Premise

BISHOPP OUTDOOR ADVERTISING PTY LTD

Advertising Signage at 53 Sydney Road Goulburn

TRAFFIC IMPACT ASSESSMENT

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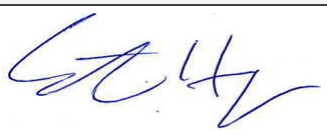
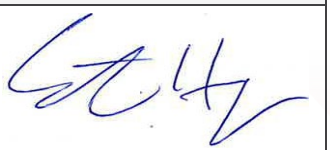
Stephen Hoynes				Stephen Hoynes	

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1. INTRODUCTION

Premise Australia Pty Ltd has been commissioned by Bishopp Outdoor Advertising Pty Ltd to prepare a Traffic Impact Assessment (TIA) to accompany a Development Application (DA) for an advertising structure at Lot 53 in DP 1280250, 53 Sydney Road, Goulburn.

The development proposes the construction and installation of a digital advertising sign and this Traffic Impact Assessment will be used in support of the DA to be submitted to Goulburn Mulwaree Council for the approval of the signage facility.

1.1 Project Description

The proposed development seeks approval for an advertising structure to be installed at Lot 53 in DP 1280250, 53 Sydney Road, Goulburn. The development comprises of the following components:

- Construction of an approximately 8.4m high digital advertising sign.
- Associated electrical and structural works.

The proposed advertising sign would enable the display of local community events, support and encourage local notices and representations. Additionally, the proposed signage would advertise local businesses for tourists entering Goulburn. It is understood the proponent would also liaise with Goulburn Mulwaree Council's Economic Development Team for certain advertising content.

The digital advertising sign is particularly in the public interest in supporting local commercial premises and community activity.

1.2 Site Locality

The proposed advertising structure is to be installed at Lot 53 DP 1280250, 53 Sydney Road, Goulburn. The subject site is completely hardstand and operates as a commercial premise, including the Goulburn Gateway Service Station and ancillary development. Council's infrastructure is connected to the site.

The subject site is a regular shape and has direct frontage to Sydney Road and Common Street. The immediate locality is dominated by commercial and retail premises including the Governors Hill Motel, Goulburn Heritage Motor Inn, McDonald's and a McCafé and Northside Self Storage.

The development site is located approximately 2.5km east of the Goulburn central business district.

It is anticipated the proposed signage development will benefit from the surrounding commercial activity and traffic entering Goulburn from the east via Sydney Road. The site would appear as a suitable locality for the proposed development.

The location for the proposed installation of the advertising signage on Sydney Road is indicated on the attached **Drawing TS01**.

1.3 State Environmental Planning Policy (Industry and Employment) 2021

Planning controls for advertising signage in NSW are set out in Chapter 3 of *State Environmental Planning Policy (Industry and Employment) 2021*. The policy requires signage to be compatible with:

- The future character of the area;
- Provide effective communication in suitable locations; and
- Be of high quality design and finish.

The SEPP also provides time limited consents and control advertising in transport corridors.

Controls to advance road safety by reducing driver distraction appear in:

- State Environmental Planning Policy No. 64 – Advertising and Signage (including Amendment No. 3) and
- Transport Corridor Outdoor Advertising and Signage Guidelines (November 2017).

The information contained in the above documentation will be assessed in relation to the proposed advertising signage at 53 Sydney Road, Goulburn.

1.4 State Environmental Planning Policy (Transport and Infrastructure) 2021

Schedule 3 of *State Environmental Planning Policy (Transport and Infrastructure) 2021* classifies developments based upon the potential to generate additional traffic onto the surrounding road network.

Developments listed in Schedule 3 of SEPP (Transport and Infrastructure) require referral to Transport for NSW (TfNSW) by the consent authority. The consent authority is required to take into consideration any submission that TfNSW provides in response to the notice of the development.

In addition, the consent authority must consider, pursuant to Clause 2.122 of SEPP (Transport and Infrastructure), the accessibility of the site and any potential traffic safety, road congestion or parking implications of the proposed development.

Clause 2.119 also stipulates the consent authority must not grant consent to development on a site which has a frontage to a classified road unless it is satisfied:

a) Where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and

b) The safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of:

   i. The design of the vehicular access to the land, or

   ii. The emission of smoke or dust from the development, or

   iii. The nature, volume or frequency of vehicles using the classified road to gain access to the land, and

c) The development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicle emissions within the site of the development arising from the adjacent classified road.

Whilst the proposed development is located adjacent to a classified road being the Sydney Road, the advertising structure is unlikely to compromise the effective and ongoing operation of the classified road.

Finally, the proposed advertising structure is not deemed traffic generating development as set out in Section 2.122 of the ISEPP.

The development does not fulfil the requirements of Schedule 3 of the ISEPP, and therefore referral to Transport for New South Wales (TfNSW) is not triggered. Based on the provisions of the ISEPP only, the consent authority for the development will be Goulburn Mulwaree Council.

It is not anticipated that the proposed development would result in any significant traffic or safety impacts along the Sydney Road. The proposed development is considered consistent with the relevant objectives of the ISEPP. Therefore, it is considered that the site is suitable for the proposed development.

However, whilst the proposed advertising signage is not classified under the ISEPP, a Traffic Impact Assessment will be prepared in support of the DA to be submitted to Goulburn Mulwaree Council for the approval of the signage facility.

This Traffic Impact Report will address the following:

- Existing traffic and roadway conditions.
- Details of proposed access arrangements for construction.
- Impacts of the operation of the proposed signage including impacts on the efficiency and safety of the surrounding road network.
- Possible mitigation measures to minimise impacts of the proposed development.
- The methodology for the preparation of the Traffic Assessment Report is set out in the following Section.

1.5 Traffic Assessment and Methodology

This Traffic Impact Assessment has been prepared to assist in the planning approval process for the development and the Traffic Assessment will address the following issues:

- Review the proposed signage documentation for installation on site;
- Inspect the subject site in Goulburn to determine if any site constraints may impact the proposed installation.
- Assess the road network surrounding the development site;
- Assess the existing site access;
- Assess the existing roadway capacity and existing traffic flows;
- Review background approvals/design criteria issued by government authorities
- Assess the visibility of the proposed signage from Sydney Road and applicable cross streets;
- Assess the impact of the signage development on existing traffic parameters;
- Determine Local Area Traffic Management if mitigation measures are required.
- Following the assessment of the potential impacts of the proposed signage on the surrounding road network, a Traffic Impact Assessment Report will be prepared to detail all aspects of the traffic principles reviewed and determined for the proposed signage installation and addressing the issues outlined above.
- This Traffic Impact Assessment has been prepared in accordance with the requirements outlined in the NSW Roads and Traffic Authority's (RTA) *Guide to Traffic Generating Developments*.

In carrying out the preparation of this Traffic Impact Assessment for the installation of the proposed advertising signage, two (2) broad issues will need to be addressed as outlined below:

(a) Existing Site and Traffic Conditions

- Development location;
- Road network hierarchy surrounding the development;
- Existing site access;
- Existing roadway capacity; and
- Existing traffic flows.

(b) Traffic Impact of the Proposed Advertising Signage Development

- Signage installation and dimensional details;
- Impact of signage and external traffic design principles; and
- Visibility to the surrounding road network.
- Impact of the advertising signage on the existing traffic parameters;

The methodology to satisfactorily address all the relevant traffic issues for the proposed advertising signage development will require the following work tasks to be carried out:

1. Review all available background data, community concerns and traffic history relating to the area around the development site.

2. Liaise with Goulburn Mulwaree Council and TfNSW for available information including planned upgrades to the road network.

3. Assessment of the impact on the passing traffic streams by the installation and operation of the proposed advertising signage on the surrounding road network. The traffic impact assessment will be carried out in terms of:

    - Signage visibility;
    - Road safety;
    - Impacts on traffic parameters; and
    - Potential mitigation measures.

- In summary, this Traffic Impact Assessment provides an overview of the existing traffic movements on the road network surrounding the development site, the potential impacts of the advertising signage on the surrounding road network and the provision of mitigation measures for a safe driving environment for the road network.

2. EXISTING TRAFFIC CONDITIONS

2.1 Road Network Hierarchy

The Roads and Traffic Authority proposes four basic road classes as the basis for the functional hierarchy of a road network.

A functional classification takes into account the relative balance of the traffic mobility function and amenity/access functions of streets and roads and defines the purpose of a road within the context of a road network.

The four road classes are arterial, sub-arterial, collector and local roads and are defined below.

- Arterial Roads

  Roads whose main function is to carry through traffic from one region to another forming the principal means of communication for major traffic movements.

- Sub-Arterial Roads

  Those roads which supplement the arterial roads in providing for through traffic movement to an individually determined limit that is sensitive to both roadway characteristics and adjoining land uses.

- Collector Roads

  Roads that distribute traffic between the arterial roads and the local street system and provide access to adjoining property.

- Local Roads

  Subdivisional roads whose main traffic function is to provide access to adjoining property.

An assessment of the classification of the roads leading to and surrounding the advertising signage development site is indicated in **Table 1**.

Table 1 Existing Road Classification

Road	Classification
Sydney Road	Arterial Road
Common Street	Local Road

2.2 Existing Roadway Conditions

The existing configuration, conditions and intersection facilities of the road network surrounding the advertising signage development site are outlined in this Section of the Traffic Report

Sydney Road

In general, Sydney Road connects the Goulburn CBD area to the Hume Highway north of Goulburn.

Within the CBD area, Auburn Street transitions to Lagoon Street and then transitions to Sydney Road at its intersection with Union Street.

Sydney Road comprises 2 travel lanes (2 x 3.5m wide) in each direction and are generally separated by a central concrete median of varying width. At selected locations along its alignment, a 3m wide parallel parking lane is provided on each side of the roadway.

The connection of Sydney Road to the Hume Highway consists of a major grade separated interchange.

Sydney Road is speed limited at 80km/hr.

Common Street

Common Street is a two lane two way roadway generally consisting of a kerb and guttered carriageway approximately 12m wide on the eastern side of Sydney Road and 8m bitumen sealed roadway on the western side of Sydney Road.

Common Street is speed limited at 50km/hr.

Intersection of Sydney Road and Common Street

The intersection of Sydney Road and Common Street forms a four way intersection and is currently being reconstructed.

The previous intersection comprised a right turn lane for northbound traffic on Sydney Road to turn into Common Street. The right turn lane length including the taper was approximately 85m.

For southbound traffic on Sydney Road there was a right turn lane into Common Street and a left turn lane into Common Street. The right turn lane length including the taper was approximately 45m and the left turn lane was linemarked with turn arrows however, it was created at the end of the parking lane on the eastern side of the road.

We understand that the four way intersection of Sydney Road and Common Street is being constructed as a large diameter roundabout.

Photographs of the road network surrounding the development site are attached to this Report.

2.3 Existing Roadway Capacity

The provision of roads within an urban area provides four main functions:

i) to cater for moving vehicles;
ii) to cater for parked vehicles;
iii) to cater for pedestrians and bicycle traffic; and
iv) to allow for development and to provide access to adjoining property.

In carrying out the above functions, a road must also be capable of handling the traffic demands placed on it. Roads have varying capacities dependent on the function they are performing. The *AUSTROADS Guide to Traffic Engineering Practice* defines capacity as follows:

> *"Capacity is the maximum number of vehicles which has a reasonable expectation of passing over a given section of a lane or roadway in one direction (or in both directions for a two-lane or three-lane highway) during a given time period under prevailing roadway and traffic conditions."*

The physical characteristics of a roadway such as lane width, alignment, frequency of intersections etc make up the prevailing roadway conditions.

Based upon its capacity and a driver's expectations of the operational characteristics of a traffic stream is a qualitative measure denoted as the Level of Service (LOS) of a road.

Level of service definitions combine such factors as speed, travel time, safety, convenience and traffic interruptions and fall into six levels of service categories ranging from A down to F.

The *AUSTROADS Guide to Traffic Engineering Practice* describes Level of Service A as:

> *"A condition of a free flow in which individual drivers are virtually unaffected by the presence of others in the traffic stream. Freedom to select desired speeds and to manoeuvre within the traffic stream is extremely high and the general level of comfort and convenience provided is excellent."*

The AUSTROADS Guide to Traffic Engineering Practice describes Level of Service B as:

"A condition of stable flow and drivers still have reasonable freedom to select their desired speed and to manoeuvre within the traffic stream, although the general level of comfort and convenience is a little less than with Level of Service A"

The categories are graduated from Level of Service A down through six levels to Level of Service F that is a zone of forced flow. The amount of traffic approaching the point under consideration exceeds that which can pass it. Flow breakdowns occur and queuing and delays result.

Based on the physical configurations of the surrounding road network, observations of traffic movements and the methodology outlined in Part 3 *Traffic Studies and Analysis* of *AUSTROADS Guide to Traffic Engineering Practice*, the capacity and Level of Service of Sydney Road and Common Street along the frontage of the advertising signage site can be determined as:

- Sydney Road – Level of Service B with a two way capacity of 2,400 vehicles per hour and an AADT of 12,000 vehicles per day.
- Common Street – Level of Service B with a two way capacity of 900 vehicles per hour and an AADT of 4,000 vehicles per day.

2.4 Annual Average Daily Traffic

Annual Average Daily Traffic (AADT) is defined as the total volume of traffic passing a roadside observation point over a period of a year divided by the number of days in a year.

A number of sources were reviewed to determine available traffic data on the roads surrounding the proposed advertising signage site on Sydney Road.

There is no traffic volume data available for Sydney Road nearby to the proposed advertising site. However, Transport for NSW has traffic volume data on Hume Street and Auburn Street in Goulburn.

On Hume Street, there are two (2) data recording stations with AADT traffic volumes collected in 2008.

The recording stations are located at:

- Hume Street between the Hume Highway interchange and Sowerby Street. This location is Recording Station ID 94801.
- Hume Street 100m west of Finlay Road This location is Recording Station ID 94130.

The available AADT traffic volume data for Hume Street for the 2 locations recorded in 2008 is:

Recording Station ID 94801: 8,036 vehicles per day

Recording Station ID 94130: 7,378 vehicles per day.

The proportional split between light and heavy vehicles was not recorded for either of the above traffic count locations.

On Auburn Street, there is a recording station located between Montague Street and Market Street with the AADT volume recorded in 2006.

The available AADT traffic volume data for this location on Auburn Street recorded in 2006 is:

Recording Station ID 94494: 11,790 vehicles per day

The proportional split between light and heavy vehicles was not recorded at this location.

The recording stations located on Hume Street would be expected to include traffic volumes that exit the Hume Highway and travel into Goulburn.

Whilst the recording station in Auburn Street would record some highway traffic, a significant proportion of the traffic recorded at this location would be local traffic accessing the Goulburn CBD area.

However, it would be expected that a proportion of the traffic volumes exiting the Hume Highway and travelling along Hume Street would utilise facilities in Goulburn and then rejoin the Hume Highway via its connection on Sydney Road. It will be assumed that 50% of the traffic exiting the Hume Highway along Hume street would then rejoin the Highway via Sydney Road.

Using an average traffic volume determined from Recording Station ID 94801 (8,036 veh/day) and Recording Station ID 94130 (7,378 veh/day) provides 50% x 7,707 veh/day = 3,854 vehicles per day.

As the available traffic data was recorded several years ago in 2008 and if the data is to be used for current assessment purposes, the traffic data will need to be extrapolated to estimate the Year 2025 traffic volumes on the Sydney Road.

The Year 2025 will be used as this will likely see the completion of the installation of the advertising signage for operational use.

The available traffic data will be extrapolated to estimate the Year 2025 traffic data by the application of a growth factor to take into account the natural growth in traffic that occurs over time on roads. The natural growth factor will be assumed to inflate traffic volumes on Sydney Road by 1% per annum.

The estimated Year 2025 AADT traffic data for Sydney Road based on through Highway traffic only can be estimated as 4,564 vehicles per day. In addition, there would also be local traffic using Sydney Road and whilst the volume is unknown, it will be assumed to be in the order of 2,500 vehicles per day.

Therefore, an estimate of the Year 2025 AADT on Sydney Road is approximately 7,064 vehicles per day.

2.5 Peak Hour Traffic Volume

Peak hour traffic data is not available for Sydney Road near the advertising signage development site. In the absence of peak hour data, an accepted TfNSW practice is to estimate the peak hour traffic volume as 15% of the AADT traffic volume on a given road.

For an AADT of 7,064 vehicles per day on Sydney Road, the estimated Year 2025 peak hour traffic volume on Sydney Road can be calculated as 1,060 vehicles per hour. It will be assumed that the nominal peak hour traffic volume is equally split in direction to the east and west of the development site.

2.6 Sydney Road Crash Statistics

The TfNSW Traffic Vehicle Crash Statistics viewer was referenced to determine the location and severity of traffic crashes on Sydney Road between the intersection with Union Street and the junction with the Hume Highway.

For available data for the years 2019 to 2023, the following traffic crashes occurred:

- Intersection of Sydney Road and Long Street: Moderate Injuries.
- Sydney Road eastbound between Long Street and Common Street: Moderate Injuries
- Intersection of Sydney Road and Common Street: Moderate Injuries.
- Sydney Road east of Speedway Road (westbound lanes): Minor Injuries.
- Sydney Road further east of Speedway Road (westbound lanes): Moderate Injuries.
- Hume Highway offramp for westbound lanes in Sydney Road: Moderate Injuries.

Whilst in the period 2019 to 2023 there were six (6) traffic crashes on the subject section of Sydney Road, there were no major injuries or fatalities involved.

3. TRAFFIC IMPACT OF THE PROPOSED DEVELOPMENT

3.1 Proposed Advertising Signage

The proposed development seeks approval for an advertising structure to be installed at Lot 53 in DP 1280250, 53 Sydney Road, Goulburn. The development comprises of the following components:

- Construction of an approximately 8.4m high advertising sign.
- Associated electrical and structural works.

The proposed digital advertising sign would enable the display of local community events, support and encourage local notices and representations. Additionally, the proposed signage would advertise local businesses for tourists entering Goulburn. It is understood the proponent would also liaise with Goulburn Mulwaree Council's Economic Development Team for certain advertising content.

The proposed advertising signage has an overall height of 8.410m, however the display image area is approximately 5.12m x 3.36m providing a display image area of approximately 17.20m^2.

The display area of the advertising signage is single sided and the images will only be visible to westbound traffic on Sydney Road.

The proposed advertising signage details are indicated on the attached **Drawing TS02** to **Drawing TS05**.

3.2 Traffic Generation

The RTA's *Guide to Traffic Generating Developments* publishes data on the traffic generating potential of various developments ranging from subdivisions, commercial premises, retail premises and residential developments.

The proposed advertising signage will not be a traffic generator when it is operational and therefore is not covered in the *Guide to Traffic Generating Developments*. However, during the construction of the foundations and the installation of the signage infrastructure, there will be some minor construction traffic generated. The

minor construction traffic associated with the installation of the advertising signage may have a likely duration of 2 to 3 weeks and will not be considered as impacting on the existing traffic volumes on Sydney Road.

3.3 Potential Impacts of the Proposed Development

The impact of the proposed advertising signage at 53 Sydney Road on the surrounding road network has been assessed in terms of:

i) Existing traffic and roadway conditions;

ii) Access arrangements for construction;

iii) Impacts of the operation of the proposed signage on the efficiency and safety of the surrounding road network; and

iv) Possible mitigation measures to minimise potential impacts of the proposed development.

3.4 Traffic Impact and Roadway Conditions

Based on the estimated traffic volumes determined for Sydney Road and the roadway capacities determined in **Section 2.3** of this Traffic Report, a comparison of the daily and peak hour traffic volume and the actual road capacity can be calculated. This is defined as the Operational Capacity, being the percentage of actual volume capacity that the road is functioning at.

The comparison of the estimated traffic volumes and the Operational Capacity of Sydney Road is presented in **Table 2**.

Table 2 Comparison of the Estimated 2025 Traffic Volume and Operational Capacity of the Roadway

Road	Estimated 2025 Traffic Volume	LOS B Traffic Volume	Operational Capacity
Sydney Road Daily Traffic Volume	7,064 veh/day	12,000 veh/day	58.9%
Sydney Road Peak Hour Traffic Volume	1,060 veh/hour	2,400 veh/hour	44.2%

Sydney Road is operating below the Operational Capacity at a Level of Service B and the potential impact of the proposed advertising in the Year 2025 is not significant in terms of the volume of traffic using the roadway.

The roadway conditions for Sydney Road and Common Street accommodate the traffic using the roads with the freedom to select desired speeds and to manoeuvre within the traffic stream. The operation of the advertising signage would not impact of the level of service of the roadway.

3.5 Construction Access

During the construction of the foundations and the installation of the signage infrastructure, there will be some minor construction traffic generated to and from the site. The minor construction traffic associated with the installation of the advertising signage may have a likely duration of 2 to 3 weeks.

It is expected that the signage construction vehicles will access the site off Common Street. Even with the intersection of Sydney Road and Common Street currently being reconstructed as a roundabout, access is readily available into Common Street from the Sydney Road. The construction of the advertising signage will not be considered as impacting on the existing traffic volumes on Sydney Road.

3.6 Impacts of the Advertising Signage Operation

The impacts of the operation of the advertising signage at 53 Sydney Road has been assessed based on the provisions of SEPP 64 and the Transport Corridor Advertising Signage Guidelines. The various assessments are set out in the following **Sections** of this Report.

3.7 Signage Layout

The proposed advertising signage has an overall height of 8.410m, however the display image area is approximately 5.12m x 3.36m providing a display image area of approximately 17.20m^2.

The display area of advertising signage is single sided and the images will only be visible to westbound traffic on Sydney Road.

The proposed advertising sign would enable the display of local community events, support and encourage local notices and representations. Additionally, the proposed signage would advertise local businesses for tourists entering Goulburn. It is understood the proponent would also liaise with Goulburn Mulwaree Council's Economic Development Team for certain advertising content.

3.8 SEPP 64 Provisions

The aims of SEPP 64 are to:

a. Ensure that signage (including advertising):
    i. Is compatible with the desired amenity and visual character of the area.
    ii. Provides effective communication in suitable locations.
    iii. Is of high quality and finish.
b. Regulate signage (but not content) under Part 4 of the Act.
c. Provide time-limited consents for the display of certain advertisements.
d. Regulate the display of advertisements in transport corridors.
e. Ensure that public benefits may be derived from advertising in and adjacent to transport corridors.

SEPP 64 applies to all advertising signage that can be seen from a public place or public reserve. The consent authority must be satisfied that all relevant requirements of SEPP 64 are met.

SEPP 64 Clause 17 and Clause 18 applies to the proposed signage as:

- The sign is greater than 8.0m in height; and
- Is located within 250m of, and visible, from a classified road.

The provisions of these clauses relate to the submission of an impact statement addressing the criteria in Schedule 1 of SEPP 64, advertising the development application and obtaining concurrence from TfNSW, particualry considering to potential impacts on road safety.

3.9 Signage Assessment Criteria

The Design Assessment Criteria as outlined in Schedule 1 of SEPP 64 includes:

1. Character of the Area

The proposed signage should be compatible with the existing or desired future character of the area and should be consistent with a particular theme for outdoor advertising.

2. Special Areas

The proposed signage should not detract from the amenity or visual quality of any environmental sensitive areas, heritage areas, conservation areas, open space areas, waterways, rural landscapes or residential areas.

3. Views and Vistas

The proposed signage should not obscure or compromise important views, dominate the skyline, reduce the quality of vistas and should respect the viewing rights of other advertisers.

4. Streetscape, Setting or Landscape

The proposed signage should be of appropriate scale, proportion and form for the streetscape, landscape and setting. The proposed signage should contribute to the visual interest of the streetscape, should reduce "clutter" by rationalising and simplifying existing signage, should not protrude above buildings, structures or tree canopies and should not require ongoing vegetation management.

5. Site and Building

The proposed signage should be compatible with the scale proportion and other characteristics of the site on which the signage is to be located.

6. Associated Devices and Logos with Advertising Structures

The proposed signage should have safety devices, platforms, lighting devices or logos designed as an integral part of the signage or structure on which it is to be displayed.

7. Illumination

The proposed signage should not result in unacceptable glare, the illumination should not affect the safety of pedestrians, vehicles or aircraft. The illumination should not detract from the amenity of any residence or other form of accommodation and the intensity could be subject to adjustment if necessary. The illumination should be assessed to determine if an operational curfew is necessary.

8. Road Safety

The proposed signage should not reduce the safety for any public road, not reduce the safety for pedestrians or cyclists and not reduce the safety of pedestrians, particualry children, by obscuring sightlines from public areas.

Each of the Design Assessment Criteria has been reviewed with the summary outlined in **Table 3** and indicating a basic summary and if the Criteria requires further assessment or the Criteria is Not Applicable.

Table 3 Schedule 1 SEPP 64 Assessment Criteria

Assessment Criteria	Action Required
1. Character of the Area	The proposed signage is compatible with the existing character of the area. Further assessment of this Criteria is Not Applicable.
2. Special Areas	The proposed signage does not detract from the amenity or visual quality of any environmental sensitive areas, heritage areas, conservation areas, open space areas, waterways, rural landscapes or residential areas. Further assessment of this Criteria is Not Applicable.
3. Views and Vistas	The proposed signage does not obscure or compromise important views nor dominate the skyline or reduce the quality of vistas and respects the viewing rights of other advertisers. Further assessment of this Criteria is Not Applicable.
4. Streetscape Setting or Landscape	The proposed signage is of an appropriate scale, proportion and form for the streetscape, landscape and setting. Further assessment of this Criteria is Not Applicable.
5. Site and Building	The proposed signage is compatible with the scale proportion and other characteristics of the site on which the signage is to be located. Further assessment of this Criteria is Not Applicable.
6. Associated Devices and Logos with Advertising Structures	The proposed signage has safety devices, platforms, lighting devices or logos designed as an integral part of the signage or structure on which it is to be displayed. Further Assessment of this Criteria is Not Applicable.
7. Illumination	The proposed signage should not result in unacceptable glare, the illumination should not affect the safety of pedestrians, vehicles or aircraft. The illumination should not detract from the amenity of any residence or other form of accommodation and the intensity could be subject to adjustment if necessary. Further assessment of this Criteria is to be carried out.

Assessment Criteria	Action Required
8. Road Safety	The proposed signage should be assessed in accordance with the requirement outlined in Section 2 and 3 of the Transport Corridor Outdoor Advertising and Signage Guidelines. Further Assessment of this Criteria is to be carried out.

Other criteria that applies to digital advertising signage includes:

- The advertising signage must be displayed in a completely static manner, without any motion, for an approved dwell time that must not be less than 10 seconds in areas where the speed limit is below 80km/hr and 25 seconds in areas where the speed limit is 80km/hr and over.
- Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign or across multiple signs.
- The displayed image must not be capable of being mistaken for a prescribed traffic control device for example with red, amber or green circles, octagons, crosses or triangles. The displayed image must not include text providing driving instructions to drivers.
- 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.
- Luminance levels must comply with the requirements outlined in the Section below.
- The images displayed on the signage must not dazzle or distract drivers without limitation to colouring or containing flickering or flashing content.
- The amount of text and information provided on a sign should be kept to a minimum and no more than a driver can read at a short glance.
- Any sign that is located within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.
- Proposed advertising signage must be assessed on a case-by-case basis and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.
- At any time, including if the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety after a digital sign is installed, TfNSW reserves the right to re-assess the site using an independent TfNSW accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between TfNSW and the sign owner and operator.

3.10 Signage Illumination

An illuminated sign refers to any sign illuminated by an artificial source including lighting for non-digital signs and the lighting emitted from digital signs. Signs that are brighter than the specified luminance criteria may have the potential to dazzle or distract drivers. This issue can be exacerbated in areas where high concentration levels are required such as at busy intersections and pedestrian crossings and in remoter areas where the level of ambient light is minimal.

The illumination (luminance) criteria for digital signs is outlined in **Table 4**.

It should be noted that luminance means the objective brightness of a surface measured in candelas per square meter (cd/sqm). In addition, the luminance is assessed in regard to background ambient lighting defined in Zones. The Zone that is most applicable for the proposed advertising sign on Sydney Road is Zone 3 where:

> Zone 3 covers areas with generally medium off-street ambient lighting e.g. small to medium shopping/commercial centres. This would normally be expected to include land zoned B1 Neighbourhood Centre and B2 Local Centre but does not exclude other land use zones.

Table 4 Luminance Levels for Digital Advertisements

Lighting Condition	Zone 1 (cd/sqm)	Zone 2 and 3 (cd/sqm)	Zone 4 (cd/sqm)
Full sun on face of signage	No limit	No limit	No limit
Daytime luminance		6000	6000
Morning and evening twilight and inclement weather	700	700	500
Nighttime	350	350	200

3.11 Road Safety

The safety of road users (vehicles, pedestrians, cyclists etc) must not be compromised by the installation or operation of an advertising sign. Whilst advertising signage is designed to attract the attention of road users, however, a reduction in driver attention away from the road has the potential to create a road safety risk.

Road safety assessment criteria for the design and operation of advertising signage as outlined in the *Transport Corridor Outdoor Advertising and Signage Guidelines* is summarised below and includes:

Sign Location Criteria

1. Road Clearance.

An advertising sign must be located an appropriate distance from the roadway in order to minimise the risk of collision between an errant vehicle and the sign. The advertising sign must not create a physical obstruction or hazard for vehicles, pedestrians or cyclists.

If the sign supports are not frangible, the sign must be located outside the clear zone in an acceptable location in accordance with *Austroads Guide to Road Design.* If a sign is proposed to be located within a clear zone and

behind a TfNSW crash barrier, all its structures up to 5.8m in height are to comply with any applicable lateral clearances specified by *Austroads Guide to Road Design* with respect to dynamic deflection and working width.

2. Line of Sight

An advertising sign must not obstruct the driver's view of the road, other vehicles, cyclists or pedestrians. The advertising sign must not be located in a position that has the potential to give incorrect information to a driver on the alignment of the road.

An advertising sign should not distract a driver's attention away from the roadway for an extended time. The sign should not be located in such a way that the driver's head is required to turn away from the road environment and traffic sign to view the sign. All drivers should still be able to see the road when viewing the sign.

The sign should not be orientated in a manner that creates headlight reflections in the driver's line of sight. As a general guide, angling the sign five degrees away from the right angle to the driver's line of sight can minimise headlight reflections.

3. Proximity to Decision Making Points and Conflict Points

It is important that drivers are not distracted near decision making points or conflict points in the road environment. Drivers concentration should be focused on driving tasks where attention requirements are greater where decision making points including merging, diverging, turning and weaving traffic manoeuvres are encountered.

Conflict points are locations that include intersections, or pedestrian crossings where the crash risk is higher.

To minimise distraction near decision making and conflict points, sufficient distance should be provided for a driver to recognise, react and if necessary, stop safely before reaching one of these points.

The advertising sign should not be located:

- Less than the safe sight distance from an intersection, merge/diverge point, exit ramp or a traffic control signal.
- Less than the safe stopping sight distance from a pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or a hazard within the road environment.
- So that is visible from the stem of a T-Intersection.

The placement of an advertising sign should not distract a driver at a critical time. In particular, signs should not obstruct a drivers view:

- Of a road hazard.
- To an intersection.
- To a prescribed traffic control device (traffic signals, stop or give way signs or warning signs).
- To an emergency access point or a Type 2 driveway (wider than 6-9m) or higher.

4. Sign Spacing

A cluttered visual field makes it difficult to locate and prioritise driving critical information such as regulatory and advisory signs and traffic control devices. The advertising sign location should be assessed to identify and road safety risk associated with visual clutter and the proximity to other signs.

For digital advertising signs, the sign spacing should limit the drivers view to a single sign at any given time with a distance no less than 150m between signs in the road corridor.

Sign Design and Operation Criteria

1. Advertising Signage and Traffic Control Devices

Advertising signs must not display information that is contrary to or competing with prescribed traffic control devices, must not make locating prescribed traffic control devices difficult or have the potential to distract and confuse motorists.

The advertising signage 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.

The advertising signage must not interfere with stopping sight distance for the road's design speed. The sign must not imitate the operation of Stop or Give Way signage nor use red, amber, or green images conveying the impression of traffic control signals.

The sign must not contain text providing instructions to drivers. The amount of text and information provided on a sign should be kept to a minimum and be no more than a driver can read at a short glance.

2. Dwell Time and Transition Time

Digital signs that change advertising content are more likely to distract drivers than static signs. For digital signs, the minimum dwell time and maximum transition time criteria must be complied with.

Each advertisement displayed on a digital sign must be completely static for the appropriate dwell time for the speed limit on the road corridor. For a roadway where the speed limit is below 80km/hr, the image dwell time should not be less than 10 seconds. For a roadway where the speed limit is 80km/hr and over, the image dwell time should not be less than 25 seconds.

Digital signs must not contain animated or video/movie style advertising or messages.

The transition time between messages must be no longer than 0.1 seconds and in the event of image failure, the screen image must default to black.

3.12 Advertising Sign Assessment

The proposed advertising sign has been assessed in accordance with the requirements of SEPP 64 and the Transport Corridor Outdoor Advertising Guidelines.

The summary of the assessments carried out and any mitigation requirements are set out below.

The proposed advertising sign has been assessed under SEPP 64 Clause 17 and Clause 18 with the following issues determined:

- The sign is greater than 8.0m in height; and
- Is located within 250m of, and visible, from a classified road.

The provisions of these clauses relate to the submission of an impact statement addressing the criteria in Schedule 1 of SEPP 64, advertising the development application and obtaining concurrence from TfNSW, particualry considering to potential impacts on road safety.

This document has been prepared addressing the criteria in Schedule 1 of SEPP 64 and the development application should be assessed in accordance with the SEPP 64 provision and concurrence to the development be sought from TfNSW.

The illumination (luminance) criteria for the proposed digital sign should comply with the data outlined in **Table 4**.

Road Safety issues have been reviewed for the proposed advertising sign including:

Sign Location

- Road clearance.
- Line of Sight.
- Proximity to decision making points and points of conflict.
- Sign spacing.

Sign Design and Operating Criteria

- Advertising signage and traffic control devices
- Dwell time and transition time

The proposed advertising sign to be installed at 53 Sydney Road, Goulburn is capable of meeting the required assessment criteria under SEPP 64 and Transport Corridor Outdoor Advertising Guidelines.

4. SUMMARY AND RECOMMENDATIONS

4.1 Summary

The proposed advertising signage at 53 Sydney Road, Goulburn would enable the display of local community events, support and encourage local notices and representations. Additionally, the proposed signage would advertise local businesses for tourists entering Goulburn. It is understood the proponent would also liaise with Goulburn Mulwaree Council's Economic Development Team for certain advertising content.

The proposed advertising signage has an overall height of 8.410m, however the display image area is approximately 5.12m x 3.36m providing a display image area of approximately 17.20m^2.

The display area of advertising signage is single sided and the images will only be visible to westbound traffic on Sydney Road.

The impact of the proposed advertising signage at 53 Sydney Road on the surrounding road network has been assessed in terms of:

i) Existing traffic and roadway conditions;

ii) Access arrangements for construction;

iii) Impacts of the operation of the proposed signage on the efficiency and safety of the surrounding road network; and

iv) Possible mitigation measures to minimise potential impacts of the proposed development.

Road traffic data was reviewed and an estimate of the Year 2025 AADT on Sydney Road is approximately 7,064 vehicles per day. The estimated Year 2025 peak hour traffic volume on Sydney Road is approximately 1,060 vehicles per hour.

The Operational Capacity of Sydney Road at a Level of Service B for the estimated 2025 daily traffic volume is 58.9% and for the estimated 2025 peak hour traffic volume, the Operational Capacity is 44.2%.

Sydney Road is operating well below the Operational Capacity at a Level of Service B and the roadway condition for Sydney Road accommodates the traffic using the road with freedom to select desired speeds and manoeuvre within the traffic stream.

The TfNSW Crash Statistics viewer was referenced and determined for the years 2019 to 2023 that on Sydney Road between the intersection with Union Street and the junction with the Hume Highway there were six (6) traffic crashes.

They severity of each crash ranged from minor to moderate injuries, however, during the period 2019 to 2023 there were no major injuries or fatalities recorded.

During the construction of the foundations and the installation of the signage infrastructure, there will be some minor construction traffic generated to and from the site. The minor construction traffic associated with the installation of the advertising signage may have a likely duration of 2 to 3 weeks.

It is expected that the signage construction vehicles will access the site off Common Street. Even with the intersection of Sydney Road and Common Street currently being reconstructed as a roundabout, access is readily available into Common Street from the Sydney Road. The construction of the advertising signage will not be considered as impacting on the existing traffic volumes on Sydney Road.

The proposed advertising sign has been assessed in accordance with the requirements of SEPP 64 and the Transport Corridor Outdoor Advertising Guidelines.

The proposed advertising sign to be installed at 53 Sydney Road, Goulburn is capable of meeting the required assessment criteria under SEPP 64 and the Transport Corridor Outdoor Advertising Guidelines.

4.2 Recommendations

The potential impacts of the of the proposed advertising sign to be installed on Sydney Road have been assessed and the following recommendations are made:

- The advertising sign is to be oriented at a minimum of 5 degrees from a right angle with the driver's line of sight. The advertising sign is the be viewed only by westbound traffic on Sydney Road.
- The advertising sign cannot be viewed by traffic on Common Street.
- The advertising sign shall have a maximum daytime luminance of 6,000 cd/sqm, a maximum morning/evening and inclement weather luminance of 700 cd/sqm and a maximum nighttime luminance of 350 cd/sqm. The luminance levels must be capable of being adjusted to suit the ambient lighting.
- For the 80km/hr speed limit on Sydney Road, the sign shall have a minimum dwell time of 25 seconds.
- The transition time between messages on the sign must be no longer than 0.1 seconds.
- In the event of an image failure, the default image on the sign must be a black screen.
- Images displayed on the sign must not imitate traffic control devices, traffic signage or give directions for a driver to stop or give way.
- This Traffic Impact Assessment has determined that the proposed advertising signage on Sydney Road will see the operation of the signage with minimal impact on the surrounding road network.

5. DRAWINGS

ISSUED FOR REPORT

DATE	REV	DESCRIPTION	REC	APP
10/10/2024	A	ISSUED FOR REPORT	JE	SJH

REVISIONS

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PROJECT MANAGER: STEPHEN J HOYNES
ENGINEERING CERTIFICATION: 10/10/2024 STEPHEN J HOYNES

SCALE
SCALE 1:6000 (A1)
0 120 240 360m
0 120 240 360m
SCALE 1:12000 (A3)
ORIGINAL SHEET SIZE A1

CLIENT: BISHOPP ADVERTISING
PROJECT: PROPOSED ADVERTISING STRUCTURE
LOCATION: 53 SYDNEY ROAD, GOULBURN
SHEET TITLE: SITE LOCATION AND ROAD NETWORK

JOB CODE: P001949_01
SHEET NUMBER: TS01
REV: A

General Notes:
(to be read in conjunction with all associated schedules)
Verify all dimensions on site before commencing work or shop drawings.
Do not scale drawings.
Drawings shall be read in conjunction with Engineer's drawings and computations and all structure specified by the Engineer shall be designed.
All work must comply with the National Construction Code Series and Australian Standards, and all other relevant by-laws and authorities.
No work shall be undertaken prior to approval by a registered Certifier.
No footing, or built form to encroach the title boundary.
Location of inground services and overhead power are to be confirmed on site. Achieving minimum clear distances from all services is the responsibility of the contractor.
All works are to be in accordance with relevent local authority approvals. Creative image shown on documentation is indicative only. Final approval of advertising is the responsibility of Bishopp Outdoor Advertising Pty Ltd.

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NSW Registration # 12694

GOULBOURN

GOULBOURN GATEWAY SERVICE STATION
CNR SYDNEY RD & COMMON ST GOULBOURN NSW 2580

LOCATION PLAN

N

1:10, 1:1.43 @ A3
Work in Progress

REV	DATE	DESCRIPTION	AUTHOR
01 - WIP	Work in Progress	ISSUE A	SM

Drawing No	100
Revision	01 - WIP
Project No	2409-12
Stage	CD

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DATE	REV	DESCRIPTION		
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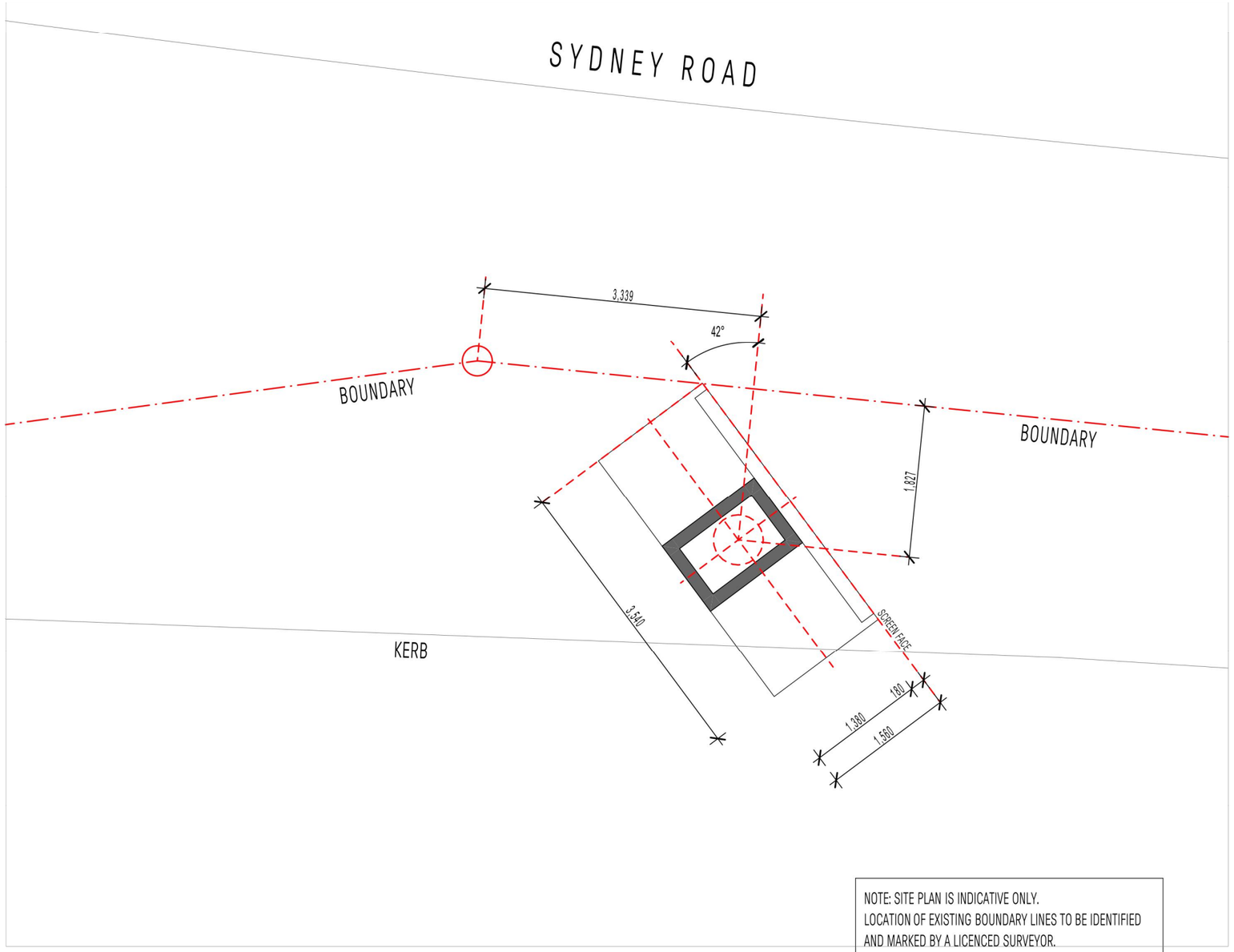
PROJECT MANAGER: STEPHEN J HOYNES
ENGINEERING CERTIFICATION: 10/10/2024 STEPHEN J HOYNES

SCALE: NOT TO SCALE
ORIGINAL SHEET SIZE A1

CLIENT: BISHOPP ADVERTISING
PROJECT: PROPOSED ADVERTISING STRUCTURE
LOCATION: 53 SYDNEY ROAD, GOULBURN
SHEET TITLE: LOCATION PLAN

JOB CODE: P001949_01
SHEET NUMBER: TS02
REV: A



1 / - DETAIL PLAN
1:50

NOTE: SITE PLAN IS INDICATIVE ONLY.
LOCATION OF EXISTING BOUNDARY LINES TO BE IDENTIFIED AND MARKED BY A LICENCED SURVEYOR.
FINAL SETOUT DIMENSIONS TO BE CONFIRMED IN SITE.
ALL BOUNDARY SETBACKS & INFRASTRUCTURE CLEARANCES ARE TO BE CONFIRMED WITH LOCAL AUTHORITY REGULATIONS PRIOR TO CONSTRUCTION.

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GOULBOURN

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CNR SYDNEY RD & COMMON ST GOULBOURN
NSW 2580

SITE PLAN

N
1:50 @ A3
Work in Progress

REV	DATE	DESCRIPTION	AUTHOR
01 - WIP	Work in Progress	ISSUE A	SM

Drawing No 200
Revision 01 - WIP
Project No 2409-12
Stage CD

ISSUED FOR REPORT

DATE	REV	DESCRIPTION	REC	APP
10/10/2024	A	ISSUED FOR REPORT	JE	SIH

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ENGINEERING CERTIFICATION 10/10/2024 STEPHEN J HOYNES

SCALE NOT TO SCALE
ORIGINAL SHEET SIZE A1

CLIENT BISHOPP ADVERTISING
PROJECT PROPOSED ADVERTISING STRUCTURE
LOCATION 53 SYDNEY ROAD, GOULBURN
SHEET TITLE SITE PLAN

JOB CODE P001949_01
SHEET NUMBER TS03
REV A

PERSPECTIVE VIEW WEST ON SYDNEY ROAD

General Notes:
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bishopp

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PERSPECTIVE VIEW

Work in Progress

REV	DATE	DESCRIPTION	AUTHOR
01 - WIP	Work in Progress	ISSUE A	SM

Drawing No **220**
Revision **01 - WIP**
Project No **2409-12**
Stage **CD**

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DATE	REV	DESCRIPTION	REC	APP
10/10/2024	A	ISSUED FOR REPORT	JE	SJH

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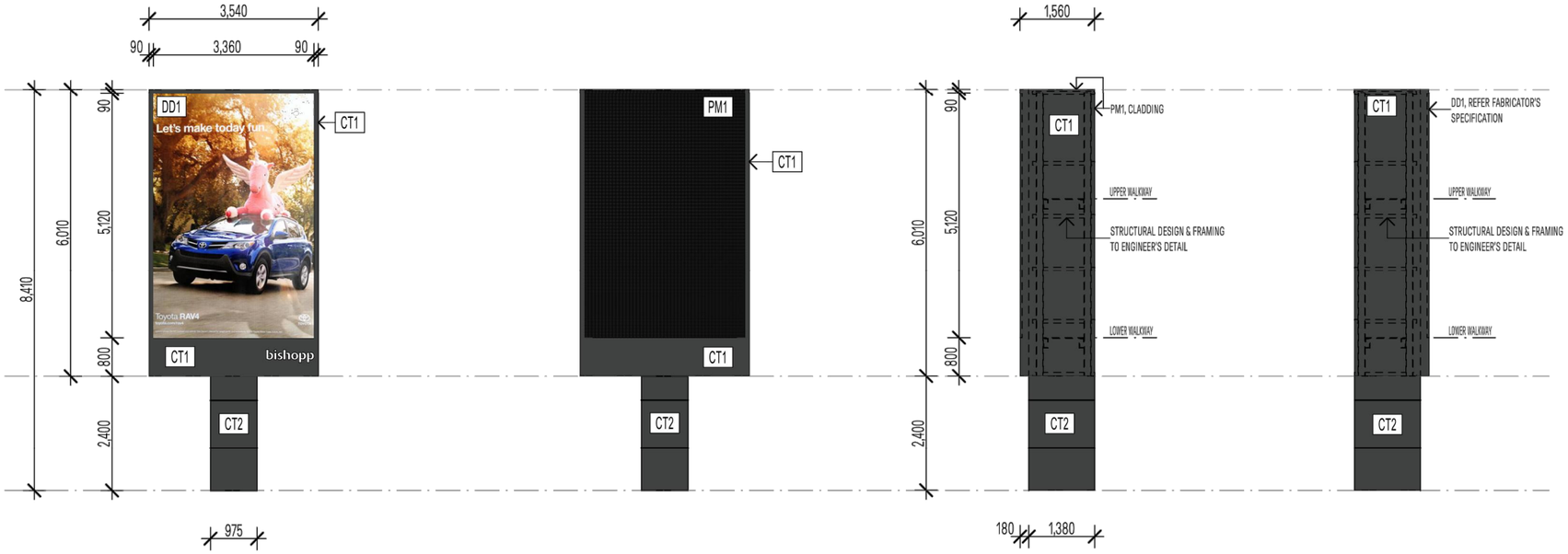
PROJECT MANAGER STEPHEN J HOYNES
ENGINEERING CERTIFICATION 10/10/2024 STEPHEN J HOYNES

SCALE NOT TO SCALE
ORIGINAL SHEET SIZE A1

CLIENT BISHOPP ADVERTISING
PROJECT PROPOSED ADVERTISING STRUCTURE
LOCATION 53 SYDNEY ROAD, GOULBURN
SHEET TITLE PERSPECTIVE VIEW

JOB CODE P001949_01
SHEET NUMBER TS04
REV A



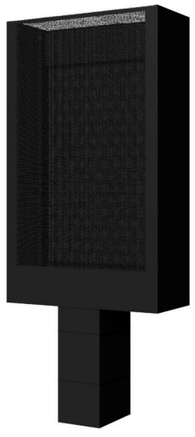
1 - 3X6_V FRONT ELEVATION (DIGITAL DISPLAY) 1:100

2 - 3X6_V REAR ELEVATION 1:100

3 - 3X6_V SIDE ELEVATION 1 1:100

4 - 3X6_V SIDE ELEVATION 2 1:100

6 - 3X6_V 3D VIEW FRONT



7 - 3X6_V 3D VIEW REAR

CODE	DESCRIPTION	SPECIFICATION	COLOUR	IMAGE
CT1	CLADDING TYPE ONE	SOLID ALUMINIUM CLADDING SPECIFICATION Thickness to fabricator's specification Finish: proprietary powdercoat system for marine environments.	Colour to match Colorbond 'Monument'	
CT2	CLADDING TYPE TWO	PYLON CLADDING SPECIFICATION Vitrapanel Thickness: 9mm Finish: Pre-finished Coating: Single-sided	Colour to match Colorbond 'Monument'	
PM1	PERFORATED METAL TYPE	PERFORATED METAL SPECIFICATION Locker Group Perforated Aluminium screening Code: R095405S30. Open Area: 40% Thickness: to fabricator's specification. Finish: Powdercoat (marine grade finish to coastal environments) Proprietary rubber separation system at all fixing points. All screens are to custom made. Allow for 50mm margin at perimeter.	Colour to match Colorbond 'Monument'	
DD1	DIGITAL DISPLAY TYPE	DIGITAL DISPLAY SCREEN SPECIFICATION Refer to fabricator's specification		

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PROPOSED ELEVATIONS

Work in Progress

REV	DATE	DESCRIPTION	AUTHOR
01 - WIP	Work in Progress	ISSUE A	BM

Drawing No 300
Revision 01 - WIP
Project No 2409-12
Stage CD

ISSUED FOR REPORT

DATE	REV	DESCRIPTION	JE	SJH
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10/10/2024
STEPHEN J HOYNES

SCALE NOT TO SCALE
ORIGINAL SHEET SIZE A1

CLIENT BISHOPP ADVERTISING
PROJECT PROPOSED ADVERTISING STRUCTURE
LOCATION 53 SYDNEY ROAD, GOULBURN
SHEET TITLE PROPOSED ELEVATIONS

JOB CODE P001949_01
SHEET NUMBER TS05
REV A

6. PHOTOGRAPHS

Plate 1: Common Street Viewed Northward Towards Sydney Road

Plate 2: Common Street Viewed to the South

Plate 3: Common Street at the Intersection with Sydney Road Under Reconstruction as a Roundabout

Plate 4: Sydney Road Viewed West from the Intersection with Common Street

Plate 5: The Intersection of Sydney Road and Common Street to the North

Plate 6: Sydney Road Eastbound Approaching the Intersection with Common Street

Plate 7: The Intersection of Sydney Road and Common Street Viewed to the West

Plate 8: Sydney Road Carriageway to the East of the Intersection with Common Street

Plate 9: General View of the Existing Development on the Site for the Installation of the Advertising Signage

Plate 10: General View of the Development Site for the Installation of the Signage

Plate 11: General View of the Development Site for the Installation of the Signage

Plate 12: Existing Signage on the Southern Side of Sydney Road

Plate 13: Existing Signage on the Northern Side of Sydney Road

Plate 14: Detail of Signage on the Northern Side of Sydney Road

Plate 15: General View of the Intersection of Sydney Road and Common Street

Plate 16: Common Street at the Approach to the Intersection with Sydney Road

Premise