

Attachment 1 - PLN19 0663 - 151 Barkly Avenue, Burnley - Site Plan

ATTACHMENT 1

SUBJECT LAND: 151 Barkly Avenue, Burnley



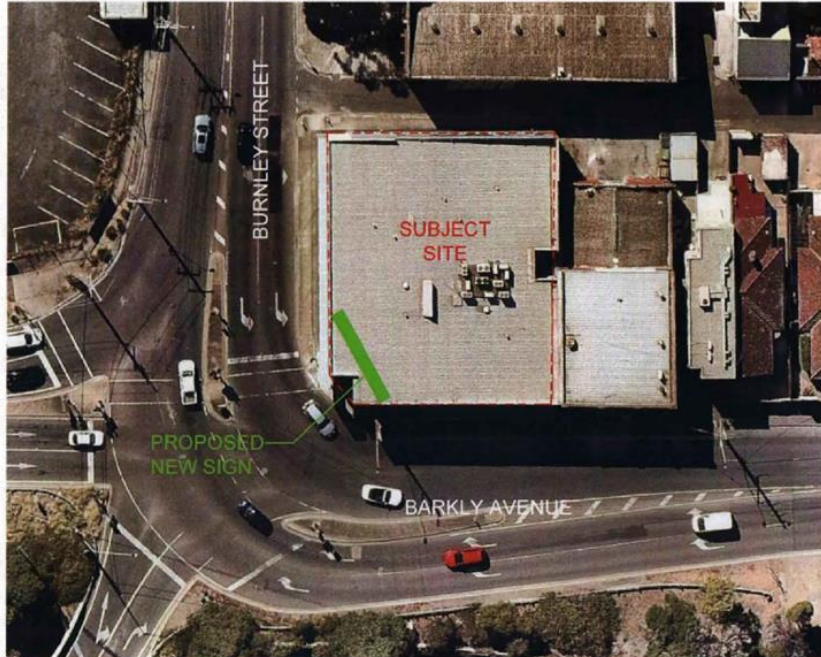
↑ North

★ Subject Site

Attachment 2 - PLN19 0663 - 151 Barkly Avenue, Burnley - S52 Advertising Plans



Attachment 2 - PLN19 0663 - 151 Barkly Avenue, Burnley - S52 Advertising Plans



EXISTING PHOTO


AERIAL PHOTO
SCALE 1500

REV.	DATE	DESCRIPTION

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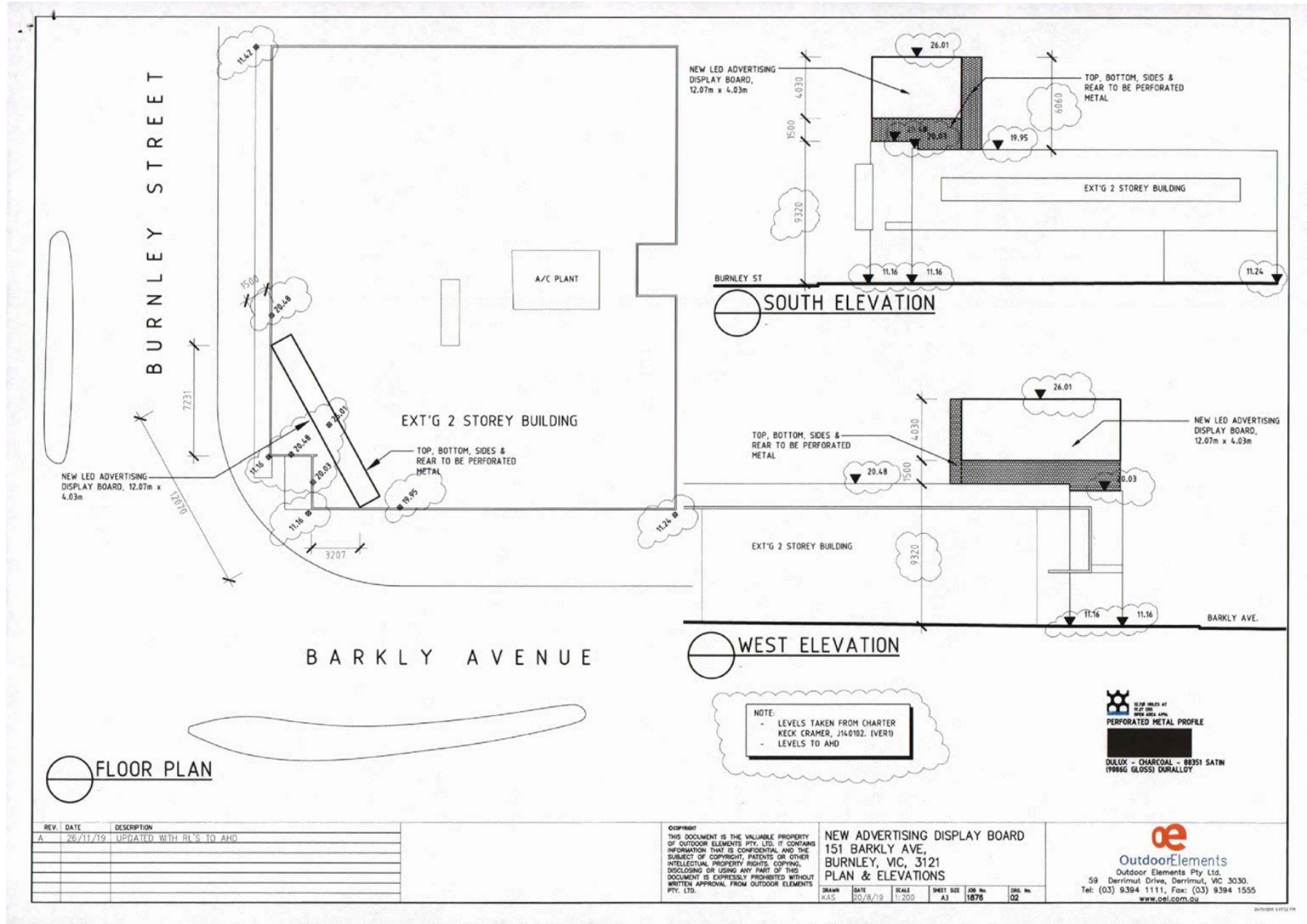
**NEW ADVERTISING DISPLAY BOARD
151 BARKLY AVE,
BURNLEY, VIC, 3121
AERIAL & PHOTOS**

DRAWN	DATE	SCALE	SHEET SIZE	JOB No.	DWG No.
KAS	20/8/19	N.T.S.	A3	1876	01



OutdoorElements
Outdoor Elements Pty Ltd.
59 Derrimut Drive, Derrimut, VIC 3030.
Tel: (03) 9394 1111, Fax: (03) 9394 1555
www.oel.com.au

Attachment 2 - PLN19 0663 - 151 Barkly Avenue, Burnley - S52 Advertising Plans



Attachment 3 - PLN19 0663 - 151 Barkly Avenue, Burnley - Orbit Photo Montages



Yarra City Council
182 St Georges Road
Fitzroy VIC 3065
Attention: Gary O'Reilly

2 January 2020

Dear Sir/Madam

PLANNING APPLICATION NO.: PLN19/0663
VICROADS REFERENCE NO.: PPR 31666/19
PROPERTY ADDRESS: 151 BARKLY AVENUE, BURNLEY VIC 3121

Section 55 – No objection subject to conditions

Thank you for your letter dated 17 December 2019 referring details of the above application to the Roads Corporation (Head, Transport for Victoria) pursuant to Section 55 of the Planning and Environment Act 1987.

The application is for To construct and display a sign (major promotion sign, sky sign, electronic sign, panel sign).

Department of Transport (roads) have reviewed the application and associated plans and does not object to the application with the following conditions being included in any Notice of Decision to issue a Planning Permit:

1. *No image may be displayed on the electronic sign for less than 30 continuous seconds.*
2. *The luminance of the advertising signs must be such that it does not give a veiling luminance to the driver, of greater than 0.25 cd/m², throughout the driver's approach to the advertising sign.*
3. *The control of the electronic sign must be in accordance with the submitted lighting reports, which must form part of any issued Planning Permit:*
 - a. *Lighting impact assessment – Lighting Impact Assessment – Outdoor Signage at 151 Barkley Avenue, Burnley, Victoria, for Octopus Media by Electrolight Australia Pty Ltd dated 9 September 2019, reference number 2264.4.*
4. *The electronic sign is to be dimmable and have a suitable control system to enable maximum lighting levels to be set or adjusted if deemed necessary by the Responsible Authority or Department of Transport (roads).*
5. *Where illuminated during the day, the signage is to be fitted with Photocell/s (light sensor/s) that measure the ambient light and control system technology that enables the luminance of the signage to automatically adjust relative to the measured ambient light level.*

For digital/electronic signage, any change to brightness levels must only be applied during an image transition, not while an image is being displayed.
6. *The transition between images must be instantaneous.*
7. *The advertising content of the sign must not:*
 - a. *Consist of more than one static image at a time.*
 - b. *Contain any animation.*

Attachment 3 - PLN19 0663 - 151 Barkly Avenue, Burnley - Orbit Photo Montages



- c. *Consist of a sequence of images giving the illusion of movement from one image to the next.*
 - d. *Contain or consist of images which are capable of being interpreted as projections beyond the face of the advertising screen, such as through the use of 3D technology.*
 - e. *Contain or consist of video, movie or television broadcasts.*
 - f. *Contain or consist of present-time or other contemporary update information such as relating to news, weather or time.*
 - g. *Contain any flashing, blinking, brightening or fading elements that create the illusion of movement or change.*
 - h. *Be capable of being mistaken for a traffic signal or a traffic control device. This includes the use of red, amber or green circles, octagons, crosses or triangles.*
 - i. *Be a traffic instruction, or be capable of being mistaken as, an instruction to a road user. This includes the use of the wording stop, give way, slow, turn left or turn right.*
8. *The advertising area must not be split into 2 screens (horizontally or vertically) with different messages.*
9. *The sign and advertising content must not dazzle or distract road users' due to its colouring or content.*
10. *The sign and any displayed advertisement must not include ancillary extension, embellishment or accessorisation within or outside the permitted advertising area, unless VicRoads has agreed in writing, prior to installation.*
11. *The sign must be fully contained within the property boundaries and not into VicRoads airspace.*
12. *The use of sound or motion to activate the sign is not permitted.*
13. *The use of sound to interact with any road user is not permitted.*
14. *The advertising sign must shut down and cease any form of visual display (and must remain in shut down mode until the issues are resolved), in the event of:*
- a. *an attack by a computer hacker, virus or similar resulting in the unauthorised display of visual images or messages.*
 - b. *any malfunction of the advertising sign.*

Once Council makes its decision, please forward a copy of the decision to VicRoads as required under Section 66 of the Planning and Environment Act 1987.

Should you have any enquiries regarding this matter, please contact Mariham Tadros on 9313-1294 or mariham.tadros@roads.vic.gov.au.

Attachment 3 - PLN19 0663 - 151 Barkly Avenue, Burnley - Orbit Photo Montages



Yours sincerely

Mariham Tadros.

Mariham Tadros
SIGNAGE OFFICER/ ENGINEER

[Cc James Burton, Human Habitats](#)

Attachment 4 - PLN19 0663 - 151 Barkly Avenue, Burnley - Urban Design comments - February 2020



MEMO

TO: Gary O'Reilly (Statutory Planning)
FROM: Lucy Stratton (Urban Design)
DATE: 4 February 2020
SUBJECT: 151 Barkly Avenue, Burnley
APPLICATION NO: PLN19/0663
DESCRIPTION: Construction and display of a major promotional, electronic, sky sign.

COMMENTS SOUGHT

- The size and scale of the proposed sign with respect to host buildings/surrounding;
 - Impact on the surrounding area (Yarra river); and
 - Any other relevant matter.
-

COMMENTS SUMMARY

Insufficient information has been provided to complete a full assessment of the proposal. To understand the impacts of the Major Promotional sign on the surrounding context, particularly the natural landscape character setting of the Yarra River Corridor, the submission should be revised to include 3D perspectives and photomontages as part of the updated Plans and Visual Impact Assessment.

Based on the information provided, it is considered that the proposed sign is inconsistent with the relevant policies and would result in unacceptable impacts on the area, and is therefore not supported. Key concerns are summarised as follows:

- Overall scale and visual dominance; and
- Negative impacts on the Yarra River Environs.

These comments are provided on the Plans (Outdoor Elements, 20 August 2019), Town Planning and Urban Context Report, (Human Habitats, 26 September 2019) and Visual Impact Assessment (Human Habitats, 27 November 2019).

Relevant Policy

- The subject site is located within the Commercial 2 Zone (C2Z) and is affected by the Significant Landscape Overlay Schedule 1 – Yarra (Barrarung) River Corridor Environs (SLO1) and Design and Development Overlays Schedule 2 – Main Roads and Boulevards (DDO2) and Schedule 5 – City Link Exhaust Stack Environs (DDO5).
- The following State and Local Planning Policies are considered most relevant; 22.04 Advertising Signs Policy, 22.10 Built Form and Design Policy; and 52.05 Advertising Signs. Broadly, Clause 22.04 sets out the Council's Advertising Signage policy, and in general seeks to ensure that signs are not the dominant element in the streetscape, protect major vistas, minimise visual clutter and do not detract from the visual amenity of the area.

Attachment 4 - PLN19 0663 - 151 Barkly Avenue, Burnley - Urban Design comments - February 2020

Site and Context

- The subject site is located at the north east corner of Barkly Avenue and Burnley Street, Burnley. The site has a total site area of 815sqm, with frontages to Barkly Avenue (south), Burnley Street (west) and West Street (north). The site is approximately 110m from the Main Yarra Trail and approximately 123m from the Yarra River.
- A prominent corner site at a broad road junction, the signalised intersection connects the off ramp traffic of both eastbound M1 (CityLink) and Burnley Tunnel northbound along Burnley Street or eastbound along Barkly Avenue.
- The corner site is occupied by a two storey commercial form, with existing business identification signage. The immediate context comprises a mix of industrial and commercial uses. The subject site does not host a heritage building and is detached from heritage sites.
- The site has the following immediate surrounds of note:
 - To the north, is West Street a one-way local street (approximately 7m in width). On the opposite side of West Street at 151 Burnley Street is a single storey brick warehouse building. The property is setback approximately 12m from the Burnley Street carriageway with concreted frontage and mature trees. Further north and to the north-east, on the eastern side of Gumbri Lane are residential properties with frontages to Adam Street, within the General Residential Zone Schedule 2 (GR22).
 - To the east, at 155 Barkly Avenue is a two storey brick commercial building. Further east the built form is a mix of commercial and residential form with varied setbacks from the street frontage.
 - To the south is Barkly Avenue, which widens to allow for turning traffic (ranging between 20-23m immediately adjacent to the site). Landscaped verges separate Barkly Avenue from CityLink and the Yarra River Corridor, including the Main Yarra Trail.
 - To the west is the Burnley Tunnel off ramp and Burnley Street. An at grade car park occupies the north west corner site (460 Burnley Street). Further north west is the Metropolitan Fire Brigade (MFB) Burnley Complex.

Proposal

- It is proposed to erect an electronic panel sign atop the existing building on the subject site, angled south west toward the vehicular off ramps. The proposed sign and associated structure has the following attributes:
 - Single sided LED electronic screen, 12.07m by 4.03m (total display area of 48.64sqm);
 - Total height of 14.85m (RL26.01) above ground level;
 - Positioned 1.5m atop charcoal grey perforated metal screening;
 - Electronically controlled to adjust LED illumination levels; and
 - Display of various transitioning (30 second dwell time) static advertising (24-hour, 7-days a week).

URBAN DESIGN FEEDBACK

Insufficient Information

- The information provided to date is insufficient to undertake a full assessment and understand the impact of the proposal. The Visual Impact Assessment should be revised, providing photomontages of the proposed major promotional sign to demonstrate the extent of visual impact on the north and south banks of the Yarra River. In addition, it is requested that the architectural drawing package be updated with the following:
 - Location and dimensions of any proposed name plate/branding;
 - Streetscape elevation (Barkly Avenue and Burnley Street);
 - Detail of existing building façade (existing signage, fenestration, entries); and
 - 3D perspective streetscape views.

Attachment 4 - PLN19 0663 - 151 Barkly Avenue, Burnley - Urban Design comments - February 2020

Locational Considerations

- Pursuant to the locational principles of Clause 52.05 major promotional signs are encouraged in commercial and industrial locations in a manner that complements or enhances the character of the area and discouraged along landscaped sections of freeways and around waterways.
- The subject site forms part of a mixed commercial/industrial pocket in Burnley. Surrounding built form is predominantly 1-2 storeys in height (with the exception of the MFP building). The intersection is a key entry into Burnley/Yarra from the M1 (CityLink) and Burnley Tunnel.
- The immediate urban condition is a contrast of urban infrastructure (off ramps, electricity poles, commercial form, and traffic signage) in a distinct landscaped setting along the verges and streetscapes of the Yarra River, M1 and Burnley Street.
- The site is distinct from existing major electronic promotional signage locations in Yarra, offering a vastly different urban and landscape setting. Foremost is the sensitive nature of the Yarra River Environs landscape character. Additionally, the gateway condition also differs in that it does not mark the entry to an Activity Centre.
- Based on the above policy and locational considerations, it must be clearly demonstrated that the siting, scale and design of the promotional sign does not adversely impact on the surrounding area (discussed further below).

Visual Prominence

- The existing two storey commercial building has an overall height of 9.32m. The proposed sign is rectangular (W12.07 x H6.06 x D1.5) and angled to the south west (off ramp traffic). The electronic display is sits 1.5m above the building and is screened (top, bottom, sides) in perforated metal (charcoal).
- The design policy at Clause 22.04 (Advertising Signs) provides clear guidance requiring signage be designed to have proportional relationship with the host building. The proposed sign is plainly different from the commercial form and will be read as a distinct element, particularly due to its angled siting. With a height of 6m (equivalent of approximately 1.5 commercial storeys) above the existing form, the proposed sign will be a dominant, imposing presence within the streetscape settings.
- With regard to the treatment of the side and rear of the structure, Clause 22.04 seeks ensure views from all angles of the signage structure are considered. The mesh screening is appropriate, limiting unappealing views to the side and back of the sign.

Landscape Character and Yarra Environs

- The Significant Landscape Overlay (SLO1) seeks to conserve and enhance the character of the Yarra River. Design Guidelines seek to ensure that views of development from the River and adjacent public open space, shared paths are minimised and the topography of the river and its banks are maintained as the dominant feature.
- The subject site, though separated by CityLink (13 lanes) and landscape verges is elevated from the River corridor and forms part of the context of the River. The application must consider views from the River Corridor, including the Main Yarra Trail. Both from the northern side (City of Yarra) and southern side (City of Stonnington). As identified in the provided Visual Impact Assessment there are stretches of the Main Yarra Trail that are impacted.
- It is noted that although the views are already influenced by the existing urban infrastructure and are partially filtered by embankments and existing vegetation, the scale and electronic nature of the proposal are significant and likely to be visually dominant. As noted, the Assessment is to be revised to include photomontages to show the extent of impact on identified views.

Attachment 5 - PLN19 0663 - 151 Barkly Avenue, Burnley - Urban Design comments - March 2020



MEMO

TO: Gary O'Reilly (Statutory Planning)
FROM: Lucy Stratton (Urban Design)
DATE: 24 March 2020
SUBJECT: 151 Barkly Avenue, Burnley
APPLICATION NO: PLN19/0663
DESCRIPTION: Construction and display of a major promotional, electronic, sky sign.

COMMENTS SOUGHT

- The size and scale of the proposed sign with respect to host buildings/surrounding;
 - Impact on the surrounding area (Yarra River); and
 - Any other relevant matter.
-

COMMENTS SUMMARY

Based on the updated information provided, it is considered that the scale of the proposed sign is inconsistent with the relevant policies and would result in unacceptable impacts on the area, and is therefore not supported in its current form. It is recommended that the overall scale of the sign be reduced to respond to the streetscape, surrounding scale and to minimise the impacts on the Yarra corridor (detailed overleaf).

These comments are provided on the Plans (Outdoor Elements, 20 August 2019), Town Planning and Urban Context Report, (Human Habitats, 26 September 2019) and Visual Impact Assessment (Human Habitats, 27 November 2019). Following the issue of initial urban design comments (4 February 2020) further information, including the Visual Amenity Document (Orbit Visualization, 18 February 2020) was received and has been considered.

Relevant Policy

- The subject site is located within the Commercial 2 Zone (C2Z) and is affected by the Significant Landscape Overlay Schedule 1 – Yarra (Birrarung) River Corridor Environs (SLO1) and Design and Development Overlays Schedule 2 – Main Roads and Boulevards (DDO2) and Schedule 5 – City Link Exhaust Stack Environs (DDO5).
- The following State and Local Planning Policies are considered most relevant; 22.04 Advertising Signs Policy, 22.10 Built Form and Design Policy; and 52.05 Advertising Signs. Broadly, Clause 22.04 sets out the Council's Advertising Signage policy, and in general seeks to ensure that signs are not the dominant element in the streetscape, protect major vistas, minimise visual clutter and do not detract from the visual amenity of the area.

Attachment 5 - PLN19 0663 - 151 Barkly Avenue, Burnley - Urban Design comments - March 2020

Site and Context

- The subject site is located at the north east corner of Barkly Avenue and Burnley Street, Burnley. The site has a total site area of 815sqm, with frontages to Barkly Avenue (south), Burnley Street (west) and West Street (north). The site is approximately 110m from the Main Yarra Trail and approximately 123m from the Yarra River.
- A prominent corner site at a broad road junction, the signalised intersection connects the off ramp traffic of both eastbound M1 (CityLink) and Burnley Tunnel northbound along Burnley Street or eastbound along Barkly Avenue.
- The corner site is occupied by a two storey commercial form, with existing business identification signage. The immediate context comprises a mix of industrial and commercial uses. The subject site does not host a heritage building and is detached from heritage sites.
- The site has the following immediate surrounds of note:
 - To the north, is West Street a one-way local street (approximately 7m in width). On the opposite side of West Street at 151 Burnley Street is a single storey brick warehouse building. The property is setback approximately 12m from the Burnley Street carriageway with concreted frontage and mature trees. Further north and to the north-east, on the eastern side of Gumbri Lane are residential properties with frontages to Adam Street, within the General Residential Zone Schedule 2 (GRZ2).
 - To the east, at 155 Barkly Avenue is a two storey brick commercial building. Further east the built form is a mix of commercial and residential form with varied setbacks from the street frontage.
 - To the south is Barkly Avenue, which widens to allow for turning traffic (ranging between 20-23m immediately adjacent to the site). Landscaped verges separate Barkly Avenue from CityLink and the Yarra River Corridor, including the Main Yarra Trail.
 - To the west is the Burnley Tunnel off ramp and Burnley Street. An at grade car park occupies the north west corner site (460 Burnley Street). Further north west is the Metropolitan Fire Brigade (MFB) Burnley Complex.

Proposal

- It is proposed to erect an electronic panel sign atop the existing building on the subject site, angled south west toward the vehicular off ramps. The proposed sign and associated structure has the following attributes:
 - Single sided LED electronic screen, 12.07m by 4.03m (total display area of 48.64sqm);
 - Total height of 14.85m (RL26.01) above ground level;
 - Positioned 1.5m atop charcoal grey perforated metal screening;
 - Electronically controlled to adjust LED illumination levels; and
 - Display of various transitioning (30 second dwell time) static advertising (24-hour, 7-days a week).

URBAN DESIGN FEEDBACK

Locational Considerations

- Pursuant to the locational principles of Clause 52.05 major promotional signs are encouraged in commercial and industrial locations in a manner that complements or enhances the character of the area and discouraged along landscaped sections of freeways and around waterways.
- The subject site forms part of a mixed commercial/industrial pocket in Burnley. Surrounding built form is predominantly 1-2 storeys in height (with the exception of the MFP building). The intersection is a key entry into Burnley/Yarra from the M1 (CityLink) and Burnley Tunnel.
- The immediate urban condition is a contrast of urban infrastructure (off ramps, electricity poles, commercial form, and traffic signage) in a distinct landscaped setting along the verges and streetscapes of the Yarra River, M1 and Burnley Street.
- The site is distinct from existing major electronic promotional signage locations in Yarra, offering a vastly different urban and landscape setting. Foremost is the sensitive nature of the Yarra River

Attachment 5 - PLN19 0663 - 151 Barkly Avenue, Burnley - Urban Design comments - March 2020

Environs landscape character. The gateway condition also differs in that it does not mark the entry to a commercial Activity Centre.

- Based on the above policy and locational considerations, it must be clearly demonstrated that the siting, scale and design of the promotional sign does not adversely impact on the surrounding area (discussed further below).

Visual Prominence

- The existing two storey commercial building has an overall height of 9.32m. The proposed sign is rectangular (W12.07 x H4.03 x D1.5) and angled to the south west (off ramp traffic). The electronic display is sits 1.5m above the building and is screened (top, bottom, sides) in perforated metal (charcoal).
- The design policy at Clause 22.04 (Advertising Signs) provides clear guidance requiring signage be designed to have proportional relationship with the host building. The proposed sign is plainly different from the commercial form and will be read as a distinct element, particularly due to its angled siting.
- With a height of 4m elevated 1.5-2m above the existing form, equating to an overall height of 5.5-6m (equivalent of approximately 1.5 commercial storeys). The proposed sign will be a dominant, imposing presence within the streetscape setting. It is recommended that the overall height of the proposed sign be reduced, to the equivalent of one commercial storey (including supporting structures), with a maximum height of 4.5m, with the width scaled proportionally.
- With regard to the treatment of the side and rear of the structure, Clause 22.04 seeks ensure views from all angles of the signage structure are considered. The mesh screening is appropriate, limiting unappealing views to the side and back of the sign.

Landscape Character and Yarra Environs

- The Significant Landscape Overlay (SLO1) seeks to conserve and enhance the character of the Yarra River. Design Guidelines seek to ensure that views of development from the River and adjacent public open space, shared paths are minimised and the topography of the river and its banks are maintained as the dominant feature.
- The subject site, though separated by CityLink (13 lanes) and landscape verges is elevated from the River corridor and forms part of the context of the River. The application must consider views from the River Corridor, including the Main Yarra Trail. As identified in the provided Visual Impact Assessment there are stretches of the Main Yarra Trail impacted, both the northern side (City of Yarra) and southern side (City of Stonnington).
- The Visual Amenity Document provides two view locations (1 Main Yarra Trail north bank & 2 Main Yarra rail south bank); these generally correspond to Views 2 and 4 (Visual Impact Assessment - Figure 4). These stretches are already influenced by the existing urban infrastructure and are partially filtered by embankments and existing vegetation, the proposal should seek to be subordinate to vegetation and minimise additional visual intrusions (as per the SLO1).
- While the photomontages demonstrate the proposal is generally obscured by existing vegetation in two static locations along these stretches. It is expected that there will be further partial intermittent glimpses along these stretches.
- The recommended reduction in scale of the display and associated structure (discussed above) will ensure the sign reduce the impacts and ensure the proposal is not detrimental to the visual experience and landscape character along the Yarra corridor.

Additional Information

- As previously noted, the architectural drawing package should be updated with the following:
 - Location and dimensions of any proposed name plate/branding;
 - Streetscape elevation (Barkly Avenue and Burnley Street) including adjacent context;
 - Detail of existing building façade (existing signage, fenestration, entries); and
 - 3D perspective streetscape views.

Attachment 6 - PLN19 0663 - 151 Barkly Avenue, Burnley - Engineering comments




MEMO

To: Gary O'Reilly
From: Artemis Bacani
Date: 23 December 2019
Subject: Application No: PLN19/0663
 Description: Electronic Advertising Sign
 Site Address: 1/151 Barkly Avenue, Burnley

I refer to the above Planning Application received on 17 December 2019 in relation to the proposed development at 1/151 Barkly Avenue, Burnley. Council's Civil Engineering unit provides the following information:

ELECTRONIC PROMOTION SIGN

Outdoor Elements Drawing No. 02 dated 20 August 2019
 Traffic Group *Traffic Engineering Assessment* Reference G27321R-01A Issue No.B dated 23 September 2019

Item	Details
Electronic Advertising Sign	
Proposal	<p>The applicant proposes to install a single-sided electronic advertising sign on the roof of the building at 151 Barkly Avenue, Burnley.</p> <p>The sign measures 12.07 metres by 4.03 metres.</p> <p>The sign has a maximum height of 14.63 metres and the underside of the sign is 10.6 metres above ground.</p> <p>Dwell time of sign (the time spent in the same position): 30 seconds</p>
Location	<p>The sign would be located on the north-east corner of the Barkly Street and Burnley Street intersection. The Monash Freeway and Burnley Tunnel off-ramps are also located at this intersection.</p> 

Attachment 6 - PLN19 0663 - 151 Barkly Avenue, Burnley - Engineering comments

Item	Details
<p>The Relationship between Roadside Advertising and Road Crashes – Previous Studies and Findings</p>	<p>A number of technical papers and studies such as the relationship between advertising signs and road crash statistics; roadside signage and advertising; and the relationship between driver performance and digital billboards and relationship between static digital billboards and crash statistics, have been published.</p> <p>In previous applications for adverting signs submitted to Yarra, Traffix Group traffic engineering consultants had cited an internal report prepared by the Australian Road Research Board (ARRB) of findings and studies carried out in the United States and Australia on the relationship between billboard signs and traffic crashes between 1984 and 2000. The findings concluded that factors attributed to accidents could not be determined as a result of installing billboard signs.</p> <p>Another study cited by Traffix Group was conducted by the Ministry of Transport in New Zealand in 2012 which identified contributing factors to casualty crashes for the calendar year of 2012. The study identified that approximately 11.8% of casualty crashes involved motorist's attention being diverted as a contributing factor. Of all of the factors that constituted 'Attention diverted' in the New Zealand study, advertising or signs was found to be only 0.3% of road crashes that were categorised under 'Attention diverted'.</p> <p>We consider that there appears to be very little correlation between billboards/advertising signs and motor vehicle crashes.</p>
<p>Traffic Engineering Assessment – Clause 52.05-3 Decision Guidelines – Impact on Road Safety</p>	
<p><i>A sign is a safety hazard if the sign obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.</i></p>	<p>The proposed sign is sufficiently set above from the road carriageway of Barkly Avenue and Burnley Street, and does not obstruct a motorist's line of sight. A motorist travelling in the east bound direction along Barkly Avenue/Burnley Tunnel off-ramp, north bound direction along Burnley Street/Monash Freeway off-ramp, has adequate sight lines of the intersection of Barkly Avenue, Burnley Street, Burnley Tunnel/Monash Freeway off-ramps.</p>
<p><i>Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.</i></p>	<p>The sign is situated on the roof of the building at 151 Barkly Avenue and would not form a confusing or dominating background. The proposed sign does not impact on the operation of the intersection of Barkly Avenue, Burnley Street, and the Burnley Tunnel/Monash Freeway off-ramps.</p>
<p><i>Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.</i></p>	<p>The sign will display static images with no animation or flashing.</p>
<p><i>Is at a location where particular concentration is required, such as a high pedestrian volume intersection.</i></p>	<p>Motorists should be able to focus on negotiating the intersection of Barkly Avenue/Burnley Street and Burnley Tunnel/Monash Freeway off-ramps without being distracted by the advertising sign. It is agreed that drivers are unlikely to devote attention to the sign as they negotiate the intersection.</p>

Attachment 6 - PLN19 0663 - 151 Barkly Avenue, Burnley - Engineering comments

Item	Details
<i>Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.</i>	There is no reason why the sign would be mistaken for a traffic control device.
<i>Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.</i>	The sign will be used for advertising and would not require close study from a moving or stationary vehicle.
<i>Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.</i>	The sign will not display any directional information that would cause motorists to make an abrupt turn or manoeuvre. Motorists viewing the sign would only travel along Barkly Avenue/Burnley Tunnel off-ramp in the east bound direction, Burnley Street in the south bound direction and the Monash Freeway off-ramp in the north bound direction.
<i>Is within 100 metres of a rural railway crossing.</i>	Not applicable.
<i>Has insufficient clearance from vehicles on the carriageway.</i>	The sign is located on the roof of the building at 151 Barkly Avenue and would not obstruct the vehicle movements at the intersection of Barkly Avenue/Burnley Street and Burnley Tunnel/Monash Freeway off-ramps
<i>Could mislead drivers or be mistaken as an instruction to drivers.</i>	The sign is intended for advertising and not as a device to provide instructions for motorists.

As VicRoads is the Coordinating Road Authority for Barkley Avenue/Burnley Street under the *Road Management Act 2004*, any VicRoads requirements for the billboard should be met by the applicant.

The Civil Engineering unit has no objection to the installation of the sign.

Attachment 7 - PLN19 0663 - 151 Barkly Avenue, Burnley - Dept. of Transport (VicRoads) comments



Yarra City Council
182 St Georges Road
Fitzroy VIC 3065
Attention: Gary O'Reilly

2 January 2020

Dear Sir/Madam

PLANNING APPLICATION NO.: PLN19/0663
VICROADS REFERENCE NO: PPR 31666/19
PROPERTY ADDRESS: 151 BARKLY AVENUE, BURNLEY VIC 3121

Section 55 – No objection subject to conditions

Thank you for your letter dated 17 December 2019 referring details of the above application to the Roads Corporation (Head, Transport for Victoria) pursuant to Section 55 of the Planning and Environment Act 1987.

The application is for To construct and display a sign (major promotion sign, sky sign, electronic sign, panel sign).

Department of Transport (roads) have reviewed the application and associated plans and does not object to the application with the following conditions being included in any Notice of Decision to issue a Planning Permit:

1. *No image may be displayed on the electronic sign for less than 30 continuous seconds.*
2. *The luminance of the advertising signs must be such that it does not give a veiling luminance to the driver, of greater than 0.25 cd/m², throughout the driver's approach to the advertising sign.*
3. *The control of the electronic sign must be in accordance with the submitted lighting reports, which must form part of any issued Planning Permit:*
 - a. *Lighting impact assessment – Lighting Impact Assessment – Outdoor Signage at 151 Barkley Avenue, Burnley, Victoria, for Octopus Media by Electrolight Australia Pty Ltd dated 9 September 2019, reference number 2264.4.*
4. *The electronic sign is to be dimmable and have a suitable control system to enable maximum lighting levels to be set or adjusted if deemed necessary by the Responsible Authority or Department of Transport (roads).*
5. *Where illuminated during the day, the signage is to be fitted with Photocell/s (light sensor/s) that measure the ambient light and control system technology that enables the luminance of the signage to automatically adjust relative to the measured ambient light level.*

For digital/electronic signage, any change to brightness levels must only be applied during an image transition, not while an image is being displayed.
6. *The transition between images must be instantaneous.*
7. *The advertising content of the sign must not:*
 - a. *Consist of more than one static image at a time.*
 - b. *Contain any animation.*

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- c. *Consist of a sequence of images giving the illusion of movement from one image to the next.*
 - d. *Contain or consist of images which are capable of being interpreted as projections beyond the face of the advertising screen, such as through the use of 3D technology.*
 - e. *Contain or consist of video, movie or television broadcasts.*
 - f. *Contain or consist of present-time or other contemporary update information such as relating to news, weather or time.*
 - g. *Contain any flashing, blinking, brightening or fading elements that create the illusion of movement or change.*
 - h. *Be capable of being mistaken for a traffic signal or a traffic control device. This includes the use of red, amber or green circles, octagons, crosses or triangles.*
 - i. *Be a traffic instruction, or be capable of being mistaken as, an instruction to a road user. This includes the use of the wording stop, give way, slow, turn left or turn right.*
8. *The advertising area must not be split into 2 screens (horizontally or vertically) with different messages.*
9. *The sign and advertising content must not dazzle or distract road users' due to its colouring or content.*
10. *The sign and any displayed advertisement must not include ancillary extension, embellishment or accessorisation within or outside the permitted advertising area, unless VicRoads has agreed in writing, prior to installation.*
11. *The sign must be fully contained within the property boundaries and not into VicRoads airspace.*
12. *The use of sound or motion to activate the sign is not permitted.*
13. *The use of sound to interact with any road user is not permitted.*
14. *The advertising sign must shut down and cease any form of visual display (and must remain in shut down mode until the issues are resolved), in the event of:*
- a. *an attack by a computer hacker, virus or similar resulting in the unauthorised display of visual images or messages.*
 - b. *any malfunction of the advertising sign.*

Once Council makes its decision, please forward a copy of the decision to VicRoads as required under Section 66 of the Planning and Environment Act 1987.

Should you have any enquiries regarding this matter, please contact Mariham Tadros on 9313-1294 or mariham.tadros@roads.vic.gov.au.

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Yours sincerely

Mariham Tadros.

Mariham Tadros
SIGNAGE OFFICER/ ENGINEER

[Cc James Burton, Human Habitats](#)