

**DA proposal for a third-party advertising sign: 3 Lonsdale Street, Braddon**

Lodged: 3 July 2023

Representations closed: 24 July 2023

**Refused:** 2 August 2023



**ACTPLA reasons for decision (refusal):**

- inconsistencies with the *Signs General Code*
- location (above ground level in commercial zone) inconsistent with sign content and location in Table 2
- sign is over 8m long and 2.7m in height and not typical of area around Lonsdale Street
- sign does not complement streetscape and amenity of the locality due to size, location and illumination
- sign protrudes from existing building line and encroaches on adjoining block
- sign not contained within outline of building and does not appear as part of the original building
- proposal is for an illuminated sign but does not demonstrate that spill effect is minimised
- representations received raised issues of type of sign, proposed size, location and illumination.

**Local residents were also concerned about:**

- driver distraction at a busy intersection
- lack of information in the DA about the change rate of messages/images, whether images would be constantly moving, and dwell time
- illuminated advertising signs are eyesores and distracting for drivers – we don't want Braddon lit up like Times Square!
- impact of commercial advertising on the independent businesses that are represented in Braddon (there are no 'chain stores' located in Lonsdale Street)
- a large LED sign on a rooftop at the gateway of the precinct does not align with or contribute to the vision of the community as pedestrian friendly neighbourhood.

**Under the new Territory Plan:**

All the **Zone Policies** in the Territory Plan 2023 have the same **assessment outcome** relating to signs:

*Any advertising or signs are suitable for their context and do not have a detrimental impact on the surrounding area (for instance due to size or light emission).*

Optional **technical specifications** provide limited further guidance, for example this table is the specification for commercial zones.

Assessment Outcome		12. Any advertising or signs are suitable for their context and do not have a detrimental impact on the surrounding area (for instance due to size or light emission).			
Specification					
Signs	12.1. Signage located and sized according to the following table:				
Location of Principal, Second and Third Party Signage					
	Ground Floor	1 <sup>st</sup> Storey	Above 1 <sup>st</sup> Storey	Free Standing Sign	
Principal Signage	Y	Y	Y <sup>1</sup>	Y	
Second Party Advertising Signage	Y	Y <sup>2</sup>	N	Y <sup>2</sup>	
Third Party Signage	Y <sup>2</sup>	N	N	N	
Y Content of sign which is permitted. N Content of sign not permitted. Y <sup>1</sup> Signage content limited to building name and corporate logos. Y <sup>2</sup> Size limited to 2 square metres or 20% of the area of the sign, whichever is the lesser.					