

BISHOPP DIGITAL ADVERTISING DEVICE

CATEGORY	Commercial
PROJECT	Advertising Device
CLIENT	Bishopp Outdoor Advertising
LOCATION	Ruthven & Margaret Streets Toowoomba
PROJECT YEAR	2016

PRECINCT'S ROLE

Precinct Urban Planning was engaged by Bishopp Outdoor Advertising to provide town planning assistance associated with the preparation of a development application for Operational Works for the erection of an advertising device. The proposal sought to establish a digital advertising device on the iconic Bailey's Building at the intersection of Ruthven & Margaret Streets in Toowoomba. The sign comprised a curved digital screen to integrate with the architectural elements of the building façade and exhibit a high standard of visual presentation.

KEY TASKS

- Provision of Strategic and Statutory Planning Advice
- Development Application Preparation
- IDAS Process Management
- Development Facilitation

