

From: [Deepa Randhawa](#)
To: [Andrew Watson](#)
Cc: [Michelle Niles](#)
Subject: HPE CM: RE: Notice of Exhibition - Digital Advertising Signage – Beecroft Road, Epping (DA 22/14807)
Date: Monday, 19 December 2022 8:05:15 PM
Attachments: [image001.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image007.png](#)
Importance: High

Dear Andrew,

The proposed Digital Advertising Signage – Beecroft Road, Epping (DA 22/14807), is not supported due to the following reasons provided by Council's Senior Traffic Engineer:-

The Digital Signs proposed to be installed on the north side of Beecroft Road bridge west of Langston Place, Epping which will be facing eastbound traffic in Epping Road is not supported on Traffic grounds for the following reasons:

1. *In accordance with the Planning NSW Transport Corridor Outdoor Advertising and Signage Guidelines 2017 section 3.2.3, a digital advertising signs must not be located less than the safe sight and/or stopping distance from the following:*
 - a. *An intersection*
 - b. *Traffic Control Signal*
 - c. *Sharp Curves*
 - d. *From a marked foot crossing or pedestrian crossing*
 - e. *A hazard within the road environment*

Furthermore, the Guide also states that the placement of signs should not distract drivers at a critical time or at decision making points such as near a Traffic Control device and at intersections to ensure that the driver's concentration is on the driving task where the driver's attention requirements are greater.

2. *The digital advertising sign is located at the following distances from the below listed road features:*
 - a. *Approximately 60m from the primary Traffic Control Signal in Epping Road for eastbound Traffic*
 - b. *Approximately 60m from the signalised pedestrian crossing in Epping Road*
 - c. *Approximately 20m from the No Right Turn sign for eastbound traffic in Epping Road*
 - d. *Approximately 60m from the Guide sign at the intersection*
 - e. *Approximately 25m from the Reduce Speed Curve 25km/h Warning sign*

Although the above conflict points/critical information items are located before the actual proposed digital advertising sign, the proposed sign will be in clear view of motorists when they are navigating the roadway where the above listed road features are and when they need to be making critical decisions and interpreting key information within the road. The proposed sign is therefore likely to distract motorists and unnecessarily add a signage clutter which will take motorists attention away from

other key traffic signs or increase driver stress. Furthermore, the digital aspect of the sign may also affect the prominence of the traffic signal lanterns which could result in a road safety issue. Therefore, the proposed digital sign will NOT comply with section 3.2.3 of the Transport Corridor Outdoor Advertising and Signage Guidelines 2017.

3. The Traffic Assessment submitted in support of the proposal noted that there were 2 rear end collisions within the five year period between January 2016 and December 2020 for vehicles travelling in the eastbound direction at locations where the advertising sign would be visible to the driver. Further to this, it is to be noted that this section of road is generally congested during peak hours where vehicles have to stop regularly and at times abruptly due to queued traffic. Any additional distracting feature within the road environment may worsen the existing crash patterns within this section of road.
4. Drivers within this section of road need to process multiple bits of information in order to safely perform the driving task at this location. Installing a digital advertising sign in this location can cause driver distraction. This section of road requires much greater driver attention than compared to a midblock location away from critical points. Unnecessary clutter should not be introduced within the road environment that would cause driver distractions, increase driver demand or obstruct visibility of key information on the road. Furthermore, it is reiterated that the proposed digital advertising signs for both directions of traffic do not satisfy section 3.2.3 of the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 in that the advertising sign is proposed to be located less than the safe distance from critical points within the road. Accordingly, the proposed digital advertising sign is not supported on Traffic grounds.

Kind regards,

Deepa Randhawa | Senior Development Advisory Planner

City of Parramatta

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**CITY OF
PARRAMATTA**

From: Andrew Watson <Andrew.Watson@planning.nsw.gov.au>

Sent: Tuesday, 29 November 2022 9:11 AM

To: PCC Council <council@cityofparramatta.nsw.gov.au>

Cc: Michelle Niles <Michelle.Niles@planning.nsw.gov.au>

Subject: Notice of Exhibition - Digital Advertising Signage – Beecroft Road, Epping (DA 22/14807)

*****[EXTERNAL EMAIL]** Stop and think before opening attachments, clicking on links or responding. ***

Attn: Mr Brett Newman
Chief Executive Officer
City of Parramatta Council

Dear Mr Newman,

The Department of Planning and Environment has received a Statement of Environmental Effects (SEE) for Digital Advertising Signage – Beecroft Road, Epping (DA 22/14807).

The Department invites you to advise on the proposal, including advice on recommended conditions by **Monday 12 December 2022**. The SEE and related documents will be publicly exhibited from **Tuesday 29 November 2022** until **Monday 12 December 2022** and can be viewed on the NSW Planning Portal at:

<https://pp.planningportal.nsw.gov.au/daex/exhibition/digital-advertising-signage-beecroft-road-epping-da-2214807>.

If you have any questions, please contact Michelle Niles on (02) 9274 6272 or via email at Michelle.Niles@planning.nsw.gov.au.

Kind regards

Andrew Watson
DA Coordinator

Key Sites & Regional Assessments | Department of Planning and Environment

T 02 8275 1645 | E Andrew.Watson@planning.nsw.gov.au

Level 17, 4 Parramatta Square, 12 Darcy Street | Locked Bag 5022 | Parramatta NSW 2150

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Our Vision: Together, we create thriving environments, communities and economies.

The Department of Planning and Environment acknowledges that it stands on Aboriginal land. We acknowledge the traditional custodians of the land and we show our respect for elders past, present and emerging through thoughtful and collaborative approaches to our work, seeking to demonstrate our ongoing commitment to providing places in which Aboriginal people are included socially, culturally and economically.