



# IPC Department Meeting Presentation

Kooragang Advertising Signage

(DA 22/8564 and DA 22/8565)

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Kooragang

Lot 33  
DP 1184229

150 Cormorant  
Sign Location

Newcastle Coal Infrastructure  
Group

Boral Concrete

Origin Energy  
LPG Newcastle

Lot 153  
DP 1202468

80 Raven Street  
Sign Location

NCIG Wharf Facility

Boral Cement Works

Impact Fertilisers

Newcastle Shipping Port

Mayfield North

Port of Newcastle Lease Area

Mayfield

Port of  
Newcastle

South Channel  
Hunter River

Cormorant Rd

Cormorant Rd

Raven St

Teal St

Cormorant Rd

Heron Rd

Greentleaf Rd

B63

Industrial Dr

Ingall St

Ingall St

Woodstock St

Elizabeth St

Barton St

Kerr St

Grebert St

Mayfield Park

Mayfield Park

Rd

Intosh Dr

Industrial Dr

Woodstock St

Elizabeth St

Barton St

Kerr St

Grebert St

# 80 Raven Street, Kooragang (DA 22/8564)

The proposal seeks consent for the construction and display of a double sided 'Super 8' sign with one digital and one static sign.

The proposal is in the Port of Newcastle Lease Area and zoned SP1 Special Activities.

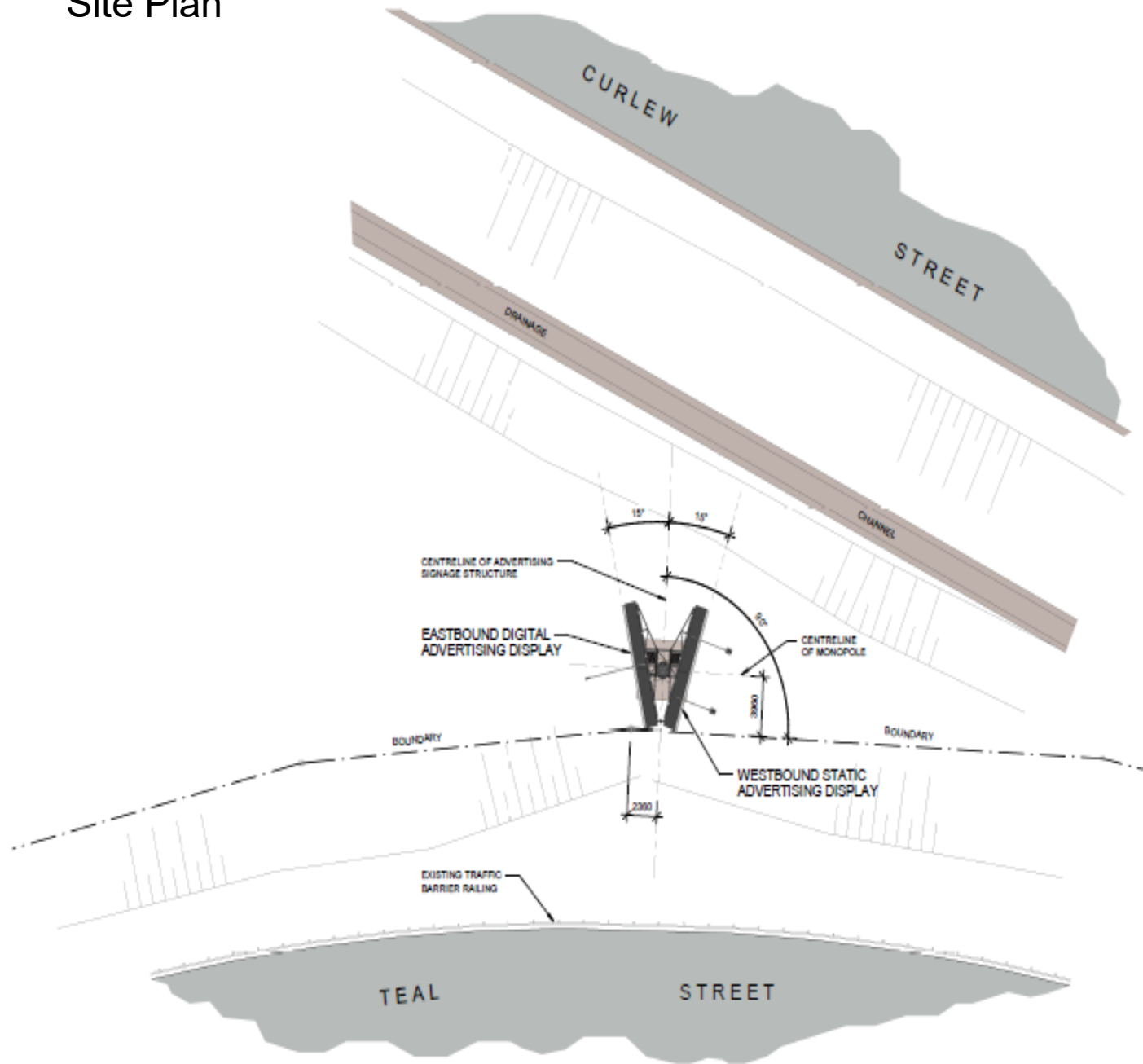
## Submissions:

- Comments from Council on DA and on RtS
- Comments from TfNSW on DA

Aspect	Eastbound (Sign 1)	Westbound (Sign 2)
Advertising display area	19.95m <sup>2</sup>	19.95m <sup>2</sup>
Total height		7.95m
Clearance from top of footing to the bottom of the sign		5.56m
Signage display	Digital LED	Static
Dwell time	25 seconds	N/A
Maximum illuminance limit during post night-time period	350 cd/m <sup>2</sup>	200 cd/m <sup>2</sup> (externally illuminated from top)



# Site Plan



# 150 Cormorant Road, Kooragang (DA 22/8565)

The proposal seeks consent for the construction and display of a double sided 'Super 8' sign with one digital and one static sign.

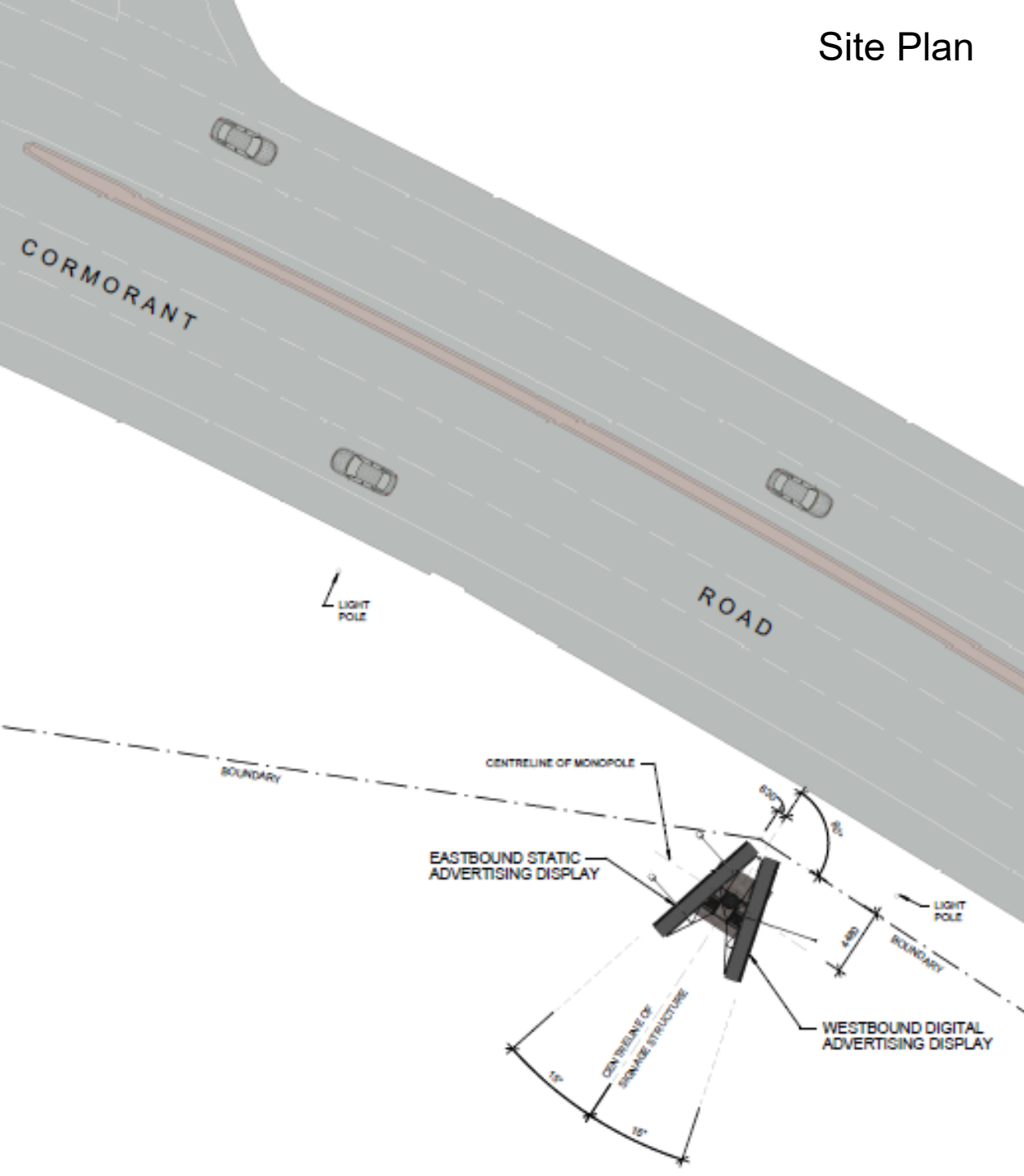
The proposal is in the Port of Newcastle Lease Area and zoned SP1 Special Activities.

Submissions:

- Comments from Council on DA
- Comments from TfNSW on DA

Aspect	Eastbound (Sign 1)	Westbound (Sign 2)
Advertising display area	19.95m <sup>2</sup>	19.95m <sup>2</sup>
Total height	7m	
Clearance from top of footing to the bottom of the sign	4.66m	
Signage display	Static	Digital LED
Dwell time	N/A	25 seconds
Maximum illuminance limit during post night-time period	200 cd/m <sup>2</sup> (externally illuminated from top)	350 cd/m <sup>2</sup>





# Key Issues

- **Street Address** – corrected by Council and reflected in recommended consents
- **Site Suitability** - the signs comply with the site selection criteria of the Industry and Employment SEPP, the Guidelines and relevant Australian Standards and are proposed within an existing infrastructure and industrial area
- **Visual and Illumination Impacts** – the signs are located adjacent to existing roadway corridors and are not in proximity to any residential areas or public open spaces, and the illumination levels are compliant with the Guidelines and relevant Australian Standards
- **Road Safety** – the signs will not reduce sightlines, obstruct traffic signals, comply with dwell times required for roads 80km/hr or more and do not overhang the road
- **Public benefit** – the Department asked the Applicant at RtS stage to discuss any proposed public benefit, to which the Applicant proposed 5% of display time to be provided to Council, in line with other signage DA's
- **Contributions** – the Applicant contends that development contributions do not apply for the proposals based on a Ministerial Direction, the Department notes that the Ministerial Direction only applies to developments where Council is the consent authority and therefore the Department has recommended the imposition of the Section 7.12 contributions in line with other Part 4 DA's in the Port of Newcastle Lease Area where the Minister is the consent authority