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YOUR DEVELOPMENT VOICE

Public Submission

FEBRUARY 2019

Public Submission on the St Leonards and Crows Nest Draft Plan 2036

Prepared by
Urban Concepts

On Behalf of
oOh!media Pty Ltd

For Submission to
NSW Department of Planning and Environment

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Contents

PREAMBLE.....	1
1. PART 1: WHY IT IS IMPERATIVE TO PROVIDE FOR THE DEVELOPMENT OF OUT OF HOME SIGNAGE ASSETS IN THE ST LEONARDS AND CROWS NEST 2036 DRAFT PLAN	5
1.1. Introduction.....	5
1.2. Out of Home Industry Dynamics and Drivers of Growth	5
1.3. The Role of OOH in Ensuring New Urban Centres Cater for the Technology Needs of their Future Residents.....	6
2. PART 2: SUGGESTED AMENDMENTS TO THE DRAFT ST LEONARDS AND CROWS NEST 2036 DRAFT PLAN	8
2.1. Introduction	8
2.2. Suggested Amendments to the Draft Plan	9

PREAMBLE

This submission on the St Leonards and Crows Nest Draft Plan 2036 (hereafter referred to as The Draft Plan) has been prepared by Urban Concepts on behalf of oOh!media Pty Limited (hereafter referred to as oOh).

Urban Concepts is a town planning consultancy that specialises in providing planning advice on a range of signage and advertising related matters to a diverse range of private and public sector clients. The experience of the Director is detailed in Appendix A.

oOh is Australia's largest out of home media company and is responsible for developing and managing a diverse portfolio of out of home advertising signage and street furniture assets across Australia and New Zealand. Currently oOh has a media network of more than 45,000 classic and digital signs across roadsides, retail centres, petrol convenience, airports, train stations, bus stops, office towers, cafes, fitness venues, bars and universities. Specifically, within the St Leonards and Crow's Nest Centre, oOh's media assets include:

- The large format roof sign at 423 Pacific Highway. This site has a legal and valid time unlimited development consent issued by North Sydney Council. The site forms part of the Five Ways Intersection at Crows Nest. Refer Figure 1. It is classified as a significant site in the Draft Plan.
- The large format landmark portrait wall sign at 619 Pacific Highway, St Leonards. This site has a legal and valid time unlimited development consent from North Sydney Council. Refer Figure 2. It is classified as a significant site in the Draft Plan.
- The street furniture contract with Lane Cove Council. Under this contract oOh!media has 58 bus shelters displaying small format advertising signs across the LGA. Refer Figure 3.
- Under oOh's contract with Sydney Trains, they hold 11 advertising assets at St Leonards Station. Refer Figure 4.

In making this submission we have drawn from oOh's unparalleled experience in developing road, retail, airport and commercial advertising signage assets across Australia and New Zealand, the partnerships that they have formed with retail operators, institutional investors, property fund managers, commercial portfolio owners, state and local government entities and their research and technological innovation that is driving the smart city movement across Australian cities.

From our review of The Draft Plan we are concerned that the Department has not recognised and provided for the important role that is played by out of home advertising within the Urban Centre. Page 8 of the Draft Plan states:

'The draft Plan promotes delivery of the right development and infrastructure to 2036 to ensure that the area is a great place to live, work and visit.'

The delivery of great urban spaces needs to be supported by out of home advertising assets and the need for this type of infrastructure must be recognised and provided for in strategic land use plans from first principles. This is because decisions regarding land use zones, permissible and prohibited land uses, open space planning and heritage conservation management directly impact the delivery of out of home advertising infrastructure. If land use controls fail to cater for advertising and signage assets at the outset then based on oOh's experience it is often not possible to retrofit this infrastructure back into urban centres at a later stage.

In this regard, it is imperative that the Department ensures that The Draft Plan aligns with State Environmental Planning Policy No. 64 Advertising and Signage (SEPP 64) and the associated SEPP 64 Transport Corridor Advertising and Signage Guidelines. SEPP 64 is the primary environmental planning instrument that guides the delivery of out of home advertising assets in NSW and the integrated digital technology platforms that underpin these advertising networks. It is oOh's experience that Clause 10 of SEPP 64 (reproduced below) has the effect of prohibiting out of home advertising assets (both large format and small format signs integrated into street furniture such as bus shelters) from able to be developed in areas or zones that are described in environmental planning instruments as being residential, open space, heritage items or conservation areas. When an environmental planning instrument has land zoned for any of these land uses, notwithstanding if the

Local Environmental Plan permits signage or advertising structures within its land use zoning table, the Clause 10 prohibition effectively overrides the LEP provisions and prohibits advertising.

Clause 10 states:

'10 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)*
- *natural or other conservation area*
- *open space*
- *waterway*
- *residential (but not including a mixed residential and business zone, or similar zones)*
- *scenic protection area*
- *national park*
- *nature reserve*

(2) This clause does not apply to the following:

(a) the Mount Panorama Precinct,

(b) the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.'

When the Draft Plan is finalised it will be accompanied by a Direction under Section 9.1 of the Environmental Planning and Assessment Act 1979 that will require future rezoning and development to be consistent with the Plan. This will involve changes to be made to Local Environmental Planning Instruments. It is imperative that the Department takes the appropriate measures now before Local Consent Authorities commence any review or updating of their LEP's to ensure that advertising signage is permissible with consent across geographic areas covered by The Draft Plan.

The submission is structured in two Parts:

- Part 1 addresses the operating context of the Out of Home Industry focusing on the key trends and drivers of growth that are impacting on the sector to help illustrate why it is imperative to ensure the land use of advertising signage remains permissible with consent.
- Part 2 presents the amendments that oOh!media would like the Department to incorporate into the St Leonards Crows Nest Draft Plan.

FIGURE 1 LARGE FORMAT ROOF SIGN AT 423 PACIFIC HIGHWAY, CROWS NEST



Source: Urban Concepts 2014

FIGURE 2 LARGE FORMAT LANDMARK PORTRAIT WALL SIGN AT 619 PACIFIC HIGHWAY, ST LEONARDS



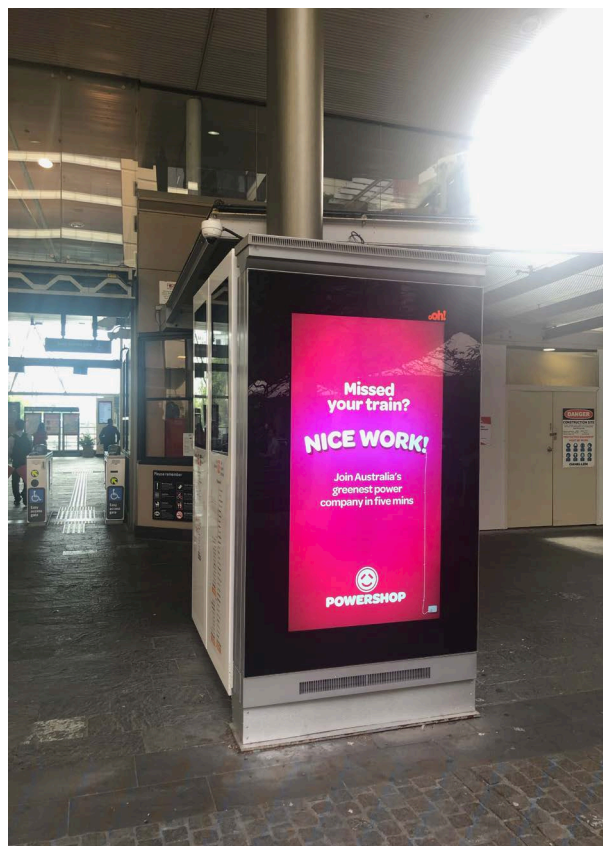
Source: Urban Concepts 2019

FIGURE 3 LANE COVE COUNCIL BUS SHELTER DISPLAYING SMALL FORMAT ADVERTISING SIGNS



Source: Urban Concepts 2019

FIGURE 4 SMALL FORMAT SYDNEY TRAINS ADVERTISING ASSET AT ST LEONARDS STATION



Source: Urban Concepts 2019

1. PART 1: WHY IT IS IMPERATIVE TO PROVIDE FOR THE DEVELOPMENT OF OUT OF HOME SIGNAGE ASSETS IN THE ST LEONARDS AND CROWS NEST 2036 DRAFT PLAN

1.1. Introduction

It is imperative at this formative stage in the strategic planning process for St Leonards and Crows Nest that:

- Provision is made for the land uses of signage and advertising in the suite of planning controls that give statutory weight to the St Leonards and Crows Nest Plan 2036.
- There is a fair and even playing field for the development of new advertising assets and the digital conversion of existing advertising assets within the Centre by both public and private land owners.
- There is a set of controls that will facilitate the development of high quality signage assets that achieve design excellence.
- The statutory framework recognises and accords with the State Environmental Planning Policy No.64 Advertising and Signage and the associated Transport Corridor Advertising and Signage Guidelines 2017.

For this to occur, it is important to firstly understand the operating context of the out of home industry (hereafter referred to as OOH), the financial contribution the industry makes to the Australian media industry and how the evolution of new digital technologies is driving the growth of the OOH Sector.

1.2. Out of Home Industry Dynamics and Drivers of Growth

The growth in the OOH Sector both within Australia and overseas is attributed to the underlying fact that advertising signs whether they be roadside large format signs, located on street furniture or at rail stations cannot be missed by passers-by. Put quite simply -they cannot be turned off, skipped or fast-forwarded by consumers.

Research undertaken on behalf of oOh estimates that in Australia we see on average 26 advertising faces per day as we go about our daily life.

Out of all traditional media, OOH advertising is consistently regarded by retailers and business as the most cost effective media for reaching advertising audiences relative to other forms of advertising, particularly television advertising.

The introduction of digital platforms will continue to drive the growth of the OOH Sector as it:

- Provides the ability for increased consumer engagement and interactivity. This allows advertisers to customise their messages to a specific location, time of day or special event. Digital innovation using Wi-Fi, QR codes, mobile technology and the like heightens the consumer experience and promotes the vitality of retail centres and business districts.
- Enables rapid content delivery allows contextual advertising opportunities that are real time and enable advertisers to provide sales or limited offers in response to real time market conditions.
- Extends the penetration or reach of a traditional static billboard and allows for greater functionality via the incorporation of destination marketing campaigns, local economic business initiatives for start-ups and creative companies and community and civic messaging.

The OOH sector is playing an important role in driving the smart cities movement. Smart Cities recognise the importance of information networks that integrate communication technology with physical devices. These networks facilitate the management of urban centres, improve efficiency, allow for 24/7 monitoring and enables direct interaction with the community and city infrastructure, making the lives of residents safer, happier, and more efficient.

Many of the devices that are used to create a physical communication network within an urban centre are associated with out of home advertising signage such as large format advertising structures and small format advertising signs integrated with street furniture. In NSW State and Local Government entities are increasingly looking to companies such as oOh to provide communication and advertising infrastructure.

oOh understands that Smart City strategies require physical infrastructure to deliver the benefits and opportunities afforded by new communication technologies into the heart of urban centres. Accordingly, through its Smart Cities and Innovation Department, oOh is using data and technology to improve infrastructure and connectivity, provide social access and inclusion via technology, and collect and use anonymised data to improve city planning. Specific initiatives that oOh is advancing through this work include developing a 'Bus Stop of the Future'.

1.3. The Role of OOH in Ensuring New Urban Centres Cater for the Technology Needs of their Future Residents

Australian Social Researcher Mark McCrindle in his book 'The ABC of XYZ - Understanding the Global Generations' examines the marketing and retailing trends that apply to the Y and Z generations.

Generation Y are defined as those born between 1980 and 1994 inclusive. Generation Z (also referred to as Millennials) are those born between 1995 through to 2009. 2010 marks the start of the next 15-year generational span, Generation Alpha.

Understanding generational change and the expectation and behaviours of each generational span has important implications for the way urban centres develop. Planning policy that looks to regulate the development of urban centres should have regard to generational theory to ensure policies and controls stay relevant and responsive to the behaviour of the 21st Generations.

Today, Generation Z accounts for 19% of the Australian population and will make up 12% of the workforce by 2020. They are an essential demographic and user group and as such their perspectives and attitudes should be taken into consideration in the drafting of new planning policy.

They are particularly important when it comes to planning policy that looks to regulate the introduction of technology into the built environment. McCrindle states that:

'Generation Z are the most materially endowed, technologically saturated, globally connected, formally educated generation the world has ever seen...'

'They are internationally connected and engaged through global brands and global technologies...'

'Generation Z, having used technology from the youngest age, have seamlessly integrated technology into almost all areas of their lives, thereby being known as digital integrators.'

It is Generation Z that is driving the introduction of digital technology for out of home media. It is Generation Z that advertisers are looking to attract through digital media advertisements. Planning policy that responds to the behavioural pattern of this user group is fundamental to the continued growth of the out of home sector and its international competitiveness on the world stage.

This view is reinforced by the social research of McCrindle:

'Generation Y and Z are the first media consumers to emerge with interactive media as the predominate means by which they consume messages...'

Generations Y and Z are the most marketed to of all generations, largely due to technological advances from the internet to social media to smart phone apps. Now there are many ways for business to communicate their messages. However, one down side to this is that in marketing to Gens Y and Z we have to constantly refresh messages and techniques in order to maintain their attention...

When comparing Generations Y and Z with previous generations, it is clear that how decisions are made and how consumers are engaged have changed. Today we are dealing with consumers who need to be engaged more on the emotive than the cognitive scale. They have been influenced not just by the scientific method but also by virtual reality. So for them it is a world of experience-not just evidence...'

Source: McCrindle Mark, The ABC of XYZ Understanding the Global Generations, Published by McCrindle Research Pty Ltd, 3rd Edition, 2014.

The new employment workforce and residential population that will be created thorough the development of St Leonards and Crows Nest will demand access to a digital communication network. The new suite of businesses that will look to call the Centre home will activity seek to promote their brands and products in the public domain. It is essential at this early stage in the planning process for this Centre that these requirements are supported in the planning controls and environmental planning instruments that will be relied upon to deliver the plan.

2. PART 2: SUGGESTED AMENDMENTS TO THE DRAFT ST LEONARDS AND CROWS NEST 2036 DRAFT PLAN

2.1. Introduction

From our extensive involvement working in the out of home sector we have gained a valuable insight into Local and State Government assessment procedures, the interpretation of the statutory controls that apply to signage under SEPP 64 and the key difficulties private applicants such as oOh (ie non-government applicants) experience with the assessment of signage applications by Consent Authorities. It is this experience that we have drawn from in making this submission on behalf of oOh.

For the purposes of this submission when we refer to out of home advertising assets we are referring to the following range of advertisements and signage structures:

- **Large format roadside.** These structures include Super8 billboards (being 18 square metres in area), supersites (being up to 45 square metres in area) and spectacular or landmark signs (being above 50 square metres in area and often over 100 square metres). As detailed in the Preamble to this submission, oOh has two existing landmark advertising sites in the Centre both with valid and legal consents that were issued by North Sydney Council prior to the gazettal of SEPP 64. Both of these sites enjoy existing use rights.
- **Freestanding and wall mounted small format sites** located in retail precincts such as shopping centres, hospitals, universities, rail stations and the like. As detailed in the Preamble to this submission, oOh has 11 small format advertising asset in place in the environs surrounding St Leonards Station.
- **Street furniture sites** where small format advertising signs are incorporated into bus shelters, communication beacons and payphone installations. As detailed in the Preamble to this submission oOh currently holds the commercial contract for the provision of street furniture assets in the Lane Cove Local Government Area. Small format advertising is integrated with these assets.

Generally, the statutory planning process that is followed for an advertising and signage development application under the NSW Environmental Planning and Assessment Act 1979 (EP&AA 1979) is defined by:

- State Environmental Planning Policy No.64 Advertising and Signage (SEPP 64)
- The SEPP 64 Transport Corridor Advertising and Signage Guidelines 2007
- State Environmental Planning Policy Exempt and Complying Development 2008
- Local Environmental Plans (LEP)
- Development Control Plans (DCP) (only where a local council is a consent authority).

Signage is defined under SEPP 64 as:

'Signage means all signs, notices, devices, representations and advertisements that advertise or promote 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:

(a) building identification signs, and

(b) business identification signs, and

(c) advertisements to which Part 3 applies,

but does not include traffic signs or traffic control facilities.'

An advertisement is defined in the EP&AA 1979 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.'

Under SEPP 64 an advertisement means *'signage to which Part 3 applies and includes any advertising structure for the advertisement'*.

Part 3 of SEPP 64 applies to both large and small format commercial advertising whether it be freestanding, wall mounted, bridge mounted, roof top or advertising that is integrated with a street furniture asset.

In accordance with the provisions of Clause 6, SEPP 64 applies to all signage that can be displayed with or without development consent under another environmental planning instrument and which is visible from a public place and reserve.

Clause 6 states:

'Clause 6. Signage to which this Policy applies

(1) This Policy applies to all signage that:

(a) can be displayed with or without development consent under another environmental planning instrument that applies to the signage, and

(b) is visible from any public place or public reserve,

except as provided by this Policy.

(2) This Policy does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, or that is exempt development under this Policy.'

2.2. Suggested Amendments to the Draft Plan

Since the gazettal of SEPP 64 in March 2001 there has been a heightened recognition of the Australian Outdoor Media Industry by State and Local Government Agencies. Notwithstanding, it is our experience that there remains limited understanding about the importance that signage plays in contributing to the economy of our cities and the marketing and brand recognition of Australian businesses and retailers.

Companies such as oOh are also playing an increasingly important role in providing essential street furniture assets that support communication networks, public transport and wayfinding within urban centres. The provision of street furniture assets is only made possible when a proportion of those assets can generate a revenue through the display of commercial advertising.

We ask that the Department, before it finalises the controls for heritage conservation areas, open space zones, residential zones, commercial and mixed use zones acknowledges the role that advertising signage plays in supporting new businesses, public transport networks and the overall economic and social well-being of the Centre.

It is imperative that the Draft Plan, being an overarching strategic plan, addresses the provision of large format advertising signage and street furniture (that integrates advertising) and that this occur before planning controls are put into place that would effectively prohibit the display of advertising by way of a SEPP 64 Clause 10 Prohibition in the locality.

From our review of the Draft Plan documents we can find no mention made of the importance of signage, advertising and digital communication platforms. We are concerned that the failure to identify and address the land use of signage perpetuates a misguided and incorrect position that urban centres should be 'pristine environments' that are free of signage. Importantly it establishes a policy position that is inconsistent with

the State Governments own approach to advertising and signage. In accordance with the requirements of the Environmental Planning and Assessment Act 1979 it is imperative that the drafting of new environmental planning instruments and development control plans by the relevant consent authorities (Willoughby, North Sydney and Lane Cove Council) are based on controls that support the State Policy (SEPP 64) rather than giving rise to a suite of documents that present anomalies that then need to be dealt with through extracted Council negotiations and often Land and Environment Court proceedings at development application stage.

Further, as the importance of digital platforms grows with the Smart Cities movement it is imperative for the Draft Plan to recognise the role now being played by digital technology for advertising signage. The Department spent two years as part of a tri partisan agreement with the NSW Roads and Maritime Services and the Outdoor Media Association undertaking a major review of the Transport Corridor Guidelines that accompanied SEPP 64 and in November 2017 adopted amendments that specifically address the operation and siting of digital advertising signs.

Based on our experience we ask that the Department actively provide for the introduction of digital signage within the new St Leonards and Crows Nest urban centre. There continues to be a reluctance by Local Government Authorities that administer The Centre to deal with development applications that involve digital advertising signs in a fair and reasonable manner, regardless as to whether the proposal complies with the provisions of SEPP 64 and the associated Transport Corridor Guidelines 2017. Accordingly, we ask that the department incorporate commentary into the Draft Plan to address the importance of providing signage, advertising and digital platforms within the Centre and have regard to the Clause 10 prohibitions contained in SEPP 64 before it finalises land use zone boundaries, permissible and prohibited uses and heritage conservation controls. Should it be required, I would be pleased to meet with the Department to discuss the matters raised in this submission.

Yours Faithfully,



Belinda Barnett
Director, Urban Concepts

Appendix A

Outdoor Advertising and Signage Curriculum Vitae for Belinda Barnett

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Curriculum Vitae

BELINDA BARNETT, DIRECTOR, URBAN CONCEPTS

**Outdoor Advertising and Signage
Curriculum Vitae
for
Belinda Barnett
Director, Urban Concepts**

Belinda Barnett

BTP (Hons) Cert Mkg (UTS) MPIA

Director, Urban Concepts

Belinda Barnett is the Director of the Town Planning Consultancy Urban Concepts which she established in 1994. For over 25 years, Belinda has been an adviser to the outdoor media industry and Government assisting both private and public sector companies to develop signage strategies and secure regulatory approvals for large format signage. Over the past five years this has involved the introduction of digital LED technology across all categorisations of signage.

She has made numerous submissions to State and Local Government about signage controls to ensure new controls are viable and sustainable from an industry and property owner perspective. In 2015 this included submissions to the Council of the City of Sydney on its Draft Signage and Advertising Development Control Plan. In 2017 Belinda made submissions to the NSW State Government concerning State Environmental Planning Policy No. 64 and the associated Guidelines, and to North Sydney Council concerning its proposed Draft Advertising and Signage Development Control Plan.

Belinda frequently is called upon to Project Manage her clients signage projects which includes coordinating with specialists in the areas of architecture, urban design, visual impact, lighting, traffic safety and heritage. This specialist advice is often required to deliver an optimum signage outcome for a site.

This Curriculum Vitae details just a few of the signage projects Belinda has worked on over the last 25 years.



GENERAL SIGNAGE EXPERIENCE

1. Building Wraps

MT FRANKLIN BUILDING WRAP (2008, 2009 AND 2010)

Located on 71 Macquarie Street on behalf of Coca Cola.

ANZ GROW CAMPAIGN BUILDING WRAP (2000)

Located on 20 Martin Place on behalf of ANZ and Saatchi and Saatchi.

WESTPAC SYDNEY OLYMPIC BUILDING WRAP SIGNAGE (2000)

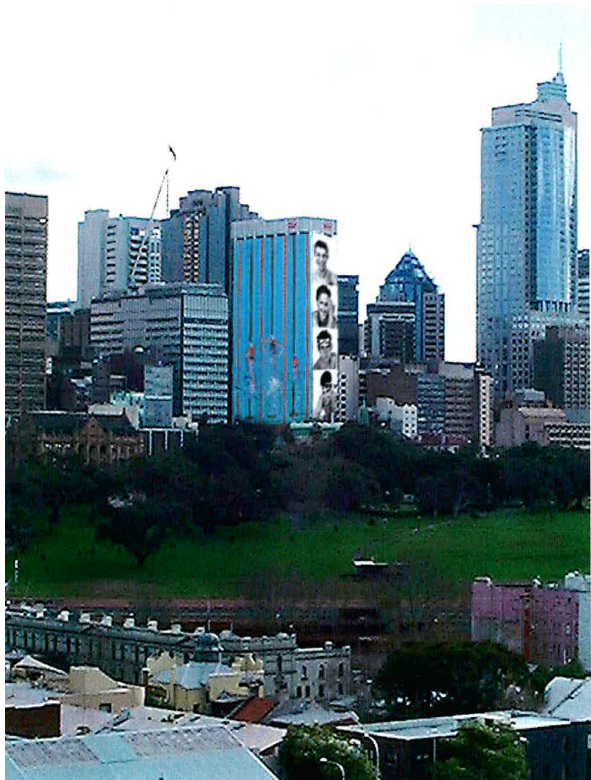
Located on Westpac Building Martin Place on behalf of Westpac.

NIKE SYDNEY OLYMPIC BUILDING WRAP (2000)

Located on the Anon Building Kent Street Sydney on behalf of APN Outdoor.



ANZ Grow campaign



Westpac Sydney Olympic Building Wrap Signage



Mt Franklin Building Wrap

2. Building Identification and Business Signage

347 KENT STREET, SYDNEY, ON BEHALF OF INVESTA (2018)

Belinda is currently advising Investa on building identification signage opportunities for its commercial building at 347 Kent Street, Sydney.

PEPPER MONEY BUILDING IDENTIFICATION SIGN, 146 ARTHUR STREET, NORTH SYDNEY, ON BEHALF OF PEPPER MONEY (2017)

Belinda worked with Blue Sky Design investigating various signage options that reflected the new corporate branding of the company, then prepared the development application which gained consent for the new look building identification sign. The application provided for the multi colour animation of the sign during special events such as Vivid Sydney.

AMP SERVICES BUILDING IDENTIFICATION SIGNAGE, COLLINS STREET, MELBOURNE, ON BEHALF OF AMP (2017)

Belinda obtained the approval for new building identification signage on AMP's head office at 699 Collins Street, Melbourne.

RSM ROOF SIGNAGE, EXCHANGE TOWER, 2 ESPLANADE, PERTH, ON BEHALF OF FIRST NEON (2017)

Belinda obtained the approval for the display of four roof top signs on the prestigious Exchange Tower in Perth's CBD.

COUNTRY ROAD DIGITAL BUSINESS IDENTIFICATION SIGNAGE, ON BEHALF OF COUNTRY ROAD (2016-2017)

This project has involved preparing the development application for a digital business identification sign for Country Road's flagship store in Pitt Street Mall. The project had sensitive heritage issues that had to be balanced against Country Road's marketing and sales mandate to provide an effectively sized and placed digital screen.

DOMAIN BUILDING IDENTIFICATION SIGNAGE, ON BEHALF OF FAIRFAX MEDIA (2016-2017)

In 2016, Fairfax Media decided to advance an application to display the 'Domain' name on their head office building. We were responsible for overseeing the application which included high level meetings with the Director of Planning at the Council of the City of Sydney. This application has been approved and the sign is in full operation. the application provided for the multi colour animation of the sign during special events such as Vivid Sydney.

DIGITAL UPGRADING OF BUILDING IDENTIFICATION SIGN ON THE COMMERCIAL TOWER AT 90 ARTHUR STREET, NORTH SYDNEY, ON BEHALF OF ONE FIVE ONE PROPERTY (2016)

This project involved the preparation of the development application through North Sydney Council for a new building identification sign at the upper level of the commercial tower. This application was approved by the Land and Environment Court in 2017. Urban Concepts assisted with the court proceedings.

DIGITAL CONTENT MANAGEMENT PLAN, MACQUARIE SHOPPING CENTRE, ON BEHALF OF AMP CAPITAL (2016)

This project involved the preparation of a Content Management Plan for the Macquarie Shopping Centre digital screen as part of a Planning Proposal to permit general advertising to be displayed on the sign.

THE GALLERIES SIGNAGE STRATEGY, ON BEHALF OF IPOH GARDENS (2015)

This project involved developing a signage strategy for the prestigious Galleries Shopping Centre (located opposite the Queens Victoria Building in George Street). The key challenge for this project was to introduce above awning signage for the tenants of the shopping centre. The signage strategy was well received by Council and resulted in Council rethinking their design controls for signage in George Street.

SUBMISSION ON THE DRAFT SYDNEY ADVERTISING & SIGNAGE DEVELOPMENT CONTROLS, ON BEHALF OF IPOH GARDENS (2015)

In making this submission, Belinda worked closely with the Manager of Strategic Planning at Sydney City Council to promote a more insightful understanding about the importance of business and building identification signage and why the draft controls that were being put forward were inviable. This project involved assessing the impact the Draft DCP would have had on the Queen Victoria Building, the Galleries, the Strand Arcade, Chifley Square and No.1 Martin Place. These properties are all owned and managed by IPOH.

DIGITAL UPGRADING OF BUILDING IDENTIFICATION SIGNAGE ON THE GATEWAY BUILDING, ON BEHALF OF VALAD (2014)

This project was advanced as part of a total building refurbishment that Valad undertook of its Gateway Building. The project involved obtaining approval for 4 digital screens providing for the display of up to 10 building names with building names changing at 6 minutes dwell times. This is the first consent of its kind to be granted in NSW.

DIGITAL UPGRADING OF THE PANASONIC BUILDING IDENTIFICATION SIGNS ON THE NORTH POINT COMMERCIAL TOWER AT 100 MILLER STREET, NORTH SYDNEY, ON BEHALF OF TOWER HOLDINGS (2014)

This project included the replacement of neon building name signage with digital LED screens. This development application was approved by an independent planning panel. The consent provided for the display of two third party building identification signs at the upper levels of the commercial tower.

DIGITAL LED BUSINESS IDENTIFICATION SIGN AT THE PACIFIC HIGHWAY FRONTAGE OF THE FLAGSHIP CHATSWOOD TOYOTA DEALERSHIP, ON BEHALF OF CHATSWOOD TOYOTA (2014)

This digital business sign is one of the first of its kind to receive approval in NSW and provides for the display of an unlimited number of changing business advertisements each being displayed for a 1 minute dwell time. The project involved extensive negotiations with Willoughby Council and the Roads and Maritime Services.

Pepper Money Building Identification Sign, showing a multi colour animation at Vivid Sydney



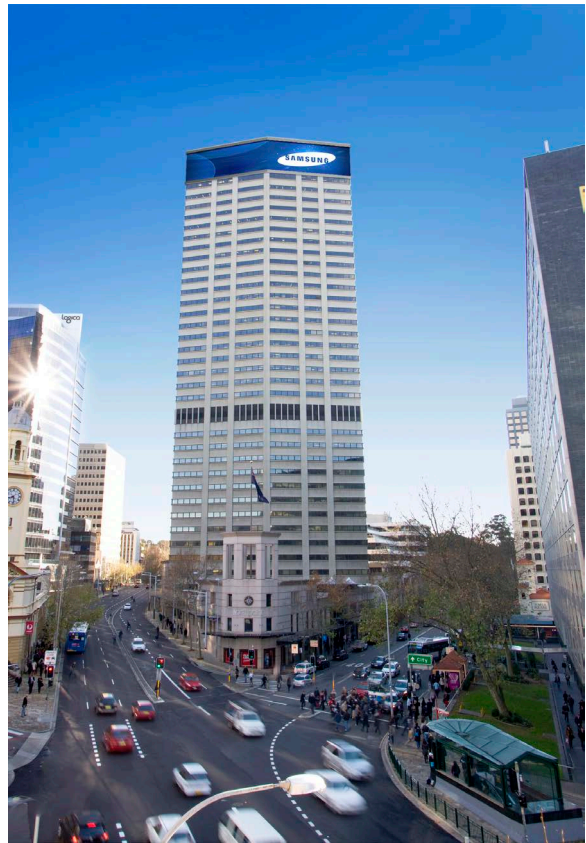
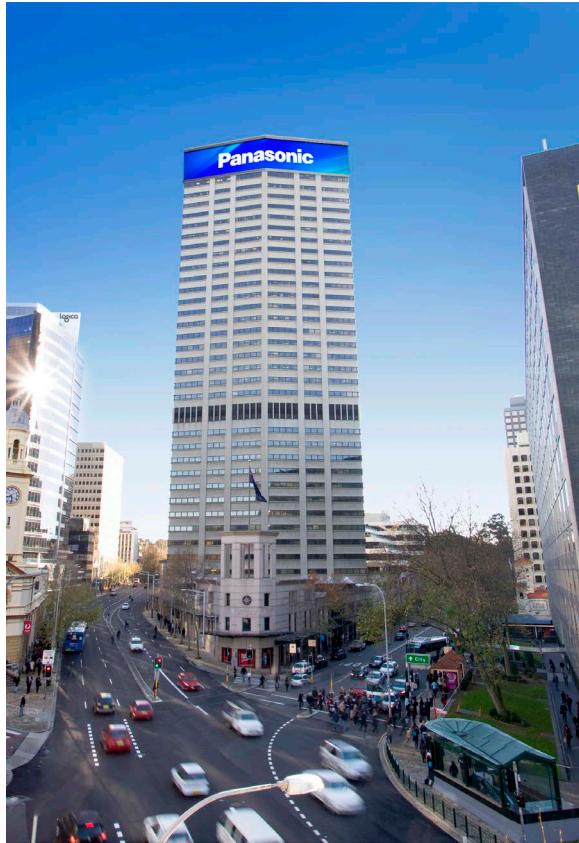




Domain Building Identification Signage



Signage Strategy Concept, The Galleries, George Street Sydney



Northpoint Digital Building Signage



Toyota Chatswood Digital Signage



Gateway Building Digital Identification Signage



Gateway Building Digital Identification Signage

3. Digital LED Real Estate Signs

Urban Concepts acting on behalf of CodyLive made representations to the NSW Department of Planning and Environment to enable digital LED real estate signs to become recognised as Exempt Development, meaning that they could be displayed without the need to obtain a development approval from a local consent authority. In 2014, the State Environmental Planning Policy was subsequently amended and digital real estate signs became recognised as exempt development in NSW. Belinda is now working with CodyLive advancing the technology across Australia. To date, the technology is now available in Brisbane, the Gold Coast and the ACT. Urban Concepts is currently making representations to the Victorian Government to have the digital real estate signs categorised as exempt development in that State.



4. Third Party Advertising Signs

DIGITAL CONVERSION OF LANDMARK AIRPORT SIGNS AT JOYCE DRIVE, MASCOT, ON BEHALF OF oOH!MEDIA (CURRENT)

Belinda worked closely with the Fly Team of oOh!media developing an urban design and landscape strategy inclusive of the digital conversion of four of the Landmark Joyce Drive Advertising Signs. This project is currently under assessment.

DIGITAL CONVERSION OF NUMEROUS SUPERSITE ADVERTISING SIGNS ACROSS SYDNEY, ON BEHALF OF oOH!MEDIA (2014-CURRENT)

Belinda has prepared numerous applications to State and Local Government regulatory authorities for the digital conversion of out of home advertising signs.

BANKSTOWN AIRPORT DIGITAL CONVERSIONS, ON BEHALF OF OOH!MEDIA AND BANKSTOWN AIRPORT LIMITED (2018)

Urban Concepts prepared the submission to the Airport Building Controller that obtained approval for the digital conversion of the freestanding approval for the digital conversion of the freestanding super site with frontage to Henry Lawson Drive at Bankstown Aerodrome.

NEW DIGITAL SIGNS ON GEORGE STREET PEDESTRIAN OVERPASS, HORNSBY, ON BEHALF OF HORNSBY COUNCIL (2017)

Urban Concepts gained the approval for two new digital super 8 signs to be erected on the pedestrian overpass at George Street, Hornsby.

RMS DIGITAL APPLICATIONS, ON BEHALF OF THE RMS (2016-2017)

Belinda is an adviser to the RMS and has prepared numerous applications for the digital conversion of road side large format signs across the Sydney metropolitan area. These have included signs on the Cumberland Highway at Parramatta, Parramatta Road at Taverns Hill and City West Link at Lilyfield.

SYDNEY OLYMPIC PARK DIGITAL SPECTACULAR, ON BEHALF OF THE SYDNEY OLYMPIC PARK AUTHORITY (2016)

Belinda has been working with oOh! Media and the Sydney Olympic Park Authority on the digital conversion of a free standing spectacular advertising sign at the entrance to the Sydney Olympic Park. This sign was approved in March 2016.

DIGITAL WALL MOUNT SUPER 8 AT 373 PENNANT HILLS ROAD, ON BEHALF OF PRIVATE APPLICANT (2016)

Belinda has obtained approval for a wall mount Super 8 digital advertising sign adjacent to Pennant Hills Road at Pennant Hills.

SYDNEY TRAINS LARGE FORMAT TRANSPORT CORRIDOR SIGNAGE, ON BEHALF OF RAILCORP (2006-2015)

Between 2006-2015 Belinda worked with APN Outdoor developing large format third party advertising structures on Sydney Trains transport corridor assets. The project involved freestanding, bridge mount and wall mount super-site structures. A number of applications involved the conversion of static sites to digital LED technology. These have included supersite signs at Pacific Highway Pymble, City West Link Lilyfield and the M4 Homebush.

BAYER BUILDING DIGITAL SIGN, ON BEHALF OF oOH!MEDIA (2015)

Belinda worked with oOh!media on the digital upgrade of the general advertising sign located on the Bayer Building at North Sydney. This sign operates at a 60 second dwell time.

DIGITAL LED SIGNAGE ON THE OXFORD HOTEL, DARLINGHURST, ON BEHALF OF oOH!MEDIA (2014)

Belinda worked with oOh!media for the digital conversion of a 94sqm sign on the roof of the Oxford Hotel in Taylor Square. The project was highly controversial and involved Land and Environment Court proceedings.

BRIDGEPOINT MOSMAN PEDESTRIAN BRIDGE SIGNAGE, ON BEHALF OF THE FRASERS PROPERTY GROUP AND oOH!MEDIA (2011)

In 2011 Belinda was instrumental in achieving the redevelopment of the Bridgepoint Shopping Centre pedestrian bridge above Military Road to enable the incorporation of two super-site advertising signs on its eastern and western elevations. In delivering this project Belinda assembled a multi-disciplinary team of industrial designers, lighting, visual impact and traffic safety consultants. This was one of the most significant development approvals to be achieved for third party signage by a private property owner in NSW.

CREMORNE HOTEL WALL MOUNT SIGN, ON BEHALF OF CAPTIVE VISION (2009)

In 2009 Belinda secured approval for a wall mount super-site portrait sign on the Cremorne Hotel along Military Road, Cremorne. The sign was the first third party sign to be approved on private property in the locality. The project involved substantial negotiations with North Sydney Council and the advancement of specialist investigations addressing heritage, lighting and visual impact.

RYDE SHOPPING CENTRE PEDESTRIAN BRIDGE SIGNAGE, ON BEHALF OF LEND LEASE (2008)

In 2008 Belinda worked with Lend Lease to secure approval for the erection of 4 super-site bridge mount advertising signs to be erected on the pedestrian bridges for the newly redeveloped Ryde Shopping Centre. A total of four super-site advertising signs were approved as part of this consultancy. Belinda assembled a multi disciplinary team as part of this project which involved negotiating with the NSW Roads and Maritime Authority to secure the relocation of traffic signals.

WESTFIELD HOLDINGS SIGNAGE STRATEGY FOR THE CARINDALE AND CHERMSIDE SHOPPING CENTRES IN BRISBANE, ON BEHALF OF WESTFIELD HOLDINGS (2007)

Belinda worked with Westfield Holdings securing development approval through Brisbane City Council for the installation of large format advertising structures across each shopping centre property. The signage strategy involved car parking areas and the perimeter of each the shopping centre site to identify locations that would deliver optimum visual exposure for advertisers with minimal environmental and road safety impact.

LARGE FORMAT ADVERTISING SIGNAGE FOR THE KINGSFORD SMITH DOMESTIC AND INTERNATIONAL TERMINALS, ON BEHALF OF THE SYDNEY AIRPORT CORPORATION LIMITED (2003)

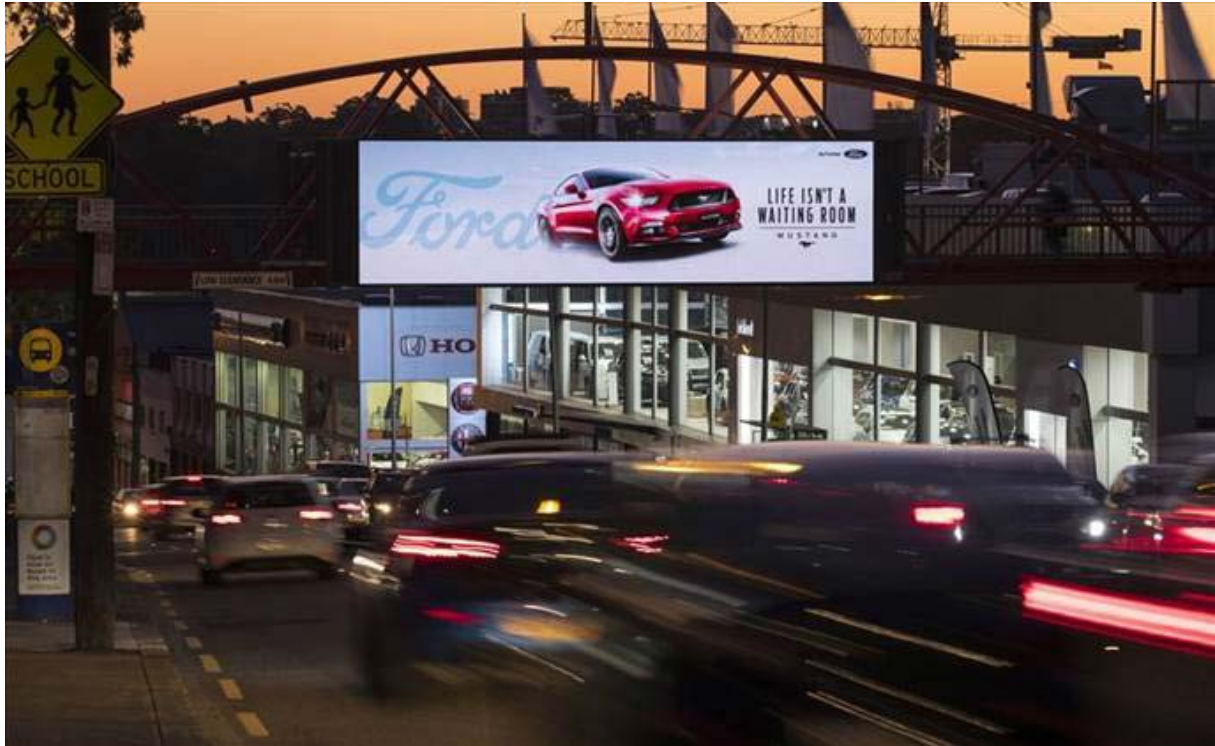
Belinda worked with APN Outdoor and the Sydney Airport Corporation developing a signage strategy for the installation of large format advertising structures within the environs of the Sydney Kingsford Smith Domestic and International terminals. The project resulted in the development of up to 15 freestanding, roof mount and wall mount structures around each terminal and along Qantas Drive and Joyce Drive being the main collector roads servicing and connecting each terminal.



Ryde Shopping Centre Pedestrian Bridge Signage (Northern Elevation)



Ryde Shopping Centre Pedestrian Bridge Signage (Southern Elevation)



RMS Digital Sign, Parramatta Road, Taverners Hill



RMS Digital Sign, Cumberland Highway, Parramatta



RMS Digital Sign, CityWest Link



Digital Wall Mount Sign at 373 Pennant Hills Road



Sydney Trains Digital Large Format Transport Corridor Signage Pacific Highway Pymble (NIGHT)



Sydney Trains Digital Large Format Transport Corridor Signage Pacific Highway Pymble (DAY)



Digital LED Signage, Oxford Hotel, Darlinghurst



Bridgepoint Mosman Pedestrian Bridge Signage



Westfield Holdings Signage, Carindale Shopping Centre



Westfield Holdings Signage, Chermide Shopping Centre



Sydney Airport Corporation Large Format Advertising Signage for the Kingsford Smith Domestic and International Terminals

5. Signage Policy

- Participation in the 2007 Review of the State Environmental Planning Policy No. 64 Advertising and Signage by the NSW Department of Planning and Environment. Participation was at the request of the NSW Department of Planning and Environment.
- Submission to the Former Botany Bay Council on behalf of oOh!media concerning the impact of proposed development controls on its large format Joyce Drive Advertising Signs.
- Submission to NSW DPE on the Draft SEPP 64 Transport Corridor Advertising and Signage Guidelines 2015 on behalf of oOh!media.
- Submission to Council of the City of Sydney on the Draft Advertising and Signage Development Control Plan 2014 on behalf of oOh!media and IPOH Gardens.
- Submission to NSW DPE on the SEPP 64 Draft Amendments in 2017.
- Submissions to North Sydney Council on behalf of oOh!media, Mirvac and First Neon concerning the Draft north Sydney Advertising and Signage DCP.