

**From:** Clarence General Mail User  
**Sent:** Wed, 18 Mar 2020 07:02:05 +1000  
**To:** City Planning; Dan Ford  
**Subject:** FW: Submission for the Clarence City Council LPS

**From:** Garth Alvares <garth@prudentialconsultant.com>  
**Sent:** Tuesday, 17 March 2020 9:32 PM  
**To:** Clarence General Mail User <clarence@ccc.tas.gov.au>  
**Cc:** Ross Lovell <rlovell@ccc.tas.gov.au>  
**Subject:** Submission for the Clarence City Council LPS

Dear General Manager and Mr Ross Lovell,

I refer to the above LPS which is currently out on public exhibition and concludes on the 17 March at 1159PM. I make the following representation in regards to the LPS -

It is requested that the following bridges be permitted to hold commercial advertising -

1. Pedestrian Overpass on Tasman Highway adjacent to Bligh Street and Bounty Street - Warrane
2. Tasman Highway and Rosny Hill Road Exit – Rosny Park
3. Tasman Highway and Dampier Road - Warrane
4. Pedestrian Overpass on Tasman Highway adjacent to Loinah Crescent and Loinah Road – Rosny Park
5. Pedestrian O'pass on South Arm Hwy near Shoreline Dr & Brighton Cr
6. Pedestrian O'pass on South Arm Hwy near Sirius St & Tilambi St - Howrah

Each of the above bridges will hold one billboard which will display commercial advertising on either side of the bridge in the direction of traffic. No further billboards will / should be erected within the State Road Corridor (SRC).

Any Development Application (DA) submitted for such a development will contain a letter of consent from the Department of State Growth.

A DA should also be submitted for the process of decommissioning with staging diagrams clearly depicting how the advertising structure will be removed and other relevant information e.g. traffic control.

Although this submission is inconsistent with the State Planning Provision, in principle approval has been acquired by my organisation for billboard advertising to be erected in the SRC from the Department of State Growth and therefore this change should be granted to the LPS given this in principle approval.

The following reasons are given for this change to your LPS –

1. Advertising has numerous benefits for the economy, including the creation of jobs
2. Erecting such structures will add to the amenity of the SRC
3. Advertising is permitted within the local road corridor however not within the SRC which demonstrates inconsistency in the Planning Legislation
4. The DA submitted will have a fee attached to it which will increase revenue for the Council to utilise on projects which Council may look to fund
5. The annual revenue being received by State Growth may be utilised to fund projects within the Clarence City Council Local Government Area (LGA) which will only enhance the liveability and connectivity within the LGA as a whole.

To ensure high standards of advertising within the SRC from both the physical advertising structure erected and the content of advertising, it should be noted in the LPS that Clarence City Council will only accept DA's for this type of development from Prudential Consultants Pty Limited. Prudential Consultants Pty Limited have extensive experience and expertise in the planning and construction of these types of structures and it is in Clarence City's best interest that Prudential Consultants Pty Limited be the organisation that erects this type of advertising structure.

The benefits of such a proposal will take many years to come to fruition and I am assuming that Council would like to see these benefits come to fruition. Moreover, I am also assuming that Council would like to see the benefits of

improvement to the SRC amenity brought about by this change. To ensure that these benefits are realised, it is suggested that 50 years be an appropriate timeframe for the benefits to be fulfilled.

Across Tasmania, the SRC is littered with various forms of advertising from banners to stickers. Clarence City Council is no different. What is advertised and how it is advertised is very inconsistent and it is also unappealing. It could be considered as visual pollution. To ensure that Clarence City Council maintains its high levels of amenity within the road corridor, the updated LPS should prohibit signage which is not approved by Clarence City Council and a fine / penalty imposed on the offender / offending entity.

I confirm that this submission may be altered or withdrawn at any time over the next six to nine weeks.

Feel free to contact me should you require any further information.

**Regards**

**Garth Alvares B Com MBA GAICD**

**Managing Director**

**Prudential Consultants Pty Limited**

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