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From: [REDACTED]
Sent: Tue, 10 Sep 2024 22:43:17 +1000
To: "Contact Us" <contactus@launceston.tas.gov.au>
Subject: Question on Notice

You don't often get email from malcolmcowanster@gmail.com. [Learn why this is important](#)

Greetings

I have been informed by the retired manager and the current manager of the Carr Villa Memorial Park, that a review of the Council's burial sites was imminent. I have been told that there will be a review of current capacities and a further assessment of future needs and how the Council will manage the requirements a more diverse community. One of these needs is for "Natural Burial – the concept of minimal impact and short perpetuity providing for environmental consciousness in the management of human remains. In representing a group interested in the provision of a natural burial site at Carr Villa, I wish to know the progress of these reviews.

Regards
Malcolm Cowan
[REDACTED]
Tas 7250

212 York Street, Launceston - Signs - Install a New Third-Party Illuminated Billboard Sign

FILE NO: DA0254/2024

AUTHOR: Rachael Huby, (Town Planner)

GENERAL MANAGER: Chelsea Van Riet (Community & Place Network)

ATTACHMENT ONE:

PLANNING APPLICATION INFORMATION:

Applicant:	All Urban Planning Pty Ltd
Property:	212 York Street, Launceston
Zoning:	Urban Mixed Use
Receipt Date:	14/06/2024
Validity Date:	18/06/2024
Further Information Request:	28/06/2024
Further Information Received:	31/07/2024
Deemed Approval:	19/09/2024
Representations:	0

3. PLANNING SCHEME REQUIREMENTS

3.1 Zone Purpose

13.0 Urban Mixed Use Zone

The purpose of the Urban Mixed Use Zone is:

13.0.1 To provide for a mix of residential, retail, community services and commercial activities in urban locations.

13.0.2 To provide for a diverse range of use or development that are of a type and scale that support and do not compromise or distort the role of surrounding activity centres in the activity centre hierarchy.

Consistent

Pursuant to Clause 6.2.6, a sign does not need to be categorised into one of the Use Classes and therefore assessment against the Zone standards does not apply.

C1.0 Signs Code

The purpose of the Signs Code is:

C1.1.1 To provide for appropriate advertising and display of information for business and community activity.

C1.1.2 To provide for well-designed signs that are compatible with the visual amenity of the surrounding area.

C1.1.3 To ensure that signage does not disrupt or compromise safety and efficiency of vehicular or pedestrian movement.

Not Consistent

The proposed illuminated LED screen billboard is not compatible with the visual amenity and will cause an unreasonable loss of visual amenity to the surrounding heritage character.

C1.6.1 Design and siting of signs

That:

- (a) signage is well designed and sited; and
- (b) signs do not contribute to visual clutter or cause an unreasonable loss of visual amenity to the surrounding area.

Not Consistent

The proposed sign is a large scale, prefabricated, illuminated LED screen on a solid brick wall.

The screen will cause unreasonable loss of visual amenity to the surrounding heritage character. There are no other third party signs within the immediate proximity.

The billboard sign typology is not considered consistent with the existing signage in the area because it is aligned to be viewed obliquely from a car, as opposed to the more traditional signage forms in the area which are predominantly of a smaller scale and located on or below the awning or attached to the building's fascia.

A1 A sign must:

- (a) be located within the applicable zone for the relevant sign type set out in Table C1.6; and
- (b) meet the sign standards for the relevant sign type set out in Table C1.6, excluding for the following sign types, for which there is no Acceptable Solution:
 - (i) roof sign;
 - (ii) sky sign; and
 - (iii) billboard.

Relies on Performance Criteria

The proposed billboard sign is an allowable sign type within the Urban Mixed Use Zone and meets A1 (a), however cannot meet (b) as there are no acceptable solutions for a billboard sign.

The proposed sign therefore must address the performance criteria.

P1.1 A sign must:

- (a) be located within an applicable zone for the relevant sign type as set out in Table C1.6; and
- (b) be compatible with the streetscape or landscape, having regard to:
 - (i) the size and dimensions of the sign;
 - (ii) the size and scale of the building upon which the sign is proposed;
 - (iii) the amenity of surrounding properties;
 - (iv) the repetition of messages or information;
 - (v) the number and density of signs on the site and on adjacent properties; and
 - (vi) the impact on the safe and efficient movement of vehicles and pedestrians.

Not Applicable

P1.2 If a roof sign, sky sign or billboard, the sign must:

- (a) be located within the applicable zone for the relevant sign type set out in Table C1.6;
- (b) meet the sign standards for the relevant sign type in Table C1.6; and
- (c) not contribute to visual clutter or cause unreasonable loss of amenity to the surrounding area, having regard to:
 - (i) the size and dimensions of the sign; the size and scale of the building upon which the sign is proposed;
 - (ii) the amenity of surrounding properties;
 - (iii) the repetition of messages or information;
 - (iv) the number and density of signs on the site and on adjacent properties; and
 - (v) the impact on the safe and efficient movement of vehicles and pedestrians.

Does Not Comply

In response to the criteria:

If a roof sign, sky sign or billboard, the sign must:

(a) be located within the applicable zone for the relevant sign type set out in Table C1.6;

A billboard sign is permitted in the Urban Mixed Zone.

(b) meet the sign standards for the relevant sign type in Table C1.6; and

The billboard sign is designed at the maximum allowable size specified in *Table C1.6* at 6m (W - horizontal) x 3m (H - vertical). The sign will not extend outside the surface area of the existing building wall.

(c) not contribute to visual clutter or cause unreasonable loss of amenity to the surrounding area.

In order to assess this clause, it is necessary to define the key concepts. The planning scheme defines amenity as:

Amenity: *"in relation to a locality, place or building, any quality, condition or factor that makes or contributes to making the locality, place or building harmonious, pleasant or enjoyable."*

To constitute an 'unreasonable loss of amenity' the sign would need to be determined to be 'immoderate' or 'exorbitant' in its impacts. In order to determine if there has been an unreasonable loss of amenity, current level of amenity needs to be assessed and how the proposed sign may be detrimental.

Visual clutter in this context is taken to be *"an abundance of items, colours, textures, and patterns in a space that can lead to sensory overload"*.

The surrounding area is taken to be the area that is near and around a place meaning that within approximately 100m of the site.

The quality, conditions and factors that contribute to the amenity of this area are a harmonious established and consistent built form with a strong urban mixed use character. Key elements include:

- Significant numbers of locally and state listed heritage buildings
- A consistent scale and character
- Traditional forms of original buildings interspersed with new forms
- The availability and access to shopping dining and services

There is a moderate level of traffic and regular business activity which is commensurate with the commercial use in the zone. York Street is also part of the city's one way system.

The proposed sign is not consistent with the existing signage in the surrounding area in terms of the illumination method and the scale of the screen. The proposed sign is also not compatible with the textures and patterns of signage that is present within the surrounding CBD heritage streetscapes. The LED screen will be prominent in the view corridor along York Street and is designed to be viewed by cars.

The sign is considered to have an unreasonable impact on amenity because it would be a non-traditional signage form in the streetscape and its size, location, illumination and its changing messages is designed to maximise visibility and attract the attention of passing cars. The design maximises impact and therefore is considered to have an exorbitant and immoderate impact on the existing streetscape.

The sign is likely to contribute to visual clutter as the sign is designed to be a large and prominent element in the streetscape. It is not designed to be consistent or compatible with the existing signage in the surrounding area. The illumination will enhance its visual impact and its changing messages will contribute to visual impacts. This large scale of high impact sign is likely to dominate the York Street view corridor and could lead to a sensory overload for users of the space.

(i) the size and dimensions of the sign;

The billboard sign is at the **full extent** of the size prescribed in Table C1.6 at 6m (W - horizontal) x 3m (H - vertical).

At this scale the proposed billboard is larger than other signs in the streetscape. It will be an anomaly in the streetscape.

The sign form is not compatible with the other existing signage elements and the recognised heritage character of the surrounding area.

(ii) the size and scale of the building upon which the sign is proposed;

The proposed sign is best classified by the planning scheme as a third party (billboard) sign. This is because its purpose is solely for advertising and not

related to the activities on the property. The same sign proposed to advertise activities related to the site would be classified as a "wall sign".

The Planning Scheme standards requires that a wall sign must not occupy more than 25% of the wall area. The proposed LED screen area is 18m². The wall of the building that the sign is intended to be fixed to is approximately 55.7m². The proposed sign would occupy approximately 33% or one third (1/3) of the wall area. This suggest that the sign is oversized for the building and contributes to its exorbitant and immoderate nature.

The site has previously had a painted wall sign representing the corporate colours of the previous tenant with a tenant name prominently displayed.



Image source: All Urban Planning Report_F Read



Image source: City of Launceston - R Jamieson

(iii) the amenity of surrounding properties;

The amenity enjoyed by surrounding properties is relative to the activity undertaken by the occupiers and users of the space. This is underpinned by the experience of being in the place and the visual cues present. The relatively consistent heritage nature of the area provide a strong sense of place. The signage and branding of the surrounding area is a key element.

The LED screen would deter from the character of the surrounding area and would further burden the surrounding area with obtrusive highly visual messaging. This would disrupt the legibility and harmony of the place, reducing peoples enjoyment resulting in a loss of amenity.

(iv) the repetition of messages or information;

The sign image/messages are designed to change messages on average every 30 seconds throughout the time the sign is illuminated. The individual signage elements are likely to repeat frequently through the day to maximise the effectiveness of the sign. There are no other signs of this size and nature in the immediate area.

The constantly changing messaging is considered to be detrimental to the amenity of the area.

(v) the number and density of signs on the site and on adjacent properties; and

While there is one sign proposed on the subject site however the LED screen is large in scale and will occupy a large portion of the building wall. The electronic nature of the sign also gives it a greater capacity to project a volume of information rather than being just a static sign.

In comparison, the signage that is present on adjacent properties is predominantly directly related to the businesses themselves and not third party signage, and is of a relative scale to the buildings.

The design of the signs that are present in the surrounding area are generally more in scale with their buildings for example the Woolworths signage uses the background colour of the sign to blend in and given the size of the building the signage it is less obtrusive.

There are significant heritage buildings/sites that flank the subject site. To the south west of the site toward Bathurst Street there is Thyne House (and associated ex mill building) and to the north east of the site toward Wellington Street is Jail House Grill (previously a gaol). Both of these buildings and sites exhibit minimal signage. Jail House Grill has a hanging sign that is suspended by brackets from the wall of the building and conforms with the typology of other awning style signage that continues along York Street to the north east.

Other neighbouring sites toward Bathurst Street on both sides of York Street that exhibit prominent signage include Tsing Wah Asian Grocers, Barbecues Galore and Woolworths/BWS. It is noted that Tsing Wah Asian Grocers is situated in an art deco building with the branding signage and colour scheme being a reflection of that era. Barbecues Galore whilst a more modern building has signage that is proportional to the use in the zone. It could be argued that the red signage colours of this business blend with the red brick ex-mill building across the street as viewed in the road corridor.

The illumination of signs in the area is predominately backlit and are not LED screens.

There is another billboard of a similar size to the proposed sign situated within 100m radius of the site to the north east on a wall facing the west in the Coles/Shell petrol station at 69 Wellington Street on the corner of York Street and Wellington Street.

This existing billboard is assessed as less obtrusive than what is proposed as:

- is not illuminated and has no other external lighting
- it is lower to ground level at approximately 2.5m from natural ground level
- the billboard is not dominant in the view corridor and is absorbed by the wall of 123 York Street.
- does not face the direction of the traffic flow.
- has a static long-term advertising message displayed.

This sign was approved in 2008 prior to the current planning scheme. It would not be considered approvable if an application was submitted in this current day as a billboard and third party sign.

(vi) the impact on the safe and efficient movement of vehicles and pedestrians

The proposal was referred to the Department of State growth as the road authority and no objection was received. Similarly, the application was assessed by the councils Infrastructure and Assets Network team as not posing an impact to the adjacent street traffic and/or pedestrians.

A2 A sign must be not less than 2m from the boundary of any lot in the General Residential Zone, Inner Residential Zone, Low Density Residential Zone, Rural Living Zone or Landscape Conservation Zone.

Not Applicable

The proposed development is situated in the Urban Mixed Zone and is not in proximity to a Residential Zone.

P2 A sign must not cause an unreasonable loss of amenity to adjoining residential properties, having regard to:

- (a) the topography of the site and the surrounding area;
- (b) the relative location of buildings, habitable rooms of dwellings and private open space;
- (c) any overshadowing; and
- (d) the nature and type of the sign

Not Applicable

A3 The number of signs for each business or tenancy on a road frontage of a building must be no more than:

- (a) 1 of each sign type, unless otherwise stated in Table C1.6;
 - (b) 1 window sign for each window;
 - (c) 3 if the street frontage is less than 20m in length; and
 - (d) 6 if the street frontage is 20m or more,
- excluding the following sign types, for which there is no limit:
- (i) name plate; and
 - (ii) temporary sign.

Complies

The proposed sign is not situated on the road frontage. Only one (1) billboard sign is proposed.

It therefore is considered that the proposal meets the acceptable solutions.

P3 The number of signs for each business or tenancy on a street frontage must:

- (a) not unreasonably increase in the existing level of visual clutter in the streetscape, and where possible, reduce any existing visual clutter in the streetscape by replacing existing signs with fewer, more effective signs; and
- (b) not involve the repetition of messages or information.

Not Applicable

C1.6.2 Illuminated signs

That:

- (a) illuminated signs are compatible with the streetscape;
- (b) the cumulative impact of illuminated signs on the character of the area is managed, including the need to avoid visual disorder or clutter of signs; and

<p>(c) any potential negative impacts of illuminated signs on road safety and pedestrian movement are minimised.</p>
<p>Not Consistent The proposed illuminated LED screen billboard is not compatible with the streetscape as it does not integrate harmoniously with the existing historical commercial and residential character of the surrounding area.</p> <p>The subject site whilst situated on the fringe of the CBD where there is a range of existing signage present, will realise the cumulative undesirable impact of an additional illuminated sign of this scale. The proposed sign is not consistent with the type of other signage in the immediate area and is a third party sign.</p>
<p>A1 No Acceptable Solution.</p>
<p>Relies on Performance Criteria The proposed signage is for an illuminated billboard. This does not meet the acceptable solutions and therefore must address the performance criteria.</p>
<p>P1 An illuminated sign must not cause an unreasonable loss of amenity to adjacent properties or have an unreasonable effect on the safety, appearance or efficiency of a road, and must be compatible with the streetscape, having regard to:</p> <ul style="list-style-type: none"> (a) the location of the sign; (b) the size of the sign; (c) the intensity of the lighting; (d) the hours of operation of the sign; (e) the purpose of the sign; (f) the sensitivity of the area in terms of view corridors, the natural environment and adjacent residential amenity; (g) the intended purpose of the changing message of the sign; (h) the percentage of the sign that is illuminated with changing messages; (i) proposed dwell time; and (j) whether the sign is visible from the road and if so the proximity to and impact on an electronic traffic control device.
<p>Does Not Comply</p> <p>This standard requires signs to not cause an unreasonable loss of amenity to adjacent properties, not have an unreasonable impact on the efficiency or safety of roads and be compatible with the streetscape. The proposed sign has previously been assessed as causing an unreasonable loss of amenity for the reasons outlined in the assessment for <i>Standard C1.6.1 - Design and Siting of Signs</i>. This standard considers the further impacts of illumination. In addition to amenity this standard requires an assessment of compatibility of the sign with the streetscape. To be compatible the sign needs to be in broad harmony and correspondence with the surrounding area. This assessment does not consider that the sign has an unreasonable impact on the adjacent road.</p> <p>(a) the location of the sign;</p>

The proposed sign is to be affixed to the side wall of the existing building at 212 York Street. York Street is a one-way street and the proposed position has high visibility when viewed from the East. The sign is in an elevated position on the brick wall maximising its location.

The proposed sign would be visible amongst other signage, it is however of a scale, level and type of illumination that is different and more intrusive than the existing signs in the area. It is therefore assessed as not being compatible with area.

(b) the size of the sign;

The sign is disproportionate in comparison to the predominant awning facia and under awning signage present in the immediate area and therefore combined with the level of illumination is not compatible with the streetscape. The image demonstrates the scale of the proposed sign which intends to occupy over a third of the brick wall.



Image source: All Urban Planning report - F Read

(c) the intensity of the lighting;

The lighting intensity is proposed to conform with AS 4284 with a max average night time luminance of 350cd/m² and daytime of 6000 cd/m².

As York Street is an arterial road with existing high levels of lighting, the light intensity is not expected to be significantly brighter than the surrounding lighting in the area.

(d) the hours of operation of the sign;

The sign is proposed to operate between 5am and 11.00pm. The visibility of the sign is likely to be higher in time of darkness. The acceptable solutions for external lighting in the Urban Mixed Use Zone is 6am to 11pm.

(e) the purpose of the sign;

The purpose of the sign is to offer advertising to third parties primarily cars travelling East to West along York Street. The LED sign offers multiple businesses the ability to advertise in the one location instead of a single static image. This type of sign is not characteristic of the area.

(f) the sensitivity of the area in terms of view corridors, the natural environment and adjacent residential amenity;

The sign is located to be visible primarily to vehicles and pedestrians looking West along York Street



Image source: City of Launceston - R Jamieson

This view field is characterised by:

- A significant numbers of locally and state listed heritage buildings
- A consistent scale and character
- Traditional forms of original buildings interspersed with new forms

This view corridor would be compromised by the proposed sign being that it is situated amongst an area of strong heritage character and where no other third party signage is placed within the immediate proximity. With the exception of the third party billboard sign located at the Coles Service Station on the corner of York and Wellington Streets, which was erected before billboards were previously restricted. It's the only one in the area and would be considered an anomaly and doesn't contribute to the character of the area.

The proposed sign typology is not consistent with the existing signage in the area which is predominantly below awning and awning/ building facia signs of a smaller scale.

The size of this sign and the resultant visual amenity loss in the context of the sign also being illuminated, equates to a non-cohesive built environment. The

illuminated sign would dominate the view corridor due to the large scale and brightness that will emit from the sign.

The introduction of a large scale LED screen will cumulatively impact the area by:

- significantly increasing the level of illumination in the immediate area
- and the amount of commercial messaging that users of the space will be unwittingly exposed to when in the area.
- decrease to the overall legibility of the space for users both pedestrians and vehicles.

The closest residential use is located adjoining the site to the west, however the impact would be minimal or negligible with the direction and placement of the sign not likely to be viewed from the site.

(g) the intended purpose of the changing message of the sign;

The purpose of the sign is to provide advertising. The changing nature of the sign will allow different advertising messages to be communicated using one sign. This maximises the signs impact and increases its level of incompatibility.

(h) the percentage of the sign that is illuminated with changing messages;

100% of the sign is illuminated with a still image that changes periodically.

(i) proposed dwell time; and

The proposed dwell time of 30 seconds is commensurate with dwell times of other illuminated signs across the city and as approved at 279 Brisbane Street and 33 Bathurst Street.

(j) whether the sign is visible from the road and if so the proximity to and impact on an electronic traffic control device

The sign is designed to be visible to the traffic travelling along York Street. A Traffic Safety Assessment prepared by Pitt and Sherry accompanies the application and has determined that the proposed sign is not expected to negatively impact the safety of the road or footpath in the vicinity.

There is not a traffic control device in near proximity to the proposed sign, the closest being at either end of the blocks corner of York and Wellington Streets and the corner of York and Bathurst Streets.

A2 An illuminated sign visible from public places in adjacent roads must not create the effect of flashing, animation or movement, unless it is providing direction or safety information.

Complies

The LED Screen billboard sign will be visible from public places and from York Street.

The proposed sign will not flash or have animation or movement.

It therefore is considered that the proposal meets the acceptable solutions

C1.6.3 Third party sign

- To:
- (a) provide for third party signs that are compatible with the streetscape and the character of the area in which it is proposed to be located;
 - (b) manage the cumulative impact of third party signs on the character of an area; and
 - (c) minimise any potential impact of third party signs on road safety.

Not Consistent

The proposed signage is not compatible with the streetscape and it does not integrate harmoniously with the existing historical commercial and residential character of the surrounding area.

There are very few third party signs within the immediate area, with the predominant signage being directly related to the premises within the area.

The LED screen form of signage is not consistent with the typology of existing signage. Smaller signs and uniform placement on building/awning facias and below awnings are a strong element of the heritage fabric of the area.

The impact of the proposed third party sign on adjacent road safety has been assessed as negligible.

A1 No Acceptable Solution.

Relies on Performance Criteria

The proposed sign is defined as a third party sign being that it does not relate to the goods or services available on the premises or land to which is it attached.

Therefore, the proposal must address the performance criteria.

P1 A third party sign must be compatible with the natural and built environment of the surrounding area, having regard to:

- (a) the content of the sign;
- (b) the necessity for the advertisement to be in the location;
- (c) opportunities for alternative locations or other methods to achieve the intended purpose (e.g. eligibility for Tasmanian Visitor Information System (TVIS) signs); and
- (d) the likely impact on the operation and safety of a railway, road, footpath, or navigable water ; and
- (e) any advice from a State authority.

Does Not Comply

The proposed third party sign is not compatible with the built environment of the surrounding area.

In response to the criteria:

(a) the content of the sign;

The LED screen will be an advertising platform for other parties. Its changing messages it not characteristic of the signage in the area and reduces the signs compatibility with the built environment of the surrounding area.

(b) the necessity for the advertisement to be in the location;

and

(c) opportunities for alternative locations or other methods to achieve the intended purpose (e.g. eligibility for Tasmanian Visitor Information System (TVIS) signs);

and

In order to assess this clause, it is necessary to define the key concepts:

Necessity "*as the state or fact of being required*"

There is a difference between the desire to provide signage such as an advertising opportunity rather than the need for such messaging to promote local businesses. The applicant's consultant has argued that the sign is necessary to facilitate the prosperity of local businesses that rely upon the CBD volume for exposure, and that a sign of this nature would reduce the need for multiple signs in various locations with single static messaging.

Council officers **do not support** this argument and believe that this LED sign will not reduce signs in other locations. Businesses who place advertisements on this sign are likely to be looking to maximise their exposure and will be placing signage in other locations across the city including their own premises. There are many other forms of alternative advertising that could be employed if this billboard was refused.

The third party sign development is not of a type that supports the activity present in the zone. The third party signage is intended to support those businesses or activity that are not present in the zone and provides a platform to advertise non-related activity arguably not occurring locally, thereby compromising the role of the activity centre location.

The applicant has not provided any alternative locations for the sign and this application is entirely for the York Street property. That application has not demonstrated the need for the location of such a large third party billboard sign within a streetscape with heritage buildings.

(d) the likely impact on the operation and safety of a railway, road, footpath, or navigable water ; and

A Traffic Safety Assessment prepared by Pitt and Sherry accompanies the application and has determined that the proposed sign is not expected to negatively impact the safety of the York Street.

A negative impact for pedestrians could be experienced when walking in a relatively busy area of the city in terms of the visual amenity. This is based on the proposed scale of the sign and the visual distraction that may result from the movement of the illuminated messaging emanating from the proposed sign.

(e) any advice from a State authority

The application was referred to the Department of State Growth. No objection to the proposal was received.

C1.6.4 Signs on local heritage places and in local heritage precincts and local historic landscape precincts

P1 A third party sign must be compatible with the natural and built environment of the surrounding area, having regard to:

- (a) the content of the sign;
- (b) the necessity for the advertisement to be in the location;
- (c) opportunities for alternative locations or other methods to achieve the intended purpose (e.g. eligibility for Tasmanian Visitor Information System (TVIS) signs); and
- (d) the likely impact on the operation and safety of a railway, road, footpath, or navigable water ; and
- (e) any advice from a State authority.

Not Applicable

The proposed signage is not located on a Local or State heritage listed property.



DIGITAL SCREEN - 6mx3m

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Client	Date	Scale	Design No	Revision	Sign Type	Sheet
212 York Street Launceston	14.6.2024	NTS	0000	A	LED SCREEN	1 of 2



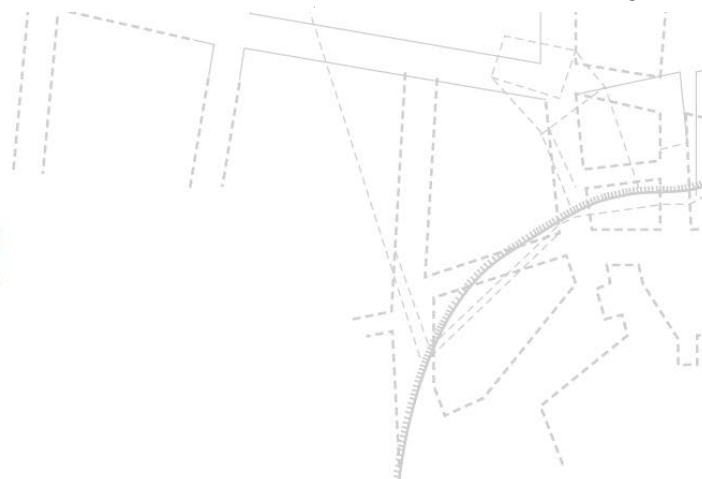
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Client	Date	Scale	Design No	Revision	Sign Type	Sheet
212 York Street Launceston	14.6.2024	NTS	0000	A	LED SCREEN	2 of 2

AllUrbanPlanning^{PTY LTD}



20 July 2024

Rachael Huby
Town Planner
Launceston City Council

Dear Rachael

Application for Planning Permit – New LED billboard sign 212 York Street, Launceston

Please see attached an application for a planning permit for a new LED billboard sign at 212 York Street, Launceston.

This letter was updated 20 July 2024 to provide additional information in relation to an assessment under Clause C1.6.3 as requested by Council, 17 July 2024.

Proposal

The proposal is for a new 6m (W) x 3m (H) LED billboard sign to be affixed to the side wall of the existing building at 212 York Street. The sign is to face an easterly direction and will be visible to westbound traffic on York Street. A site plan is shown in Figure 1 attached to this letter.

The LED screen will operate on a minimum 'dwell time' of 30 seconds on each message to be shown on the sign with zero transition time between messages.

The sign will have no motion, changes in luminance or any effects that create the illusion of movement such as 'fade', 'zoom', or 'fly in' type effects and there will be no flashing lights.

The sign will be equipped with a light sensor that reads the ambient light and adjusts the brightness of the screen accordingly. The maximum brightness of the sign is to be 6000 cd/m², however it will be limited in accordance with the following Table 5.1.3 from the Roadside Advertising Manual. During the day when the ambient light is high, the brightness of the sign will increase and at night when the ambient light is low, it will decrease.

As a failsafe, if the light sensor in the sign fails the brightness level will default to the night time levels.

Table 5.1.3 – Luminance maximums for varying ambient lighting conditions on electronic advertising devices located above a static illuminated street name sign.

Illuminance (ambient light levels) (lux)	Luminance levels on electronic advertising devices on street name signs (cd / m ²)
0-10	150
11-40	200
41-100	250
101-400	400
401-1000	700
1001-4000	1500
4001-10000	2300
10001-40000	4000
40001-100000	6000

The applicant would support conditions on the operation of the sign similar to those set out under Attachment A.

Planning Scheme

The site is located within the Urban Mixed Use Zone under the Tasmanian Planning Scheme – Launceston (planning scheme).

Under Clause C1.3.2.1 of the Signs Code each sign must be categorised into one of the definitions listed and described under C1.3. If a sign does not readily fit any defined sign, it must be categorised as the most similar defined sign.

The proposed sign is considered to fall within the definition of a *Billboard* meaning:

a structure either freestanding or attached to a building designed to accommodate standard billboards, the message of which may be changeable and variable.

The proposal is considered as an illuminated third-party billboard sign and assessed against the relevant standards of the Signs Code as follows:

Design and siting of signs (C1.6.1)

Objective:

That:

- (a) signage is well designed and sited; and
- (b) signs do not contribute to visual clutter or cause an unreasonable loss of visual amenity to the surrounding area.

Use Standard	Assessment
P1.2	As the proposed sign is a billboard sign, it is unable to comply with Acceptable Solutions

<p><i>If a roof sign, sky sign or billboard, the sign must:</i></p> <p>(a) <i>be located within the applicable zone for the relevant sign type set out in Table C1.6;</i></p> <p>(b) <i>meet the sign standards for the relevant sign type in Table C1.6; and</i></p> <p>(c) <i>not contribute to visual clutter or cause unreasonable loss of amenity to the surrounding area, having regard to:</i></p> <p>(i) <i>the size and dimensions of the sign;</i></p> <p>(ii) <i>the size and scale of the building upon which the sign is proposed;</i></p> <p>(iii) <i>the amenity of surrounding properties;</i></p> <p>(iv) <i>the repetition of messages or information;</i></p> <p>(v) <i>the number and density of signs on the site and on adjacent properties; and</i></p> <p>(vi) <i>the impact on the safe and efficient movement of vehicles and pedestrians.</i></p>	<p>A1. The proposal however is considered to comply with P1.2 in that:</p> <p>a) Table C1.6 includes the subject Urban Mixed Use Zone as an applicable zone for a Billboard Sign.</p> <p>b) The sign conforms to the dimensions of 3m (H) x 6m (W) under Table C1.6 and the sign, affixed to the side wall will not extend vertically or horizontally from the surface it will be attached to.</p> <p>c) (i) The proposed sign is 3m (h) x 6m(w) and is to be sited in the same location as a previous wall sign on the same wall (see Figure 1 below). The dimensions of the sign are similar to other signs in the area and not considered excessive for this location and on this building. (ii) The size of the sign is the same as the previous “Roberts” wall sign on the same wall and is considered suitable for the scale of the building on which it will be mounted (iii) The sign is located in a commercial area and not expected to adversely affect the amenity of surrounding properties (iv) The periodically changing LED sign allows multiple advertising messages to be communicated within one sign and the sign can have its content updated digitally as required to keep the information fresh and relevant (v) This billboard is the only LED sign on the site at 212 York Street. There is existing advertising located directly below the proposed site for the billboard. There is also an existing billboard approximately 100m east of the site on the corner of York Street/ Bathurst Street (vi) The sign will be erected on the building 3-4m above the ground. The location of the sign will not block any existing road signage and is located upstream and offset from the Wellington</p>
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	Street Intersection traffic signals, such that it will not impede visibility of the traffic signals. The sign will not interfere with pedestrian sight lines at any designated crossing.
<p>A2</p> <p><i>A sign must be not less than 2m from the boundary of any lot in the General Residential Zone, Inner Residential Zone, Low Density Residential Zone, Rural Living Zone or Landscape Conservation Zone</i></p>	Complies. The proposed sign is separated almost 300m from the closest residential zone, being Middle Street to the south west.
<p>A3</p> <p><i>The number of signs for each business or tenancy on a road frontage of a building must be no more than:</i></p> <p><i>(a) 1 of each sign type, unless otherwise stated in Table C1.6;</i></p> <p><i>(b) 1 window sign for each window;</i></p> <p><i>(c) 3 if the street frontage is less than 20m in length; and</i></p> <p><i>(d) 6 if the street frontage is 20m or more,</i></p> <p><i>excluding the following sign types, for which there is no limit:</i></p> <p><i>(i) name plate; and</i></p> <p><i>(ii) temporary sign.</i></p>	<p>The proposal sign is the only billboard sign on the building and complies with A3a).</p> <p>There is an existing wall sign below the proposed billboard on the same wall and window signs and a horizontal projecting sign on the front facade. The total number of signs therefore exceeds 3 for this site with a frontage less than 20m A3(c). It is unclear whether this standard applies to the proposed third party sign that is unrelated to the tenancy and is located on the flank wall rather than the frontage. However, the proposal is assessed under P3 in the event that it does apply.</p>
<p>P3</p> <p><i>The number of signs for each business or tenancy on a street frontage must:</i></p> <p><i>(a) not unreasonably increase in the existing level of visual clutter in the streetscape, and where possible, reduce any existing visual clutter in the streetscape by replacing existing signs with fewer, more effective signs; and</i></p>	<p>The proposed billboard sign is considered acceptable under P3 in that:</p> <p>a) The sign will be affixed to the flank wall of the building and is not considered to unreasonably increase the existing level of visual clutter in the streetscape.</p> <p>b) The periodically changing LED sign allows multiple advertising messages to be communicated within one sign and the sign can have its content updated digitally as</p>

<i>(b) not involve the repetition of messages or information.</i>	required to keep the information fresh and relevant
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Figure 1 – The site previously included a wall sign of similar dimensions in the same location (Source: Google Street View, August 2017)

Illuminated signs (C1.6.2)

Objective:

That:

- (a) illuminated signs are compatible with the streetscape;*
- (b) the cumulative impact of illuminated signs on the character of the area is managed, including the need to avoid visual disorder or clutter of signs; and*
- (c) any potential negative impacts of illuminated signs on road safety and pedestrian movement are minimised.*

Development Standard	Assessment
<p>A1 <i>No Acceptable Solution.</i></p>	<p>The proposed illuminated sign is to be assessed under P1.</p>
<p>P1 <i>An illuminated sign must not cause an unreasonable loss of amenity to adjacent properties or have an unreasonable effect on the safety, appearance or efficiency of a road, and must be compatible with the streetscape, having regard to:</i></p> <ul style="list-style-type: none"> <i>(a) the location of the sign;</i> <i>(b) the size of the sign;</i> <i>(c) the intensity of the lighting;</i> <i>(d) the hours of operation of the sign;</i> <i>(e) the purpose of the sign;</i> <i>(f) the sensitivity of the area in terms of view corridors, the natural environment and adjacent residential amenity;</i> <i>(g) the intended purpose of the changing message of the sign;</i> <i>(h) the percentage of the sign that is illuminated with changing messages;</i> <i>(i) proposed dwell time; and</i> <i>(j) whether the sign is visible from the road and if so the proximity to and impact on an electronic traffic control device.</i> 	<p>With regard to the accompanying traffic assessment prepared by Pitt & Sherry, the proposal is considered to satisfy P1 in that:</p> <ul style="list-style-type: none"> (a) The sign will be erected on the eastern facade of the building 3-4m above the ground. The location of the sign will not block any existing road signage and is located upstream from the Wellington Street Intersection traffic signals, such that it will not impede visibility of the traffic signals (b) The proposed sign is 3m (h) x 6m (w) which is not considered excessive in this location and on this building (c) As discussed above the light levels of the sign will adjust to respond to background light levels. As York Street is an arterial road with existing high levels of lighting, this signage is not expected to be significantly brighter than the surrounds (d) The sign will operate between 5:00am and 11:00pm, 7 days a week. During the summer months this would align with mostly daylight hours (e) The purpose of this sign is to offer advertising (f) Existing street lights, illuminated signs and shop fronts are present along York Street and the predominantly commercial area is not considered highly sensitive. The nearest dwelling to the proposed sign is at 212a York Street. The private residence is located behind the property and due to the acute angle to the sign, the light is not expected to cause nuisance to this resident. Upstairs above the Jail House

	<p>Grill on the corner of York Street and Wellington Street, also may be used for accommodation. There are no windows on the side of the building facing the sign.</p> <p>(g) As the sign is electronic, messaging can be frequently changed and kept relevant for higher impact. The sign can offer advertising to multiple businesses compared to only a single business with a static sign which reduces the overall number of signs required within the area</p> <p>(h) 100% of the sign is illuminated with a still image that changes periodically</p> <p>(i) The proposed dwell time will be a minimum of 30 seconds which would not imitate flashing; and</p> <p>(j) The proposed sign will be erected 3-4m above the ground. The sign will be visible from the road but will not impede the sightline from the surrounding signalised intersections. The sign will not interfere with pedestrian sight lines at any designated crossing.</p>
<p>A2</p> <p><i>An illuminated sign visible from public places in adjacent roads must not create the effect of flashing, animation or movement, unless it is providing direction or safety information.</i></p>	<p>The proposed slow image rotation will avoid undue distraction to passing motorists.</p>

Third party sign (C1.6.3)

The proposal is a third party sign as defined under Clause C1.3.1.

Objective:

To:

- (a) *provide for third party signs that are compatible with the streetscape and the character of the area in which it is proposed to be located;*
- (b) *manage the cumulative impact of third party signs on the character of an area; and*
- (c) *minimise any potential impact of third party signs on road safety.*

Acceptable Solution	Performance Criteria
<p>A1</p> <p>No Acceptable Solution.</p>	<p>P1</p> <p>A third party sign must be compatible with the natural and built environment of the surrounding area, having regard to:</p> <p>(a) the content of the sign;</p> <p>(b) the necessity for the advertisement to be in the location;</p> <p>(c) opportunities for alternative locations or other methods to achieve the intended purpose (e.g. eligibility for Tasmanian Visitor Information System (TVIS) signs); and</p> <p>(d) the likely impact on the operation and safety of a railway, road, footpath, or navigable water; and</p> <p>(e) any advice from a State authority.</p>
<p>Assessment:</p> <p>The area is characterised by an urban commercial streetscape and does not have any particular <u>natural</u> environmental values that are relevant to this proposal. Having regard to the Objective of the standard requiring compatibility with the ‘streetscape’, I approach P1 on the basis that the proposal must be compatible with the built environmental character of this commercial streetscape.</p> <p>‘streetscape’ is a defined term under Table 3.1 of the planning scheme and:</p> <p><i>means the visual quality of a street depicted by road width, street planting, characteristics and features, public utilities constructed within the road reserve, the setback of buildings and structures from the property boundaries, the quality, scale, bulk and design of buildings and structures fronting the road reserve. For the purposes of determining streetscape for a particular site, the above matters are relevant when viewed from either side of the same street within 100m of each side boundary of the site, unless for a local heritage precinct or local historic landscape precinct listed in the relevant Local Provisions Schedule, where the extent of the streetscape may be determined by the relevant precinct provisions.</i></p> <p>I note that there is no relevant local heritage precinct or local heritage landscape precinct under the planning scheme. The following plan indicates my interpretation of the area of the relevant streetscape surrounding the site based on a corridor 100m in either direction along York Street.</p>	



Attachment B includes a table summary of the built environment of this streetscape context including comments on the number, type, size and illumination of signage on each property.

Having regard to this review I make the following comments:

1. The streetscape has a mixture of heritage and mid century- contemporary commercial buildings.
2. The southern side of York Street is characterised by commercial buildings with a variety of signage types.
3. The northern side of York Street is characterised by commercial development with associated wall signage including Zambreros, Tsing Wah Asian Grocers, the subject site and Inspiration Paints. These commercial properties sit between the Victorian Georgian Goalhouse Grill building on the corner Wellington and York Street the impressive heritage brickwork tower of the former Union Brewery building at 214-216 York Street. Both of these heritage buildings include limited signage.
4. Signs within the streetscape include Static Electronic Devices (the same as the sign the subject of the application), LED illuminated signs, third party advertising signs as well as business identification signage.

5. Signs are commonly orientated eastwards to face the oncoming one way traffic flow on York Street as shown below



6. There are multiple signs that form part of the character of the built environment of this commercial streetscape. The application is compatible with the scale and siting of both the existing wall sign on the subject building and multiple LED illuminated signage and decals on the Woolworths supermarket opposite the site as shown in the eastern approach to the site below.



7. The siting of the proposed signage below the first floor parapet will not interrupt views to the impressive Federation brickwork tower of the former Union Brewery building.
8. The proposed sign mounted on a blank side wall of the building is consistent with the pattern of signage on side walls and re-entrant spaces at the edge of the streetscape as shown below.



Having regard to this streetscape character assessment I consider that the proposal is compatible (is able to coexist in harmony) with the character of this commercial streetscape and therefore satisfies the Performance Criteria of P1 in that:

(a) The sign content will be varying commercial advertising in an inner-city commercial area surrounded by other branded commercial properties including the Woolworths supermarket on the opposite side of York Street, the Shell service station on the corner of York and Wellington Street, Zambrero on the corner of York and Bathurst Street and BBQs Galore opposite the site. The proposed sign is the only 3rd party sign in this section of York Street and therefore will not result in an unacceptable cumulative impact of 3rd party signage in the streetscape.

(b) The proposed sign is necessary to promote local businesses whose financial health facilitate the growth and lifeblood of the Launceston CBD. This directly links to the City of Launceston's strategic plan which includes facilitating prosperity by seeking out opportunities for growth and renewal of its regional economy. Claude Neon helps facilitate local business growth by providing a local low cost advertising and marketing solutions to drive customers to local Launceston businesses.

The proposed location provides a highly visible site suitable for advertising on the blank side wall of the building in a location previously used for wall signage by the former building owner and tenant 'Roberts'. The site is to be purchased by Claude Neon and Claude Neon wishes to reuse this space in a similar manner.

The proposed LED format will provide significant efficiencies for the display of multiple 3rd party messages from a single sign that will not result in an unreasonable cumulative 3rd party signage impact.

(c) The site is unique in its placement on the side wall of the building previously used for a large format wall sign. The site is adjacent to a busy arterial road providing unobstructed views of the advertising at a section where the major traffic flow is still slow after exiting the upstream intersection. Located in a predominantly commercial area, the site has minimal adjacent residents that would be affected. Alternative locations would likely not achieve the high visibility of slow speed traffic flows

(d) As discussed above, the proposed sign is not expected to negatively impact the safety of the road or footpath in the vicinity. The sign will not be in the sight line of traffic or pedestrians to the road and intersections. There is no rail or waterway in the area; and

(e) To our knowledge, no advice has been received from Council or a State authority.

Conclusion

The proposed LED billboard sign is considered to satisfy the relevant planning scheme standards as setout above and addressed in the accompanying assessment prepared by Pitt and Sherry.

The applicant would support conditions on the permit similar to set out in Attachment A.

I trust Council has sufficient information to determine this application however please contact the undersigned as necessary for further information or clarification.

Yours sincerely



Frazer Read
Principal
All Urban Planning Pty Ltd



Figure 1 – Site Plan

Attachment A

LUMINANCE STANDARD

During the operation of the sign, the maximum average luminance and threshold increment values as specified in below must not be exceeded:

- Daytime luminance: 6000 cd/m²
- Overcast weather: 700 cd/m²
- Morning and evening twilight 350 cd/m²
- Night time 150 cd/m²

BRIGHTNESS LEVELS

- a) The signs must be dimmable and have a suitable control system to enable maximum lighting levels to be set or adjusted if deemed necessary by the City of Launceston.
- b) Where illuminated during the day, the sign must be fitted with Photocell/s (light sensor/s) that measure the ambient light and control system technology that enables the luminance of the sign to automatically adjust relative to the measured ambient light level.
- c) Any change in brightness levels must be applied during an image transition, not while an image is being displayed.

IMAGE TRANSITIONS

- a) Where the graphical content or colours can change (such as for digital/electronic signage), any changes in image must occur in 0.1 seconds or less.

LIGHTING COMPLIANCE REPORT

Prior to the operation of the sign, a Lighting Compliance Report must be submitted to and approved by the Manager City Development. The Lighting Compliance Report must demonstrate that the sign has been commissioned according to the Luminance Standard. The Compliance Report must include the following:

- i. On site luminance measurements for Daytime, Evening/Morning Twilight and Night Time, based on a 100% white screen set to the maximum value for each lighting condition.
- ii. Photos of the sign for each sky condition with a date, time, and luminance value.

SIGNAGE CONTENT (ELECTRONIC)

- The images displayed must be static and change between static images must be instantaneous.
- The sign must not be coloured like an official traffic sign, imitate a traffic control device or give instructions to traffic such as 'give way' or 'stop.'
- The sign must have a minimum dwell time of thirty (30) seconds.
- Apart from the above, content of the sign may be updated or changed without separate approval of Council, subject to:

1. The structure, location and size of the signage not changing.
2. The content of the signage relating to the site.
3. Compliance with the requirements of the planning scheme.

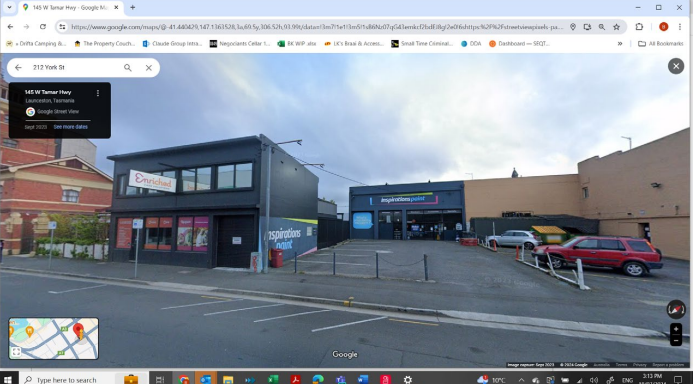
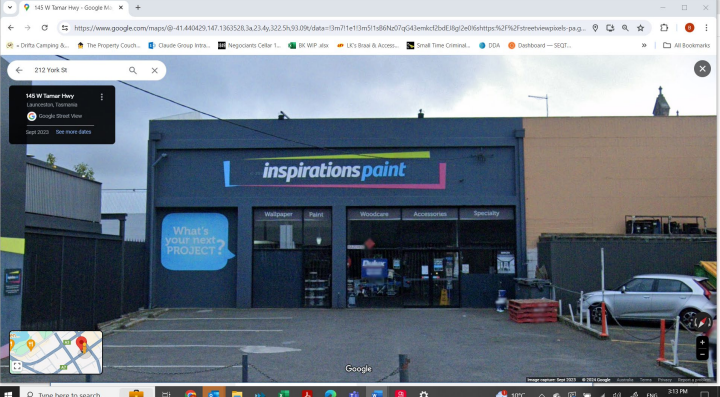
SIGN MAINTENANCE (ELECTRONIC)

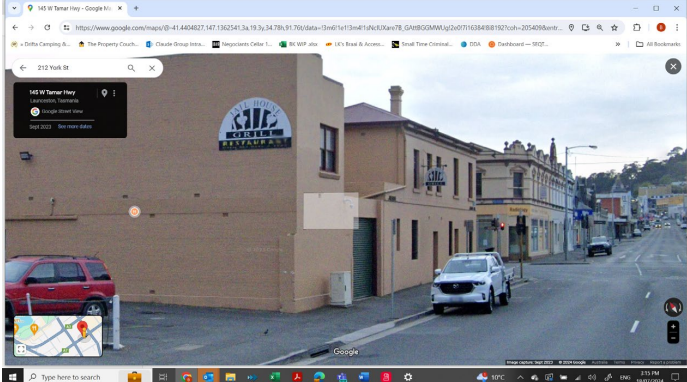
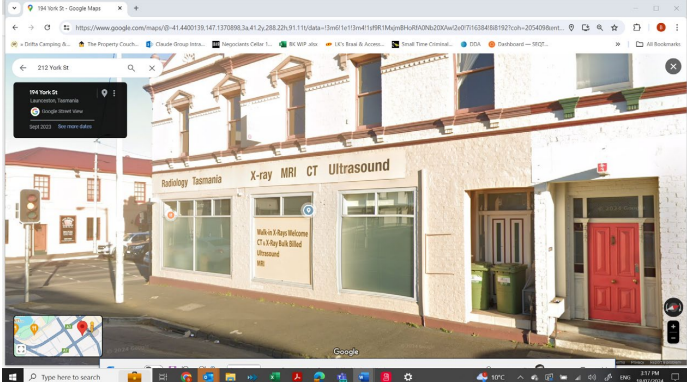
The signs must be constructed and maintained in good condition to the satisfaction of the Council. The LED screen must incorporate an automatic error detection system which will turn the display off or switch to a blank, black screen should the screen or system malfunction.

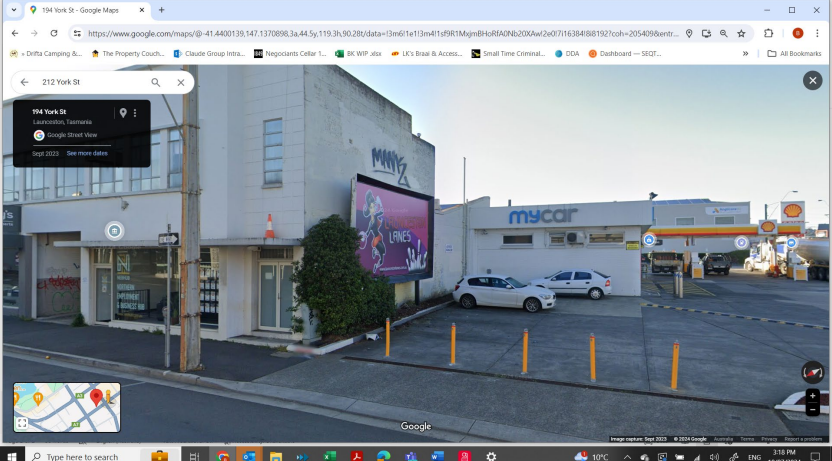
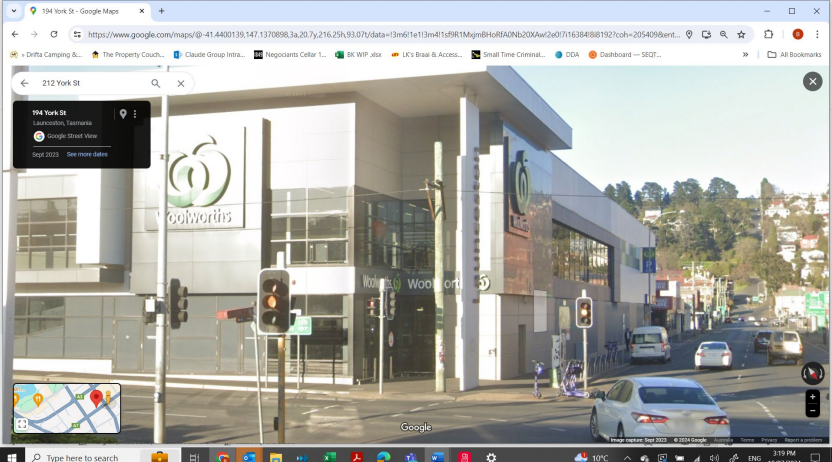
NO FLASHING LIGHT - (ELECTRONIC SIGNS)

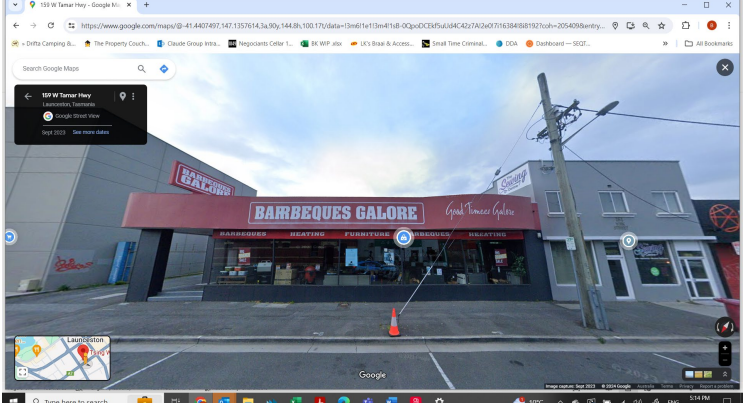
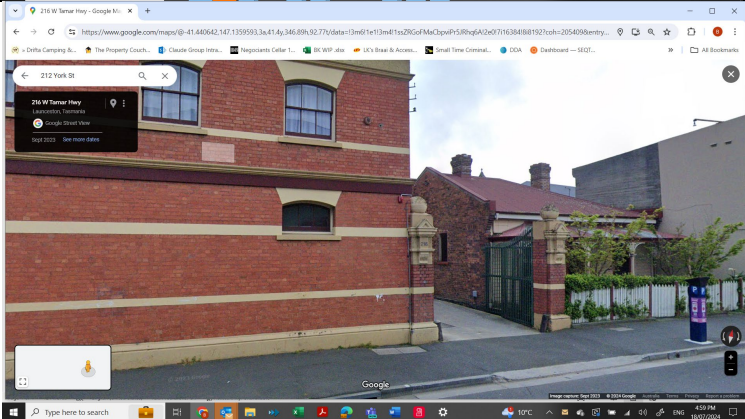
Flashing or intermittent lighting must not be used in the signs permitted by this permit.

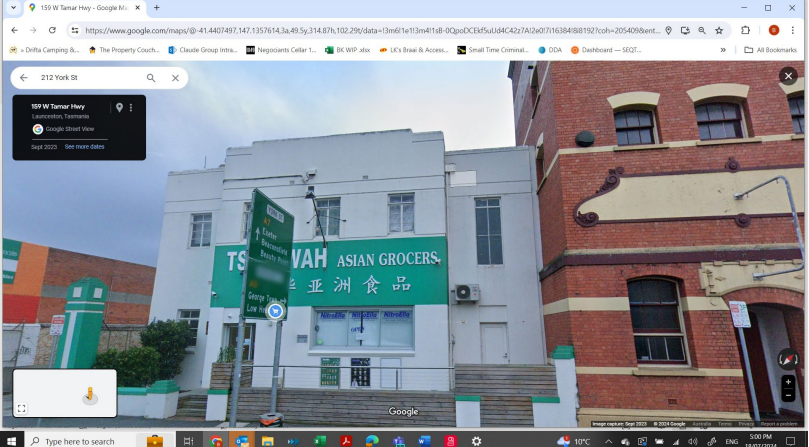
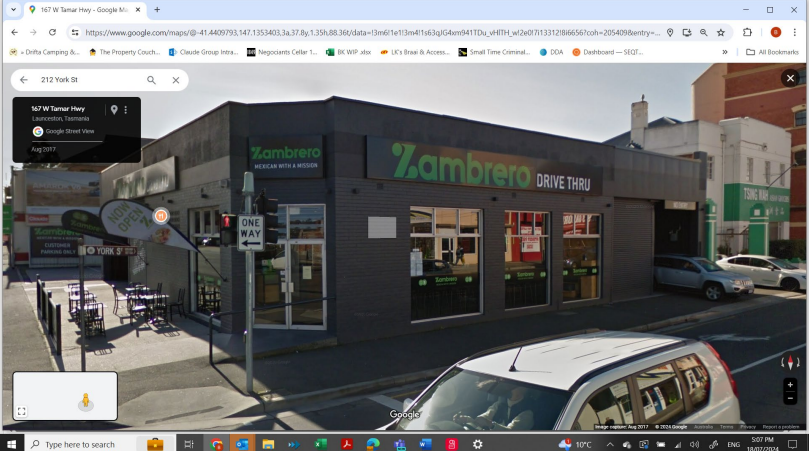
**Attachment B
Streetscape Characteristics**

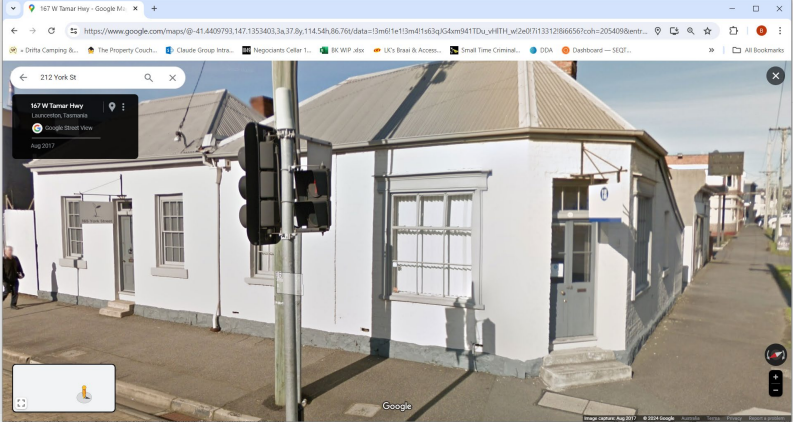
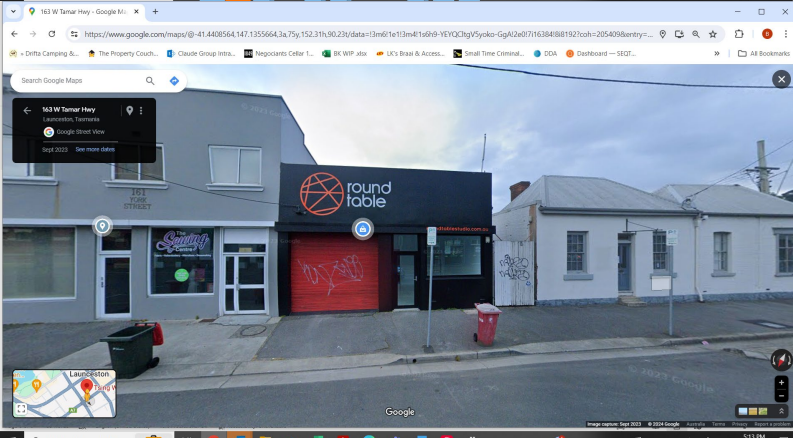
No	Premises	Description	Number of signs	Illumination	Photo
1	212 York St – subject premises	Multiple existing signage outcomes including on premise branding and third party branding for neighbouring premises.	6	Provisioned but not currently used	
2	Inspiration Paints	Multiple signage examples	2-3	Yes	

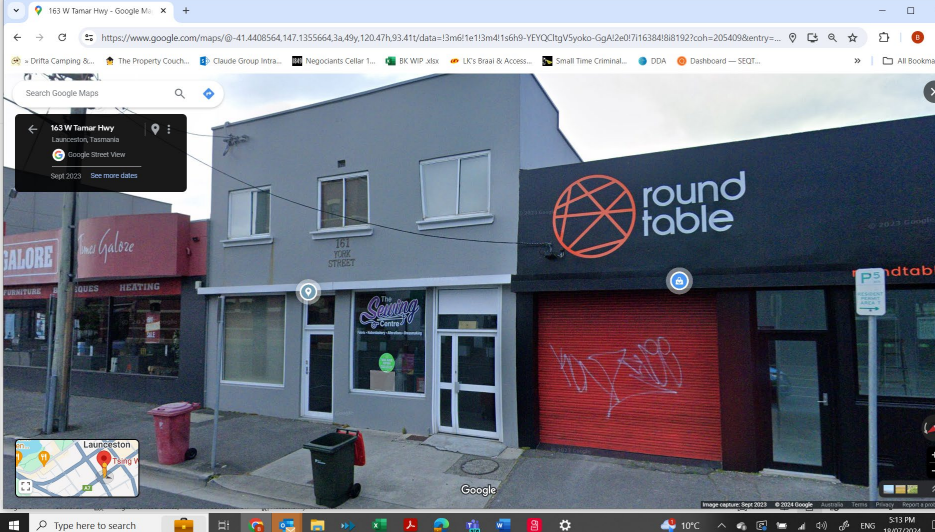
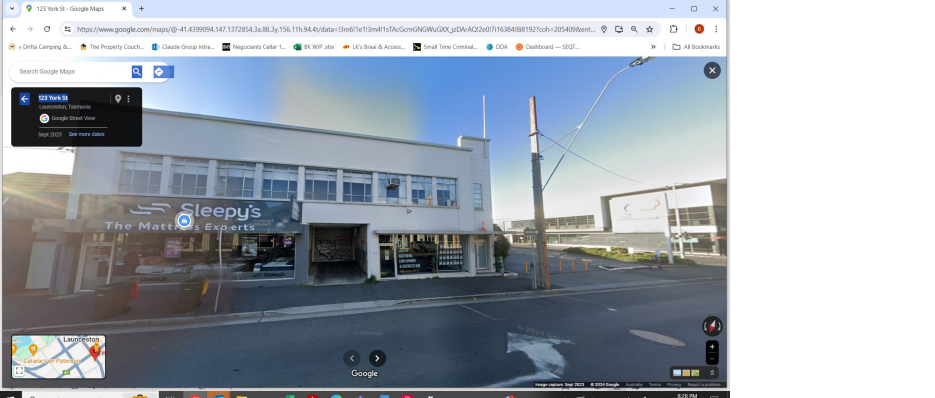
No	Premises	Description	Number of signs	Illumination	Photo
3	Jailhouse Grill	Multiple signage examples	3	No	
4	Radiology Tasmania – 194 York St	Multiple signage examples Third party signage contained on same premises on adjacent street.	10+	No	

No	Premises	Description	Number of signs	Illumination	Photo
5	Advertising Billboard, Shell Service Station and MyCar Garage	Multiple signage examples including third party billboard advertising.	10+	Yes, LED lighting	
6	Woolworths shopping complex	Multiple signage	12+	Yes, LED illuminated lighting. Third party signage visible from roadway in car parking area. Also SED signage on same block at BWS premises.	

7	151-159 York Street, BBQ Galore	Multiple signage examples	5	Yes	
8	214-16 York St	No signage	Nil	N/A	

9	210 York St – Asian Grocers	Multiple examples of illuminated signage	5	Yes	
10	Zambreros	Multiple signage examples	10	No	

11	165 York St	Basic on premise signage	2	No	
12	163 York St – Round Table	Multiple signage examples	2	No	

13	161 York St – The Sewing Centre	On premise signage	1	No	 <p>A Google Street View image of a two-story grey building at 161 York Street. The ground floor has a window with a sign for 'The Sewing Centre'. To the right is a 'round table' store with a red roller door. A small map inset in the bottom left shows the location in Launceston.</p>
14	121-123 York St	Multiple signage examples	5	No	 <p>A Google Street View image of a modern, single-story white building at 121-123 York Street. The storefront features large signage for 'Sleepy's The Mattress Experts'. A small map inset in the bottom left shows the location in Launceston.</p>

pitt&sherry

Specialist Knowledge.
Practical Solutions.

24 May 2024

Craig Luttrell
State Manager
Claude Neon Media
Unit 7, 26 Lampton Avenue
DERWENT PARK Tasmania 7009

Dear Craig

Re: York Street Signage Assessment

It is proposed to install an illuminated Light Emitting Diode (LED) sign on the side of the building at 212 York Street in Launceston. The site is located in Zone 13 – Urban Mixed Use under the Launceston Local Provisions Schedule. The proposed location, the building facade facing oncoming westbound traffic on York Street, is currently unoccupied. An Inspirations Paint advertisement is currently located below the proposed billboard location. An LED 3m by 6m billboard sign has been proposed which will display a still image that changes periodically.

In order to support the planning application for the sign installation, a Traffic Engineer is required to address Clauses C1.6.1, C1.6.2 and C1.6.3 of the *Tasmanian Interim Planning Scheme – Launceston* (the Planning Scheme). An assessment addressing the Planning Scheme is enclosed.

pitt&sherry visited the site during both daytime and night-time on Wednesday 22 May and the proposed sign has been reviewed to address road safety impacts and the level of lighting.

It is noted that similar signs have been installed across Tasmania at locations with similar surrounds. pitt&sherry have undertaken daytime and night-time site visits to inspect these signs. The signs did not appear to be overpowering or distracting.

Based on the assessment, the proposed signage at 212 York Street, Launceston is considered suitable for the location and would not be expected to negatively impact the safety of road users.

Yours sincerely



Sandra Diaz
Traffic Engineer

Enc. Planning Scheme Assessment; and
Signage Details

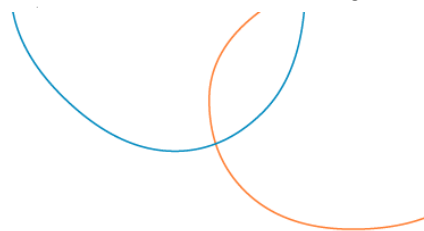
pitt&sherry | ref: T-P.24.0688-TRA-LET-001 Rev00/SD/rb

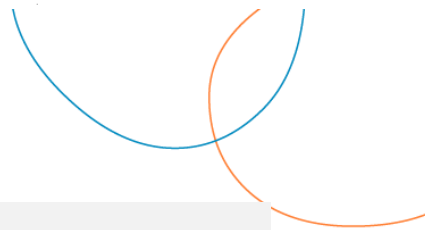
Page 1 of 5

**Pitt & Sherry
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Located nationally —
Melbourne
Sydney
Brisbane
Hobart
Launceston
Newcastle
Devonport





C1.6.1 Design and siting of signs

Objective:

That:

- (a) Signage is well designed and sited; and
- (b) Signs do not contribute to visual clutter or cause an unreasonable loss of visual amenity to the surrounding area.

Acceptable Solution A1

A sign must:

- (a) Be located within the applicable zone for the relevant sign type set out in Table C1.6
- (b) Meet the sign standards for the relevant sign type set out in Table C1.6, excluding for the following sign types, for which there is no Acceptable Solution:
 - (i) Roof sign
 - (ii) Sky sign; and
 - (iii) Billboard.

Performance Criteria P1.2

If a roof sign, sky sign or billboard, the sign must:

- (a) Be located within the applicable zone for the relevant sign type set out in Table C1.6
- (b) Meet the sign standards for the relevant sign type in Table C1.6
- (c) Not contribute to visual clutter or cause unreasonable loss of amenity to the surrounding area, having regard to:
 - (i) The size and dimensions of the sign
 - (ii) The size and scale of the building upon which the sign is proposed
 - (iii) The amenity of surrounding properties
 - (iv) The repetition of messages or information
 - (v) The number and density of signs on the site and on adjacent properties; and
 - (vi) The impact on the safe and efficient movement of vehicles and pedestrians.

Satisfies Performance Criteria P1.2

As the proposed sign is a billboard sign, it is unable to comply with Acceptable Solutions A1. It does however satisfy Performance Criteria P1.2 as follows:

- a) The site is located in Zone 13 – Urban Mixed Use which is an applicable zone for a billboard sign as per Table C1.6
- b) The proposed sign is 3m (h) x 6m (w) and does not extend vertically or horizontally from the building, satisfying billboard sign standards as per Table C1.6
- c)
 - (i) The proposed sign is 3m (h) x 6m(w) which is similar to other signs in the area and not considered excessive for this location and on this building
 - (ii) The size of the sign is suitable for the scale of the building on which it will be mounted
 - (iii) The sign is located in a commercial area and not expected to adversely affect the amenity of surrounding properties
 - (iv) The periodically changing LED sign allows multiple advertising messages to be communicated within one sign and the sign can have its content updated digitally as required to keep the information fresh and relevant
 - (v) This billboard is the only LED sign on the site at 212 York Street. There is existing advertising located directly below the proposed site for the billboard. There is also an existing billboard about 100m up the street on the corner of York Street/ Bathurst Street
 - (vi) The sign will be erected on the building 3-4m above the ground. The location of the sign will not block any existing road signage and is located upstream and offset from the



Wellington Street Intersection traffic signals, such that it will not impede visibility of the traffic signals. The sign will not interfere with pedestrian sight lines at any designated crossing.

C1.6.2 Illuminated signs

Objective:

That:

- (a) Illuminated signs are compatible with the streetscape
- (b) The cumulative impact of illuminated signs on the character of the area is managed, including the need to avoid visual disorder or clutter of signs; and
- l Any potential negative impacts of illuminated signs on road safety and pedestrian movement are minimised.

Acceptable Solution A1

No Acceptable Solution.

Performance Criteria P1

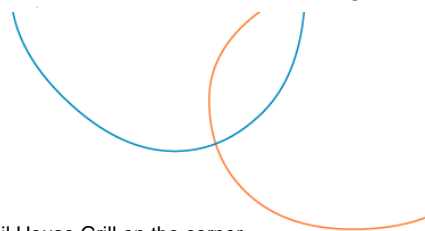
An illuminated sign must not cause an unreasonable loss of amenity to adjacent properties or have an unreasonable effect on the safety, appearance or efficiency of a road, and must be compatible with the streetscape, having regard to:

- (a) The location of the sign
- (b) The size of the sign
- (c) The intensity of the lighting
- (d) The hours of operation of the sign
- (e) The purpose of the sign
- (f) The sensitivity of the area in terms of view corridors, the natural environment and adjacent residential amenity
- (g) The intended purpose of the changing message of the sign
- (h) The percentage of the sign that is illuminated with changing messages
- (i) Proposed dwell time; and
- (j) Whether the sign is visible from the road and if so the proximity to and impact on an electronic traffic control device.

Satisfies Performance Criteria P1

The proposed sign satisfies Performance Criteria P1 as follows:

- (a) The sign will be erected on the eastern facade of the building 3-4m above the ground. The location of the sign will not block any existing road signage and is located upstream from the Wellington Street Intersection traffic signals, such that it will not impede visibility of the traffic signals
- (b) The proposed sign is 3m (h) x 6m (w) which is not considered excessive in this location and on this building
- (c) As per AS/NZS 4282:2023 the max average night time luminance for areas considered to have High district brightness (Environmental Zone A4) is 350cd/m2. The sign is proposed to have a lux level of 315cd/m2 at night which complies with the standard. During the day, the sign is proposed to have a lux level of 3250cd/m2 which is significantly less bright than ambient sunlight. As York Street is an arterial road with existing high levels of lighting, this signage is not expected to be significantly brighter than the surrounds
- (d) The sign will operate between 5:00am and 11:00pm, 7 days a week. During the summer months this would align with mostly daylight hours
- (e) The purpose of this sign is to offer advertising
- (f) Existing street lights, illuminated signs and shop fronts are present along York Street and the predominantly commercial area is not considered highly sensitive. The nearest dwelling to the proposed sign is at 212a York Street. The private residence is located behind the property and due to the acute angle to the sign, the light is not expected to cause high nuisance to this resident.



Upstairs above the Jail House Grill on the corner of York Street and Wellington Street, also may be used for accommodation. There are no windows on the side of the building facing the sign.

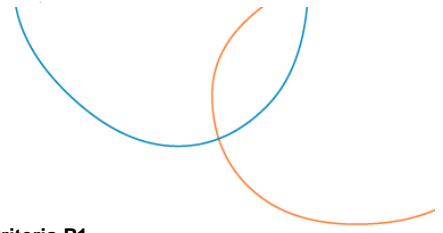
- (g) As the sign is electronic, messaging can be frequently changed and kept relevant for higher impact. The sign can offer advertising to multiple businesses compared to only a single business with a static sign which reduces the overall number of signs required overall within an area
- (h) 100% of the sign is illuminated with a still image that changes periodically
- (i) The proposed dwell time will be a minimum of 30 seconds which would not imitate flashing; and
- (j) The proposed sign will be erected 3-4m above the ground. The sign will be visible from the road but will not impede the sightline from the surrounding signalised intersections. The sign will not interfere with pedestrian sight lines at any designated crossing.

C1.6.3 Third party sign

Objective:

To:

- (a) Provide for third party signs that are compatible with the streetscape and the character of the area in which it is proposed to be located
- (b) Manage the cumulative impact of third party signs on the character of an area; and
- (c) Minimise any potential impact of third party signs on road safety.



Acceptable Solutions

A1

No Acceptable Solution.

Performance Criteria

P1

A third party sign must be compatible with the natural and built environment of the surrounding area, having regard to:

- (a) The content of the sign
- (b) The necessity for the advertisement to be in the location
- (c) Opportunities for alternative locations or other methods to achieve the intended purpose (e.g. eligibility for Tasmanian Visitor Information System (TVIS) signs)
- (d) The likely impact on the operation and safety of a railway, road, footpath, or navigable water; and
- (e) Any advice from a State authority.

Satisfies Performance Criteria P1

The Performance criteria can be satisfied as follows:

- (a) The sign content will be varying commercial advertising
- (b) The proposed location provides a highly visible site suitable for advertising
- (c) The site is unique in its placement adjacent to a busy arterial road providing unobstructed views of the advertising at a section where the major traffic flow is still slow after exiting the upstream intersection. Located in a predominantly commercial area, the site has minimal adjacent residents that would be affected. Alternative locations would likely not achieve the high visibility of slow speed traffic flows
- (d) As discussed above, the proposed sign is not expected to negatively impact the safety of the road or footpath in the vicinity. The sign will not be in the sight line of traffic or pedestrians to the road and intersections. There is no rail or waterway in the area; and
- (e) To our knowledge, no advice has been received from Council or a State authority.



26 June 2024

Matthew Garwood
Mayor
City of Launceston

By email: mayor@launceston.tas.gov.au

Dear Mayor

We write in relation to the future of the NTCA Regional Sports Complex, cricket's needs moving forward and a pathway to resolution of some of the current issues, including the critical need for a strong, functioning relationship between Council and Cricket North.

As you are aware cricket has a long history with the NTCA Complex, not least of which is that it is the oldest first class cricket ground in the country. Since 1989 when Council took ownership of the facility, Cricket North has managed the complex under a long term lease with Council. It is an important facility for local cricket clubs Launceston and South Launceston which call the venue home for their 34 teams and almost 500 participants, and for Cricket Tasmania which operates its northern high performance programs and houses its northern staff in a small office at the facility. The indoor centre hosts the local Indoor Cricket competition and the State Indoor Cricket Squad as well as several other casual cricket users including Mowbray Cricket Club, Westbury Cricket Club, Veterans Cricket Tas, various TCL cricket clubs, Twilights Cricket Club and a number of schools. We acknowledge that the Complex is a multi-use venue that is also important for other sporting codes particularly football and soccer.

More recently, as you know, the management arrangements have changed with Council resuming responsibility for maintenance of the grounds, practice facilities and buildings in October 2023 at an increased financial investment to that previously contributed to Cricket North under the lease, while Cricket North has continued to manage bookings. There is a lack of clarity regarding a number of matters related to the current split of responsibilities, including the payment of utilities and usage of equipment owned by Cricket North.

We also acknowledge the work that has been progressed on a new masterplan for the broader precinct over the past 18 months and confirm our previous advice to you that this presents an exciting opportunity for young people and the future health and growth of sport in the greater Launceston area, particularly cricket. From Cricket Tasmania's perspective, the venue forms part of our strategic plan as the high performance hub for the North and we reinforce our commitment to allocating infrastructure grant funds as a priority to realise key elements of the masterplan in a timely manner.

We understand that the future arrangements for the facility and aspects of the masterplan development are live matters being considered by Council, including at a recent Workshop this month, to secure certainty for the next financial year. Cricket North also requires clarity on the future



arrangements, including an appropriate transition if that is agreed to be the way forward, so that it can budget and plan for the year ahead. An acknowledgement of Cricket North's significant contribution to the Complex, with limited and arguably insufficient resources, over many years will also be important.

Cricket Tasmania and Cricket North representatives have recently spent some time together to work through cricket's needs with respect to the NTCA Complex. Ultimately the highest priority for Cricket North and Cricket Tasmania and our stakeholders is access to and the quality of facilities. Regarding access, a continuation of the 1 October to 31 March use of the grounds for cricket matches, with an appropriate lead in period in September to ensure the turf wickets can be brought online, is not negotiable. Access for club, high performance and casual training must also be resolved.

We are pleased that there may be a pathway to upgrading the indoor and practice wicket facilities at the Complex sooner rather than later as a result of the impact of the State Government's planned upgrades to the Elphin Complex, and look forward to working closely on that project together.

The future facility management arrangements, however, require further work and we seek a commitment from you to work through these issues collaboratively and in a timely way with Cricket North, supported by Cricket Tasmania, having particular regard to surety of both access and quality. In this regard, we propose a working group with representatives from our respective organisations that meets regularly, no less than monthly, between now and the start of the 2024/25 cricket season.

Thank you for your consideration of this important matter. We look forward to working with you to ensure the legacy of the NTCA Complex and cricket continues well into the future.

Yours sincerely

Dominic Baker
Chief Executive Officer
Cricket Tasmania

Lynn Hendley
President
Cricket North

Cc: Shane Eberhardt
Acting Chief Executive Officer, City of Launceston
shane.eberhardt@launceston.tas.gov.au

Dear Michael

We understand that consideration will be given to the future management responsibility for the NTCA grounds at an upcoming Council workshop and meeting.

The Presidents of the user tenants at the NTCA, from the Clubs noted below, support a transition plan where the CoL will have responsibility for all maintenance, management, bookings and operational tasks at the NTCA ground. We believe this will provide the best outcome for the users, community and the facility.

We understand that South Launceston Cricket Club will be making their own submission.

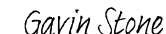
Yours sincerely



[Lawrence Dodson lawrencedodson@gmail.com](mailto:lawrencedodson@gmail.com) (Sep 5, 2024 09:24 GMT+10)

Heath Clayton

Launceston Cricket Club (heath@designintent.com.au)



Gavin Stone (Sep 6, 2024 13:59 GMT+10)

Gavin Stone

Northern Rangers Football Club (gavstone6@gmail.com)



Amanda Lovell (Sep 6, 2024 08:51 GMT+10)

Amanda Lovell

East Launceston Junior Football Club (president@eljfc.com.au)



Jim Dennis

Old Scotch Collegians Football Club (jimdennis@newtonhenry.com.au)

From: ntca@bigpond.net.au <ntca@bigpond.net.au>
Sent: Wednesday, August 21, 2024 2:24:45 PM
To: Sam Johnson <[REDACTED]>
Cc: Alistair Scott <[REDACTED]>; Andrew Nichols <[REDACTED]>; Andy Gower <[REDACTED]>; Craig Davies <[REDACTED]>; [REDACTED] <[REDACTED]>; Hendley, Lynn <[REDACTED]>; 'Michael Doherty' <[REDACTED]>; Paul Clark <[REDACTED]>
Subject: NTCA Sporting Complex Management and lease

Good Afternoon Sam,

Firstly, on behalf of the NTCA Board, I would like to thank you for making the time to see us on Monday afternoon despite you being very busy.

We are grateful for the opportunity to speak with you and provide you with the perspective of the NTCA Board in relation to matters pertaining to the future management and development of the NTCA Grounds.

As was mentioned when we spoke, The NTCA (and formerly the Launceston Cricket Club) held a Crown Lease over the NTCA property going back to 1843 through to 1989 when the property was gifted to the Launceston City Council and an arrangement was agreed whereby the NTCA Board would continue to manage the property and Council would provide funding to the NTCA Board in order to employ staff and manage all the outgoings in relation to the upkeep of the property.

This arrangement has been continuous since that time with a 16 year lease being granted by the Council to the NTCA board through until 2006 and a further 20 year lease (managed via a series of 5 year extensions) through until 2026. The tenant clubs all have 5 year agreements with the NTCA, subject to the head lease from Council.

In 2021, we wrote to the then Mayor and General Manager, setting out a number of significant maintenance issues that needed to be addressed. A copy of that correspondence is attached. Some of those matters have been attended to since the time of that correspondence (plumbing and drainage issues) and some have been superseded (current masterplan) , but the re-laying of the No 1 ground remains a priority as does the upgrading of security.

After the above correspondence was received, we had some meetings with your predecessor Michael Stretton who initiated a review of the NTCA (copy also attached) which found that the grounds were being generally well-managed by the NTCA Board who were doing so on a minimal budget and agreed that Council had not been as supportive as they could have been.

Michael then formed a working group with NTCA and tenant club representatives with a view to establishing the Facilities Management Group which is now operational and chaired by a Council officer. This group has primarily been occupied with the NTCA Master Plan and will meet again tonight to look at a further review of that plan. A Charter was also developed and adopted.

I had raised with Michael the need for a clearly set out written agreement which would include the funding arrangement from Council to the NTCA Board and the division of responsibilities between Council and the NTCA Board as regards the maintenance and renovation of grounds

and buildings. I am not aware of the existence of any formal agreement and there was always an understanding that Council would take care of major items and the Board would manage smaller items out of their grant allocation from Council and other income from clubs. As Council staff moved on, the understanding of these arrangements has become hazy and managed on a fairly ad-hoc basis as matters arose.

In October 2023, we lost most of our ground maintenance staff (who resigned for various personal reasons) and spent months trying to employ other staff, however, with the award wages we were offering, could only attract applicants from India and Sri Lanka who were completely unqualified for the positions we were offering. We then proposed to employ a local well-regarded contractor to manage our ground maintenance. Council (via Kathryn Pugh) offered to assist the Board with the preparation of a contract between the NTCA Board and the Contractor to ensure we had a watertight arrangement that would safeguard the interests of the NTCA and Council. Only a few hours subsequent to that conversation, we were advised by Michael Stretton via email that we were not to pursue that course and that Council would come and take on the management of the grounds and buildings on a temporary basis until a permanent solution could be found.

To cut a long story short, this arrangement has been in place now since last October and no other negotiations in relation to the future management of costs, assets or structure have taken place between Council and the NTCA Board. We understand that Council staff have put together a number of proposals that were to go to Council for consideration, but the NTCA Board have not been privy to any of those discussions until Shane Eberhardt provided NTCA Chair Lynn Hendley with a confidential copy of a submission to Council, which has not yet been reviewed by the NTCA Board. Other than that, we have only been advised by other parties as to what was being proposed. There has never been any attempt by Council to speak with the NTCA Chair, Administrator or Board to discuss or negotiate a way forward. Any discussions that were had, were initiated by the NTCA where we expressed our disappointment about the lack of consultation and there has never been any follow up by Council from our meetings.

As discussed yesterday, the NTCA Board is fully supportive of the proposal via the Masterplan developed by the Facility Management Group. It is understood that when that proposal becomes a reality, that a different model of management may also need to be developed, however at present, the Board is in a state of limbo, with no clear idea of what will happen in the meantime. The financial arrangement between Council, the NTCA Board and our tenant clubs has not been reviewed and there is an informal mix of the management of expenditure between Council and the NTCA Board.

Currently, as we understand it, Council is employing and paying for ground staff, top-dressing sand/soil, fertiliser, seed, clay for wickets, maintenance costs for vehicles and equipment, cleaning of buildings and has carried out some significant building works to rectify some of the issues raised in our letter of 24th February 2021 along with other improvements that were deemed necessary.

The NTCA Board is currently paying for administration wages, electricity, gas, security, waste disposal, insurances, motor vehicle registration and office management costs. Two instalments of Council funding (totalling \$200k), representing 50% of the agreed amount were received in 2023-24 and the only other income the Board is receiving is from tenant clubs, Cricket Tasmania and some small sponsorship arrangements.

Council staff are using equipment that is owned and supplied by the NTCA and no agreement has ever been proposed or suggested by Council, apart from an initial proposal by Council to purchase selected pieces of equipment at 45% of written down value, a proposal that the Board considered quite unjust.

Having provided a brief history of events leading up to where we find ourselves at present, we would like to present the following proposal to Council, in order to move forward towards a long-term solution.

The NTCA Ground has been owned/managed by the NTCA Board for a very long time. The NTCA Board is made up of volunteers who are passionate about community sport and have a strong commitment to the precinct and supporting all of the clubs and sports that are played here. We are now requesting that Council provide some stability and certainty for the NTCA Board by way of a 1 year lease under the same terms and conditions as our 2006-2026 lease, in order for the Council and the Board to initiate a working group to plan a way forward for the precinct.

The board is prepared to re-hire appropriate staff and resume full management of the NTCA precinct as we were prior to October last year. We would need to re-visit the quantum of the grant from Council to the NTCA in view of the fairly steep rises in costs for materials and staffing costs. The cost of hiring and retaining staff was one of the major reasons we have found ourselves in the current position. I have attached a draft budget for your consideration which would allow us to properly look after the property.

Part of what we see would be necessary moving forward is the formalisation of funding from Council and the clear delineation of the responsibilities of Council and the NTCA as regards the maintenance of the grounds and buildings.

As per our discussions from yesterday, we are keen to work with Council to see the NTCA Sporting Complex continue to thrive and provide good facilities for our clubs and the wider community into the future.

We thank you for your consideration of our request.

Regards,

DAVID FRY

Administrator
NTCA Sporting Complex NTCA Ground 55 Racecourse Crescent Launceston Tas
7250
Ph: 03 6331 4593 Mobile: 0419 891 918

ntca@bigpond.net.au

ntca.tas.cricket.com.au





Quarterly Report - April to June 2024

In accordance with the Rule 26 of the *Launceston Flood Authority Rules, April 2020* the Authority must submit a report to Council for the periods ending March, June, September and December. This report is for the period ending 30 June 2024.

Key priorities for the coming quarter

- Finalise Invermay Levee Reinstatement and EG2/EG3 Railway Floodgate Upgrade, including submission of documentation.
- Undertake five yearly comprehensive inspections and associated reporting.
- Ensure damage to City Levee near Willis Street is repaired.
- Progress implementation of the Disaster Ready Fund Project improving flood intelligence and early warning detection.
- Progress Scoping of Flood Mitigation Strategy.

Operational and Compliance Activities

Inspections of all levees were completed in June as part of NRE reporting requirements. Council staff and external consultants inspected and logged identified defects. Lower urgency defects such as wheel rutting, minor cracking and top soil loss were seen at several locations. Two defects requiring more immediate and substantial action are a rotating wing wall on Kings Wharf near the Rowing Club and settlement/ slumping on one segment of the Mowbray Levee. Potential actions will be assessed once the defect reports is received.

Current Works

The Invermay Levee Reinstatement was completed on site in April 2024.

As construction documentation has been finalised and the final construction quality assurance (CQA) reporting is now to be submitted to the regulator (Tasmanian Government - Department of Natural Resources and Environment).

Re-establishment of grass cover on the levee has progressed well with the rainfall in recent months providing the necessary conditions. The site fencing was removed in June 2024 opening back up the recreational trail for public use.

Weed management will continue as required along with periodic monitoring for any defects during the contractor's 12 months defects period.





Quarterly Report - April to June 2024

Rectification Works - City Levee

The rectification works for the damaged section of the City Levee in the vicinity of Willis and Boland Streets will be completed in July. Local contractor Gradco was engaged to undertake the works under the supervision of a team from pitt&sherry. Works commenced on 4 June, with excavations revealing significant cracking in the clay and an unexpectedly thick lay of topsoil / gravel blend on top of the clay. Excavation occurred to below the crack depths, unearthing pockets of less stable clay with reduced bearing capacity. This was unexpected and concerning, prompting CoL to contribute funds for further exploration and excavation. Fortuitously the works revealed a stronger clay base underneath, resulting in a trench along the levee centre-line and sides were stepped in increments and keyed at the ends. The project will be completed in July and documentation submitted to the Regulator.



The fully excavated levee section, showing steps along the sides and changes in soil/ clay composition

Tamar Estuary River Health Action Plan (TERHAP)

The TERHAP (TasWater) project activities are progressing well with a number of key milestones achieved over the past few months:

- Successful pull-through of the one-kilometre southern river crossing (WT silt ponds to Kings park)
- Completion of the trenched West Tamar pipeline section
- Installation of the first two screens at the Margaret Street pump station and substantial completion of electrical switchboards, back-up power generation and electrical cabling.

Ground improvement works are also nearing completion within the TasWater site at Ti-Tree Bend in preparation for the construction of the 10ML covered storage tank.



Final pull through of one kilometre section of pipeline to Margaret Street pump station. (Photo courtesy TasWater)



Quarterly Report - April to June 2024

Disaster Ready Fund - Flood Intelligence & Early Warning Detection

CoL staff are progressing the Disaster Ready Fund project, specifically the installation of additional CCTV to monitor flood conditions across the floodplain and upgrades to the river level sensors to minimise outages during a flood event. The cameras at the Silos Hotel are expected to be installed during mid-September. An installation team has been selected and they are currently fabricating the mounting brackets ready for the installation. The focus for the coming months will be to undertake further consideration of the North Esk catchment response to inform additional gauge locations/emergency management plans.

Incident Management Team Training

Internal training for both the IMT and Evacuation Centre teams is being conducted in July and August. Council has completed the development of internal training material (in line with AIIMS) for all functional roles in the Incident Management Team. Training has been rolled out to the Operations and Planning functions with the Logistics and Incident Controller functions to occur in August. In total 25 council officers will undertake training. An Evacuation Centre Activation Exercise will be conducted on 7 August with 28 centre staff.

Financial Position as at 30 June 2024

- Revenue for the period is \$80,771 favourable, as a result of additional grant revenue received.
- Expenditure for the period is \$277,465 favourable as a result of:
 - Labour favourable variance of \$12,056.
 - Materials and Services favourable variance of \$265,409 due to operational projects being under budget.
- A significant asset disposal loss was recorded as part of the Invermay Levee works during the year totalling \$674,867 (budget of \$0).
- Including depreciation, full cost attribution and loss on disposal of fixed assets, there is overall unfavourable variance is \$294,571, resulting in a net loss of \$789,994.

A handwritten signature in black ink, appearing to read "Greg Preece", with a long horizontal line extending to the right.

Greg Preece, Chair
Launceston Flood Authority



Future Direction Public Electric Vehicles Chargers

Strategy, Economic Development &
Analytics Team
August 2024

Executive Summary

The City of Launceston is exploring the future of public electric vehicle (EV) charging infrastructure to align with strategic goals of the Sustainability Action Plan, Economic Development Strategy, Transport Strategy & City Innovation Strategy. This report outlines the current state of Council owned EV charging infrastructure, identifies challenges, and provides recommendations for how it can be managed in to the future.

Introduction

Electric vehicles sales have increased at a rapid rate, Tasmania being at the forefront with the second biggest uptake in country behind Canberra. Fast, Reliable and accessible charging infrastructure is becoming increasingly important to support community uptake. The City of Launceston is committed to supporting the transition which has been demonstrated since 2018 with the installation of the first EV fast charger in Tasmania. Council has also added electric and hybrid vehicles to fleet over the past 5 years as well as an electric truck, a first for Government in Tasmania. This report summarises the current state of public EV charging infrastructure within Launceston, identifies key challenges, and proposes recommendations for future improvements.

The adoption of EVs offers numerous benefits, including reduced greenhouse gas emissions, better air quality, and lowers the dependence on fossil fuels. By supporting the installation and maintenance of EV chargers, the City of Launceston can provide reliable charging solutions for the community including visitors, stimulate the economy, and encourage the uptake of sustainable options.

Objectives of EV Charger Infrastructure

There are many benefits of Council supporting installation of EV charger infrastructure. Support doesn't necessarily need to involve owning assets, but can include facilitating in other ways as well as advocating and sharing learnings. The concept closely aligns with The Launceston City Deal vision to make Launceston one of Australia's most liveable and innovative regional cities, with growing incomes and falling levels of disadvantage. Some specific objectives for the City of Launceston are outlined below.

- Support visitors coming to the City with reliable & stress free solutions
- Increasing the availability of EV chargers will help make it feasible for locals without access to off-street parking or the ability to install their own charger, such as renters, to consider purchasing an EV.
- When strategically positioned, EV chargers provide an economic boost. Whilst a vehicle is charging, there is an opportunity for the owner to make purchases nearby.
- Overall help encourage the uptake sustainable vehicles by removing the stress of finding a reliable location to charge.

The City of Launceston *Sustainability Action Plan* has a target action to increase the number of publicly accessible electric vehicle charging stations in Launceston.

The City of Launceston *Transport Strategy* has an action to facilitate the required infrastructure to support zero emission vehicle uptake in Launceston. This includes working with UTAS, government and private operators.

The *City Innovation Strategy* has an objective to increase the uptake of sustainable mobility options with a possible action of deploying and advocating for additional electric vehicle charging stations and transitioning fleet to electric where suitable.

The *Northern Tasmania Region Economic Development Strategy* (The RED Strategy 2019) emphasises the significant role that infrastructure plays in driving economic growth in our region, along with bolstering environmental and social benefits. The focus on enhancing infrastructure aligns with key themes covered in the *City of Launceston Economic Development Strategy*, including fostering a connected City, promoting innovation, enhancing liveability, boosting tourism as well as supporting industry and business.

Current State

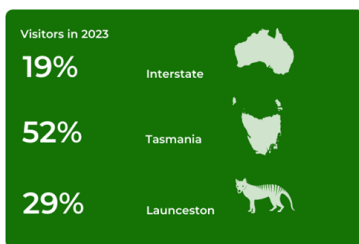
Council currently owns and maintains 8 public EV chargers with a mix of models, capacity and age. All EV charger installations have been co-funded to varying levels by the State Government 'Charge Smart' grants program. The City of Launceston is recognised as a leader in Tasmania with the Paterson Street East 50kw DC charger being the first fast charger installed in the state in 2018. The fleet of 8 chargers is also more than any other Tasmanian Council operates.

Overall usage of the EV charger fleet has more than doubled per year for the past 3 years, with chargers now being used more than 280 times per month. Revenue generated per month averages close to \$1000 after electricity costs and is continually increasing. Non identifiable usage data has been captured for the past 6 years indicating when chargers are used, how long for, power consumption and the customer's postcode.

Five EV chargers are based on a platform called Charge Fox. The Charge Fox platform is used for data capture and for issuing of customer fees. Three EV chargers are basic models without data capture or fees capability. An added benefit of the Charge Fox compatible models is that they support automated fault reporting and perform automated routine health checks.

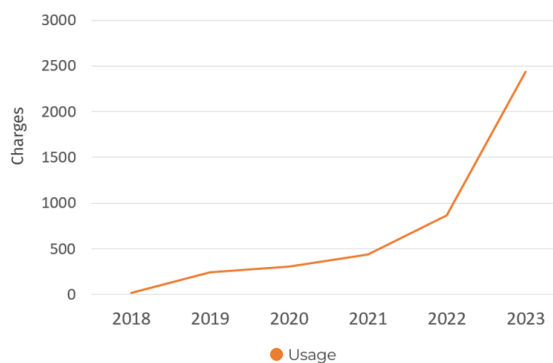
Tasmania on the whole is a leader in the uptake of Electric Vehicles with 8.5% of new car sales in 2023 being electric and rapidly increasing. This is the second highest rate in Australia behind Canberra equating to almost 300 new EV's per month.

Recent data shows that 29% of customers using City of Launceston EV Chargers live in the Launceston region, 52% in other parts of Tasmania and 19% interstate. Noting that visitors driving hire cars may be identified as locals.



In 2023 - **33.04** Megawatt Hours delivered through City of Launceston EV chargers.
10.54 tons CO2e

Number of charges per calendar year



City of Launceston EV charger fleet:

Paterson St East Car Park	- DC 50kw 'Fast Charger' installed 2018 (Charge Fox)
	- AC 22kw installed 2018
Paterson St West Car Park	- AC 22kw installed 2019
York Street Car Park	- AC 22kw installed 2019
Riverbend Park	- AC 22kw installed 2022 (Charge Fox)
Inveresk Precinct	- AC 22kw installed 2022 (Charge Fox)
Lilydale Pool	- AC 22kw installed 2022 (Charge Fox)
Cataract Gorge Basin	- AC 7kw installed 2022 (Charge Fox)

Operational and Costs

The Parking Team take care of maintenance for EV chargers at the Paterson Street East, Paterson Street West and York Street car parks. The Innovation and Performance team take care of maintenance for EV chargers at Riverbend Park, Inveresk Precinct, Lilydale Pool and Cataract Gorge Basin. Electricians and specialists are involved when required.

Neither team have formal training or expertise, yet are passionate and have kept EV chargers functioning at most times over the past 6 years. Recently there have been technical issues resulting in extended down time at Paterson Street East and Riverbend Park. The maintenance approach could be considered 'side of desk' and 'best effort' within business hours. Issues out of regular business hours are not actively monitored.

Resourcing requirements fluctuate depending issues requiring attention however overall resourcing time is estimated to average 2-4 hours weekly between the two teams.

Over the past 12 months, issues have ranged from EV charger and signage vandalism to significant faults triggered by wear and tear. Paterson Street East in particular has required almost \$3900 in parts and maintenance which is trending upwards due to the age of hardware. To add to the concerns at Paterson Street East, the manufacturer, Tritium went in to voluntary administration in April 2024 casting uncertainty around future support and availability of parts. It is unclear exactly when the Paterson Street East EV Charger should be replaced, however based on the current market, it is expected to cost \$40,000-\$60,000.

In the 12 months prior to that (22/23 financial year), the Riverbend Park EV Charger has required \$2700 in parts and maintenance with expenses relating to vandalism. Inveresk has also required maintenance due to electrical faults.

Other chargers have been largely problem free, yet hardware at Paterson Street West and York Street is considered 'end of life' and expected to become less reliable as time goes on.

The total maintenance cost of the EV charger fleet was \$4,195 over the past 12 month period (23/24 financial year). Licence costs for hardware and the Charge Fox service was \$2025 for the same period.

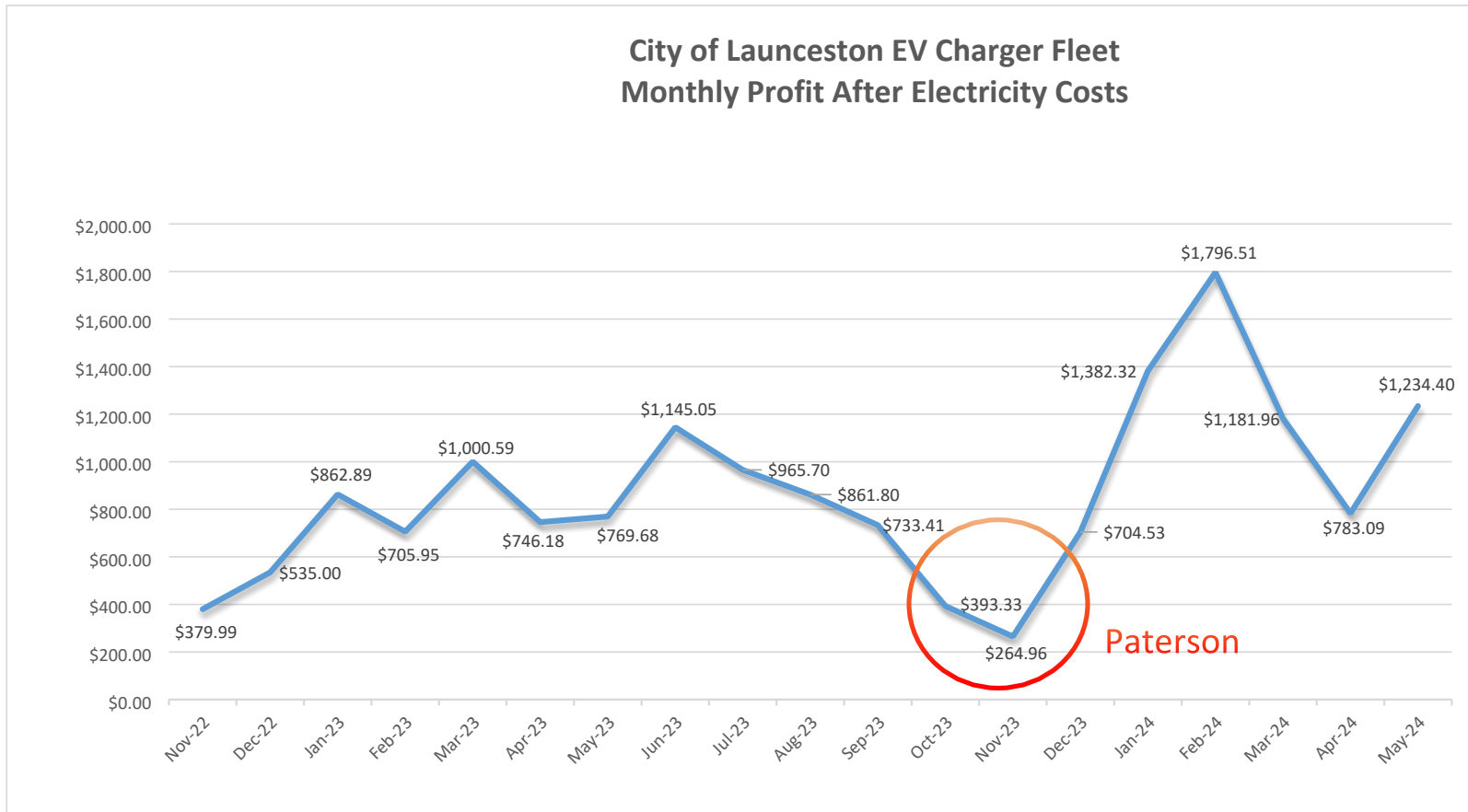


Figure 1: City of Launceston EV Charger fleet monthly profit after electricity costs. Excludes maintenance expenses.

Current Challenges

With more electric vehicles being sold locally and visiting Tasmania, charging infrastructure is becoming more and more critical. Reliability of EV chargers needs to be improved with both proactive and reactive maintenance schedules needing improvement.

The management of the EV charger fleet in Launceston is currently facing some critical issues that impact efficiency and reliability. Downtime results in a missed profit opportunity & poor visitor/customer experience and potentially reputation damage.

- Fault alerts are typically prompted by the Charge Fox platform automatically or via community feedback. Currently there are no proactive checks or testing processes.
- Three of the EV chargers do not have Charge Fox compatibility which means there is no automated fault reporting.
- No spare parts are kept locally which means there are often extended delays whilst they are located and shipped.
- Council officers have not been formally trained to gain expertise in maintenance. Whilst experiences have been documented and are useful, exposure is minimal due to the small amount of EV chargers.
- EV Chargers are used outside of regular business hours by customers. If a fault is automatically logged or reported by a community member after hours, no action is taken until the next business day at best.
- Some of the chargers are aging with more faults presenting. There is no proactive replacement schedule to renew infrastructure. The Paterson Street East EV Charger is of particular concern due to age and the uncertainty with parts availability. This charger experiences heavy usage and is the most relied on within the Council EV Charger fleet.
- Some EV Chargers are showing signs of customer queuing at busy times. This is supported by anecdotal reports from staff and also via usage data. Usage data often indicates that a customer begins charging immediately after the previous customer. In a lot of cases this indicates that the second customer was waiting. Demand indicates that it may be time to consider activating more bays with EV chargers or upgrading to a faster EV charger to support frequent turnover of customers.
- It could be considered that Council is currently in competition with private operators. This competition may potentially impacting the natural growth and sustainability of EV chargers in the region as a whole.

Opportunities

Council has car parks which people are already using routinely. Enabling additional chargers in strategic locations where there are existing car parks can help with a seamless transition to zero emission options.

- Routine revenue from chargers has reached a point that is now considered viable as a business model. Payback periods based on current usage are estimated to be around 5-10 years.
- There are private operators interested in working with Councils, including local organisations based in Tasmania. Council has been approached in recent times seeking partnership opportunities. At least 15 councils in Tasmania that have already established partnerships with private operators. The types of agreements vary from council to council.
- The above average uptake of EVs in Tasmania leads to higher revenue potential than other cities in the country, providing a flow on effect for other economic benefits.
- There is an opportunity to standardise hardware through upgrades and replacement schedules. Standardised hardware will allow for a streamlined and efficient maintenance approach, both proactively and reactively. Skillsets can be focussed and it can become viable to keep spare parts locally. Standardisation also provides a consistent user experience to the community.

Community Engagement

Between November 2023 and April 2024, the City of Launceston engaged with the community to develop a Community Emissions Reduction Action Plan through the Low Carbon Launceston engagement program. The initiative began with awareness-raising in November, followed by community talks and surveys from February to April 2024. The program aimed to reduce emissions across the wider community, including residential, local businesses, and industry sectors. Key topics covered included climate change, sustainable transport, waste management, and energy use. The engagement supported the community in identifying barriers and actions to reduce emissions, while also establishing guiding principles for decision-making.

- **64%** of community survey respondents support the uptake of zero emissions vehicles to help reduce community emissions.
- **31%** of community survey respondents indicated that they will consider purchasing an electric vehicle in the next 1-2 years

“When we visit places what we look for is, fast chargers, reliable chargers and those close to town/shopping. We have experienced reliability issues etc”

(Anonymous quote received through the Tomorrow Together program)

Advocacy and Support

Whilst not directly relevant to how Council manages EV Chargers, in recent times there have been instances where local businesses and organisations have reached out to the City of Launceston seeking insights and learnings in to public EV Charging.

Innovation & Performance team members have met local businesses to share learnings, considerations and other ideas, helping guide and support the uptake of zero emission vehicles in Launceston. In recent weeks team members have also met with potential developers with one of the key interest areas being incorporating EV Charger infrastructure in to their development. This is an example of an area where Council can support and provide value to the community requiring minimal effort.

The City of Launceston has also worked with UTAS to enable 4 destination chargers in the Northern Inveresk Car Park for public use. The chargers are owned and maintained by UTAS yet provide the same community outcome and align with Councils strategic goals.

Recommended Direction

It's recommended that council issue an Expression of Interest in an effort to find a private operator with a sustainable business model. The private operator would take over the ownership, operation and maintenance of the existing EV charger fleet.

The operator will be responsible for expenses relating to the operation, maintenance and future replacement or upgrades costs and will benefit by receiving the revenue generated by the EV charger fleet.

Relevant measures will be put in place to ensure that the operator covers the cost of electricity. This may be via dedicated power meters or routine reimbursement.

Initial investigation suggests that a Licence Agreement would be the most suitable type of agreement for the situation as the private operator will not have exclusive access to the parking bay. Council will continue to receive parking revenue from the relevant bays as normal, noting that some of the bays are in free parking areas. A Licence Agreement has the capacity to cover cost recovery, in particular the cost of electricity to support EV chargers.

A pathway will be established for the operator to expand the EV Charger network to keep up with market demand, with Council included when considering suitable locations. The pathway will be via additional Licence Agreement(s).

Allowing a private operator with a viable and sustainable business model to take on the ownership of existing EV Chargers, including expansion at Council locations could stimulate growth, improve infrastructure, boost customer service, and ultimately enrich the visitor/customer experience. Partnerships could advance the goals within the

Sustainability Action Plan, Transport Strategy, Economic Development Strategy and City Innovation Strategy, minimising resourcing and financial input from the City of Launceston.

The state government department that issued grants to support the original deployment of EV chargers in Launceston (RECFIT) has confirmed that ownership of infrastructure can be transferred and managed by a private organisation separate to Council. However the direction will need to be formalised in writing. Considerations will need to be made to include the grant program in future promotions, signage and media opportunities.

Consultation:

Internal

Parks, Building assets, Parking, Procurement and SEDA teams have all contributed towards the report content to incorporate their current situations, learnings and ideas.

The City of Launceston Legal team has provided guidance, background and considerations in regard to a Licence Agreements and Commercial Lease Agreements with Licence Agreements being the most fitting for the situation. Consideration has also been given to competitive neutrality and relevant legislation. Whilst there are still some aspects to refine such as the aspects of cost recovery, the advice from the Legal Team is that the recommended direction will be achievable.

External

Huon Valley Council and Devonport City Council have both provided information about their situations, providing learnings and advice. Both Councils took similar paths in recent times. Huon Valley issued an EOI to take over existing EV Charger Infrastructure as well as providing a platform for an operator to expand with community demand. Devonport established a partnership with a private operator from the start and have expanded over time.

The State Government department Renewables, Climate and Future Industries Tasmania has been contacted in relation to the original grant deeds to confirm that our proposed

Conclusion

This report highlights a number of areas for improvement such as proactive maintenance, standardisation of hardware, maintaining of spare equipment and a higher level of support. Partnering with a private operator that has a sustainable business model could have a positive impact on all of these areas. Addressing these areas will improve the reliability and user experience of EV chargers. It will also support the city's objectives outlined in the Sustainability Action Plan, Transport Strategy, Economic Development Strategy and City Innovation Strategy.

Issuing an Expression of Interest to find a private operator to take over the ownership, operation and maintenance of the existing public EV chargers will allow Council to leverage of expertise and investment in the private sector. This approach will take pressure off Council teams operationally and has provision for expansion of the EV charging network, meeting the increasing demand from the community including visitors.

This project is a step towards achieving The Launceston City Deal vision of making Launceston one of Australia's most liveable and innovative regional cities, with growing incomes and falling levels of disadvantage. This initiative will not only contribute to environmental objectives but also drive economic growth and improve the quality of life for all residents.