



Enmore Road, Newtown

Digital Signage Safety Assessment

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Prepared for:
JCDecaux

7 November 2023

The Transport Planning Partnership

Enmore Road, Newtown

Digital Signage Safety Assessment

Client: JCDecaux

Version: V03

Date: 7 November 2023

TPP Reference: 21395

Quality Record

Version	Date	Prepared by	Reviewed by	Approved by	Signature
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V02	29/09/23	James Goodman	Jessica Ng	Wayne Johnson	Wayne Johnson
V02	07/11/23	James Goodman	James Goodman	Wayne Johnson	

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APPENDICES

- A. CONCEPT DESIGN PLAN
- B. STATE ENVIRONMENTAL PLANNING POLICY (INDUSTRY AND EMPLOYMENT) 2021 – SCHEDULE 5

1 Introduction

1.1 Overview

JCDecaux is seeking approval for the installation of an LED illuminated digital sign on the northern side of Enmore Road, west of the Enmore Road and King Street intersection in Newtown. The proposed sign would be located within the rail corridor facing south-west bound travel lanes on Enmore Road.

The Transport Planning Partnership (TPPP) has been commissioned by JCDecaux to undertake a signage safety assessment. This assessment has been carried out in accordance with Department of Planning's *Transport Corridor Outdoor Advertising and Signage Guidelines*, November 2017 (Guidelines) and Chapter 3 of State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP). The Guidelines outline best practice for the planning and design of outdoor advertisements in transport corridors. The Industry and Employment SEPP sets out rules regarding outdoor advertising signage for permissible locations and exempt developments.

1.2 Purpose of this Report

The aim of this assessment is to determine the suitability of the proposed digital sign and provide recommendations on mitigation measures to alleviate impacts on the surrounding road network, where required. This report sets out the findings of TPPP's safety assessment for the proposed digital sign on the northern side of Enmore Road.

The following items have been considered in this report:

- Potential for the sign to obstruct or distract a driver's view of the road, traffic control devices and signalised pedestrian crossings.
- Distance from upstream or downstream intersections or other decision points, such as pedestrian crossings and traffic signals.
- Potential for the sign to distract at a critical time or for an extended period of time.
- Location relative to the carriageway and its potential to be a physical obstruction for vehicles or other road users.
- Appropriate dwell times based on the speed environment.
- Location in relation to other signage.

1.3 References

In preparing this report, reference has been made to the following:

- Site inspections of the sign location from a driving viewpoint along Enmore Road and King Street were carried out on Friday 17 August 2023.
- Austroads Guide to Road Design Part 3, Geometric Design, 2016.
- Transport Corridor Outdoor Advertising and Signage Guidelines, November 2017 by Department of Planning and Environment.
- State Environmental Planning Policy (Industry and Employment) 2021.
- Concept design plans of the proposed digital sign dated 03/08/2023.

2 Proposal Description

2.1 Location Details

A new digital sign is proposed to be installed on the northern side of Enmore Road, west of the intersection at Enmore Road and King Street in Newtown. Enmore Road and King Street are four-lane, two-way roads that form part of the State Road network providing a key east-west connection between south-western suburbs and Sydney CBD.

The digital sign would be installed on a free-standing monopole within the railway corridor near the boundary of 1 Enmore Road, Newtown. The sign would face south-west bound traffic on King Street and Enmore Road.

An aerial image of the sign location (marked red) and surrounding environs are shown in Figure 2.1.

Figure 2.1: Sign Location



Map Source: Nearmap aerial image dated 20/06/2023

2.2 Description of Proposed Signage

As per the Industry and Employment SEPP, the advertising display area is defined as follows:

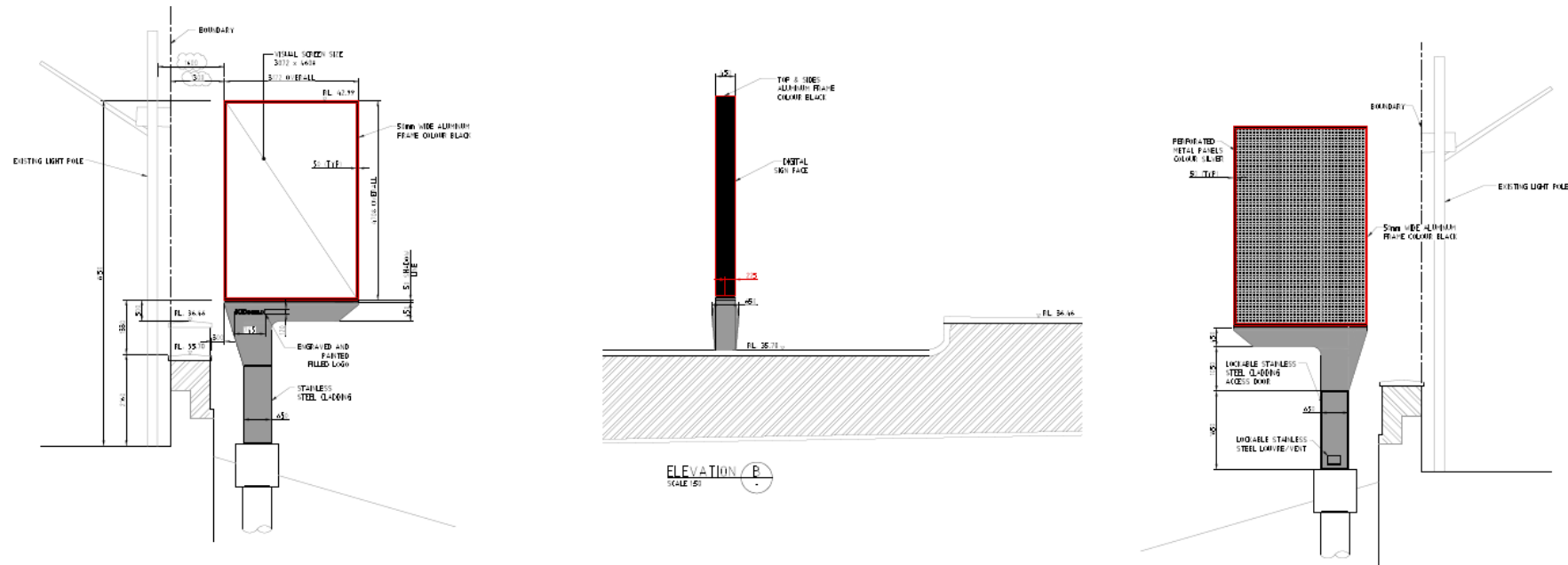
“advertising display area means, subject to subsection (2), the area of an advertisement or advertising structure used for signage, and includes any borders of, or surrounds to, the advertisement or advertising structure, but does not include safety devices, platforms or lighting devices associated with advertisements or advertising structures.”

On the above basis, the advertising display area of the advertising display area and visual display area (the screen alone) for the proposed digital sign would be as follows:

- Advertising display area would be 17.99 m² (3.172 m width by 4.708 m height).
- Visual display area (the screen alone) would be 14.16 m² (3.072 m width by 4.608 m height).

The general arrangement of the proposed sign is shown in Figure 2.2, while the full-scale concept design drawings are contained in Appendix A.

Figure 2.2: Proposed Digital Sign on South-West Approach (Elevation Plan)



Source: JCDecaux, drawings dated 03/08/23

2.3 Signage Exposure

The proposed digital sign would be installed as a free standing monopole on the north side of the road bridge on Enmore Road near the south western boundary of the railway corridor. The proposed digital sign would face south-west bound traffic on King Street and Enmore Road.

A site visit was undertaken on Friday 18 August 2023 to inspect driver sight distances on all approaches to the proposed digital sign location and observe any potential traffic hazards likely to result from the proposed digital sign.

The driving approach towards the proposed digital sign are shown in Figure 2.3. A description of the site investigation findings is provided herein.

Figure 2.3: King Street Approach

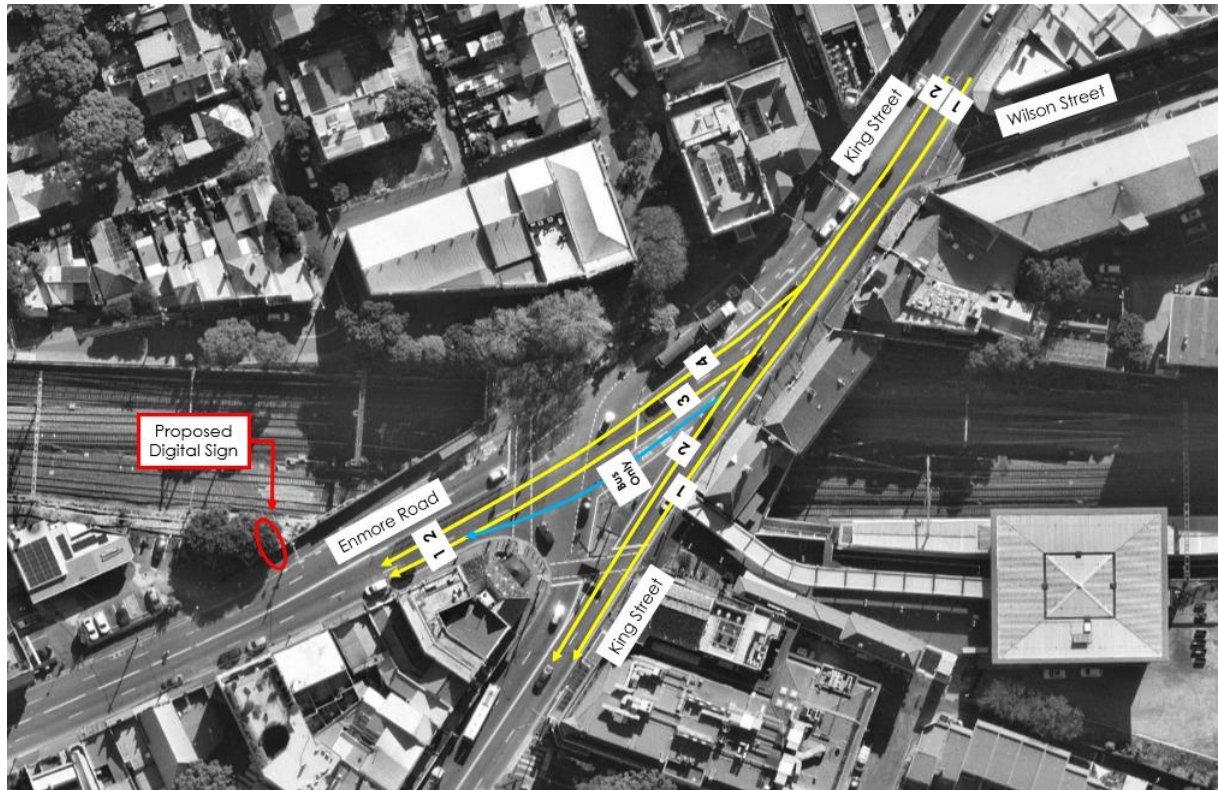


Map Source: Nearmap, aerial image dated 20/06/2023

The proposed digital sign would be visible to motorists on King Street and Enmore Road travelling in the south-west direction, as shown in Figure 2.3. King Street, north of Wilson Street, is configured with two south-west travel lanes. The road splits south of Wilson Street with two southbound lanes on King Street and three lanes split off towards Enmore Road (i.e. two short traffic lanes and a 'Bus Only' lane).

The lane configuration in the vicinity of the proposed sign is illustrated in Figure 2.4.

Figure 2.4: King Street North-East Approach Lane Configuration



Map Source: Nearmap, aerial imagery dated 21 December 2021

The key findings are summarised below:

- The proposed digital sign on the north side of Enmore Road would be visible to motorists on King Street travelling in the south-west direction.
- Treating the observed conditions during the site inspection as typical conditions in the area, the digital sign would likely be visible in travel lanes on King Street as follows:
 - In Lane 1, 130m from the sign on the north-east approach.
 - In Lane 2, 120m from the sign on the north-east approach.
 - Note: The proposed digital sign would be visible prior to entering Lane 3 and Lane 4.
- The likely readable distance would be consistent with the visible distances for each travel lane, where there are no vehicles travelling in adjacent lanes or opposing travel lanes which could impede driver visibility to the sign.

Figure 2.5 shows the perspective of the designer's impression of the concept design at the proposed sign location. Likely visible distances on the King Street north-east approach are shown in Figure 2.6 and Figure 2.7.

Figure 2.5: Designer's Impression on King Street North-East Approach



Source: JCDecaux

Figure 2.6: King Street North-East Approach Sign Exposure – Lane 1



Source: Photograph taken by TTPP dated 17/08/2023

Figure 2.7: King Street North-East Approach Sign Exposure – Lane 2



Source: Photograph taken by TTPP dated 17/08/2023

2.4 Crash History

Historic crash data has been obtained from Transport for NSW (TfNSW) and assessed for incidents along King St and Enmore Road within the visible distance of the proposed sign location. Based on site observations, the proposed digital sign would be visible from approximately 120m away on King Street.

Crash history data has been assessed for the most recent five-year period for data collated and published by TfNSW. This period is between 1 January 2018 and 31 December 2022.

There were only two crashes recorded within the visible distance of the digital sign, both resulting in a moderate injury. These crashes occurred in 2018 and there have been no other crashes recorded since then. It is also noted that the existing speed limit on King Street on approach to the digital sign was reduced from 50km/h to 40km/h in 2022 to improve safety for motorists, cyclists and pedestrians.

A summary of crashes in the vicinity of the proposed digital sign is presented in Table 2.1, while the crash location and incident descriptions are illustrated in Figure 2.8.

Table 2.1: Crash Type and Severity

Location	Crash Type	Crash Severity (No. of Crashes)				
		Fatality	Serious Injury	Moderate Injury	Minor Injury	Non-casualty (tow-away)
Within visible distance of digital sign on King Street and Enmore Road north east approach (up to 130m away from proposed digital sign)	Pedestrian far side (RUM CODE 2)			1		
	Fell in/from vehicle (RUM CODE 90)			1		
	Sub-Total	Nil	Nil	2	Nil	Nil

Source: Transport for NSW

Figure 2.8: Crash Locations



Source: Transport for NSW

3 Statutory Requirements

This section of the report assesses the compliance with the safety assessment criteria established in the NSW Guidelines and State Environmental Planning Policy (Industry and Employment) 2021. It requires analysis as to whether the proposal would reduce the safety of:

- Any public roads.
- Pedestrians and cyclists.
- Pedestrians by obscuring sight lines from public areas.

The proposed design has been assessed against the relevant statutory requirements and guidelines. In order to assess any new installation against the key safety assessment criteria, a series of detailed criteria are set out in Section 3, Advertisements and Road Safety of the NSW Guidelines.

3.1 Industry and Employment SEPP Schedule 5

Clauses 1 to 7 of the Industry and Employment SEPP – Schedule 5 refer to aspects that are unrelated to road safety, as outlined in Appendix B. However, Clause 8 is related to road safety, and thus, is covered under this signage safety assessment as follows:

- (a) Would the proposal reduce the safety for any public road?**
- (b) Would the proposal reduce the safety for pedestrians or bicyclists?**
- (c) Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?**

Provision of a digital sign on the north side of Enmore Road near the boundary of 1 Enmore Road, Newtown is unlikely to reduce safety for motorists, pedestrians or cyclists.

Assessment of the proposal in accordance with the Department of Planning's *Transport Corridor Outdoor Advertising and Signage Guidelines* has been undertaken in the following sections below.

3.2 Transport Corridor Outdoor Advertising and Signage Guidelines – Digital Signs Criteria (Section 2 of Guidelines)

Transport Corridor Outdoor Advertising and Signage Guidelines specify criteria which are directly applicable to the assessment of digital signs. The criteria have been assessed in Table 3.1.

It is noted that most of the criteria are related to signage content and would need to be addressed by the operator. In addition, this criteria should be included as part of the consent conditions for the proposal to ensure future compliance.

Table 3.1: Digital Sign Criteria (Section 2 of Guidelines)

Criteria, for Signs less than 20 m ² Display Area		Comments
A	<i>Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.</i>	Relates to sign content only.
B	<i>Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a sign and across a series of signs.</i>	Relates to sign content only.
C	<i>The image must not be capable of being mistaken:</i> i. <i>for a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device, or</i> ii. <i>as text providing driving instructions to drivers.</i>	Relates to sign content only.
D	<i>Dwell times for image display are:</i> i. <i>10 seconds for areas where the speed limit is below 80 km/h.</i> ii. <i>25 seconds for areas where the speed limit is 80 km/h and over.</i>	As detailed in Section 3.3.2.2, based on the NSW Guidelines a dwell time of 10 seconds would typically be suitable for the proposed digital sign. However, Transport for NSW have advised the following regarding the dwell time of the sign: "The proposed sign's proximity to the signalised intersection of Enmore Road and King Street with a high level of pedestrian activity and adopting a safer system approach, a minimum dwell time of 60 seconds would be required in this instance, in addition to all other requirements contained within the Transport Corridor Outdoor Advertising and Signage Guidelines 2017. This longer dwell time is considered necessary to minimise potential distraction at this driver decision making point with a high level of pedestrian activity." Therefore, the proposed dwell time for the sign is 60 seconds in accordance with Transport for NSW's advice.
E	<i>The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.</i>	An almost instantaneous transition is likely to reduce the additional distraction potential for the digital sign.

Criteria, for Signs less than 20 m ² Display Area		Comments
		It is assumed that this operational requirement would be met.
F	Luminance levels must comply with the requirements in Section 3 (Transport Corridor Advertising Signage Guidelines).	This sign would be classified as Zone 3. Zone 3 covers areas with generally medium off-street ambient lighting e.g. small to medium shopping/commercial centres.
G	The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	It is assumed that this operational requirement would be met.
H	The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).	Relates to sign content only.
I	Any signs that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	The sign is not visible from a school zone, and therefore, would not be required to be conditioned as so.
J	Each sign proposal must be assessed on a case by case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	Noted.
K	At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.	Noted.
L	Sign spacing should limit drivers' view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones would be assessed by RMS as part of their concurrence role.	Not applicable, as sign is less than 20 m ² . Criteria is applicable to signs greater than 20 m ² .
M	Signs greater than or equal to 20sqm must obtain RMS concurrence and must ensure the following minimum vertical clearances: i. 2.5m from lowest point of the sign above the road surface if located outside the clear zone ii. 5.5m from lowest point of the sign above the road surface if located within the clear zone (including shoulders and traffic lanes) or the deflection zone of a safety barrier if a safety barrier is installed. If attached to road infrastructure (such as an overpass), the sign must be located so that no portion of the advertising sign is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.	Not applicable, as sign is less than 20 m ² . Criteria is applicable to signs greater than 20 m ² .
N	An electronic log of a sign's operational activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or RMS to allow a review of the sign's activity in case of a complaint.	Not applicable, as sign is less than 20 m ² . Criteria is applicable to signs greater than 20 m ² .
O	A road safety check which focuses on the effects of the placement and operation of all signs over 20sqm must be carried out in accordance with Part 3 of the RMS Guidelines for Road Safety Audit Practices after a 12-	Not applicable, as sign is less than 20 m ² . Criteria is applicable to signs greater than 20 m ² .

Criteria, for Signs less than 20 m² Display Area	Comments
<p>month period of operation but within 18 months of the signs installation. The road safety check must be carried out by an independent RMS-accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to RMS and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant. In cases where the applicant is the RMS, the report is to be provided to the Department of Planning and Environment as well.</p>	

3.3 Transport Corridor Outdoor Advertising and Signage Guidelines (Section 3 of Guidelines)

3.3.1 Sign Location Criteria

3.3.1.1 Road Clearance

(a) The advertisement must not create a physical obstruction or hazard. For example:

- i. **Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas).**
- ii. **Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Would the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?**
- iii. **Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?**

The proposed digital sign would be installed on a free-standing monopole within the railway corridor on the north side of Enmore Road, Newtown. The digital sign would not protrude over the masonry wall, nor physically obstruct any vehicle, pedestrian and cyclist movement. The proposed digital sign would not protrude into the transport corridor and hence, lateral and vertical clearance will be maintained as per existing conditions.

The concept design for the proposed digital sign and its positioning on the road bridge are contained in Appendix A.

(b) Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS-approved crash barrier.

According to Austroads Guide to Road Design Part 6, the clear zone requirement for a 40km/h road is 5m. The proposed digital sign would be located outside the minimum clear zone requirement (i.e. 5m from the edge of the carriageway). Also, there is a masonry wall as

part of the bridge structure that would separate the digital sign from the travel lanes on Enmore Road. Therefore, the sign is considered to be in an acceptable location.

(c) Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.

The proposed digital sign would be located outside the minimum clear zone requirement (i.e. 5m from the edge of the carriageway). Also, there is a masonry wall as part of the bridge structure that would separate the digital sign from the travel lanes on Enmore Road.

(d) All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.

As part of the detailed design phase, the digital sign would be designed in accordance with Australian Standards AS1170.1 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for height of the sign boards when under maximum vertical deflection.

3.3.1.2 Line of Sight

(a) An advertisement must not obstruct the drivers view of the road particularly of other vehicles, bicycle riders or pedestrians at crossings.

The proposed digital sign and its elements shall not protrude laterally into the transport corridor and thus, shall not obstruct a driver's view towards the road and other road users.

(b) An advertisement must not obstruct a pedestrian or cyclist's view of the road.

The proposed digital sign and its elements shall not protrude laterally into the transport corridor and thus, shall not obstruct a pedestrian or cyclist's view of the road.

(c) The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.

The proposed digital sign would be installed on a free-standing monopole within the railway corridor on the north side of Enmore Road and elevated above road level. There is also a masonry wall as part of the bridge structure that would separate the digital sign from the travel lanes on Enmore Road so there would be clear definition between the proposed digital sign and the road which would not provide misleading information on the roadway

alignment. A perspective of the designer's impression of the proposed sign is shown in Figure 2.5.

(d) The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:

- (i) The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view.**
- (ii) The sign should be oriented in a manner that does not create headlight reflection in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headline reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.**

The proposed digital sign would be located within the motorist's peripheral view for drivers travelling in the south-west direction with visible distances of up to 130m on King Street. Motorists would not be required to turn their heads when glancing at the sign and would be able to see the road simultaneously when viewing the sign.

The positioning and angle of the sign would not be expected to result in headlight reflection or glare for vehicles on approach to the sign.

3.3.1.3 Proximity to Decision Making Points and Conflict Points

(a) A sign should not be located:

- (i) Less than the safe sight distance from an intersection, merge points, exit ramp, traffic control signal or sharp curves.**
- (ii) Less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment.**

As referenced in the Austroads Guide to Road Design, Part 3, sight distance refers to the distance required to enable a driver to react and stop before reaching a hazard. This distance is dependent on the operating (85th percentile) speed of the road, road gradient and other road characteristics.

For the purpose of this assessment, an operating speed of 40 km/h has been used to calculate the safe stopping distance (SSD). A 40 km/h speed has been adopted based on the sign posted speed limit on King Street and Enmore Road (40 km/h High Pedestrian Activity Area) as well as the speed limit which motorists were observed to be driving during the site inspection. According to Austroads guide, the minimum safe stopping distance for a 40 km/h speed zone is 34 m.

The proposed digital sign would be located 75m beyond the stop line. Therefore the digital sign would not be located within the SSD of the stop line at the King Street and Enmore Road intersection.

Figure 3.1 presents the location of the sign in relation to the sight distance of the King Street and Enmore Road signalised intersection.

Figure 3.1: Safe Stopping Distance – Enmore Road Approach



Map Source: Nearmap aerial image dated 20/06/2023

(iii) So that it is visible from the stem of a T-intersection.

Motorists waiting at the stop line on the King Street south-west approach, at the King Street - Enmore Road intersection, would not be able to view the sign display as it would be obscured by a building, as shown in Figure 3.2. The sign would only be visible after turning into Enmore Road.

Figure 3.2: Motorist's View on King Street South-West Approach



Source: Photograph taken by TTPP dated 17/08/2023

- (b) The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:**
- (i) Of a road hazard,**
 - (ii) To an intersection,**
 - (iii) To a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)**
 - (iv) To an emergency vehicle access point or Type 2 driveways (wider than 6-9 metres) or higher.**

A "critical time" is understood to refer to a point in time when a driver's decision is required implying that a road safety implication could occur if a driver was distracted at this time.

The digital sign would be located on the north side of the bridge on Enmore Road within the railway corridor. As such, the digital sign would not obstruct a motorist's view of any traffic signals, signage, and other traffic hazards when travelling on Enmore Road in the south-west direction.

3.3.1.4 Sign Spacing

- (a) Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones would be assessed by RMS as part of their concurrence role.**

In built-up urban areas, it is impracticable to limit the spacing of signage to 150 m apart. Especially within Sydney Metropolitan, drivers can be exposed to many signs at any given time.

Notwithstanding this, there are no other large format advertising signs placed within 150 m of the proposed digital sign.

Several small advertising signs and billboards are located on the side of the bridge, as shown in Figure 3.3.

Figure 3.3: Sign Spacing Within Vicinity of Proposed Sign



Source: Photograph taken by TPPP dated 17/08/2023

3.3.2 Sign Design and Operation Criteria

3.3.2.1 Advertising Signage and Traffic Control Devices

(a) The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.

On the King Street north-east approach, there are two advance direction signs located on the median island at King Street - Enmore Road intersection as shown in Figure 3.4. Motorists travelling on King Street in the direction of the sign would be able to view the advance direction signage prior to the digital sign due to the slight curvature of the road.

Figure 3.4: Advance Direction Signage on King Street



Source: Photograph taken by TPPP dated 17/08/2023

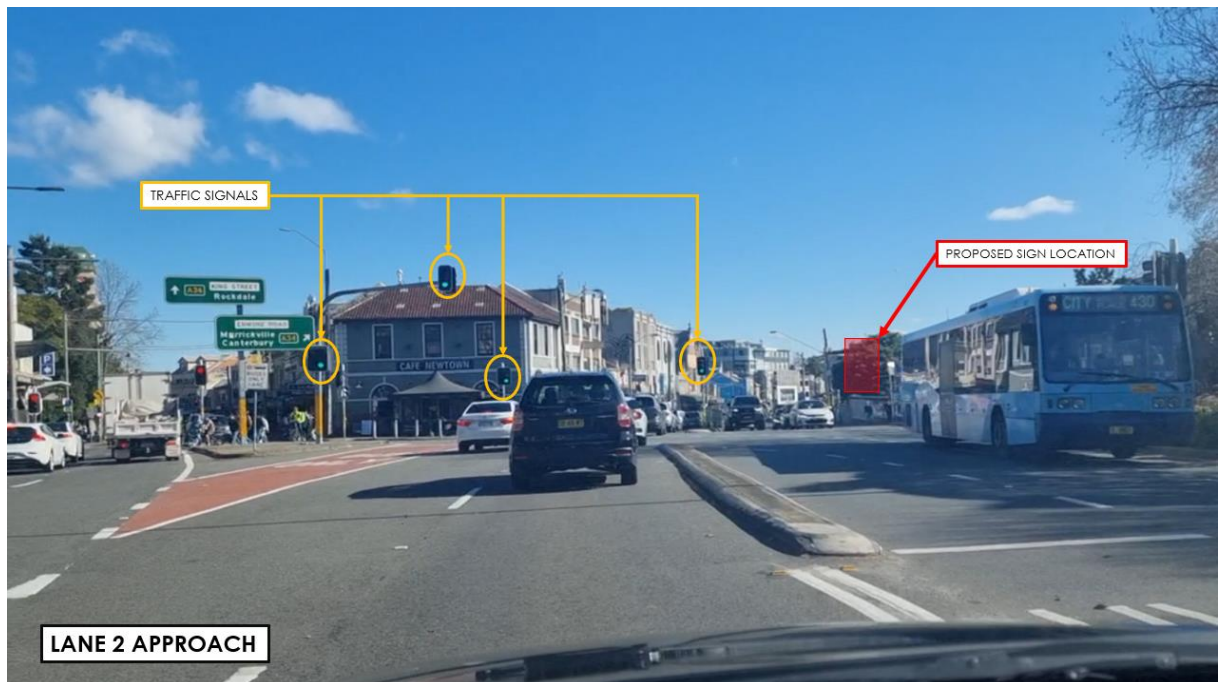
Existing traffic signals and regulatory signage are also visible on all lanes well before the proposed digital sign location. There are no backdrop issues for the signals against the digital sign at the stop line or on approach to the signals as shown in Figure 3.5 to Figure 3.8.

Figure 3.5: King Street Approach to Traffic Signals – Lane 1



Source: Photograph taken by TPPP dated 17/08/2023

Figure 3.6: King Street Approach to Traffic Signals – Lane 2



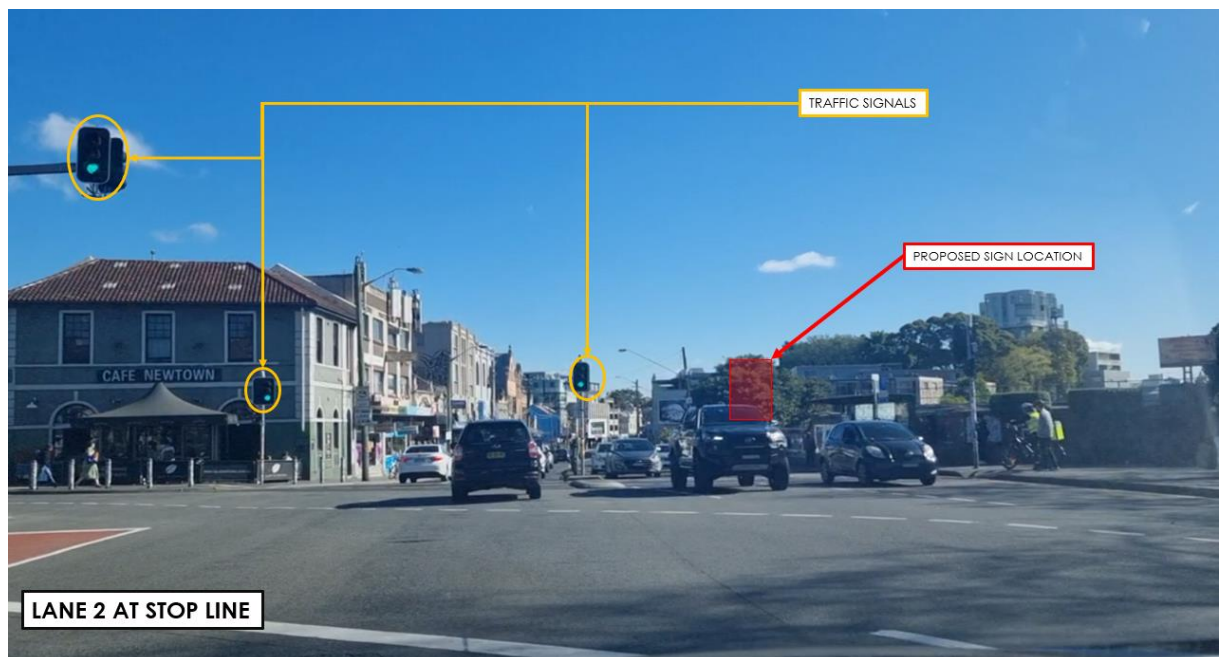
Source: Photograph taken by TPPP dated 17/08/2023

Figure 3.7: King Street at Stop Line of Traffic Signals – Lane 1



Source: Photograph taken by TPPP dated 17/08/2023

Figure 3.8: King Street at Stop Line of Traffic Signals – Lane 2



Source: Photograph taken by TPPP dated 17/08/2023

JCDecaux will ensure that the sign would not display colours and shapes which could be mistaken for a traffic signal.

(b) The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device. For example:

- (i) Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?**
- (ii) Does the advertisement imitate a prescribed traffic control device?**
- (iii) If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?**

The sign will not display colours and shapes which could be mistaken for a traffic signal or traffic signs.

The content of the proposed sign must be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device.

3.3.2.2 Dwell Time and Transition Time

(a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below

(b) Dwell times for image display must not be less than:

- (i) 10 seconds for areas where the speed limit is below 80km/h**
- (ii) 25 seconds for areas where the speed limit is 80km/h and over.**

Based on the NSW Guidelines, the minimum dwell time for content displayed on the digital sign would be 10 seconds.

However, Transport for NSW have advised the following regarding the dwell time of the sign: *"The proposed sign's proximity to the signalised intersection of Enmore Road and King Street with a high level of pedestrian activity and adopting a safer system approach, a minimum dwell time of 60 seconds would be required in this instance, in addition to all other requirements contained within the Transport Corridor Outdoor Advertising and Signage Guidelines 2017. This longer dwell time is considered necessary to minimise potential distraction at this driver decision making point with a high level of pedestrian activity."*

Therefore, the proposed dwell time for the sign is 60 seconds in accordance with Transport for NSW's advice. The digital sign is proposed to contain text and images, which would be in a static manner without any motion for this dwell time. The transition between content would be almost instantaneous.

(c) Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.

Whilst King Street and Enmore Road are State-classified roads, the proposed digital sign would not be visible from within a school zone.

(d) Digital signs must not contain animated or video/movie style advertising or messages of image failure, the default image must be a black screen.

The contents displayed on the proposed digital sign would be fixed with no animation or video style elements contained within the advertisements. The default image displayed on the digital sign would be a black screen as shown in Figure 2.5.

3.3.2.3 Illumination and Reflectance

(a) Luminance levels must comply with the requirements in Table 6 in Transport Corridor Outdoor Advertising and Signage Guidelines

(b) The image displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.

Section 3.3.3 of the Guidelines details assessment criteria to ensure that illumination and reflectance qualities of signage do not cause a road safety hazard. It is understood that these criteria would be addressed in a separate specialist report prepared by a qualified consultant.

3.3.2.4 Interaction and Sequencing

- (a) The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.***
- (b) Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.***

The proposed sign would not contain interactive technology or technology that enables opt-in direction communication with motorists. The digital sign would not be designed to make motorists anticipate information.

4 Conclusion

A new digital sign is proposed to be installed on the north side of Enmore Road, west of the King Street - Enmore Road intersection in Newtown. The proposal has been assessed in accordance with the following statutory requirements for digital advertising signs:

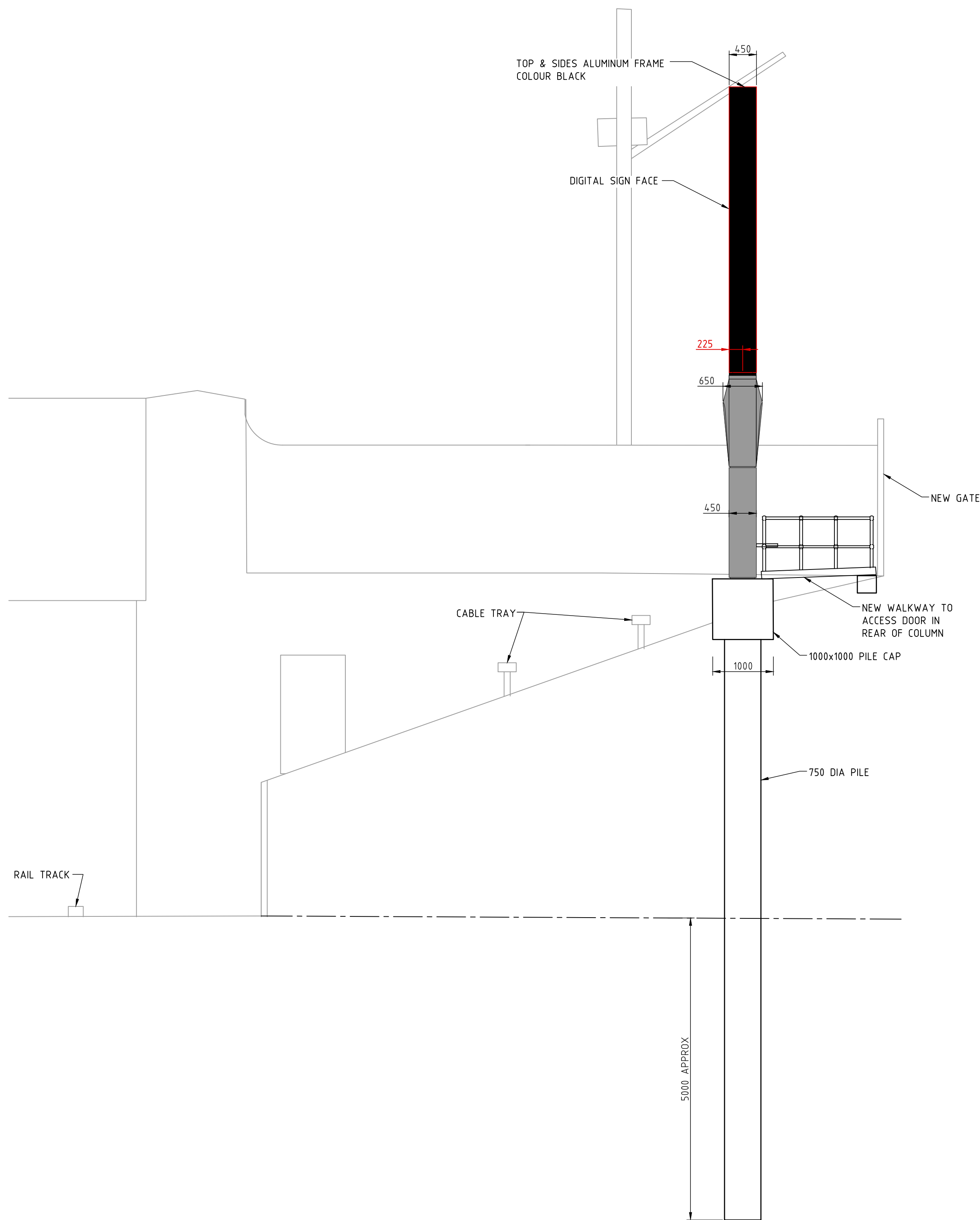
- Transport Corridor Outdoor Advertising Signage Guidelines
- State and Environmental Planning Policy (Industry and Employment) 2021.

The following findings and conclusions are made from the signage safety assessment:

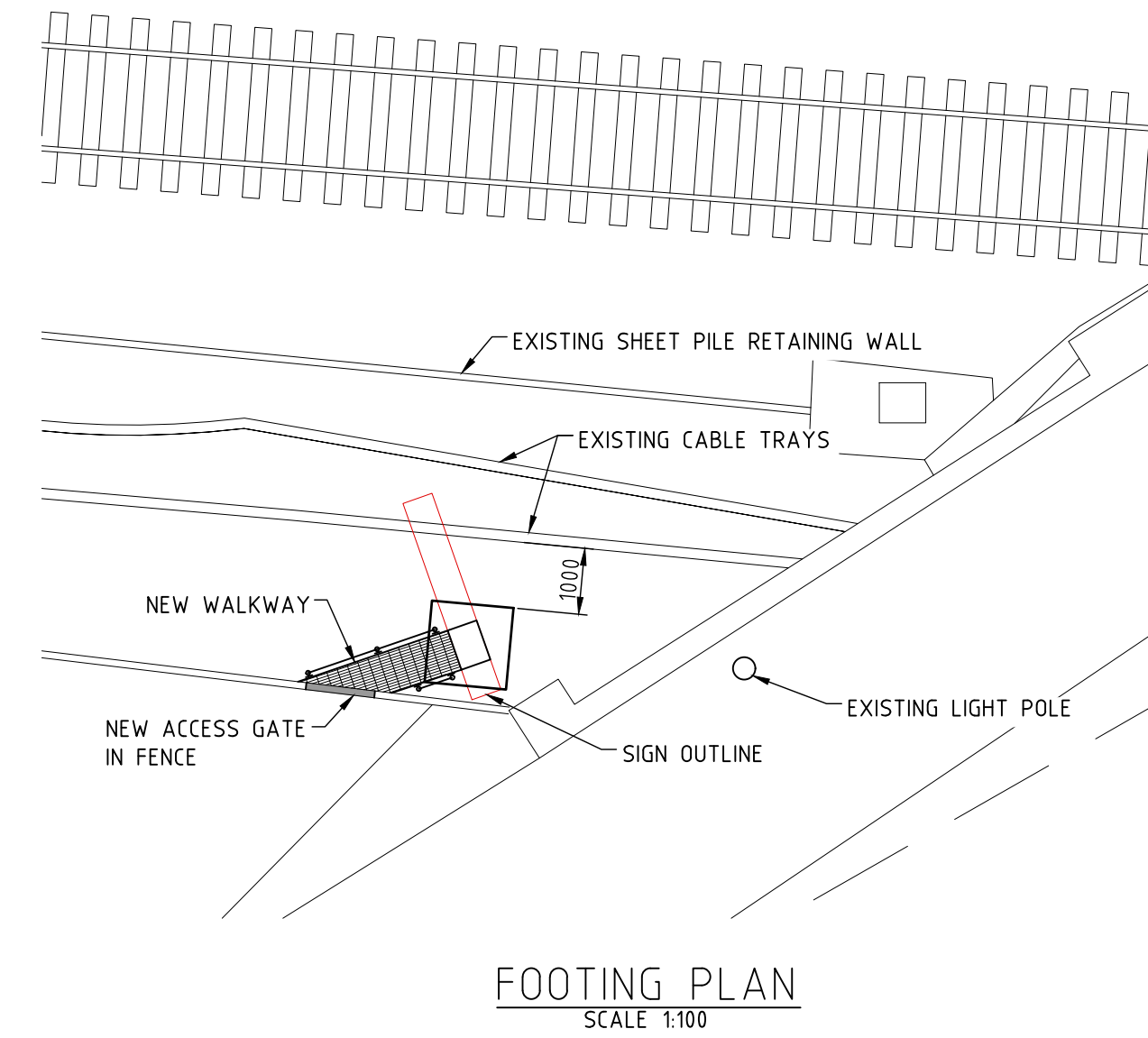
- A total of two crashes have occurred over a five-year period between 1 January 2018 and 31 December 2022 within the visible distance to the proposed digital sign.
- The proposed digital sign would not obstruct and/or reduce visibility of any traffic control devices, signage, pedestrians, or cyclists.
- The proposed sign would not give incorrect information on the alignment of the road.
- The proposed digital sign would not be located within the safe stopping distance of the King Street - Enmore Road traffic signals.
- King Street and Enmore Road have a posted speed limit of 40 km/h. As such, a dwell time of 10 seconds for the digital sign is required in accordance with the Guidelines. However, Transport for NSW have advised that a 60 second dwell time will be required due to the sign's proximity with traffic signals, therefore the sign will have a dwell time of 60 seconds in accordance with Transport for NSW's advice.
- The proposed digital sign would not compromise safety for road users in the vicinity.

Appendix A

Concept Design Plan



ELEVATION D
SCALE 1:50
DA01



NOT FOR CONSTRUCTION

ISS	DATE	COMMENT
A	05/07/22	ISSUED FOR APPROVAL
B	18/07/23	RE-ISSUED FOR APPROVAL
C	03/08/23	RE-ISSUED FOR APPROVAL



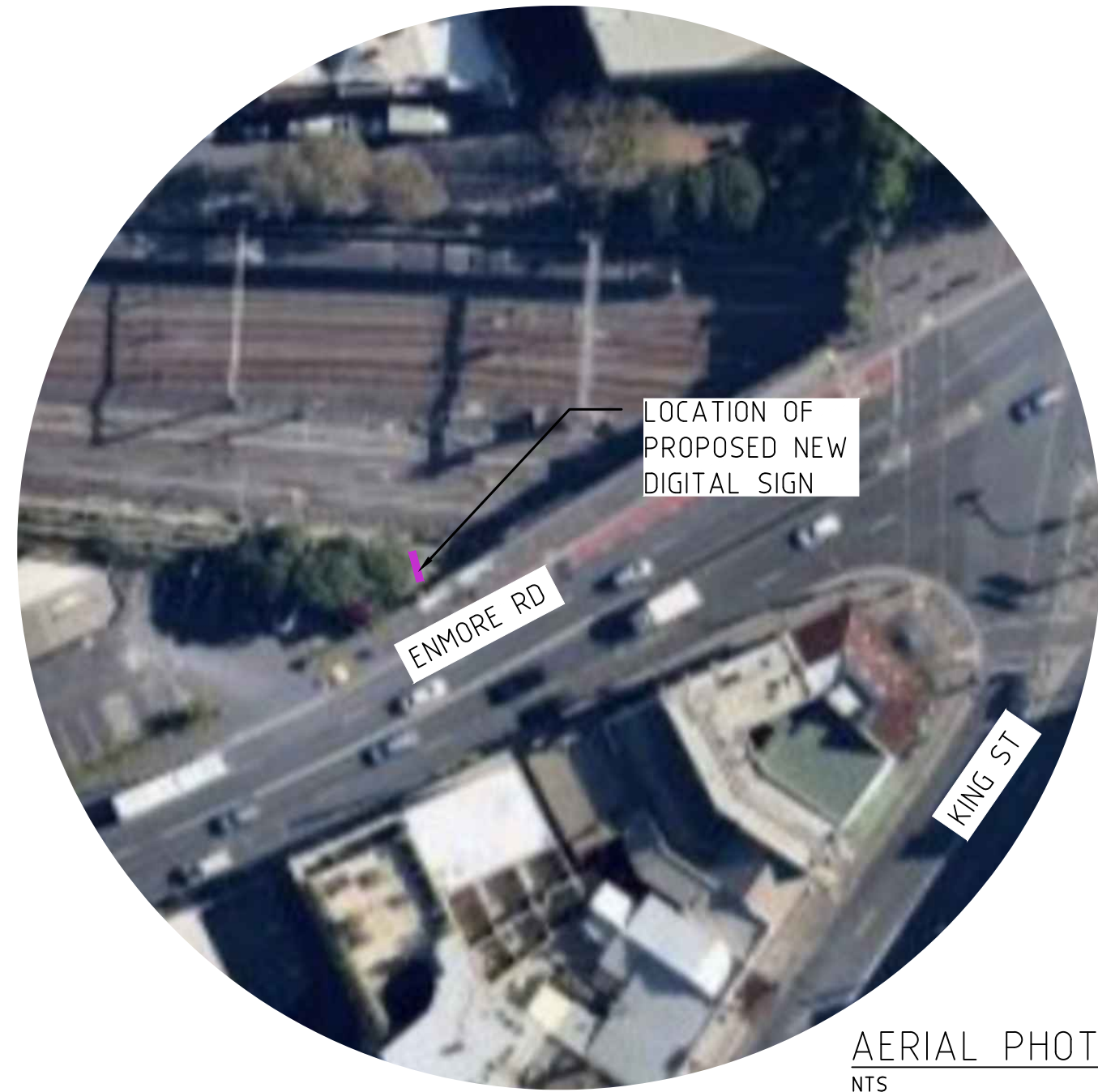
Suite 1, Building 8, 49 Frenchs Forest Road East,
Frenchs Forest, NSW 2086
P.O. Box 652, Forestville, NSW 2087
Ph: 02 9451 3455 Fax: 02 9451 3466
Email: info@dbce.com.au
ABN 23 039 013 724

CLIENT:
JCDecaux

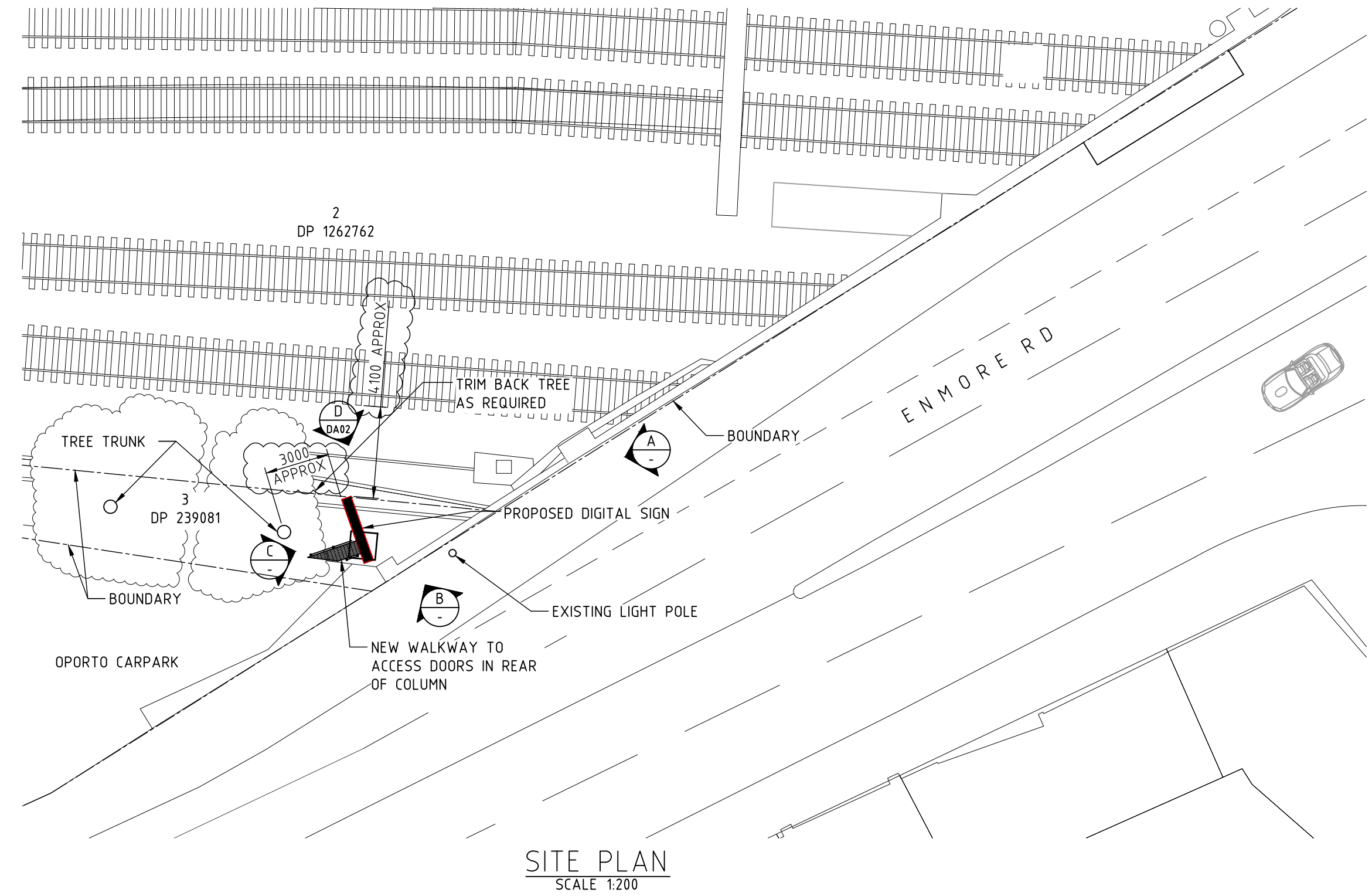
PROJECT:
**KING ST, NEWTOWN, OUTBOUND
PORTRAIT 50,**

TITLE:
**PROPOSED DIGITAL SIGN
SECTIONS &
FOOTING PLAN**

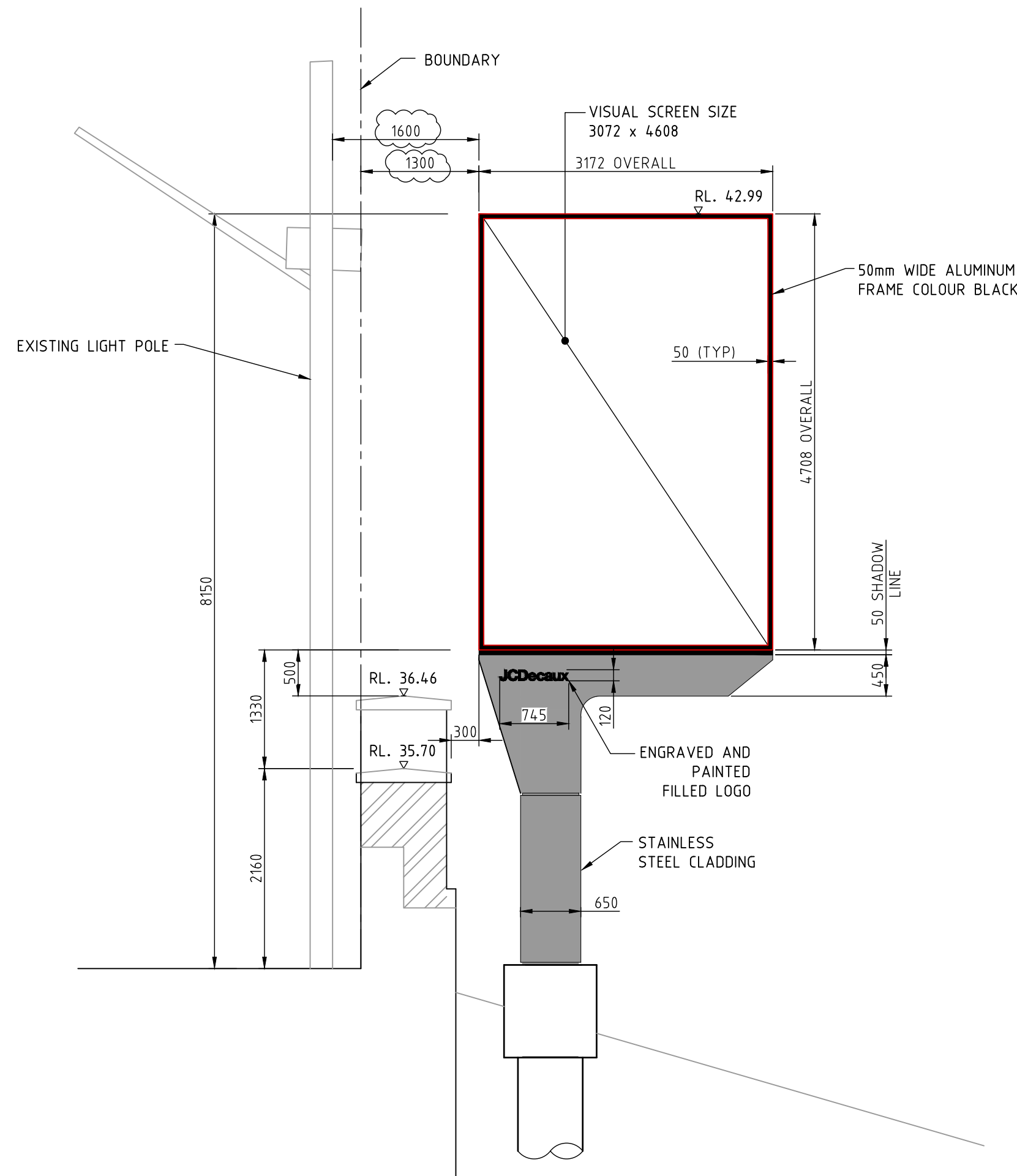
DRAWN A.T	DESIGN J.L	DATE:	JUL' 23
JOB NO:	23135-2	DWG NO:	DA02
SCALE @ A1: AS SHOWN		REV: C	



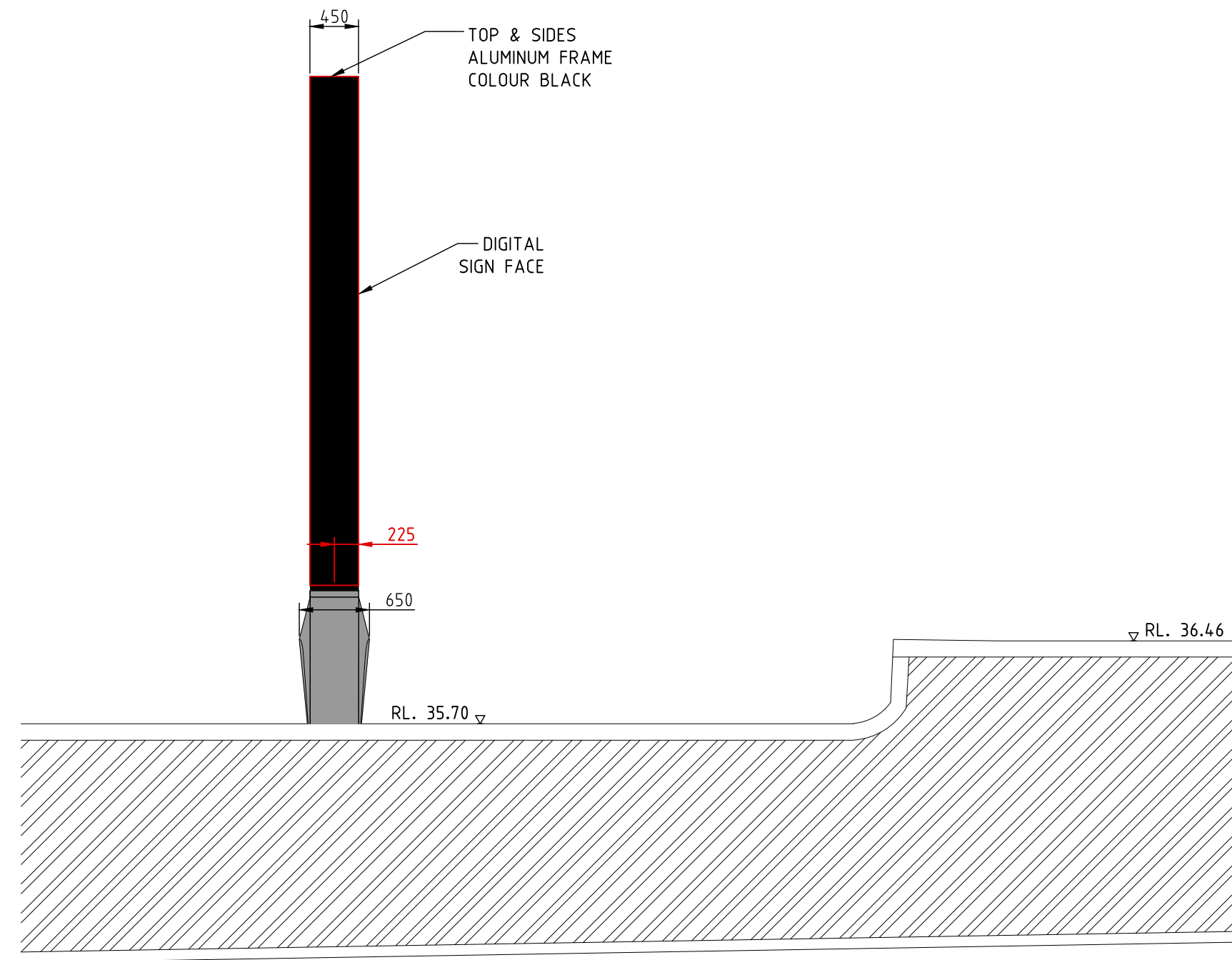
AERIAL PHOTO
NTS



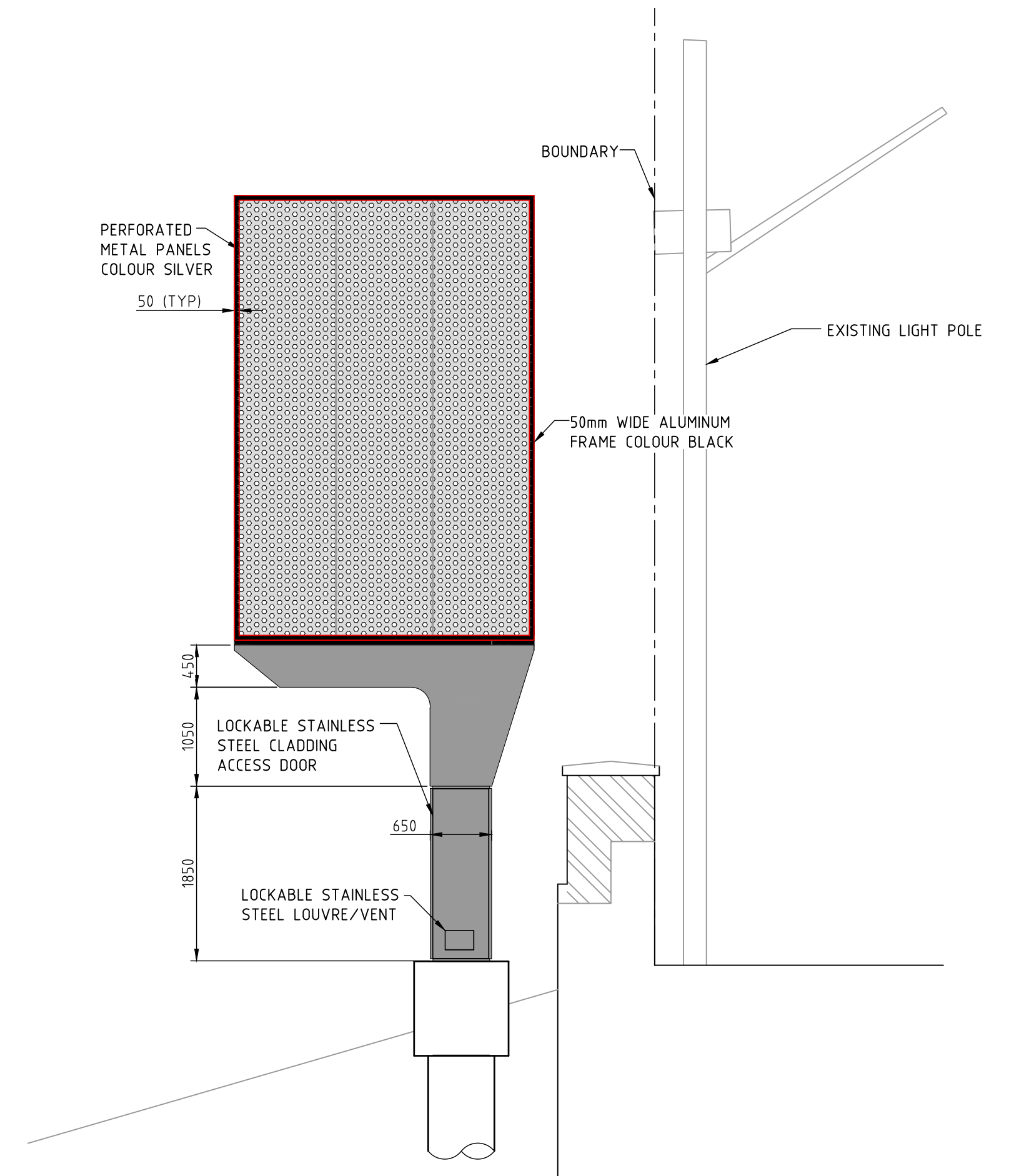
SITE PLAN
SCALE 1:200



ELEVATION A
SCALE 1:50



ELEVATION B
SCALE 1:50



ELEVATION C
SCALE 1:50

NOT FOR CONSTRUCTION

ISS	DATE	COMMENT
A	05/07/22	ISSUED FOR APPROVAL
B	18/07/23	RE-ISSUED FOR APPROVAL
C	03/08/23	RE-ISSUED FOR APPROVAL



Suite 1, Building 8, 49 Frenchs Forest Road East,
Frenchs Forest, NSW 2086
P.O. Box 652, Forestville, NSW 2087
Ph: 02 9451 3455 Fax: 02 9451 3466
Email: info@dbce.com.au
ABN 23 039 013 724

CLIENT:
JCDecaux
PROJECT:
**KING ST, NEWTOWN, OUTBOUND
PORTRAIT 50,**

TITLE:
**PROPOSED DIGITAL SIGN
GENERAL ARRANGEMENT &
SITE PLAN**

DRAWN	DESIGN	DATE:
A.T	J.L	JUL' 23
JOB NO:	23135-2	DWG NO: DA01
SCALE @ A1: AS SHOWN	REV: C	

Appendix B

State Environmental Planning Policy (Industry and Employment) 2021 – Schedule 5

State Environmental Planning Policy (Industry and Employment) 2021

Current version for 16 December 2022 to date (accessed 4 July 2023 at 10:29)

Schedule 5

Schedule 5 Assessment criteria

sections 3.6, 3.11 and 3.15

1 Character of the area

- Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

2 Special areas

- Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

3 Views and vistas

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

4 Streetscape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

5 Site and building

- Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
- Does the proposal respect important features of the site or building, or both?

- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

6 Associated devices and logos with advertisements and advertising structures

- Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?

7 Illumination

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

8 Safety

- Would the proposal reduce the safety for any public road?
- Would the proposal reduce the safety for pedestrians or bicyclists?
- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

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