

Appendix 1 Proposed Conditions:

General Conditions:

1. The proposal must be in accordance with the information provided with the application Service Request No. 513399 and the plan titled 'Proposed Signage' attached to Appendix 3 of the Assessment of Environmental Effects dated April 2022.
2. The signage must not exceed a dimension of 13m x 4m in landscape form.
3. The signage must be attached to the existing framework.
4. Prior to installation, confirmation that the existing framing is suitable and fit for purpose to support the digital signage, having regard to the relevant building code and seismic hazards, must be prepared by a suitably qualified engineer and submitted to the Council's Compliance Monitoring Officer for certification.
5. No additional third-party billboard advertising is to be installed or attached to the Huddart Parker Building.
6. The signage must display the current temperature and time at all times, that is clearly visible to southbound motorists motorists.

Proposed Design Conditions:

Design Detail:

7. Prior to construction commencing the consent holder must submit updated plans showing the full and final details of the materials to be used for certification by the Compliance Monitoring Officer. The information must include the following details:
 - Dimension of height, width and depth of the signage
 - Dimension of framing
 - Materials

Note: The Compliance Monitoring Officer will liaise with the Urban Design Advisor and Heritage Advisor to confirm that the above details are appropriate. Prior to installation of the digital signs, information on the control boxes and associated equipment (location and dimensions) must be submitted to the Council's Compliance Monitoring Officer for certification.

8. All graphics (including the sign company's logo) must be located completely within the frame.
9. As far as practicable, any connecting wires and filament must remain out of view.

Proposed Traffic Conditions:

Digital Billboard Operation:

Shut Down Ability:

10. The sign must have a 'shut down' feature where, in the event of a malfunction, the messages will be replaced by a solid black colour until the malfunction is resolved.
11. Prior to operation of the billboard commencing, the consent holder must provide the Council's Compliance Monitoring Officer with details of an emergency (24/7) contact number and an intervention process to enable the consent holder to disable the digital billboard by manual intervention, both remote and on-site, should the automatic intervention fail.

Image Content:

12. The digital signs must:
 - a. use materials that are non-reflective to prevent any sunlight or headlight reflection;
 - b. use lettering and/or symbols that are clearly legible;
 - c. have a message that contrasts with the background so that the message is readily understood by an approaching driver;
 - d. Image content must be static, and must not incorporate flashes, movement, scrolling, animation, full motion video, sequential advertising over multiple frames, multiple advertisements in one frame.
 - e. operate with a minimum dwell time of 30 seconds;
 - f. have image content that is static;
 - g. Images must transition from one to the next via a 0.5 second dissolve
13. The digital signs must not:
 - a. use graphics, colours or shapes that could cause confusion or conflict with any traffic control device or invite or direct a driver to undertake an action that could conflict with any traffic sign or traffic control device;
 - b. contain large areas (more than 25%) of the colours green, orange or red;
 - c. invite or direct a driver to take some sort of driving action;
 - d. include image content that incorporates flashes or movement, play music or sound, or involve scrolling, animation or other dynamic effects;
 - e. include multiple advertisements in one frame;
 - f. include images linked to “tell a story” across two or more sequential images; or
 - g. contain more than one contact detail (for example phone number, email addresses or web address).
14. The minimum letter height for a main message displayed on the sign is 150mm, and a secondary message is 75mm.
15. The luminance of the digital unit must be controlled and automatically adjusted to ensure it does not exceed typical ambient light conditions and does not exceed 250 cds/m² during night-time, and 5,000 cds/m² during daytime. It should not result in the illuminance of a roadway by greater than 20 lux.
16. After a period of six months following installation of the digital display, the combined transport safety effects of the dwell (display) time and transition must be monitored. The monitoring shall be undertaken by a suitably qualified expert retained by the consent holder and the results of the monitoring shall be provided to Council’s Compliance Monitoring Officer.

Traffic Safety Reports:

17. Once operation of the digital billboards has commenced, the consent holder must provide the Council’s Compliance Monitoring Officer (CMO) with a Traffic Safety Reports at the following frequencies:
 - a. 12 months and
 - b. 24 months

The reports must:

- Review operation of the billboards in relation to traffic safety.
- Include data on reported crashes and including issues specifically identified as being related to the digital billboards.
- Be undertaken by an independent Traffic Engineer/CPEng that is experienced in the preparation of traffic safety reports.

The costs of the Traffic Safety Reports and implementation of any mitigation measures must be met by the consent holder.

If the Traffic Safety Reports find that further mitigation measures are considered necessary, then these must be implemented to the satisfaction of the CMO. Mitigation measures such as reducing the luminance of the billboard, reducing the number of images (increasing the dwell time), increasing the transition time (or a combination of these measures) may be applied.