a) on kerb blisters;
- (b) Within 10m of an unsignalised intersection, of the departure side of a marked pedestrian crossing or pedestrian refuge; and
- (c) Within 20m of a signalised intersection, the approach to a marked pedestrian crossing or pedestrian refuge, a bus zone, the entrance of a railway station, reported pedestrian accident.

The proposal does not comply with the following controls in **Part B Section 13.4 of NSDCP 2013**

#### *Objectives*

*O1 Ensure that new work is designed and sited so as to not detrimentally impact upon the heritage significance of the heritage item and its setting-*

*The proposal will detract from the setting 51 Mount Street and the streetscape presentation of the other heritage items as noted above.*

#### *Provisions*

*P1 Respect and respond to the curtilage, setbacks, form, scale and style of the heritage item in the design and siting of new work-*

*The proposal will not respect the character of the nearby heritage items in that it will degrade the perceived formality, reliability and stability of the heritage items that are associated with civil governance.*

*P4 Provide an adequate area around the heritage item to allow for its interpretation-  
The proposal adds visual clutter and will confuse the arrangement of public artwork in the plaza that is thoughtfully placed giving regard to the nearby heritage items.*

*P5 Retain original or significant landscape features that are associated with the heritage item or that contribute to its setting-*

*As noted above, the proposal will detract from the presentation of the artwork.*

#### **ART IN THE PLAZA**

*In addition, it should also be noted that the pillar will be sited in the middle of an artwork that contributes to a group of artworks in the plaza. Collectively this artwork with the heritage items, imbue a high quality cultural landscape. Approval of an advertising pillar in this location will devalue the metal sculpture as well as the sculptures designed by internationally acclaimed water feature designer Robert Woodward, by introducing visual clutter and visual pollution.*

#### **RECOMMENDATION**

*The proposal is not supportable, and the application should be withdrawn."*

#### **Planning comment**

The comments are noted, and concurred with as such the application is recommended for refusal.

#### **Arts and Culture**

The application was referred to Councils Arts and Culture for comment due to the proximity to the Robert Woodward fountains. The following comments were received:-

*“Re the Proposed advertising pillar 104 Mount St DA 123/23, I do not approve of the location due to proximity to the Robert Woodward fountains. The proximity of the advertising pillar to the fountains impacts the artwork’s curtilage, and in turn, undermines its integrity – refer to the North Sydney Public Art Masterplan Principle ‘Space to Breathe’ re page 20.*

#### Space to Breathe

*The siting of public art is often poorly considered, and this can mean that works which may be well designed in themselves, are never able to fulfill their promise. This may be because they do not have ‘space to breathe’ from inception or because the site conditions are changed without regard to the ill effects this has on the work. This concept of ‘space to breathe’ has three key features:*

**Curtilage:** *If an artwork does not command the area around it sufficiently, it will struggle to stimulate the focus or attention of passers-by.*

**Scale:** *The siting, mass and form of public art needs to respond to the scale of its surrounds. By no means does this imply that public art needs to be monolithic. However, when scale is not sufficiently considered, public art outcomes can be either spatially over-dominating or underwhelming.*

**Exposure:** *The placement of public art also needs to respond to the footfall rates, desire lines and general exposure of passers-by. Artworks that are implemented without sufficient regard to their exposure can appear superfluous or obstructive”.*

#### **Planning comment:**

The comments are noted, and the application is recommended for refusal.

#### **Environmental Health**

The application is accompanied by a Lighting Impact assessment which had regard for the following criteria; Design Guidelines and Standards:-

- State Environmental Planning Policy (Industry and Employment) 2021 Schedule 5 - Clause 7 Illumination
- Transport Corridor Outdoor Advertising & Signage Guidelines 2017\*
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

Councils’ environmental health officer reviewed the application and had no comments.

#### **Planning comment**

Refer to the assessment against Schedule 5 of the Industry and Employment SEPP and Section 9 of the NSDCP within this report for further comments on light impact.

#### **EXTERNAL REFERRALS**

##### **Transport for NSW – Metro Corridor**

The application is accompanied by a Road Safety Audit, having regard for driver distraction and pedestrian level of service.

The application was referred to TfNSW in accordance with Section 138 of the Roads Act 1993 Clause 2.119 of State Environmental Planning Policy (Transport and Infrastructure) 2021. TfNSW does not support the application and did not provide concurrence for the following reasons:-



1. *The Agency draws Council's attention to section 3.2.3 of the NSW Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (**Guidelines**), which states "It is important that drivers are not distracted near decision making points or conflict points to allow concentration to be focused on the driving task where the driver's attention requirements are greater".*

*The proposed digital advertising panel is located close to the signalised intersection of Miller Street / Pacific Highway and has the potential to distract motorists at this driver decision making point.*

2. *The proposed digital advertising panel (Side B) also contravenes Section 3.2.3 (a) of the Guidelines as follows:*
  - *The proposed advertising sign would be located less than the safe stopping sight distance to the intersection of Miller Street / Pacific Highway.*
  - *The proposed advertising sign would be located less than the safe stopping sight distance to a marked foot crossing.*

*The following issues were not considered to be assessed adequately:*

- *The proposed sign is visible to the significant volume of pedestrians crossing Pacific Highway heading northbound and appears to reduce the available footway width by approximately 1m (to 4.0m), as identified on the plans in Annexure B of the submitted road safety audit.*
- *The right turn from Miller Street to Pacific Highway has not been assessed for visibility of the sign during that manoeuvre.*

### **Planning comment**

Pursuant to Clause 138(2) of the Roads Act 1993, consent may not be given with respect to a classified road (Pacific Highway being a State Road) except with the concurrence of TfNSW. Accordingly, the Council cannot grant consent as it would fail in its role as consent authority under Section 4.13 of the EP&A Act and the application is recommended for refusal.

### **SUBMISSIONS**

The proposal was notified to adjoining property owners seeking comment between **12 May 2023 and 9 June 2023** A total of four (**4**) submissions were received during the notification period.

The planning issues raised in the submissions are summarised below and addressed later in this report (refer to **SUBMITTERS CONCERNS**).

### **Summary of Concerns:-**

- disruptive to pedestrians
- distracting to motorist
- detracting from the character of the place
- visual clutter
- placement in the middle of a public place
- heavily trafficked pedestrian place with no regard to public safety
- risk driver distraction
- significant public amenity impacts
- adverse impact on pedestrian movement and safety
- impact on streetscape

- impact on heritage items
- loose public amenity – undoing the good place-making work done in Brett Whiteley Place
- negatively impact on pedestrian amenity

The issues raised in the submissions are summarised below and addressed later in this report. The original submissions may be viewed by way of DA tracking on Council's website [https://www.northsydney.nsw.gov.au/Building\\_Development/Current\\_DAs](https://www.northsydney.nsw.gov.au/Building_Development/Current_DAs) and are available for review by NSLPP members.

## **MATTERS FOR CONSIDERATION**

The relevant matters for consideration under Section 4.15 of the *Environmental Planning and Assessment Act 1979* (as amended), are assessed under the following headings:

### ***Roads Act 1993***

Pursuant to Section 7(4) of the Roads Act 1993, local Councils are the road authority for all public roads except for freeways, Crown roads, or any other public road declared to have another authority. Accordingly, Council may grant owners consent and are the consent authority for the subject proposal.

The application was referred to TfNSW for Concurrence under Section 138 however they do not support the application.

Accordingly pursuant to Clause 138(2) Council may not grant consent with respect to a classified road except with the concurrence of TfNSW.

### ***SEPP (Biodiversity and Conservation) 2021***

#### **Chapter 2 – Vegetation in non-rural areas**

Under Chapter 2 of this SEPP, the proposed development meets the aims and objectives of the SEPP because the application does not involve clearance of existing native vegetation and would have no material impacts on vegetation in the vicinity of the subject site.

#### **Chapter 6 - Water Catchment**

The proposed development is not considered to be detrimental to the Harbour and will not unduly impose upon the character of the foreshore given the site's location not being in close proximity to the Harbour. As such, the development is acceptable having regard to the provisions contained within the SEPP.

### ***SEPP (Resilience and Hazards) 2021***

#### **Chapter 2 – Coastal Management**

The site is not mapped as being within the Coastal Environment Area as such the provisions of the SEPP do not apply.

#### **Chapter 4 Remediation of Land**

The provisions of Chapter 4 of the Policy require Council to consider the likelihood of land contamination and any remediation necessary to rehabilitate the site. Council's records indicate that the site has been used for the purposes of a pavement within the road reserve, as such is unlikely to contain any contamination; therefore, the requirements of SEPP have been satisfactorily addressed.

#### **SEPP (Transport & Infrastructure) 2021**

The proposal is not considered acceptable having regard to Clause 2.119 development with frontage to classified road, of the SEPP (former clause 101 of SEPP (Infrastructure 2007)). TfNSW did not provide concurrence to the proposal as it is considered to have an adverse impact on the safety, efficiency and ongoing operation of Pacific Highway contrary to Objective (1)(a).

#### **SEPP (Industry and Employment) 2021**

#### **Chapter 3 Advertising and signage**

The communication panel is defined as a form of 'freestanding advertisement' which is defined in the Industry and Employment SEPP as follows:

*"Freestanding advertisement means an advertisement that is displayed on an advertising structure that is mounted on the ground on one or more supports."*

#### **Clause 3.8 (Prohibited advertisements)**

Clause 3.8 of the SEPP (Industry and Employment) identifies land use zones within which the display of advertisements is prohibited.

#### *"3.8 Prohibited advertisements*

*(1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions—*

*environmentally sensitive area*

***heritage area** (excluding railway stations)..."*

A heritage area is not defined under the SEPP (Industry and Employment) 2021. It could reasonably be assumed that a "heritage area" refers to an area rich in heritage items or having a cultural significant setting.

In the absence of a clear definition this assessment had regard for the matters of consideration under Clause 3.11 and Schedule 5 for appropriateness.

#### **Clause 3.11 Matters for consideration**

The SEPP (Industry and Employment) prevents a consent authority from granting development consent to display an advertisement unless the consent authority is satisfied that the signage is consistent with the objectives of Chapter 3 and satisfies the assessment criteria specified in Schedule 5 of the SEPP.

In this regard, the proposal fails to be consistent with the objective of Chapter 3 Clause 3.1(1)(a)(i) of the SEPP for the following reasons:-

- its proximity to a group of heritage items will detract from the amenity or visual quality of the heritage items in the immediate vicinity as well as the curtilage of the public artwork;
- the proposed advertising panel is not considered compatible with the existing or desired future character of Brett Whiteley Place / public open space;
- the location of the proposed digital panel has the potential to adversely affect the safety of motorists increasing the risk for driver distraction; and
- reduce the pedestrian level of service.

The table below provides an assessment against Schedule 5 of the Industry and Employment SEPP.

Criteria	Comment	Comply
<p><b>1 Character of the Area</b>  <i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?            Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i></p>	<p>The proposal advertising panel is not considered to be consistent with the existing and desired future character of the area. It is considered to disrupt the character formed by the group of North Sydney heritage items and adversely impact on the curtilage of the existing public artwork.</p>	No
<p><b>2 Special Areas</b>  <i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i></p>	<p>Brett Whiteley Place is not a scheduled heritage item, and it is not located in a conservation area. The proposed new advertising pillar is however, located in the vicinity of a cluster of heritage items, including:</p> <ul style="list-style-type: none"> <li>a) 105-153 Miller Street, the MLC Building</li> <li>b) 51 Mount Street, former bank building</li> <li>c) 67-69 Mount Street, shops</li> <li>d) Greenwood Plaza which contains Greenwood School at 36 Blue Street, and</li> <li>e) 94-96 Pacific Highway, North Sydney Post Office and Court House</li> </ul> <p>This particular setting and group of heritage items are associated with civil governance which in and of itself forms a “special area” within the North Sydney Centre.</p> <p>The digital panel will be sited between existing artwork that contributes to a group of artworks in the plaza. Collectively the artwork and the heritage items, instil a high quality cultural landscape. The proposed panel will diminish the metal sculpture as well as the sculptures designed by internationally acclaimed water feature designer Robert Woodward, by introducing visual clutter and visual pollution.</p> <p>The proposed advertising panel will detract from the amenity or visual quality of the surrounding heritage items and is not supported.</p>	No
<p><b>3 Views and Vistas</b>  <i>Does the proposal obscure or compromise important views?            Does the proposal dominate the skyline and reduce the quality of vistas?            Does the proposal respect the viewing rights of other advertisers?</i></p>	<p>The proposed advertising panel is considered to compromise or diminish important views and vistas towards the heritage items and reduce the quality of those vistas.</p>	No



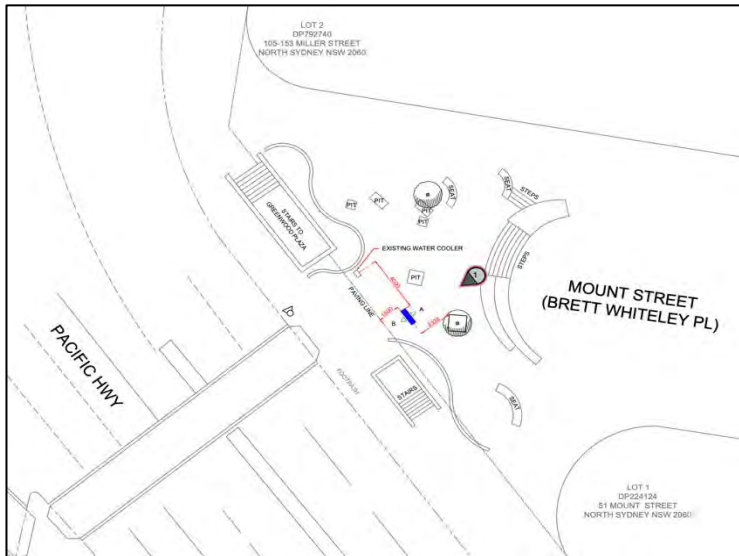
<p><b>4 Streetscape, Setting or Landscape</b>  <i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>  <i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>  <i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>  <i>Does the proposal screen unsightliness?</i>  <i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>  <i>Does the proposal require ongoing vegetation management?</i></p>	<p>The proposed location of the advertising panel is considered to be inappropriate.</p> <p>The freestanding advertising panel in close proximity to a group of heritage items as well as the public open space detracts from the streetscape and open space setting.</p> <p>It is considered that in its proposed location the proposal will create visual clutter and reduce the quality of vistas towards the heritage item and open space in general.</p>	<p>No</p>
<p><b>5 Site and Building</b>  <i>Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?</i>  <i>Does the proposal respect important features of the site or building, or both?</i>  <i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i></p>	<p>The free standing advertising panel in proximity to the heritage items as well as the public open space detracts from the streetscape and open space setting.</p> <p>The proposed advertising panel will detract from the characteristics of the open space and detract from the amenity or visual quality of the surrounding heritage items.</p>	<p>No</p>
<p><b>6 Associated Devices and Logos with Advertisements and Advertising Structures</b>  <i>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?</i></p>	<p>No safety devices, platforms, or lighting devices are proposed.          A JCDecaux logo is proposed in a discreet location at the bottom of the advertising screen and complies with Clause 3.18 – see below.</p>	<p>Yes</p>
<p><b>7 Illumination</b>  <i>Would illumination result in unacceptable glare?</i>  <i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>  <i>Would illumination detract from the amenity of any residence or other form of accommodation?</i></p>	<p>The proposed Advertising Panel is located within a commercial area of North Sydney Centre. The area has a high level of existing night-time lighting, with light spill from buildings, illuminated signage, streetlighting and vehicles contributing to the local environment.</p> <p>The proposed Advertising Panel will comply with the relevant lighting criteria outlined in the NSW Transport Corridor Outdoor Advertising and Signage Guidelines and AS4282- 2019 Control of the Obtrusive Effects of Outdoor Lighting – as demonstrated in the Illumination Assessment Report and concurred with by Council’s Environmental officer.</p>	<p>Yes</p>

<p><i>Can the intensity of the illumination be adjusted, if necessary?          Is the illumination subject to a curfew?</i></p>	<p>The AS4282 assessment involves reviewing the nearby residential dwellings and calculating the likely amount of illuminance (measured in Lux) that the properties are likely to receive from the signage during night-time operation. It is concluded that the site is compliant with the lighting limits.</p> <p>Accordingly, the advertising panel will not result in unacceptable glare. The proposed signage will also not detract from the amenity of any residence or other form of accommodation as defined by AS 4282- 2019 Control of the Obtrusive Effects of Outdoor Lighting.</p> <p>The panel is comprised of illuminated LEDs installed within the faces to display content. The brightness of the LEDs shall be controlled automatically to provide upper and lower thresholds, via a light sensor to adjust to the ambient lighting conditions.</p> <p>As concluded in the Lighting Impact Assessment, the proposed structure complies with the limits required during curfewed operation under AS4282. As such no additional illumination curfew is required.</p> <p>It is considered that the panel does not affect the safety of pedestrians or motorists, nor does it affect the safety of aircrafts due to ground- level location in terms of illumination.</p> <p>Any illumination impacts caused to road users can be managed via condition.</p>	
<p><b>8 Safety</b>  <i>Would the proposal reduce the safety for any public road?          Would the proposal reduce the safety for pedestrians or bicyclists?          Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i></p>	<p>The Road Safety Assessment assesses the proposed panel in relation to the potential distraction to drivers, potential impact on pedestrians, and general findings. The RSA assesses the impacts of the communication panel against relevant criteria and provisions of:</p> <ul style="list-style-type: none"> <li>• Transport Corridor Outdoor Advertising and Signage Guidelines (November 2017); and</li> <li>• North Sydney Development Control Plan 2013.</li> </ul> <p><b>Motorist Sigh Lines</b>          The proposed digital advertisement will operate with a dwell time of 10s and a transition time of 0.1s as per the <i>Transport Corridor Outdoor Advertising and Signage Guidelines November 2017</i>.</p> <p>The Road and Safety Assessment report notes as follows:-</p> <p><i>“As shown above, the proposed communications panel is located outside of the direct view of a driver at all times and will not adversely impact a driver travelling along Pacific Highway or Miller Street in all directions. Additionally, the proposed advertising sign of the panel is directed towards Brett Whiteley Plaza rather than the Pacific Highway”.</i></p> <p>TfNSW does not support the digital panel in close proximity to the signalised intersection of Miller Street / Pacific Highway noting that the panel <i>“has the potential to distract motorists at this driver decision making point”.</i>  <i>“The proposed advertising sign would be located less than the safe stopping sight distance to the intersection of Miller Street / Pacific Highway.</i>  <i>The proposed advertising sign would be located less than the safe stopping sight distance to a marked foot crossing”.</i></p> <p><b>Pedestrian safety</b>          The Road and Safety Assessment report notes as follows:-</p>	<p>No</p>

*"The proposed panel is considered to not be in a key pedestrian route in the subject location"*

*"The proposed sign is generally located within a wide pedestrian plaza such that there is an insignificant difference between the existing and proposed footpath width for desire lines of pedestrians. Therefore, the proposed communication panel will not result in an adverse impact to the pedestrian level of service along Mount Street or within Brett Whiteley Place at the western end of Mount Street".*

*"The proposed sign is not located adjacent to a desirable location for pedestrians to cross the road such that obscuring pedestrians from drivers' views therefore determined to be of such a low risk to be negligible in effect. Additionally, the proposed signage does not obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment".*



**Figure 5: Footpath width**

It is considered that the location of the panel between the existing artwork and its proximity to a very busy pedestrian crossing would unreasonably impact on the direct pedestrian path of travel. The Panel reduces the available footpath width by 1.2m. Moreover, it forces pedestrian to navigate between the panel; the artwork and the existing tree when traveling east. Introducing another decision making obstacle to navigate. In addition, it significantly reduces the accessible path of travel clearances.

It is considered that the location of the proposed digital panel has the potential to adversely affect the safety of motorists increasing the risk for driver distraction associated with digital advertising and reduce the pedestrian level of service as such would reduce the safety for the classified road and is not supported.

**Clause 3.12 duration of consents**

Clause 3.12 of SEPP (Industry and Employment) 2021 provides that development consents issues under Part 3.3 of the SEPP are time limited in accordance with the following:-

- (1) *A consent granted under this Part ceases to be in force—*
  - a) *on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or*
  - b) *if a lesser period is specified by the consent authority, on the expiration of the lesser period.*
- (2) *The consent authority may specify a period of less than 15 years only if—*
  - a) *before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or*
  - b) *the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development, and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or*
  - c) *the specification of a lesser period is required by another provision of this Chapter.*

Provision P7 Section 9.6 Restrictions of the NSDCP 2013 restricts consents for advertising signs for a maximum of three (3) years. Council has consistently applied a time limit consent of 3 years for new freestanding advertising structures. Notwithstanding, in order to consider a lesser period pursuant to Clause 3.12(1(b) of the SEPP regard should be had for sub-clause (2) of the SEPP.

With respect to Clause (2)(a), the SEPP (Industry and Employment) commenced on 1 March 2022 being after the adoption of the North Sydney DCP which came into force on 13 September 2013. However, the provisions of Chapter 3 of the SEPP (Industry and Employment) formed part of SEPP 64 which was superseded by the new SEPP. SEPP 64 commenced on 16 March 2001 prior to the adoption of the NSDCP 2013. Accordingly, the consent authority may not specify a lesser period based on any savings provisions.

With respect to Clause(2)(b), it is noted that the site is located within the Brett Whiteley Place. Brett Whiteley Place is part of the land known as the Victoria Cross intersection (as defined in the North Sydney CBD public domain strategy) which has been earmarked for an east-west pedestrian link through the CBD (refer to more detail under North Sydney CBD Public Domain Strategy of this report). Accordingly, the location is likely to undergo change to the urban environment, during the next 5-10 years.

In respect of (c), there are no other provisions within the SEPP that require a period of less than 15 years for advertising.

Having regard for the above, the time required to consider any changes to the urban environment and local planning controls due to evolving character, and to allow for appropriate time to implement possible upgrades to the freestanding panels, as well as considering whether the urban environment is still appropriate and whether there were changed traffic conditions and pedestrian movements, it is considered appropriate to allow for a 7-year time restriction.

### **Division 3 Particular advertisements**



### Clause 3.18 Location of certain names and logos

This clause provides that the name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area and not greater than 0.25 sqm.

The JCDecaux logo at the top of the advertising panel is measured at 200mm x 40mm totalling 0.008sqm, complying with Clause 3.18 – refer to **Figure 6**.



**Figure 6: Perspective of JCDecaux logo**

### Freestanding Advertisements

Clause 3.21(1) of the SEPP applies to 'freestanding advertisements' and provides that the consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures, or tree canopies, when viewed from ground level.

The proposal is compliant with Clause 3.21(1) in that the advertising panel is located at street level and does not protrude above the dominant skyline.

In conclusion, the proposal is not compliant with the relevant provisions of the Industry and Employment SEPP.

### **Transport Corridor Outdoor Advertising and Signage Guidelines**

The Transport Corridor Outdoor Advertising and Signage Guidelines (the Guidelines) outline the best practice for the planning and design of outdoor advertisements in transport corridors in relation to format, size, and mode of signs.

The Guidelines complement the provisions of Chapter 3 of the Industry and Employment SEPP.

The table below allows for an assessment of the proposed advertising structure against the General requirements General requirements for signage under the Guidelines.

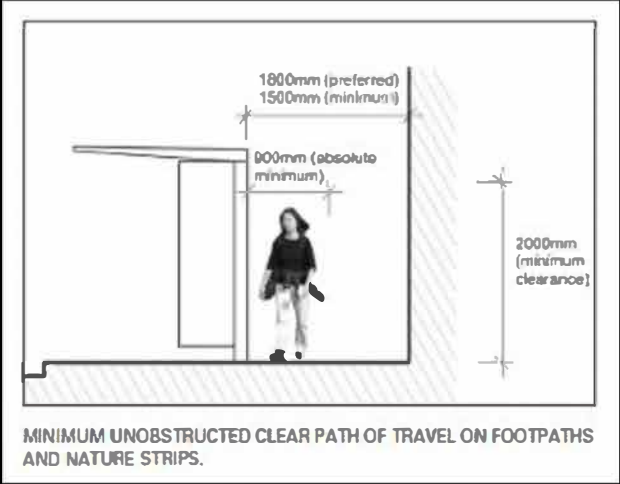
Criteria	Comment	Complies
<b>Land Use compatibility Criteria – Transport corridor Advertising</b>		
<i>The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP.</i>	The proposed advertising panel is located within the SP2 Infrastructure Zone. The proposal is consistent with the commercial intent and objectives of this zone.	Yes
<p><i>Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:</i></p> <ul style="list-style-type: none"> <li>• <i>Environmentally sensitive area</i></li> <li>• <b>Heritage area (excluding railway stations)</b></li> <li>• <i>Natural or other conservation area</i></li> <li>• <b>Open space (excluding sponsorship advertising at sporting facilities in public recreation zones)</b></li> <li>• <i>Waterways</i></li> <li>• <i>Residential areas (but not including a mixed residential and business zone, or similar zones)</i></li> <li>• <i>Scenic protection area</i></li> <li>• <i>National park or nature reserve</i></li> </ul>	<p>The site is located within proximity to a number of Heritage Items (although not a Heritage Conservation area) as well as zoned RE open space (Brett Whiteley Place).</p> <p>The placement of the proposed digital sign is considered to significantly impact on the amenity of the “heritage place” as well as the public open space.</p>	No
Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.	<p>The advertising panel allows for a maximum height of 2.755m above footpath level.</p> <p>It does not protrude above the skyline however it is considered to compromise or obscure important views and vistas towards the heritage items and the curtilage of the public art and reduce the quality of those vistas.</p>	No

Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance	The proposed advertising panel will detract from the amenity and visual quality of the surrounding heritage item and is not supported by the heritage officer.	No
Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.	The advertising panel is located within the context of heritage item and public open space of Brett Whiteley Place. The Panel is not considered to be consistent with the context of the surrounding open space.	No
<b>Site Specific Structural Criteria</b>		
The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The advertising panel will be constructed of high-quality and durable materials and finishes, being: <ul style="list-style-type: none"> <li>• Laminated glass screens;</li> <li>• Extruded aluminum frames; and</li> <li>• Stainless steel panels (powder-coated).</li> </ul> The communication panel incorporates modern and interactive touch screen technology showcasing design excellence and high spec innovation.	Yes
The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located.	The design of the advertising panel is not considered to be compatible with the existing context of the group of heritage items; the open space characteristics and the curtilage of the public art work. It will be a visual intrusion and not considered compatible with the characteristics of the site.	No
The advertising structure should be in keeping with important features of the site, building or bridge structure.	The proposed advertising panel is considered to distract from important features of the surrounding environment.	No
The placement of the advertising structure should not require the removal of significant trees or other native vegetation	The proposal does not require the removal of significant trees or other native vegetation.	Yes
The advertisement proposal should incorporate landscaping that complements that advertising structure and is in keeping with the landscape and character of the transport corridor.	The proposed structure will be installed within road reserves (hardstand paving) and therefore will not incorporate landscaping.	Yes

Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed	The electronic display screen is equipped with integrated safety devices to monitor power loss; as well as in-built light adjustment sensors to adjust brightness. These are an integral part of the structure.	Yes
Illumination of advertisements must comply with the requirements of Section 3.3.3	The proposal is capable of achieving compliance with Section 3.3.3 of the Guidelines as demonstrated in the Lighting Impact Assessment report.	Yes
Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The Lighting Impact Assessment, concludes that the signage is capable of compliance with relevant illumination levels to avoid adverse light spillage.	Yes
<b>2.5.4 Freestanding Advertisements Criteria</b>		
The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies, when viewed from ground level within a visual catchment of 1km.	The advertising panel does not protrude above the skyline or surrounding building heights, nor will it protrude over any vegetation surrounding the sign. When viewed from ground level within a visual catchment of 1km, the structure will not protrude above any dominant skylines, including any buildings, infrastructure, or tree canopies.	Yes
For a freestanding advertisement greater than 45sqm that requires consent from local council, a DCP must be in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct.	Not applicable as the panel does not exceed 45sqm in size.	N/A
Where the sign is in a transport corridor a landscape management plan may be required as part of the DA approval for a freestanding advertisement. This may include requirements to provide appropriate vegetation behind and adjacent to the advertising structure to minimise unintended visual impacts.	The panel does not adjoin a transport corridor but adjoins the Pacific Highway which is a State Road.	N/A
<b>2.5.8 Digital Signs</b>		
Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d).	The content will be static with a dwell time of 10 seconds per image.	Yes



<p>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.</p>	<p>Conditions of consent can be imposed to not include complex displays including text and information that may hold a drivers attention beyond “glance appreciation”, should the application be worthy of support.</p>	<p>Yes</p>
<p>The image must not be capable of being mistaken:</p> <ul style="list-style-type: none"> <li>• For a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patters that may result in the advertisement being mistaken for a prescribed traffic control device.</li> <li>• As text providing driving instructions to drivers.</li> </ul>	<p>Conditions of consent for the display to not resemble traffic control devices can be included should the application be worthy of support.</p>	<p>Yes</p>
<p>Dwell times for image display must not be less than:</p> <ul style="list-style-type: none"> <li>• 10 seconds for areas where the speed limit is below 80 km/h</li> <li>• 25 seconds for areas where the speed limit is 80 km/h and over.</li> </ul>	<p>The proposed advertising panel will have a dwell time of 10 seconds per image and an instantaneous transition time of less than or equal to 0.1 second.</p>	<p>Yes</p>
<p>The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.</p>	<p>The panel allows for an instantaneous transition time of less than or equal to 0.1 seconds.</p>	<p>Yes</p>
<p>Luminance levels must comply with the requirements in Section 3 below.</p>	<p>Refer to Section 3 below.</p>	<p>Yes</p>
<p>The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.</p>	<p>Conditions of consent can be included to limit colouring or flickering / flashing content should the application be worthy of support.</p>	<p>Yes</p>
<p>The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).</p>	<p>Conditions of consent consistent limiting the amount of text can be imposed should the application be worthy of support.</p>	<p>Yes</p>
<p>Any sign that is within 250m, of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.</p>	<p>The proposed advertising panel is not within 250m of a school zone.</p>	<p>N/A</p>

<p>2.5.10 Residential amenity</p>	<p>To determine if the proposed digital advertising panel complies with the Vertical Illuminance limit the lighting impact assessment calculated the Residential Exclusion Zone (REZ) as per AS4282 – as per Appendix D of the ElectroLight report. As no residential properties fall within the identified REZ no curfew operations are required and the panel will not cause unreasonable residential amenity impacts.</p>	<p>Yes</p>
<p><b>Section 3 Advertisement and road Safety</b></p>		
<p><b>3.2 Sign location criteria</b></p>		
<p><b>Additional road clearance criteria for footpath/ nature strip signs:</b>                  To ensure adequate clearance for pedestrian and wheel chair access, the sign must be positioned so that an absolute minimum envelope of 900mm x 1800mm x2000mm (clearance) of unobstructed clear path of travel is maintained for the entire length of the advertising structure (see figure below).</p>	<p>The panel is setback from Pacific Highway by 6.6m.                  The proposed panel allows for a min. clearance to the existing artwork of only 1.2m and 2m from the tree pit. It allows for a clearance of 3.7m to the existing water cooler.</p> <p>The proposed panel obstruct the movement of pedestrians bicycle riders and wheelchair users. It is considered to increased decision making and conflict between the proposed panel and existing structures along the footpath.</p>  <p><b>Figure 7: Road clearance criteria</b>                  Source: Transport corridor guide p.38</p>	<p>No</p>
<p><b>3.3 Sign Design and Operation Criteria</b></p>		
<p>Dwell time and transition time                  Dwell time for image display must not be less than:</p> <ul style="list-style-type: none"> <li>• 10 seconds for areas where the speed limit is below 80km/h.</li> <li>• 25 seconds for areas where the speed limit is 80km/h and over.</li> </ul>	<p>Dwell time of 10 seconds per image.</p>	<p>Yes</p>
<p>The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.</p>	<p>Instantaneous transition time of less than or equal to 0.1 second.</p>	<p>Yes</p>
<p>Illumination and reflectance                  Luminance levels must comply with the requirements in <b>Table 6</b></p>	<p>The lighting impact assessment accompanying the application demonstrate compliance with Table 6 – Refer to State Environmental Planning Policy (Industry and Employment) 2021 Schedule 5 - Clause 7 Illumination within the body of this report.</p>	<p>Yes</p>

## **North Sydney LEP 2013**

### **1. Permissibility**

The subject site is zoned SP2 Infrastructure “classified road” under the provisions of the North Sydney Local Environmental Plan 2013 (NSLEP 2013) – refer to **Figure 8**.

The proposal is defined as an ‘*advertising structure*’ which is a form of ‘signage’ pursuant to Clause 1.4 of the NSLEP 2013.

NSLEP 2013, defines the relevant terms as follows:-

***advertisement*** has the same meaning as in the Act.

*Note. The term is defined as a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water.*

***advertising structure*** has the same meaning as in the Act.

*Note. The term is defined as a structure used or to be used principally for the display of an advertisement. Advertising structures are a type of signage—see the definition of that term in this Dictionary.*

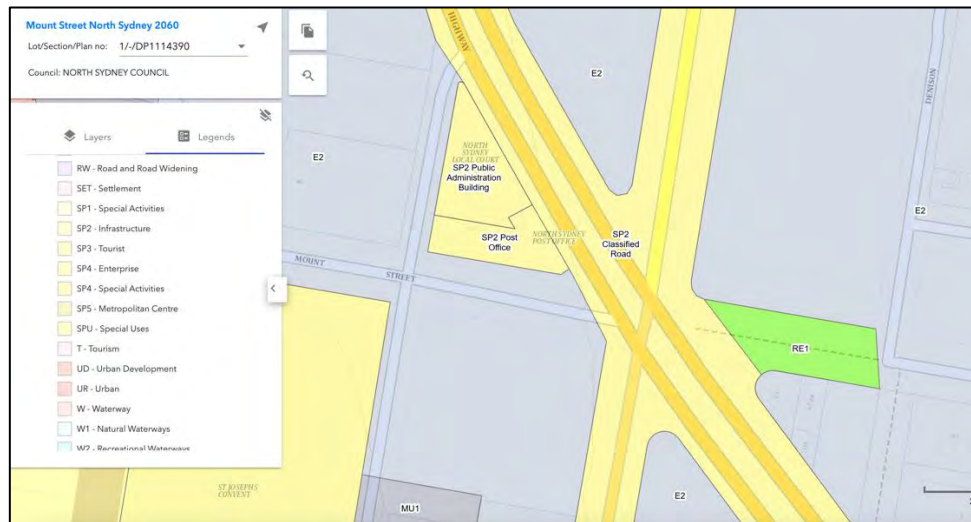
***Signage*** means any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

- (a) an advertising structure,
  - (b) a building identification sign,
  - (c) a business identification sign,
- but does not include a traffic sign or traffic control facilities.*

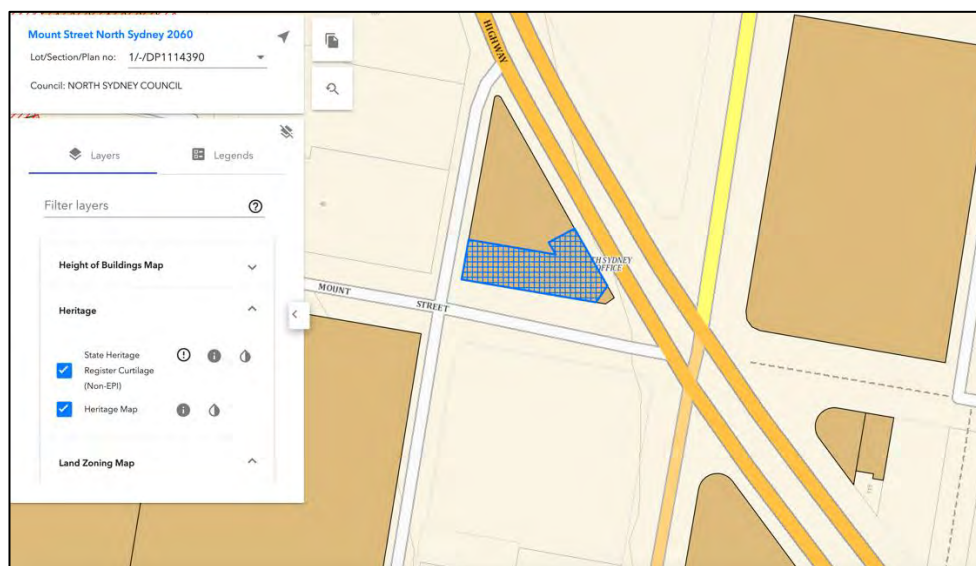
Signage is listed as an additional permitted use under Schedule 1 of the NSLEP 2013:-

*“Development for the purposes of signage is permitted with consent in Zone SP2 Infrastructure that is identified as “Railway” and “Classified Road” on the Land Zoning Map (Clause 43).*

Accordingly, the proposed advertising structure / panel is permissible with consent in the SP2 Infrastructure zone.



**Figure 8: SP2 Infrastructure**



**Figure 9: Heritage Map**

## 2. SP2 Infrastructure Zone Objectives

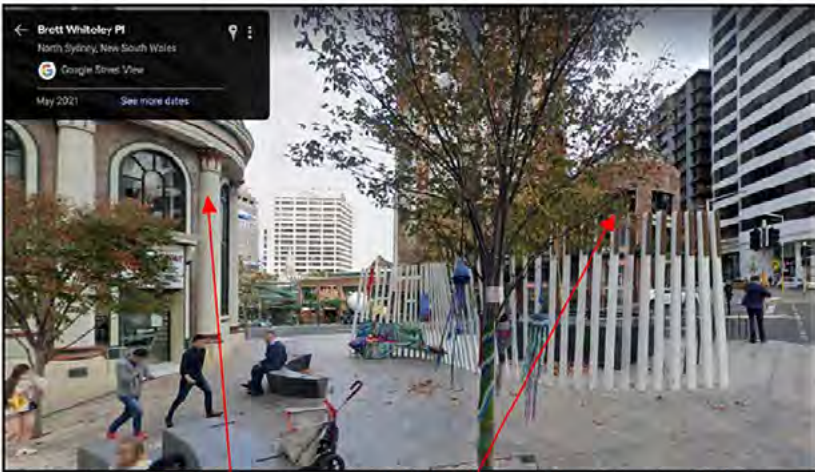
The objectives of the SP2 Infrastructure zone are:

- *To provide for infrastructure and related uses.*
- *To prevent development that is not compatible with or that may detract from the provision of infrastructure.*

The development generally satisfies the objectives of the SP2 zone as it allows for interactive information and communication infrastructure that is compatible with the diversity of existing uses.

## 3. Provisions of NSLEP 2013

The application has been assessed against the relevant numeric controls in NSLEP 2013 and DCP 2013 as indicated in the following compliance tables.

Clause	Proposed	Complies
<b>Clause 4.3 Height of buildings</b> Surrounding premises = 40m	The proposed panel has a maximum height of 2.755m	Yes
<b>Clause 4.4 FSR</b>	N/A	N/A
<b>Clause 5.10 Heritage Conservation</b>	<p>The proposed site of the proposed advertising panel is not heritage listed however it is located within the vicinity of a number of heritage item – refer to <b>Figure 9 and 10.</b></p>  <p><b>Figure 10: Heritage item at 51 Mount St and Greenwood Plaza</b></p> <p>The existing metal sculpture and Woodward Water sculptures contribute to the setting of the heritage items.</p> <p>Collectively the artwork with the heritage items, instil a high quality cultural landscape. The digital advertising panel in this location will devalue the metal sculpture as well as the sculptures designed by internationally acclaimed water feature designer Robert Woodward, by introducing visual clutter and visual pollution to the public open space.</p> <p>Moreover, it is considered to disrupt the character formed by the group of North Sydney heritage items by introducing a contemporary element into the streetscape.</p> <p>For these reasons and the reasons as outlined in the heritage officer referral in this report, the proposal does <b>not</b> satisfy <b>clause 5.10 of NSLEP 2013</b></p>	No

#### 4. North Sydney DCP 2013

The North Sydney Development Control Plan (DCP) sets out detailed design controls that apply to the proposed advertising structure. Specifically, Section 9 of the DCP addresses controls and services for signage and advertising in the LGA.



<b>DEVELOPMENT CONTROL PLAN 2013 – Part B Section 9- Advertising and Signage</b>		
	<b>complies</b>	<b>Comments</b>
<b>9.1 General Objectives</b>		
<i>O2 does not detract from significant views, vistas and sensitive streetscapes O3 adds character to the streetscape and complements the architectural style and use of buildings; O7 minimises impacts upon the safety of drivers and pedestrians</i>	No	The proposed freestanding advertising panel is considered to detract from the sensitive streetscape character formed by the group of heritage items and adversely impact on the curtilage of the existing public artwork failing to satisfy O2. The freestanding advertising panel fails to compliment the architectural style of the heritage listed buildings and curtilage of the public artwork inconsistent with O3. Moreover, it has the potential to adversely impact on safety for pedestrians and drivers failing to satisfy O7.
<b>9.4 General Controls – Design Scale and Size</b>		
P6 Do not locate signage where it will obstruct views, vistas or cause significant overshadowing. P7 Signage must not dominate the skyline or protrude above any parapet or eaves. P8 Signage must not cover any window, other opening or significant architectural features of the building. P10 Avoid freestanding signs that dominate the skyline when viewed from the ground within one kilometre.	Yes	The proposed freestanding digital advertising panel is not attached to a building; rather it will be installed within the road reserve of Mount Street and Pacific Highway.  The size and dimensions of the panel is not considered to dominate the skyline or protrude above any parapets or eaves. The proposed advertising panel does not cover any windows, openings, or any other significant architectural features of any surrounding buildings. When viewed from the ground level within a visual catchment of 1km, the structure will not protrude above the dominant skylines.
<b>9.5 Location</b>		
P3 Signage should be located such that they do not unreasonably obstruct accessible paths of travel for pedestrians	No	The proposed location of the advertising panel will obstruct accessible paths of travel for pedestrians inconsistent with P3
<b>Section 9.6 Restrictions</b>		
<i>P1 Signage, other than exempt development, business identification signage or building identification signage is not permitted in the following areas: (a) Residential zones (R2, R3 and R4 zones), (b) E2 - Environmental Conservation zone, (c) RE1 - Recreational Area zone, (d) RE2 – Private Recreation zone, and (e) Heritage conservation areas</i>	Yes	The proposed panel is not located within a residential zone; Environmental Conservation zone; Recreational area zone; Private recreational zone or a heritage conservation zone
<i>P6 Where provided, the name or logo of the person who owns or leases an advertisement must be integrated into the advertising display area and not exceed 0.25m<sup>2</sup> in area.</i>	Yes	The JCDecaux logo measures 0.008sqm complying with P6
<i>P7 Any consent granted by Council for advertising signs (i.e. not building identification or business identification signs) is valid for a maximum of three (3) years.</i>	Subject to condition	A condition of consent can be included limiting the display of the advertising panel should the application be worthy of support.
<b>Section 9.7 Content</b>		
<i>O1 To minimise the social impact of advertising in the public interest.</i>	Yes	The proposal is consistent with the commercial nature of the locality and adjoining sites.



P1 All advertising must comply with the requirements of the Australian Association of National Advertisers' Code of Ethics and Outdoor Media Association's Code of Ethics		The proposed signage does not result in major social impacts. The proposed signage complies with the Australian Association of National Advertisers Code of Ethics and Outdoor Media Association's Code of Ethics and thus complies with Provision 1.
<b>Section 9.8 Pedestrian and Road Safety</b>		
O1 To ensure that signage does not adversely affect driver and pedestrian safety	No	The panel is not considered to satisfy the assessment criteria of Schedule 5 of the Industry and Employment SEPP (specifically criteria 8 Safety refer to assessment above within this report) as well as Section 3.2.4 of the NSW Roads and Traffic Authority guidelines inconsistent with P1. The application does not have the support or concurrence from TfNSW having an adverse impact on driver safety / distraction inconsistent with O1.
<b>Section 9.9 Signs on Heritage Items</b>		
O1 To ensure signage does not impact on the ability to conserve the significance of heritage items and/or conservation areas.	No	Although the sign is not located on a heritage item it is located in the vicinity of a group of heritage items. The location of the digital advertising panel is considered to disrupt the character formed by the group of heritage items as well as adversely impacting on the curtilage of the existing public artwork. Its location impacts on the ability to conserve the significance of the heritage items as well as the having an adverse impact on the character of Brett Whiteley Place and will diminish its public benefit inconsistent with O1.
<b>Section 9.10 Illumination</b>		
O1 To ensure that the local amenity is preserved with appropriate levels of illumination.	Yes	The Lighting Impact Assessment assesses the proposed communication panel against AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting. The AS4282 assessment involves reviewing the nearby residential dwellings and calculating the likely amount of illuminance (measured in Lux) that the properties are likely to receive from the signage during night-time operation.  It is concluded that the proposal can comply with the lighting limits.
<b>Section 9.11 Controls for Specific sign types (Freestanding Advertising Panels)</b>		
P14 Limited to land within the North Sydney Centre as identified by NSLEP 2013.	Yes	The proposed advertising panel is located within the North Sydney Centre.
P15 Min. setback of 600mm to kerb line of any road	Yes	The panel is setback 6.6m from the kerb.
P16 Must maintain a minimum unobstructed width of 2m across any footpath along the Pacific Highway and Miller Street and 1.5m on any other street or laneway.	No	The panel allows for a clearance distance from the existing water cooler of 3.7m and 2m from the tree pit. However, it only allows for a 1.2m clearance from the existing artwork. The Panel forces pedestrian to navigate between the panel; the artwork and the existing tree when traveling east. Introducing another decision making obstacle to navigate. In addition, it significantly reduces the accessible path of travel clearances.

<p>P17 Not located:          (a) on kerb blisters;          (b) Within 10m of an unsignalised intersection, of the departure side of a marked pedestrian crossing or pedestrian refuge; and          (c) Within 20m of a signalised intersection, the approach to a marked pedestrian crossing or pedestrian refuge, a bus zone, the entrance of a railway station, reported pedestrian accident.</p>	<p>Yes</p>	<p>The panel is not located on a kerb blister.</p>
<p>P18 A minimum clearance of 900mm is maintained between any freestanding advertising structure and trees and garden plots, public seating, rubbish bins, bicycle hoops, parking signs, parking meters and power poles.</p>	<p>Yes</p>	<p>The panel is 2m from the adjoining street tree pit.</p>
<p>P19 Freestanding advertising structures are not be located in front of any ground floor business premises tenancy capable of being used for a food and drink establishment with any associated outdoor dining area.</p>	<p>Yes</p>	<p>The panel is not located in front of a ground floor business premises /tenancy that is capable of being used for a food and drink establishment with any associated outdoor dining area.</p>
<p>P20 Freestanding advertising structures are not permitted to be located directly on that part of a footpath located directly adjacent to a heritage item.</p>	<p>No</p>	<p>The panel is located directly on that part of the footpath located directly adjacent to a heritage item.</p>
<p>P24 Any such advertising on publicly owned land must meet a public benefit test to ensure that the advertising will result in a positive gain or benefit for the community.</p>	<p>No</p>	<p>It is considered that the proposed advertising panel could provide for public benefit in that the 'live touch interface' digital screen is capable of displaying community advertising, Council content, public transport information, and local points of interest.</p> <p>The Panel also includes a public emergency messaging system which can display messages regarding road safety for vehicles and pedestrians or other public awareness matters.</p> <p>The proposed panel is commensurate with the design and operational expectations and requirements of environmentally sustainable public connectivity infrastructure in established urban locations.</p> <p>However, its location in proximity to the group of heritage items and its impact on the significance of the heritage items and public open place will have an adverse impact on the character of Brett Whiteley Place and will diminish its public benefit.</p>
<p>P25 The display area of a message on a freestanding advertising panel is limited 1.2m wide x 2.0m in height.</p>	<p>Yes</p>	<p>Side A = 930mm x 1.65m          Side B = 690m x 390mm</p>
<p>P26 Freestanding advertising structures are not to exceed any overall height of 2.6m above existing ground level.</p>	<p>No</p>	<p>The panel measures a total height of 2.75m</p>

P27 Any cumulative impacts or visual clutter created by the proposed signage.	No	It is considered that the freestanding advertising panel will impact on the visual setting of the heritage items, particularly when brightly coloured content and/or dynamic advertising is displayed. It will draw attention away from the heritage facades and the established character of Brett Whiteley Place as a community place.
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**DEVELOPMENT CONTROL PLAN 2013 – Part B Section 2- Commercial and Mixed Use Development**

	<i>complies</i>	<i>Comments</i>
<b>B2.2 Function</b>		
Diversity of activities, facilities, opportunities & services	Yes	The proposal does not impact the population in terms of age, gender, household type and size, education, income and employment, including households with children, households on low to moderate incomes, households with aged or disabled persons
<b>B2.3 Environmental criteria</b>		
Reflectivity O1 To minimise the impacts by reflected light and solar reflectivity from buildings on pedestrians and motorists.	Yes	Refer to State Environmental Planning Policy (Industry and Employment) 2021 Schedule 5 - Clause 7 Illumination within the body of this report.
Artificial illumination O1 To minimise the impact of artificial illumination on the amenity of residents and pedestrians. B3-Commercial Core 1.00am	Yes	Refer to State Environmental Planning Policy (Industry and Employment) 2021 Schedule 5 - Clause 7 Illumination within the body of this report.
<b>B2.4 Quality built form</b>		
Context O1 To ensure that the site layout and building design responds to the existing characteristics, opportunities and constraints of the site and within its wider context (adjoining land and the locality).	No	It is considered that the freestanding advertising panel will impact on the visual setting of the heritage items, draw attention away from the heritage facades and the established character of Brett Whiteley Place as a community place failing to respond to the surrounding context inconsistent with O1.
Streetscape/Nighttime appearance P2 Decorative elements or prominent architectural features of a building should be illuminated, but only where they do not result in adverse impacts upon nearby residents.	Yes	The proposed new signage will not adversely impact neighbouring residents.
<b>B2.5 Quality Urban Environment</b>		
Illumination O1 To ensure the safety of pedestrians in the public domain after dusk.	Yes	Refer to State Environmental Planning Policy (Industry and Employment) 2021 Schedule 5 - Clause 7 Illumination within the body of this report.

## PART C LOCALITY STATEMENTS

### 2.0 North Sydney Planning Area Character Statement

#### 2.1 Central Business District

Generally, the proposed advertising panel may be considered to be compatible with the desired future character of the North Sydney Centre. The proposal complements the highly urbanised nature of the predominantly high to medium-high rise commercial and mixed commercial and residential development area.

However, the proposed advertising panel will detract from the characteristics of the open space and the amenity or visual quality of the surrounding heritage items.

It is considered not to satisfy Section 3.2.2.3 Public spaces and as it fails to allow for facilities P1(d) which improve the public domain in accordance with Councils public domain style manual and design codes.

#### NORTH SYDNEY CBD PUBLIC DOMAIN STRATEGY

The North Sydney CBD Public Domain Strategy puts in place a framework to deliver public domain works that will complement the new transport, commercial and cultural infrastructure. The strategy identifies 19 public domain projects, including 19,200sqm of new parks and plazas and an enhanced network of streets and laneways that improve pedestrian safety and amenity. The aim is to create a CBD where pedestrians have priority over vehicles.

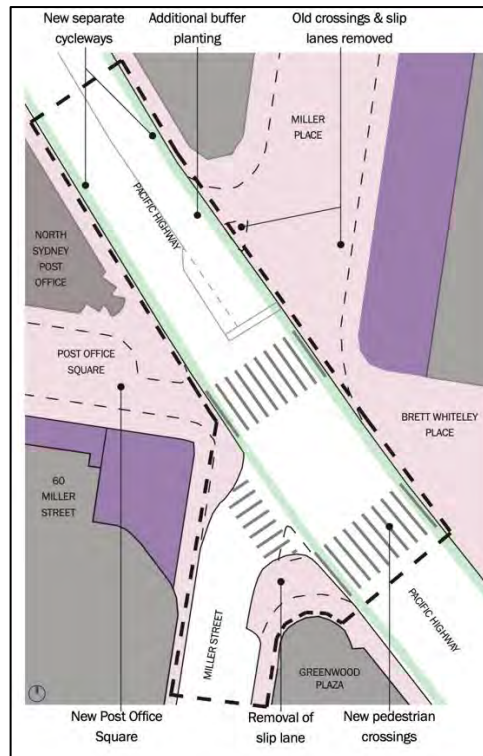
There are five main urban blocks within the North Sydney CBD with a series of plazas, squares and laneways to create a varied and rich pedestrian urban environment. The site is located within the Brett Whiteley Place. The extension of Brett Whiteley Place towards the east all the way to Walker Street, together with the Post Office Square, will complete a much-needed east-west pedestrian link through the CBD and is known as the Victoria Cross intersection – see **Figure 11**.



**Figure 11: Primary pedestrian area**  
Source: North Sydney CBD Public Domain Strategy

The Victoria Cross intersection will be updated to address the new public spaces around it (Post Office Square and Miller Place) – see **Figure 12**. It will become a simpler “T” intersection with the removal of the slip lanes and a re-orientation of the crossing bands to reduce pedestrian crossing distances and improve pedestrian safety.

The proposed location of the digital advertising panel did not have consideration for the CBD public domain strategy particularly for the planned new pedestrian crossing. It is anticipated that there will be an increase in the volume of pedestrians along the new crossings. Accordingly, any placement of new structures will need to be done in close collaboration with Council and TfNSW.



**Figure 12: Intervention Overview**

Source: North Sydney CBD Public Domain Strategy

## SECTION 7.12 CONTRIBUTIONS

Section 1.3.2 of North Sydney Local Infrastructure Contributions Plan 2020 sets out what development which is exempted from the need to pay a contribution under the plan. This includes development with a cost of less than \$100,000.00. As the cost of work is only \$50,000.00 no contribution is payable.

## ALL LIKELY IMPACTS OF THE DEVELOPMENT

All likely impacts of the proposed development have been considered within the context of this report.

## ENVIRONMENTAL APPRAISAL

## CONSIDERED

- |    |   |     |
|----|---|-----|
| 1. | Statutory Controls  | Yes |
| 2. | Policy Controls   | Yes |
| 3. | Design in relation to existing building and natural environment | Yes |

---

4.	Landscaping / Open Space Provision	N/A
5.	Traffic generation and Car parking provision	N/A
6.	Loading and Services Facilities	N/A
7.	Physical relationship to and impact upon adjoining development (Views, privacy, overshadowing, etc.)	Yes
8.	Site Management Issues	N/A
9.	All relevant S4.15 considerations of Environmental Planning and Assessment (Amendment) Act 1979	Yes

### SUBMITTERS CONCERNS

The issues raised by the submissions are summarised below and addressed with planning comments:-

- disruptive to pedestrians
  - distracting to motorist
  - detracting from the character of the place
  - visual clutter
  - placement in the middle of a public place
  - heavily trafficked pedestrian place with no regard to public safety
  - risk driver distraction
  - significant public amenity impacts
  - adverse impact on pedestrian movement and safety
  - impact on streetscape
  - impact on heritage items significance
  - loose public amenity – undoing the good place-making work done in Brett Whiteley Place
  - negatively impact on pedestrian amenity
- ***impact on streetscape***
  - ***impact on heritage items significance***

#### ***Comment***

The digital advertising panel is considered to devalue the existing cultural landscape / streetscape setting. It introduces visual clutter to the public open space, and it is considered to disrupt the character formed by the group of heritage items by introducing a contemporary element into the streetscape. Accordingly, the application is recommended for refusal.

- ***visual clutter***

#### **Comment:**

It is considered that in its proposed location the freestanding advertising panel will create visual impact which will reduce the quality of vistas towards the heritage items and open space in general and is recommended for refusal.



- ***distracting to motorist***
- ***risk driver distraction***

**Comment**

The proposed digital advertising panel is located close to the signalised intersection of Miller Street and Pacific Highway and is not supported by TfNSW as it has the potential to distract motorists at this driver decision making point. Accordingly, the application is recommended for refusal.

- ***disruptive to pedestrians***
- ***negatively impact on pedestrian amenity***
- ***adverse impact on pedestrian movement and safety***
- ***heavily trafficked pedestrian place with no regard to public safety***

**Comment**

It is considered that the location of the panel between the existing artwork and its proximity to a very busy pedestrian crossing would unreasonably impact on the direct pedestrian path of travel. The digital advertising and reduce the pedestrian level of service as such would reduce the safety for the classified road and is not supported.

- ***significant public amenity impacts***
- ***placement in the middle of a public place***
- ***detracting from the character of the place***
- ***loose public amenity – undoing the good place-making work done in Brett Whiteley Place***

**Comment**

The free standing advertising panel in proximity to the group of heritage items as well as the public open space detracts from the streetscape and open space setting. It will draw attention away from the heritage facades and the established character of Brett Whiteley Place as a community place and is not supported.

**SITE SUITABILITY**

The subject site is located within the SP2 Infrastructure Zone along the Pacific Highway and is permissible with consent.

The digital advertising panel is considered to devalue the existing cultural landscape / streetscape setting. It introduces visual clutter to the public open space, and it is considered to disrupt the character formed by the group of North Sydney heritage items. The proposed advertising panel will detract from the established characteristics of Brett Whiteley Place.

As such the application is considered not suitable for the site, contrary to Section 4.15(c) of the EP&A Act.

**HOW THE COMMUNITY VIEWS WERE TAKEN INTO CONSIDERATION**

The application was notified in accordance with the Council Community Engagement Protocol from 26 May 2023 until 23 June 2023. The application is to be referred to the North Sydney Local Planning Panel given the potential contention surrounding public benefit.

## **PUBLIC BENEFIT**

The cumulative effect of the non-compliances with State and Councils controls, particularly the adverse impact on the heritage significance of the adjoining heritage items; inconsistency with the established character of Brett Whiteley Place as a community place as well as motorist distraction and pedestrian safety the application is not considered to be in the public's interest contrary to Section 4.15(e) of the Environmental Planning and Assessment Act 1979 (as amended).

## **CONCLUSION AND REASONS**

The proposed application has been assessed against the *SEPP (Industry and Employment) 2021* as well as the *Transport corridor outdoor advertising and signage guidelines; North Sydney Local Environmental Plan 2013 and the North Sydney Development Control Plan 2013* and other relevant State Planning Policies and found to be unsatisfactory having regard for the land use compatibility criteria and heritage characteristics of the site as well as safety concerns.

The proposed digital advertising panel is located close to the signalised intersection of Miller Street and Pacific Highway and is not supported by TfNSW as it has the potential to distract motorists at this driver decision making point and will reduce the pedestrian level of service. Moreover, the proposal does not satisfy the land use compatibility and is inconsistent with the characteristics of the site, inconsistent with Section 3.2.4 of the Transport corridor outdoor advertising and signage guidelines.

The digital advertising panel is considered to devalue the existing cultural landscape / streetscape setting. It introduces visual clutter to the public open space, and it is considered to disrupt the character formed by the group of heritage items. The proposed advertising panel will detract from the established characteristics of Brett Whiteley Place. It will be a visual intrusion and will confuse the arrangement of public artwork in the plaza that is thoughtfully placed giving regard to the nearby heritage items.

Having regard to the provisions of Section 4.15 of the Environmental Planning & Assessment Act 1979 (as amended), the proposal is unsatisfactory and is recommended for refusal.

## **RECOMMENDATION**

PURSUANT TO SECTION 4.16 OF ENVIRONMENTAL PLANNING AND ASSESSMENT ACT 1979 (AS AMENDED)

**THAT the North Sydney Local Planning Panel, exercising the functions of Council as the consent authority, refuse Development Application No. 123/23 for the installation and operation of a freestanding advertising structure for the purposes of Council communication and third-party advertising, for the following reasons:-**

### **1. Not considered to be in the public interest or suitable for the subject site**

The proposed development is not considered suitable for the subject site nor in the public interest.

**Particulars:**

- a) The proposed development detracts from the significance of the adjoining heritage listed buildings and surrounding streetscape and public open space setting and is considered to be unsuitable for the subject site contrary to Section 4.15(c) of the Environmental Planning and Assessment Act 1979 (as amended)
- b) A total of four (4) public submissions were received against the application raising particular concerns about visual clutter; impact on heritage item significance; detracting from the character of the place; adverse impact on pedestrian movement and distracting to motorists; significant public amenity impacts; lose public amenity and undo good place-making work done in Brett Whiteley Place.
- c) The cumulative effect of the non-compliances with State and Councils controls, particularly the adverse impact on the heritage significance of the adjoining heritage items; inconsistency with the established character of Brett Whiteley Place as a community place and motorist and pedestrian safety the application is not considered to be in the public's interest contrary to Section 4.15(e) of the Environmental Planning and Assessment Act 1979 (as amended).

**2. Failing to satisfy Chapter 3 and Schedule 5 of SEPP (Industry and Employment) 2021**

The proposal is not acceptable in terms of its impacts.

**Particulars:**

- a) The proposal fails to be consistent with the objective of Chapter 3 Clause 3.1(1)(a)(i) of the SEPP for the following reasons:-
  - o its proximity to a group of heritage items will detract from the amenity or visual quality of the heritage items in the immediate vicinity as well as the curtilage of the public artwork, and
  - o the proposed advertising panel is not considered compatible with the existing or desired future character of Brett Whiteley Place / public open space.
- b) Failing to satisfy 1 Character of the area; 2 Special area; 3 Views and Vistas; 4 Streetscape setting and 5 Site and building of Schedule 5 of the Industry SEPP;
- c) Failing to satisfy 8. Safety of Schedule 5 of SEPP (Industry and Employment) 2021, as it and has the potential to distract motorists at driver decision making point and reduce the pedestrian level of service.
- d) Failing to satisfy the land use compatibility criteria and inconsistent with the characteristics of the site pursuant to the transport corridor outdoor advertising and signage guidelines

**3. Failing to satisfy Clause 5.10 of the NSLEP 2013**

**Particulars:**

- a) Out of character with the special area (group of heritage items and cultural setting) compromising the significance of the place
- b) The proposed advertising pillar will be a visual intrusion to the setting of the heritage items, drawing attention away from the heritage facades and the established character of Brett Whiteley Place as a community place.
- c) The freestanding advertising panel will render the streetscape less authentic and subject to commercialism. Advertising in the context of the heritage listed buildings will therefore detract from the established cultural character and landscape setting of Brett Whiteley Place.

**4. Inconsistent with Section 9 of NSDCP 2013**

***Particulars:***

- a) the proposal does not satisfy the General objectives of Section 9.1 specifically O2; O3 and O7
- b) Inconsistent with Section 9.5 Location
- c) Inconsistent with Section 9.8 Pedestrian and road safety
- d) Inconsistent with Section 9.9 Signs on heritage item – impact on significance of heritage items
- e) Inconsistent with section 9.11 Specific sign type, specifically Provisions P16; P20; P24; P26 and P27

**5. Inconsistent with Section 13.4 of NSDCP 2013**

***Particulars:***

- f) The proposal is inconsistent with O1 and will detract from the streetscape setting of the group of heritage listed buildings and its setting as it will introduce visual clutter and will dilute the established character of Brett Whiteley Place.
- g) Inconsistent with Provisions P1; P4 and P5 of Section 13.4 of the NSDCP 2013.

**ANNELIZE KAALSEN**  
**INDEPENDENT ASSESSMENT OFFICER**

**STEPHEN BEATTIE**  
**MANAGER DEVELOPMENT SERVICES**

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This report has been reviewed for quality and completeness only. The content and recommendation is unchanged to that of the Independent Assessment Officer.







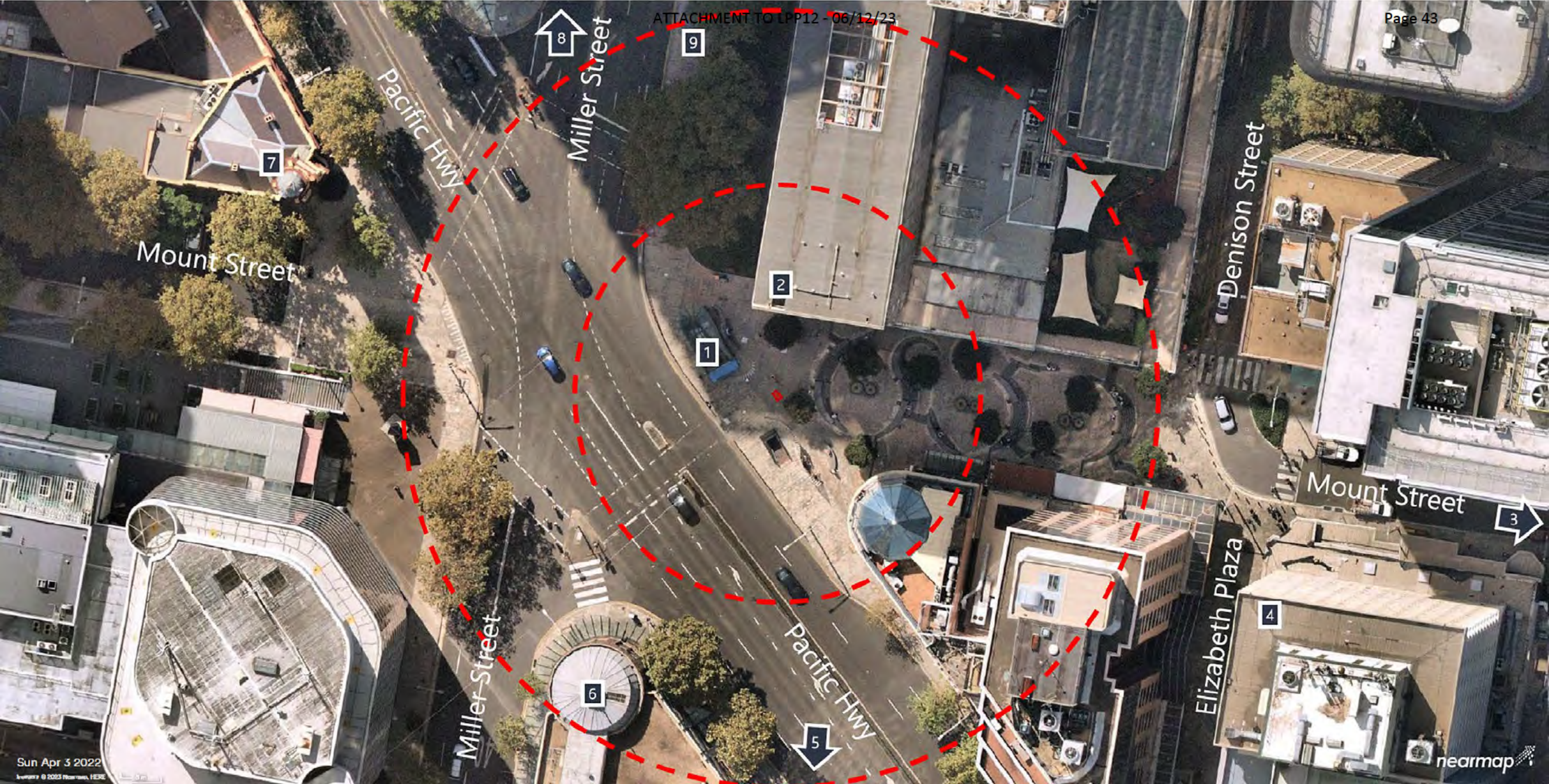


Artist: Brooke Sutton

## Acknowledgement of Country

JCDecaux would like to acknowledge the traditional owners of the land the Cammeraygal People and pay our respects to their Elders past, present and emerging.





Proposed Asset Location



25 metres and 50 metres radius



Underground to Greenwood Plaza/Train Station



Brett Whiteley Place Shopping Mall



Bradfield Highway



North Sydney Elizabeth Plaza



North Sydney Train Station



Greenwood Plaza



Australia Post Office



North Point Business Centre



Local bus stop

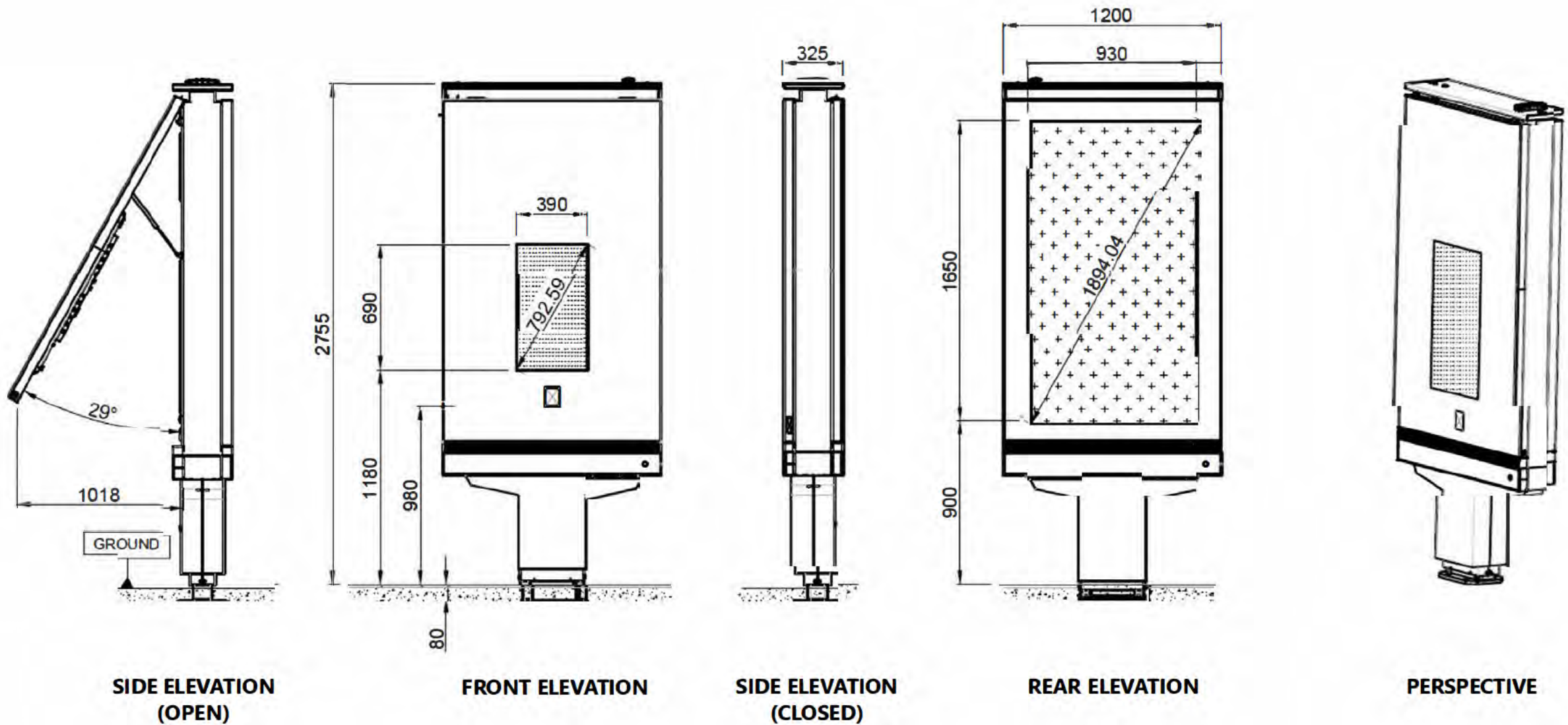


# COMMUNICATIONS PANEL





- 1 Laminated glass screens, extruded aluminum frames and stainless steel panels powder-coated with JCD7002 Chain Metal Gris (Grey)
- 2 100% powered by renewable energy, direct or by credits where not available
- 3 Electronic Screen on rear of structure will display third party content
- 4 Electronic screen on rear able to display Emergency Messaging System when triggered by approved authorities.
- 5 32" electronic screen on front of structure will only display Council's Live Touch interface, connecting community to information and events
- 5 Remote monitoring/control of media player, modem and screen functionality
- 7 Glass on both electronic screens are vandal resistant with anti-reflective safety
- 8 Single leg footing cast in fastenings in concrete and replaced public domain
- 5 Designed and manufactured according to ISO 9001, ISO 14001 certifications and Australian Standards



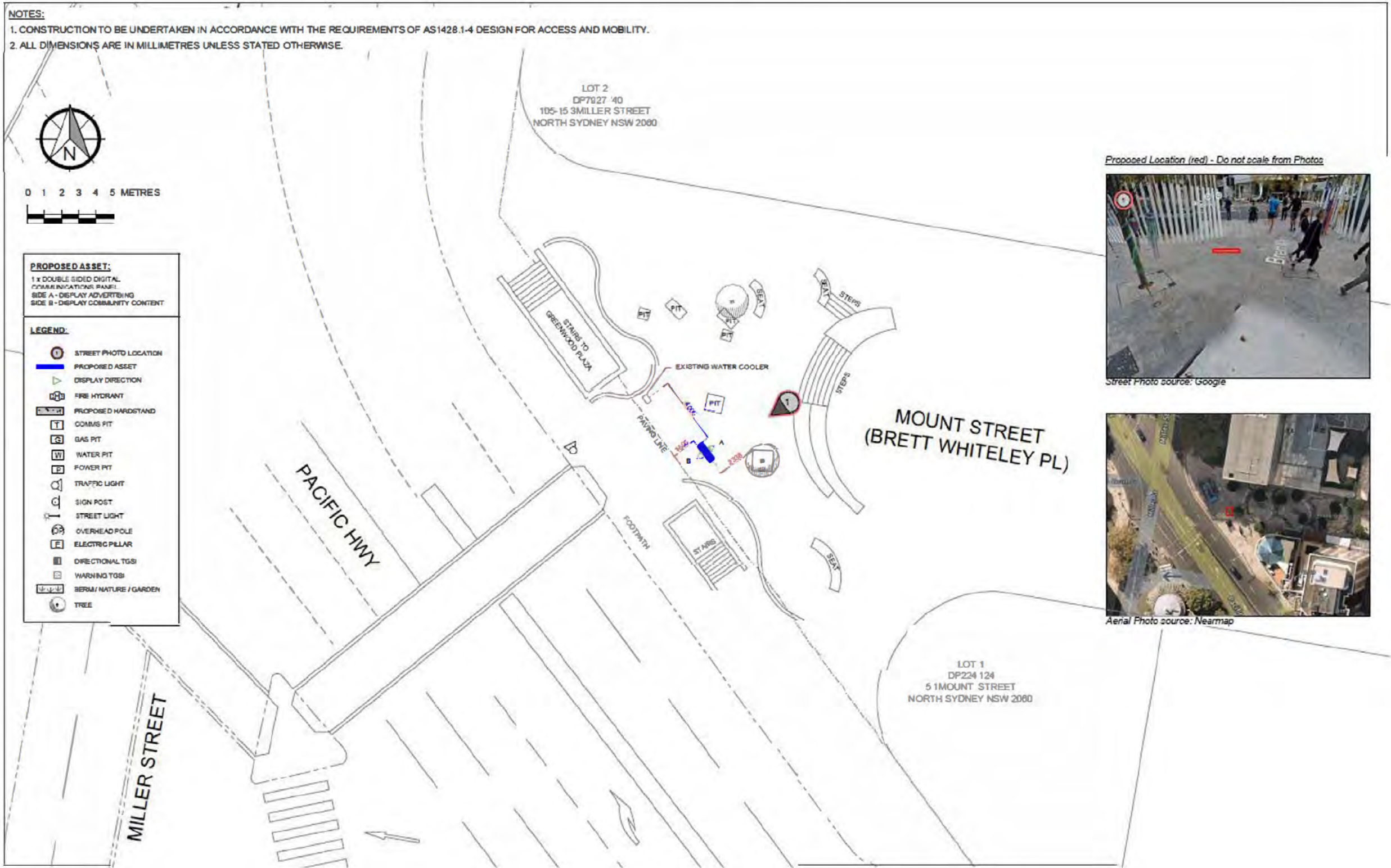


 DISABLED TOUCH PAD (OPTIONAL)

 32" ELECTRONIC DISPLAY SIDE  
(0.27m<sup>2</sup> VISUAL AREA)

 75" ELECTRONIC DISPLAY SIDE  
(1.53m<sup>2</sup> VISUAL AREA)

Notes: All measurements are in millimeters unless stated otherwise



Proposed Location (red) - Do not scale from Photos



Street Photo source: Google

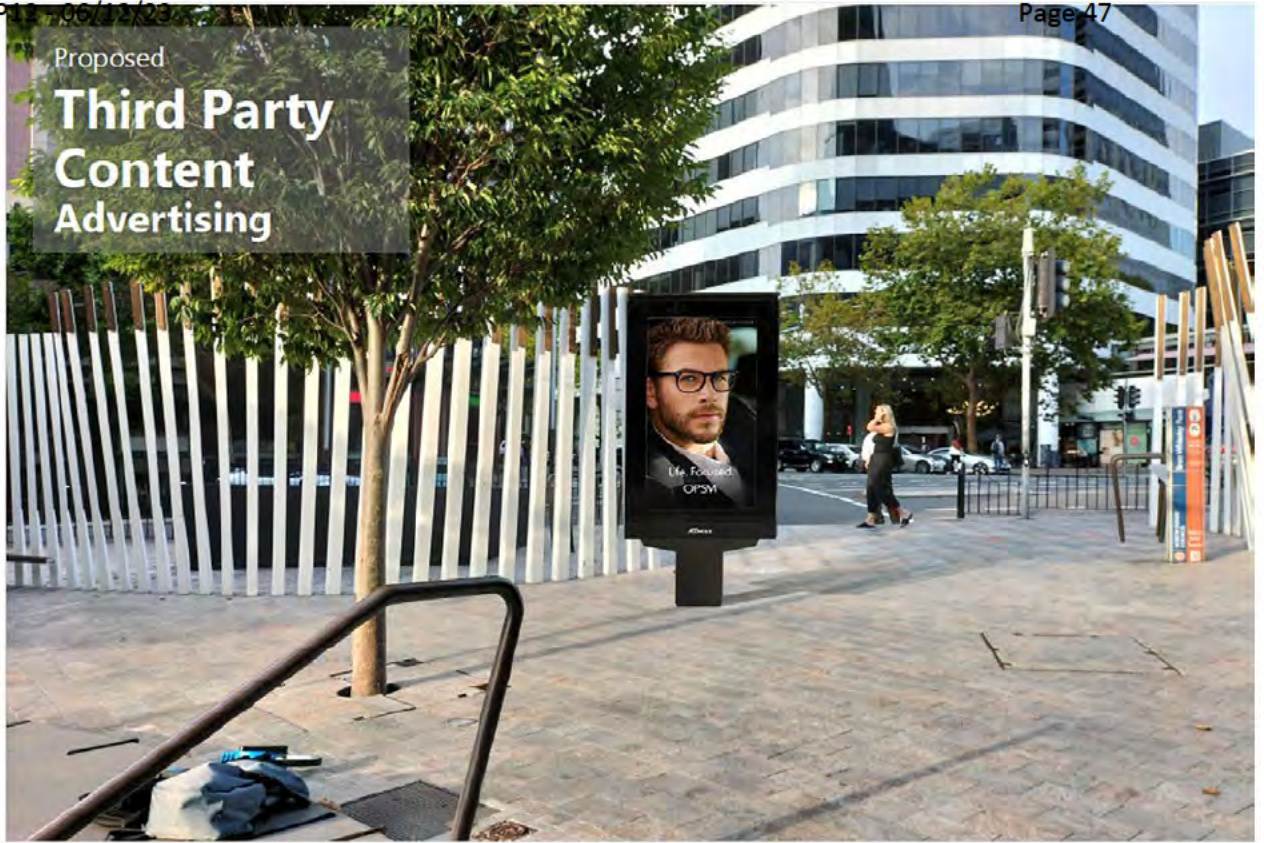


Aerial Photo source: Nearmap





Existing  
**Southwest View**



Proposed  
**Third Party Content Advertising**



Existing  
**Northeast View**



Proposed  
**Council's Live Touch Community content**



The logo graphic consists of a white L-shaped line that starts with a vertical segment on the left, then turns 90 degrees to the right to form a horizontal segment. The text 'JCDecaux' is positioned to the right of the vertical segment, partially enclosed by the horizontal segment.

**JCDecaux**



**ANGEL PLACE  
LEVEL 8, 123 PITT STREET  
SYDNEY NSW 2000**

URBIS.COM.AU  
Urbis Pty Ltd  
ABN 50 105 256 228

29 March 2023

Attn: Council Heritage Advisor  
North Sydney Council,  
200 Miller Street,  
North Sydney 2060

To whom it may concern,

## **HERITAGE IMPACT STATEMENT - CP009, BRETT WHITELEY PLACE, NORTH SYDNEY**

### **1. BACKGROUND & LOCATION**

Urbis has been engaged by JCDecaux to prepare this Heritage Impact Statement for Asset no. CP009, involving a new communications panel on the eastern side of the Pacific Highway at Brett Whiteley Place, North Sydney ('subject site'). This application seeks approval for the construction of a new double-sided digital communications panel on the subject site. One side of the panel is proposed to be used for advertising, and the other is designated for community content (council information, maps etc.). The proposal is detailed in Section 6 of this report.

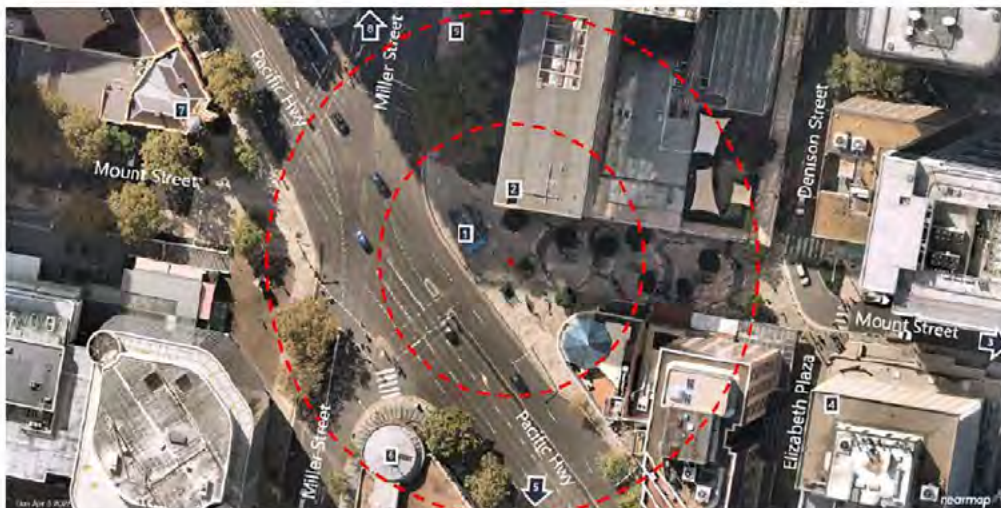


Figure 1 – Aerial imagery of North Sydney, approximate location of the subject site indicated.

Source: Nearmap 2022 with markup by JCDecaux.

P0040102\_CP009\_Brett Whiteley Place, North Sydney



## 2. HERITAGE CONTEXT

The subject site is not a listed heritage item. It is, however, located in close proximity to the following heritage items, as outlined below.

Item Name	Address	Listing
MLC Building North Sydney	105-153 Miller Street, North Sydney	North Sydney Local Environmental Plan 2013
Façade of S. Thompson Building (No. 67A)	67-79 Mount Street, North Sydney	North Sydney Local Environmental Plan 2013 I0920
Former Bank of NSW	51 Mount Street, North Sydney	North Sydney Local Environmental Plan 2013 I0919
North Sydney Post Office and Court House (former police station)	92-94 Pacific Highway, North Sydney	North Sydney LEP 2013 I0953
		State Heritage Register SHR 01417
Greenwood (former North Sydney Technical High School)	101-103 Miller Street, North Sydney	North Sydney LEP 2013 I0892
		State Heritage Register SHR00517

The above heritage context is demonstrated in the New South Wales Planning Portal below.



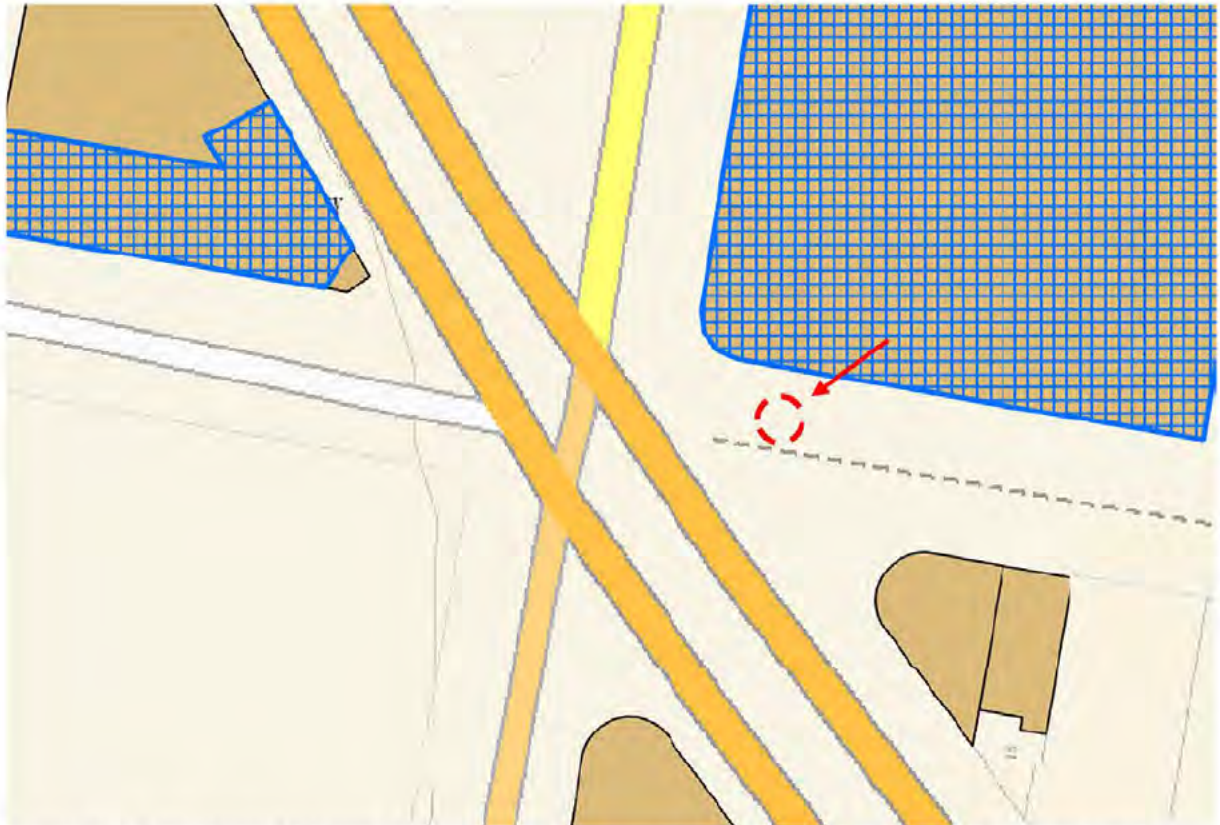


Figure 2 – Extract from N.S.W. Planning Portal, approximate location of the subject site indicated. Please note that

Source: N.S.W. Planning Portal

### 3. SITE DESCRIPTION

The proposed location of the new digital communications panel is adjacent to the intersections of the Pacific Highway, Mount Street, and Miller Street, North Sydney in a small plaza space known as Brett Whiteley Place. The subject site is located on the eastern side of Miller Street where it intersects with the Pacific Highway, with each of these streets comprising two of the busiest major arterial roads within North Sydney.

The subject site is within the vicinity of the North Sydney Post Office, the MLC Building and several other heritage items which contribute to the early 20<sup>th</sup> century character of the area, interspersed with contemporary mixed-use development. Typical materiality within the area includes sandstone, brickwork, and extensive glazing and render reflecting the contemporary development within the area.

The area features street furniture and signage, including parking signs, advertising boards, and traffic lights in the area.





Figure 3 – Southwest view of the subject site

Source: JCDecaux



Figure 4 – Northeast view of the subject site

Source: JCDecaux



## 4. HISTORICAL OVERVIEW

1943 historical imagery (see below) shows the subject site was a large central intersection in a busy part of North Sydney. The area featured many prominent public buildings by the 1940s, including the North Sydney Post Office and the Former Bank of NSW. The Pacific Highway featured the prominent North Sydney tramline, and both sides of Mount Street and the Pacific Highway featured predominantly double-storey commercial buildings dating to the early 20<sup>th</sup> century.

By the mid-1950s some development in the area was occurring, notably for the construction of the MLC Building on the corner of the Pacific Highway, Miller Street, and Mount Street. By the mid-1960s the tramline had been decommissioned and converted into a dual carriageway Highway. Historical imagery shows that the area had been heavily redeveloped by the mid-1980s, with the construction of numerous high-rise commercial buildings. Ongoing renewal of the area has continued throughout the 21<sup>st</sup> century.



Figure 5 – 1943 aerial imagery of the subject site, outlined in red.

Source: SixMaps with Urbis markup





## 5. STATEMENT OF SIGNIFICANCE

The first statements of significance for the items in the vicinity of the subject site have been reproduced from the relevant inventory forms from the NSW State Heritage Inventory.

### 5.1.1. MLC Building

*The first high rise office block in North Sydney and the largest for a number of years after its construction, the MLC Building in North Sydney is a seminal building on subsequent high-rise design in Sydney and utilised construction and structural techniques not previously used in Australia. With the first use of a curtain wall designed and the first use of modular units in Australia, its use of exceptional modernist building materials in the curtain wall façade and terracotta glazed bricks are representative of the Post-War International style of architecture that predominated in these early commercial high-rise buildings. The architect, Walter Osborn McCutcheon's desire for his buildings to integrate modern art within the fabric of the design is demonstrated by the inclusion of significant artists such as Andor Meszaros and Gerald Lewers. As a result, and despite subsequent modifications, the interior, exterior and landscape setting are of high aesthetic, technical and representative significance. The building is also of historical, associative and aesthetic significance as an important work by a significant firm of architects Bates Smart and McCutcheon, and master builders Concrete Constructions, and as a landmark site at North Sydney which signified the transformation of the centre of North Sydney from Nineteenth Century town to the second commercial hub of metropolitan Sydney from the late 1950s.<sup>1</sup>*

### 5.1.2. Former Bank of New South Wales (North Sydney Branch)

*The former North Sydney Branch of the Bank of New South Wales is an excellent example of Inter-War Free Classical architecture in a commercial building with its significance enhanced by the prominent streetscape location as a part of the Victoria Cross intersection and by its status as one of the few surviving commercial developments from the extension of Junction Street to Lane Cove Road in 1931. Opened in 1931 as a local branch of the Bank of New South Wales, the oldest bank in Australia established in 1817, it is representative of the commercial development of North Sydney leading up to and following the opening of the Sydney Harbour Bridge in 1932 and is a representative bank design of the period by prominent architect, John Reid and Sons, and builder, H.W. Thompson Ltd. Although significantly altered internally, and the alteration of the façade windows, since 1974, when the Bank was converted to various retail and fast food uses, the exterior and volume of the building retains significant integrity and is a prominent and positive addition as a heritage item within the mostly-modernist North Sydney CBD streetscape.<sup>2</sup>*

<sup>1</sup> NSW State Heritage Inventory, n.d. 'MLC Building' Accessed online:  
<https://www.hms.heritage.nsw.gov.au/App/Item/ViewItem?itemId=2180854>

<sup>2</sup> NSW State Heritage Inventory, n.d. 'Former Bank of New South Wales' Accessed online:  
<https://www.hms.heritage.nsw.gov.au/App/Item/ViewItem?itemId=2180839>



### 5.1.3. North Sydney Post Office

*North Sydney Post Office is significant at a State level for its historical associations, strong aesthetic qualities and social value.*

*North Sydney Post Office is associated with the development of postal services in the North Sydney area from 1854. As such, the current Post Office is associated with the growth of the area during the mid-nineteenth century. North Sydney Post Office is historically significant because it is also associated with the development of communications services in the North Sydney (originally called St Leonards) area during the late nineteenth century, as the growing population required improved services.*

*North Sydney Post Office is also historically significant because it is associated with the NSW Colonial Architect's Office under James Barnet, which designed and maintained a number of post offices across NSW between 1865 and 1890.*

*North Sydney Post Office is aesthetically significant because it is a distinctive example of the Victorian Free Classical style, with strong visual appeal. It is located on a prominent corner site and makes a significant contribution to the streetscape of the North Sydney civic precinct, and, along with the adjoining Court House and Police Station, provides an insight in the earlier built form of the North Sydney CDB. This complex of civic buildings forms an important civic conservation group in North Sydney.*

*North Sydney Post Office is also considered to be significant to the community of North Sydney's sense of place.<sup>3</sup>*

### 5.1.4. Façade of S. Thompson Building (No 67A)

*Early shopfront facade which with it's neighbour No. 67 is an important and visible relic of the retail development of this section of Mount Street. Reminder that the current activity is continuation of traditional activity. Interesting comparison with modern retail facades adjacent.<sup>4</sup>*

### 5.1.5. Greenwood (Former North Sydney Technical High School)

*The Greenwood Hotel is a rare and unique example of Gothic and Romanesque Revival styles and remains substantially intact from 1908. The earliest wing of the school was built to the design of architect George Mansfield, a prominent architect of the time, and is an exceptional example of his work. The other parts of the building demonstrate the work of another notable 19th century state school Architect William Kemp. The Greenwood Hotel was the first state school erected on the north shore of Port Jackson and was the first technical school on the north shore. The fact that the school was used continuously for educational purposes from 1877 to 1969 is of high significance and has created a strong cultural meaning to people in the area. The sandstone structure is now surrounded by open landscaping and urban development elements and the nearby*

<sup>3</sup> NSW State Heritage Inventory, n.d. 'North Sydney Post Office.' Accessed online: <https://www.hms.heritage.nsw.gov.au/App/Item/ViewItem?itemId=5051506>

<sup>4</sup> NSW State Heritage Inventory, n.d. 'Façade of S. Thompson Building (No 67A).' Accessed online: <https://www.hms.heritage.nsw.gov.au/App/Item/ViewItem?itemId=2180835>



towers are set away from the Greenwood Hotel. This space has become an important urban precinct for retailers, office workers and locals, and is well utilised as a pedestrian thoroughfare and a place to meet and relax. The two remaining Moreton Bay Fig trees retain the setting of the Greenwood Hotel and the landmark qualities of the area. The sandstone building is a scarcity of architectural type and is relatively intact. The age of the building relates to the predominant fabric of North Sydney and the building fabric itself demonstrates this historical significance. The school and its open setting with fig trees are landmarks of North Sydney and engender a high degree of public esteem in relation to its local and schooling history.<sup>5</sup>

## 6. PROPOSED WORKS

The proposal seeks to install a new double-sided digital communications panel. The panel comprises double-sided aluminium framed 32" electronic screen with single-leg footings. One screen will display third-party information (i.e. advertising), and the other will display North Sydney Council's Live Touch interface, connecting the community to information and events. The sign is proposed to the public domain area of contemporary paving. The below extracts of the CP009 Design Report prepared by JCDecaux in 2022 indicate the presentation of the panels.

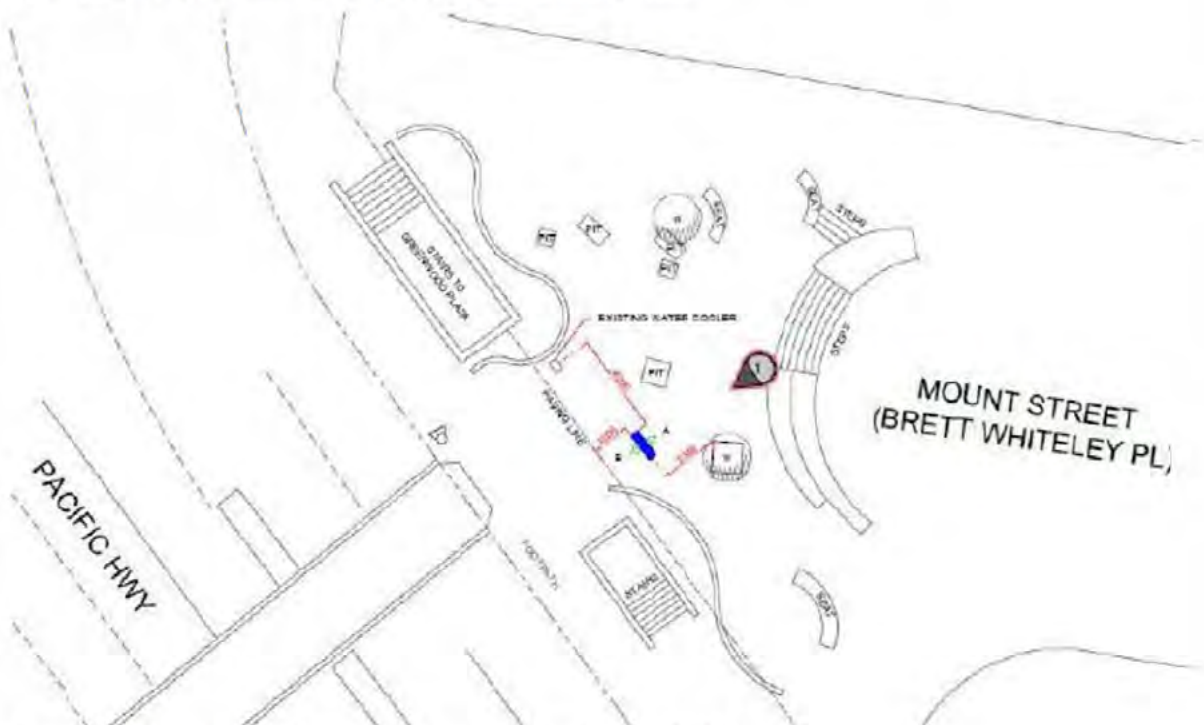


Figure 6 – Extract from drawing documentation Asset CP009

Source: JCDecaux

<sup>5</sup> Heritage NSW, State Heritage Inventory 'North Sydney Technical High School.' Accessed online: <https://www.hms.heritage.nsw.gov.au/App/Item/ViewItem?itemId=5045453>



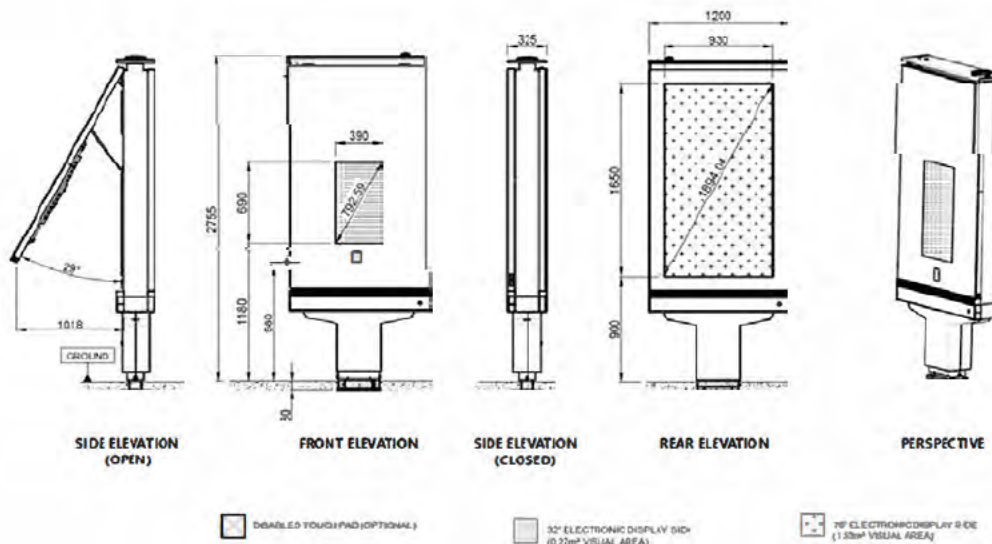


Figure 7 – Extract from communication panel plans, showing dimensions.

Source: JCDecaux



Figure 8 – Proposed view southwest along Brett Whiteley Place

Source: JCDecaux



Figure 9 – Proposed northeast view along Brett Whiteley Place

Source: JCDecaux

## 7. IMPACT ASSESSMENT

The proposed works are assessed to be of a minor nature for the reasons outlined in discussion below. The proposal generally aligns with the intentions and heritage-related provisions contained in the following instruments:

- North Sydney LEP 2013; and
- The Heritage NSW Guidelines for Statements of Heritage Impact.





The proposed sign is located at Brett Whiteley Place within the vicinity of the North Sydney Post Office, the S. Thompson Building, the MLC Building and Greenwood (Former North Sydney Technical High School). The proposed communications panel is not located within the curtilage of any of these listed heritage items and would not physically impact significant fabric which contributes to the significance or settings of these items.

The proposed communications panel would be interpreted as part of an existing suite of street elements, including traffic lights, pedestrian crossings, signage, and trees and therefore would have a negligible visual impact within the overall setting of the subject site. The proposed communications panel would not obscure key views to any of the vicinity heritage items and would not have an adverse visual impact within the setting and/or character of the area.

## **8. CONCLUSION**

The proposed works are considered minor in nature and will not adversely impact the heritage significance of identified heritage items, with all works limited to contemporary fabric. The proposed works are considered to have no impact on the overall significance of the existing heritage context and are recommended for approval.

Kind regards,

Kind regards,

Sarah Hawkins  
Senior Consultant  
+61 2 8233 7614  
shawkins@urbis.com.au

## M<sup>C</sup>LAREN TRAFFIC ENGINEERING

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Division of RAMTRANS Australia ABN: 45067491678 RPEQ: 19457

Transport Planning, Traffic Impact Assessments, Road Safety Audits, Expert Witness

2 March 2023

Reference: 220728.CP009FC

JCDecaux Australia & New Zealand  
Level 6, 1 York Street  
Sydney NSW 2000  
Attention: Cordelia Maxwell-Williams

### ROAD SAFETY AUDIT FOR THE PROPOSED ADVERTISING COMMUNICATIONS PANEL AT BRETT WHITELEY PLACE, NORTH SYDNEY

Dear Cordelia,

Reference is made to your request to provide a Road Safety Audit for the proposed installation of an Advertising Communications Panel at Brett Whiteley Place, North Sydney. Proposed plans are depicted in **Annexure A** for reference.

#### 1 **PROJECT OVERVIEW**

<b>Project</b>	Proposed Advertising Communications Panels
<b>Audit Reference</b>	220728.CP009
<b>Audit Stage</b>	Stage 2 Concept Design
<b>Client</b>	JCDecaux Australia & New Zealand
<b>Project Manager(s)</b>	JCDecaux Australia & New Zealand (Cordelia Maxwell-Williams)
<b>Roads Authorities</b>	Transport for NSW (TfNSW) North Sydney Council
<b>Lead Auditor</b>	Craig M <sup>C</sup> Laren
<b>Audit Team</b>	<ul style="list-style-type: none"> <li>• Lead Auditor Mr Craig M<sup>C</sup>Laren (Level 3) Road Safety Auditor identification 02-0263</li> <li>• Team Member Mr Daniel Walker (Level 1) Road Safety Auditor identification 02-1453</li> <li>• Team Member Mr Aaron Tomlins (Level 1) Road Safety Auditor identification 02-1623</li> </ul>
<b>Initial Meeting</b>	N/A
<b>Any previous audit conducted</b>	No



## 2 Site Investigations

A site inspection was undertaken between 8:40AM – 5:30PM and 7:30PM – 8:30PM on Tuesday 11 October 2022 to observe the road layout and the surrounding area with respect the proposed communications panel. The weather was fine throughout the duration of the inspection period.

## 3 Investigations and General Findings

The site location and general findings of this Road Safety Audit are outlined in the following subsection. The design of the structure and advertisement locations is presented in **Annexure A**.

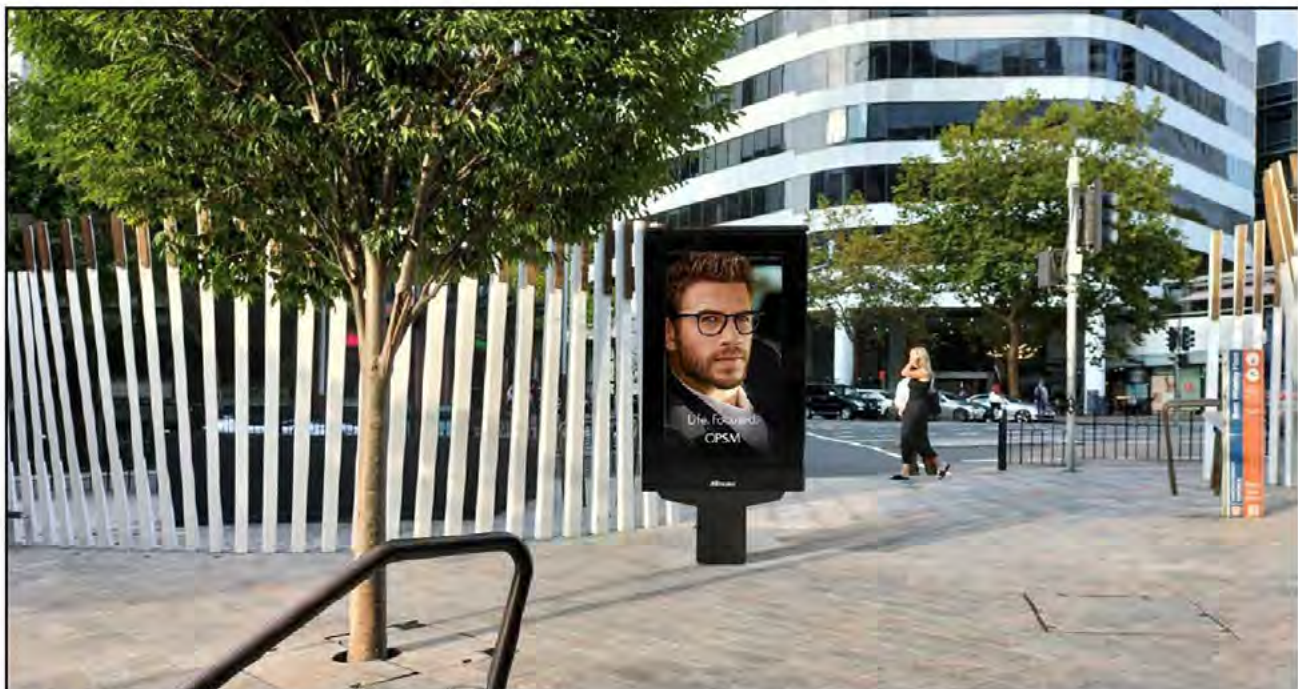
### 3.1 Brett Whiteley Place, North Sydney – Communication Panel CP009

The location and communications panel details are presented in **Table 1** below.

**TABLE 1: COMMUNICATIONS PANEL CP008**

<b>Location</b>	Brett Whiteley Place, North Sydney
<b>GPS Coordinates</b>	-33.838894    151.207195
<b>Communication Panel Reference Number</b>	CP009
<b>Advertisement Type</b>	Digital
<b>Classified Road on Frontage</b>	Yes
<b>Visible from a School Zone</b>	No

The approximate location of the proposed communications panel is shown in **Figure 1** below, for reference. The location, dimensions and position of the structure and advertising material are shown in **Annexure B**.



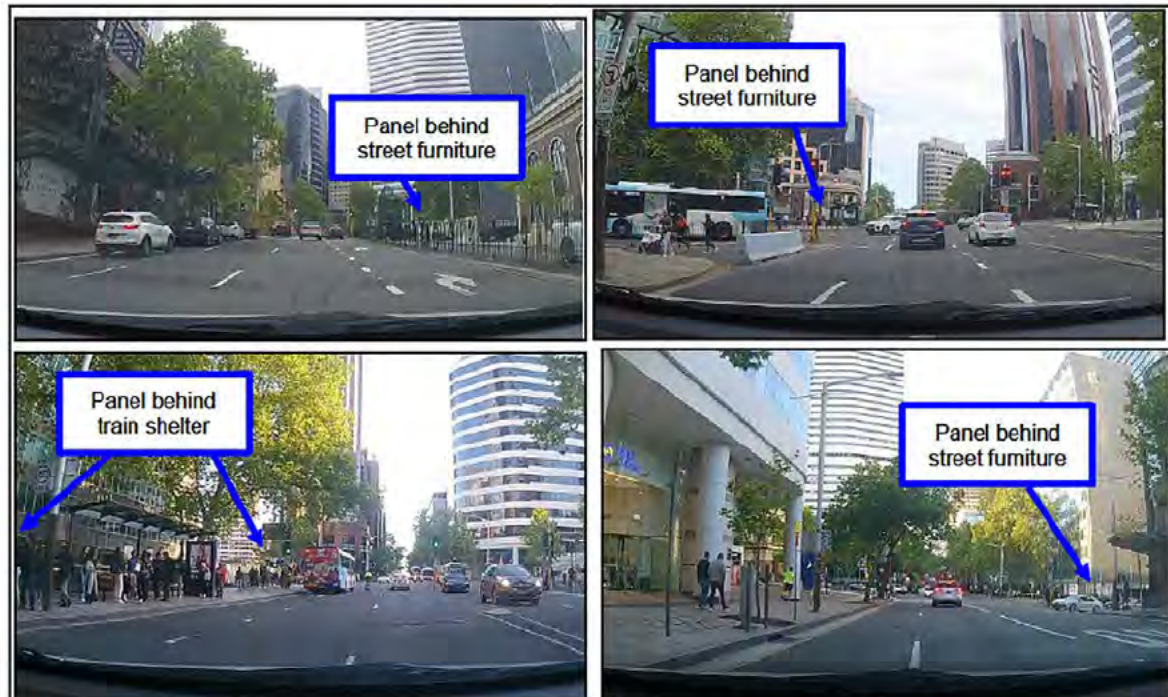
■ Approximate communication panel location

**FIGURE 1: PROPOSED COMMUNICATIONS PANEL CP009 LOCATION**



### 3.1.1 Driver View Along Denison and Mount Street

A series of images are provided in **Figure 2** to show the view of the panel from the position of a driver travelling northbound on Miller Street, northbound on Pacific Highway, southbound on Miller Street and southbound on Pacific Highway at the intersection of Miller Street / Pacific Highway.



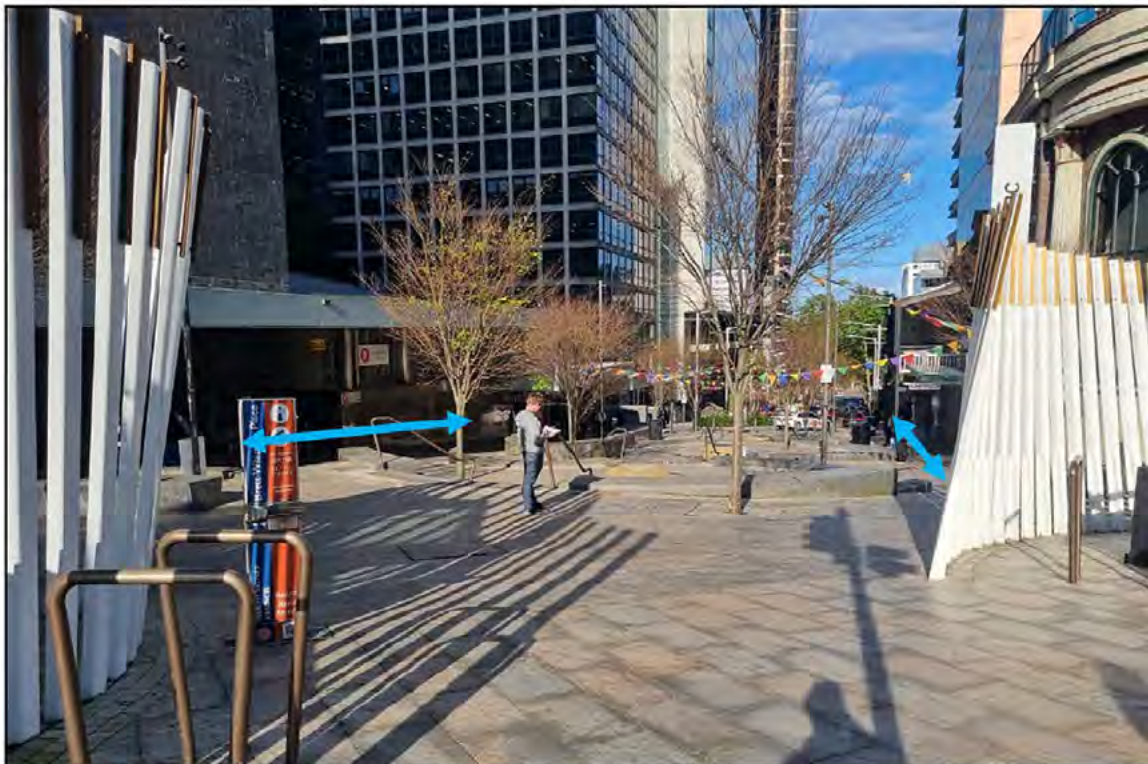
**FIGURE 2: DRIVERS VIEW ALONG PACIFIC HIGHWAY AND MILLER STREET**

As shown above, the proposed communications panel is located outside of the direct view of a driver at all times and will not adversely impact a driver travelling along Pacific Highway or Miller Street in all directions. Additionally, the proposed advertising sign of the panel is directed towards Brett Whiteley Plaza rather than the Pacific Highway.

### 3.1.2 Pedestrian Level of Service

The proposed panel is considered to not be in a key pedestrian route in the subject location. Within the area, pedestrians tend to utilise either side of the central seating area as shown in **Figure 3**.





← Typical Pedestrian Travel Path →

**FIGURE 3: PEDESTRIAN TRAVEL PATH**

The proposed sign is generally located within a wide pedestrian plaza such that there is an insignificant difference between the existing and proposed footpath width for desired lines of pedestrians. Therefore, the proposed communication panel will not result in an adverse impact to the pedestrian level of service along Mount Street or within Brett Whiteley Place at the western end of Mount Street. Considering the open area that the communication panel is proposed to be located, an assessment against the *TfNSW Walking Space Guide* is unnecessary.

It is noted that the *North Sydney Development Control Plan 2013 – Section 9.11 Controls for Specific Sign Types – Clause P16* requires a minimum unobstructed width of 1.5m across any footpath for free standing advertising panels. The proposed communication panel structure will result in greater than 1.5m of clearance required by the relevant design guideline and is therefore supportable.

It is further noted that the proposed communication panel is located within 20m (7m from the nearest traffic signal) from signalised intersection which is contrary to *North Sydney Development Control Plan 2013 – Section 9.11 Controls for Specific Sign Types – Clause P17(c)*. However, the proposed panel is not visible from any of the approach lanes to the intersection.

### 3.1.3 General Findings

- There are no bus stops that are affected by the proposed communication panel location.
- The proposed communication panel does not impact the view lines of an approaching driver to any regulatory signage or traffic control.
- The proposed communication panel has no impact on service utilities.
- The criteria set out in *2017 Transport Outdoor Advertising and Signage Guidelines Table 3* shall be complied with for advertising display.

#### **4 State Environmental Planning Policy (Industry and Employment)**

Reference is made to the *State Environmental Planning Policy (Industry and Employment) 2021 Schedule 5 Clause 8* which outlines a number of assessment criteria relevant to advertisement signage. Relevant criteria that have not been specifically addressed above are addressed below:

*Would the proposal reduce the safety for any public road?*

As assessed in **Section 3**, it has been found that the proposed digital sign with a dwell time of 10s will have no adverse impact on any of the adjacent public roads for all public road users.

*Would the proposal reduce the safety for pedestrians or bicyclists?*

The proposed signage will be installed in accordance with the *Transport Corridor Outdoor Advertising and Signage Guidelines November 2017* and as such will not result in reduced safety for pedestrians or bicyclist. Further, the proposed signage will not adversely affect pedestrian footpath level of service.

*Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?*

The proposed sign is not located adjacent to a desirable location for pedestrians to cross the road such that obscuring pedestrians from drivers' views therefore determined to be of such a low risk to be negligible in effect. Additionally, the proposed signage does not obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.

#### **5 North Sydney Development Control Plan 2013**

Specific requirements for free standing advertising panels are provided in *North Sydney Development Control Plan 2013 – Section 9.11 Controls for Specific Sign Types*. An assessment of the relevant traffic and pedestrian safety requirements within the DCP requirements is presented in **Table 2** below.



**TABLE 2: NORTH SYDNEY DEVELOPMENT CONTROL PLAN**

DCP Requirement	Does the Proposed Communication Panel Achieve the DCP Requirement?
<i>P15 Minimum setback of 600mm from the kerb line of any road or laneway.</i>	Yes
<i>P16 Must maintain a minimum unobstructed width of 2m across any footpath along the Pacific Highway and Miller Street and 1.5m on any other street or laneway.</i>	Yes
<i>P17 Not located: (a) on kerb blisters;</i>	Yes
<i>(b) Within 10m of an unsignalised intersection, of the departure side of a marked pedestrian crossing or pedestrian refuge; and</i>	Yes
<i>(c) Within 20m of a signalised intersection, the approach to a marked pedestrian crossing or pedestrian refuge, a bus zone, the entrance of a railway station, reported pedestrian accident.</i>	No – Good visibility to traffic signal controlled pedestrian crossing point is retained for all approaching drivers.
<i>P18 A minimum clearance of 900mm is maintained between any freestanding advertising structure and trees and garden plots, public seating, rubbish bins, bicycle hoops, parking signs, parking meters and power poles.</i>	Yes
<i>P19 Freestanding advertising structures are not be located in front of any ground floor business premises tenancy capable of being used for a food and drink establishment with any associated outdoor dining area.</i>	Yes

Please contact Mr. Daniel Walker or the undersigned on 02 9521 7199 should you require further information or assistance.

Yours faithfully,

**McLaren Traffic Engineering**

**Craig McLaren**

**Director**

BE Civil, Grad Dip (Transport Engineering), MAITPM, MITE  
RPEQ 19457


RMS Accredited Level 3 Road Safety Auditor [1998]

RMS Accredited Traffic Management Plan Designer [2018]



**ANNEXURE A: PROPOSED COMMUNICATIONS PANEL  
DESIGN  
(2 SHEETS)**



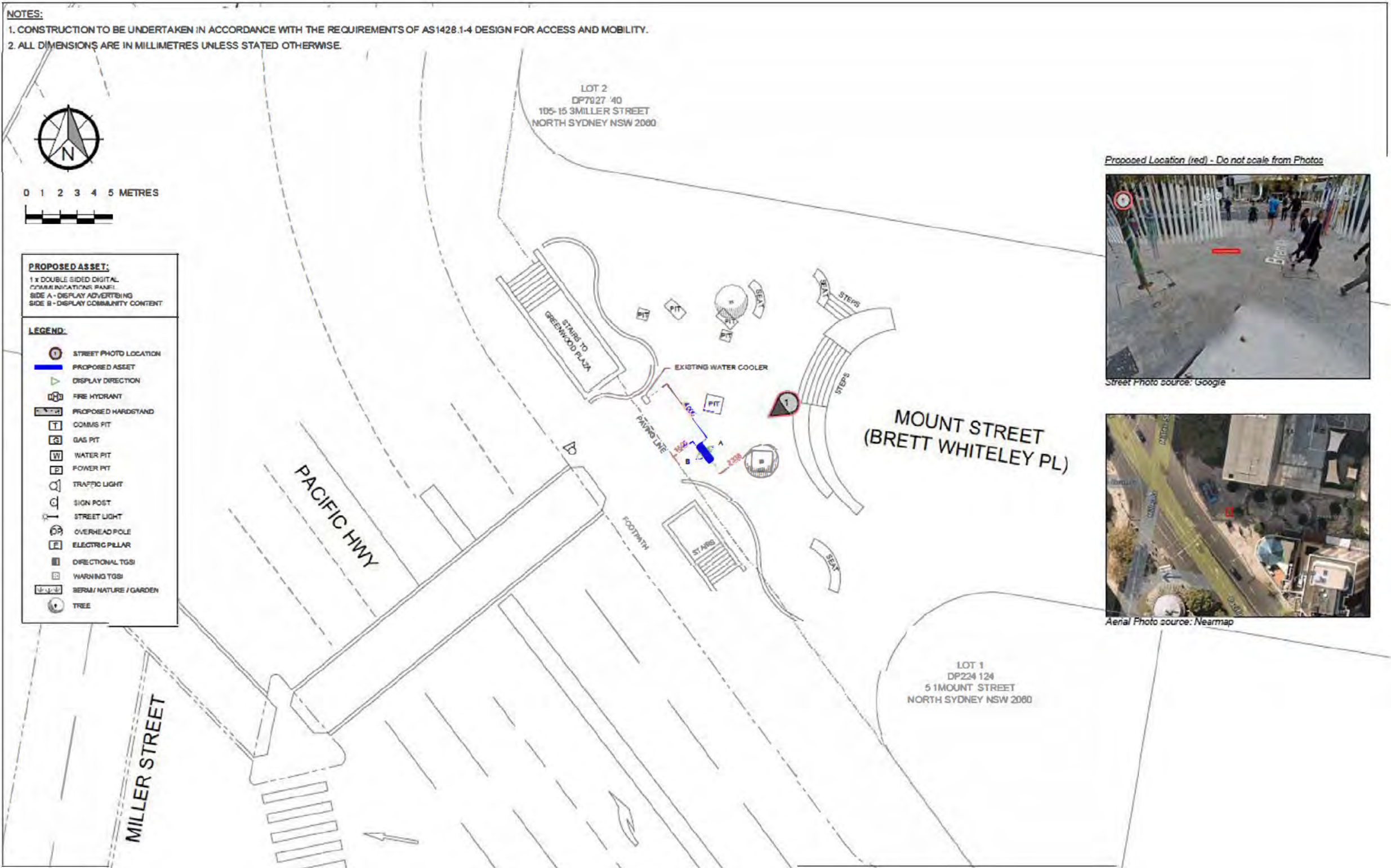
<p>The MRI 75"/32" free standing Communication Panel features a 75" digital advertising display unit with an interactive 32" wayfinding digital screen on the reverse side with 6 apps, enhancing "The Smart City Experience"</p>	<p><b>Glass 75"</b></p> <ul style="list-style-type: none"> <li>• The MRI 75 Inch LCD digital display incorporates shard, tamper and vandal resistant anti-reflective safety/cover glass.</li> <li>• Active screen size: 75" (diagonal)</li> </ul>	<p><b>Glass 32"</b></p> <ul style="list-style-type: none"> <li>• The 32 Inch LiveTouch LCD digital display incorporates a capacitive layer</li> <li>• Active screen size: 32" (diagonal)</li> </ul>
<p><b>Visual</b></p>  <p><b>Overall Dimensions</b></p> <ul style="list-style-type: none"> <li>• Height = 2770 mm</li> <li>• Width = 1200 mm</li> <li>• Depth = 321</li> </ul>	<p><b>Screen Features 75"</b></p> <ul style="list-style-type: none"> <li>• Input Power: 85-264 VAC, 50/60 Hz</li> <li>• Power consumption: Typ. 1200 W / Max 1400 W</li> <li>• Dust/Water Proofing IP56 Design</li> <li>• Panel resolution: 3480X2160 Ultra HD</li> <li>• Contrast ration: 5000:1</li> <li>• Maximum Luminance up to 3500 nits</li> <li>• Typical Luminance 2000/2500 nits daytime, 200/250 nits night time.</li> <li>• GeoVu Luminance: Automatic backlight brightness adjustment, based on display location, time of day, and daily local weather conditions</li> <li>• Remote monitoring/control of media player, modem and screen functionality</li> <li>• Automatic system status alerts</li> </ul>	<p><b>Screen Features 32"</b></p> <ul style="list-style-type: none"> <li>• Input Power: 100 V ~ 240 V, 50 /60 Hz</li> <li>• Power consumption: Typ. 160 W/ Max 270 W</li> <li>• Dust/Water Proofing IP56 Design</li> <li>• Panel resolution: 1080X1920 Full HD</li> <li>• Contrast ration: 3000:1</li> <li>• Maximum Luminance up to 2500 Nits</li> <li>• Typical Luminance 2000 daytime, 200/250 nits night time.</li> <li>• Remote monitoring/control of media player, modem and screen functionality</li> <li>• Automatic system status alerts</li> </ul>



<p><b>Structure</b></p> <ul style="list-style-type: none"> <li>• The Ad Case is fitted with a 75" screen with a black seraphic border on one side and a 32" interactive digital LiveTouch screen with black seraphic border on the other side.</li> <li>• Treated steel upright plinth constructed to desired height with mounting points for bolting by J-bolts.</li> <li>• The upright plinth is powder coated to suit the colour of the unit.</li> </ul> <p><b>Mounting</b></p> <ul style="list-style-type: none"> <li>• The MRI 75" free standing display is designed as a stand-alone unit</li> <li>• It is fitted with power connection and data duct and earth tail.</li> <li>• Power Supply to be taken from nearest POS (e.g. street lights or substation)</li> </ul>	<p><b>Options</b></p> <p>The Free-Standing Unit has the options to incorporate a variety of multi-media such as:</p> <ul style="list-style-type: none"> <li>• Embedded PC or space to embed a custom PC and/or interface</li> <li>• Wayfinding with 4G/5G Comms</li> <li>• 6 x Wayfinding Apps</li> </ul> <p><b>Inclusivity and Accessibility</b></p> <ul style="list-style-type: none"> <li>• 32" touch screen located at 1100mm from the ground,</li> <li>• It can be accessed by all when fitted with a touch sensitive pad at 900mm.</li> </ul> <p><b>Standards</b></p> <p>Designed and manufactured according to ISO 9001 and ISO 14001 certifications. Conforming to Australian standards</p>	<p><b>Materials &amp; Protection</b></p> <ul style="list-style-type: none"> <li>• Foot and structural casing constructed with Hot dip galvanized steel.</li> <li>• Cladding and doors constructed with aluminium profiles and treated with Chromate conversion* + Epoxy Primer**.</li> <li>• 75" glass, Clear toughened &amp; laminated</li> <li>• 32" glass, Clear toughened</li> </ul> <p>* Free from hexavalent chromium  ** Special treatment against corrosion before painting</p>
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**ANNEXURE B: BRETT WHITELEY PLACE, NORTH SYDNEY –  
COMMUNICATIONS PANEL CP009  
(1 SHEET)**



Proposed Location (red) - Do not scale from Photos



Street Photo source: Google



Aerial Photo source: Nearmap