



CITY OF HOBART

MINUTES ATTACHMENTS


Council Meeting

Open Portion

Monday, 23 January 2017

TABLE OF CONTENTS

6.1	Flashing Advertising Sign at the Corner of Elizabeth and Federal Streets, North Hobart	
	Attachment A. Petition to item 6.1	2


18 January 2017

Alderman Helen Burnett
C/- Hobart City Council

Dear Helen,

Petition re Flashing Sign

Thank you for agreeing to present this petition to Council on our behalf. I attach:

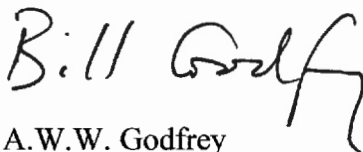
1. The petition covering form with 11 signatures, to which seven signed expressions of support are attached.
2. The text of the Petition. Please note that the clear preference of all signatories would be for the sign to be removed completely but, recognising that this may not be practical, an alternative approach is also suggested which would substantially reduce the intrusiveness of the sign on resident's amenity.
3. A brief description of the approach taken in developing the petition, which helps to indicate the degree of support among a sample of those residents many of whom are directly affected by the sign.

I have sent this letter to you care of Ms Margaret Johns, who has agreed to check the conformity of the Petition with Council requirements before forwarding it to you.

It is perhaps worth adding that I have on several occasions checked traffic flows down Elizabeth Street towards nightfall, which indicates that volumes after about 8.00 or 8.30 pm are quite low. The restriction recommended would therefore have little effect on whatever business is generated by the sign.

With best regards,

Yours sincerely,



A.W.W. Godfrey



Petition

Date:

To the Lord Mayor, Aldermen and the General Manager of the Hobart City Council, the petition of the undersigned is submitted for your attention.

State the subject matter: Flashing advertising sign at corner of Elizabeth & Federal Streets, North Hobart

State the action sought by the petitioners: A decision by Council in accordance with the attached request
(see text highlighted)

Total number of signatories to the petition.....

Please Note: To be a valid petition:

The full printed name, address and signature of the person lodging the petition must be provided.

Name: Andrew William Winceh Godfrey

Postal address: 47 Elphinstone Rd Mt Stuart 7000

Signature: A. Godfrey

Name (Please Print)	Address (Please Print)	Signature
I. JERIMOVICS	15 ELPHINSTONE RD. MT STUART	<i>I. Jerimovics</i>
M. Donnelly	23 Elphinstone Rd Mt Stuart	<i>M. Donnelly</i>
J. Yarham	Flat 2 19 Elphinstone Rd Mt Stuart	<i>J. Yarham</i>
C. MARHT.	Flat 2 19 ELPHINSTONE RD MT STUART	<i>C. Marht.</i>
S. FRAZZICA	19 ELPHINSTONE RD MT STUART	<i>S. Frazzica</i>
J. YARHAM	19 ELPHINSTONE	
P. Giomataris	1A Mt Stuart Rd. N.H	<i>P. Giomataris</i>
T. BLIZZARD	16 ELPHINSTONE RD MT STUART	<i>T. Blizzard</i>
G.E. SMITH	1/25A Elphinstone Rd Mt Stuart	<i>G.E. Smith</i>
J. BROADEN	25 ELPHINSTONE RD, MT STUART	<i>J. Broaden</i>
D.A. GODFREY	17 Elphinstone Rd, Mt Stuart	<i>D.A. Godfrey</i>

Aldermanic Use Only:

As presented to Council by Alderman

Signed:

Petition by Residents of Mount Stuart

Flashing sign at the corner of Elizabeth and Federal Streets

This sign was erected, with Hobart City Council approval, some time before 2000. At the time of its approval it was a simple static sign.

In 2003 it became a neon flashing sign and seriously affected the amenity of Mount Stuart, but protests by residents were rejected on the grounds that it was erected within (but on the very edge of) a commercial district. Because of its positioning to attract the attention of drivers along both Elizabeth St and Elphinstone Rd it is aimed directly into an exclusively residential area. Though there are other flashing signs round Hobart we know of no others that are positioned like this.

Since then, it has gone through multiple "upgrades" which have made it much brighter, more intrusive and less possible for residents to ignore, with a cycle of advertisements with different coloured backgrounds changing at 5-6 second intervals. Even heavy curtains do not completely shut out the continuous flashing of the sign. About two years ago the concession was made of switching it off for part of the night but until a recent complaint a week or two ago, it had again been operating through the night. The operators have now made the minor concession of switching it off from 11 p.m. (long after most children and many adults have gone to bed) to about 6 a.m. (recently changed to 5 a.m.)

Action Requested:-

The sign is no longer remotely like the sign for which permission was originally given and is seriously out of keeping with the heritage values of North Hobart. An analogy is that a person was given permission to build a one story house but has since progressively, without permission, added three more stories.

Note also that the sign's sole purpose is to attract the attention of drivers at an increasingly busy intersection at which the full attention of the driver should be on the road. It is becoming a hazard by day; after dark it can be very dangerous because its brightness can temporarily blind the driver.

We therefore ask that, if the sign is to remain in its present form (and our preference would be that it be removed completely), two conditions be imposed and enforced, neither of which will undermine its fitness for its purpose of advertising to drivers but which will greatly reduce both the nuisance to residents and the danger to drivers down Elphinstone Rd at night:

1. That the brightness be reduced after dark to a level that minimises intrusion on the homes of residents;
2. That the sign be switched off completely between the hours of 9.30 pm and 6 am (which are also hours at which traffic flows are minimal).



Mike Frost [REDACTED] 12/23/16

to me

Hi Bill

This is probably too late for your campaign but can I add support to it. We have spoken with the HCC on a number of occasions since moving into 2 Audley St in 2000. This sign continues to be a major intrusion at night the glow permeating our two front bedrooms. The incessant flashing is also incredibly annoying. The HCC at various times have promised to get the owners to address the problem with the offer to, on at least one occasion, to have it turned off through the night.

So very happy to add my/our voice to the campaign and thank you for taking the matter up.

Kind regards

Mike

Mike Frost

Director

Mike Frost & Associates – Education and Training Consultancy

[REDACTED]

[REDACTED]

[REDACTED]

Anne Cordiner [REDACTED] 11/30/16

to me

Dear Bill,

Indeed my husband and I are both very happy to be a party to this petition.

We live at number 7, and have done for just short of 6 years. The sign glares through our upstairs windows, and indeed we cannot sleep without closing the bedroom door to block out the light from the sign. The other front bedroom is even more badly affected, as the light comes from two windows on adjacent walls.

We were extremely pleased when the overnight ban came into force, but had noticed a couple of weeks ago that the ads had resumed. Thank you if it was you who made the complaint that had the ban restored.

The only suggestion I would make about your very good letter, is the final statement in para 4. It is difficult to predict what will happen in the future, and while your scenario of escalation is understandable, it is only surmising at this stage.

Thank you for galvanising this petition. Please let us know how we may assist,

Yours sincerely,

Anne & Ian Cordiner

Sent from my iPad

Proposed petition re Flashing sign at the corner of Elizabeth and Federal Streets

Dear Neighbour,

The Mt Stuart Progress Association has agreed to again take up the issue of the flashing sign on the pub at the corner of Elizabeth and Federal Streets. Since the original approval of a simple static sign before 2000, it has been progressively 'upgraded', first to a neon sign in 2003, which sparked unsuccessful protests, and since then further in power and intrusiveness. For a period it was switched off for part of the night but until my protests a week or so ago, it had again been operating 24 hrs. It is now switched off only at 11pm. The sign is now nothing like what was originally approved and seriously affects the amenity of our suburb.

The Progress Association has asked if I have the support of my neighbours. Are you willing to join me in support of a case to Hobart City Council? If so, please would you email me at [REDACTED] or sign and address this note and drop it in my mailbox at 17 Elphinstone Rd or post it to me.

I attach a draft outline of the case that I have suggested be presented to the Council (and would welcome any suggestions for its improvement).

Bill Godfrey



Dear Trevor & Wendy,

I think this is self-explanatory but am not absolutely that the history before 2003 is accurate

I am thinking of circulating it within the immediate area.

Is it something that you would support?

Comments & corrections welcome Bill

Hi Bill

I agree the sign is ugly and intrusive. It is not in keeping with the heritage values of North Hobart.

Best wishes

Trevor Falloon

TREVOR FALLOON
14 ELPHINSTONE ROAD

& ps. - yes
you have my
support.

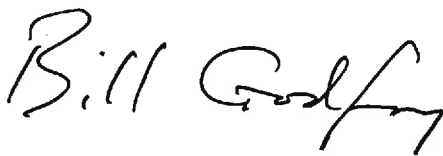
Proposed petition re**Flashing sign at the corner of Elizabeth and Federal Streets**

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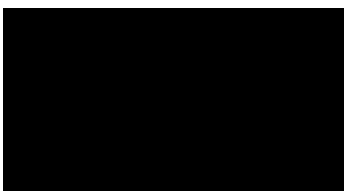
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Chris & Leonie Whitford. (Chris & Leonie Whitford
11 Ardley Street)

Petition by the Residents of Mount Stuart re
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Since then, it has gone through multiple "upgrades" which have made it much brighter, more intrusive and less possible for residents to ignore, with a cycle of ads with different coloured backgrounds changing at 5-6 second intervals. Even heavy curtains do not completely shut out the continuous flashing of the sign. About two years ago the concession was made of switching it off for part of the night but until a recent complaint a week or two ago, it had again been operating through the night. The operators have now made the minor concession of switching it off from 11 p.m. (long after most children and many adults have gone to bed) to about 6 a.m.

We urge that the Council again consider withdrawing consent for the sign, at least in its present form. The sign is no longer remotely like the sign for which permission was originally given and is seriously out of keeping with the heritage values of North Hobart. An analogy is that a person was given permission to build a one story house but has since progressively, without permission, added three more stories. Without firm action it will undoubtedly continue to be increased in power and intrusiveness.

Note also that the sign's sole purpose is to attract the attention of drivers at an increasingly busy intersection at which the full attention of the driver should be on the road. It is becoming a hazard by day; after dark it can be very dangerous because its brightness can temporarily blind the driver.

Note new warding designed is suggest. & alternative action if Council decided not to withdraw permission for the sign to remain.

Leanne M Skennell
3 Mt Stuart Rd
Hobart - 7000

Signed agreement to
proposal, thank you.

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Note new wording designed to suggest alternative action if Council decides not to withdraw permission for the sign to remain.



Boris Tan

*420 Elizabeth St
North Hobart TAS 7000*

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See signature over

Petition by Residents of Mount Stuart

Overview of process to develop the petition

An initial draft petition was developed and 50 copies were distributed to residents within the area covered by Elphinstone Rd up to the junction with Mortimer St, the first few houses in Mt Stuart Rd, Audley St, Elizabeth St to the junction with McTavish Ave and McTavish Ave itself. A substantial proportion but not all of these houses are directly affected by the sign. Residents were asked to sign and return the form or to reply by email. A number chose simply to express verbal agreement. I received no expression of disagreement.

The initial draft requested that the sign be removed. Following discussion with respondents, the text was modified to provide for a second preference of restricting the brightness and hours of operation of the sign.

When informed of the formal requirements for recognition of the petition, I visited those people who I could identify as having expressed verbal agreement and asked them to sign the form accompanying the final text of the petition.