



BNC Ref. MSC-DA001-24
MSC Ref. OPW/24/0006

>> **27 November 2024**

ASSESSMENT MANAGER
MAREEBA SHIRE COUNCIL
PO BOX 154
MAREEBA QLD 4880
Attention: Carl Ewin, Development Assessment

Dear Carl,

**RE: APPLICANT RESPONSE TO ASSESSMENT MANAGER INFORMATION REQUEST
OPERATIONAL WORKS DEVELOPMENT APPLICATION OPW/24/0006 (MSC REF.)
230 BYRNES STREET, MAREEBA QLD 4880 – RPD: LOT 6 ON RP726416**

BNC Planning acting on behalf of the applicant submit this response to the *information request* issued by the Mareeba Shire Council as assessment manager, in accordance with section 13 of the Development Assessment Rules. The information request is dated 7 November 2024 and is associated with an operational works development application for an advertising device over the above referenced addressed.

The applicant has responded by providing all of the information requested or has provided a suitable alternative outcome. A detailed response to each item from the notice is provided below.

Request Item 1: Compliance with the Roadside Advertising Manual (RAM) Edition 4

1. *It is understood that your consulting traffic engineers are addressing the Departments concerns with respect to compliance with the RAM. Please provide evidence from the Department that the proposed advertising device has been amended/redesigned in such a way as to comply with the requirements of the RAM. The advertising device may need to be redesigned to include 2 static sign faces (digital aspect removed) in order to comply with the RAM, or an alternate location be proposed outside the "Restriction Notice Area".*

Request Item 2: P01/A01.1 - Advertising Devices Code

2. *In light of the Departments advice. Council officer have concerns that the proposed development will not comply with A01.1 and P01 of the Advertising devices code in that the proposed advertising device will likely pose a safety risk to both vehicles and pedestrians using the signalised intersection adjacent the site. Please address these concerns with respect to compliance with the RAM.*

The advertising device may need to be redesigned to include 2 static sign faces (digital aspect removed) in order to comply with the RAM, or an alternate location be proposed outside the "Restriction Notice Area".

Request Item 3: P04 - Advertising Devices Code

3. In light of the Departments advice. Council officer have concerns that the proposed development will not comply with P04 (does not comply with A04(d)) of the Advertising devices code in that the proposed advertising device will likely pose a safety risk to both vehicles and pedestrians using the signafised intersection adjacent the site. Please address these concerns with respect to compliance with the RAM.

The advertising device may need to be redesigned to include 2 static sign faces (digital aspect removed) in order to comply with the RAM/ or an alternate location be proposed outside the "Restriction Notice Area".

Applicant's response

In response to the three matters raised, and the DTMR 3rd party advice, the applicant provides the **attached** Traffic Engineering Assessment and Traffic IR Response prepared by Pekol Traffic and Transport (PTT). In this documentation, the traffic and transport engineers provide a detailed response to each matter raised by the information request. The applicant relies on this expert opinion to guide the assessment of the advertising device and response to the council information request and DTMR 3rd party advice. The report concludes that it is their view that the proposed device will not pose a significant distraction or unacceptable risk to traffic safety and operations. In doing so, the device is consistent with the higher-level intent and outcomes of the TMR RAM and Advertising Devices Code.

Additionally, while the proposed device is located within a restriction notice area as defined by TMR's RAM, the proposed device complies with all other location criteria included in the RAM. Despite not meeting all of the requirements for an electronic billboard to be installed at this site under the RAM, the development still demonstrates that a high standard for safety is achieved. Furthermore, it is not uncommon for electronic billboards to be positioned within restriction notice areas and to be approved despite this. As precedence, the applicant has processed digital devices through to approval in Townsville, Central Highlands and Mount Isa which were also located in a restriction notice area and which received similar initial 3rd party advice feedback from DTMR. The decision notice and approved plans of these billboards are **attached**. This demonstrates that digital billboards can achieve and maintain the safety of all road users despite being within a restricted notice area under the RAM.

In this way, the design of the advertising device addresses the concerns raised in the information request. Please see the attached report prepared by PTT for further details.

Summary

For clarity, this correspondence constitutes the applicant response to the information request issued by the assessment manager under section 13 of the *Development Assessment Rules*.

I trust the additional common material included in this response provides sufficient information to allow the assessment of the development application to proceed. Should there be any issues, or should additional information be required, please contact me.

Kind regard,



Benjamin Collings, Director
BNC Planning Pty Ltd

Att.

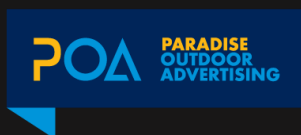


STATIC ADVERTISING DEVICE


102 EDITH STREET, INNISFAIL TRAFFIC ENGINEERING ASSESSMENT

4 NOVEMBER 2024

PREPARED FOR



DOCUMENT CONTROL RECORD

DOCUMENT						
Report Title:	Static Advertising Device – 102 Edith Street, Innisfail					
Client:	Paradise Outdoor Advertising					
Project Number:	25-166					
REV	PURPOSE	DATE	AUTHOR	REVIEWER	APPROVED	SIGNED
1	FINAL	OCT-24	CJ	JG	JPG (RPEQ 22233)	

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The Director
 Pekol Traffic and Transport
 Level 2, 62 Astor Terrace
 Spring Hill QLD 4000

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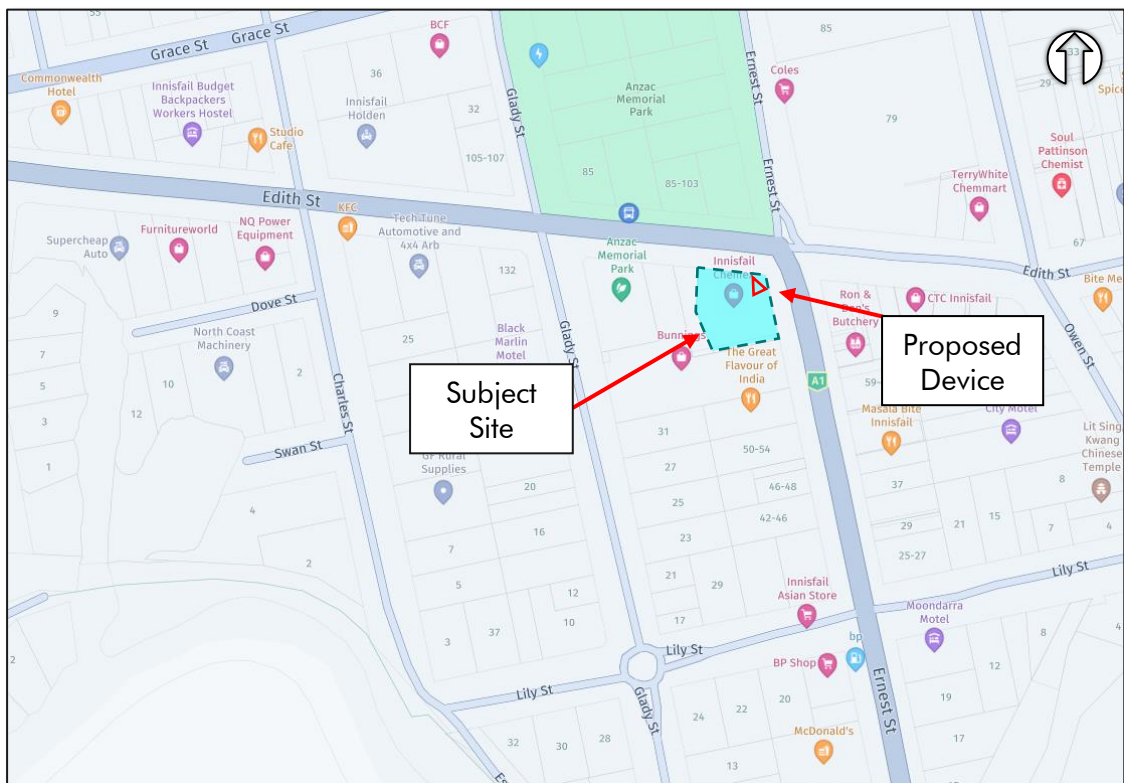
APPENDIX A: ADVERTISING DEVICE PLANS

1.0 INTRODUCTION

1.1 BACKGROUND

In October 2024, PTT was commissioned by Paradise Outdoor Advertising to undertake a traffic engineering assessment for a proposed triple-sided static illuminated advertising device located at 102 Edith Street, Innisfail. The subject site is located adjacent to the Edith Street / Ernest Street priority-controlled intersection, as shown in Figure 1.1.

Figure 1.1: SITE LOCATION



1.2 AIM

The aim of this assessment is to evaluate the impact of the proposed static illuminated advertising device in terms of safety and driver distraction with respect to its location, design and operation.

1.3 SCOPE

This report begins by summarising the characteristics of the subject site (Chapter 2), followed by an assessment of the proposed static advertising device (Chapter 3). The crash history for the relevant road section is then analysed (Chapter 4). The report concludes with a summary of key findings and recommendations (Chapter 5).

1.4 DOCUMENTS

The following documents were reviewed in the preparation of this report:

- Department of Transport and Main Roads (TMR) Roadside Advertising Manual (2019) (RAM)
- Cassowary Coast Regional Council's (Council) Advertising Devices Code
- Cassowary Coast Regional Council's Advertising Devices Planning Scheme Policy
- Cassowary Coast Regional Council's Local Law No.10
- Yannis et al 'A Statistical Analysis of the Impact of Advertising Signs on Road Safety', International Journal of Injury Control and Safety Promotion (2013)
- Jurewicz, C and Bennett, P, 'Casualty Crash Rates for Australian Jurisdictions', Australasian Road Safety Research, Policing and Education Conference, Adelaide, South Australia (2008)

1.5 METHODOLOGY

In preparing this report, a desktop review of the site was conducted to determine the existing signage and traffic operations in the area as they apply to TMR's RAM and Council's Advertising Devices Code.

Consistent with TMR's RAM, this traffic engineering assessment has considered the following criteria when assessing the proposed device:

- location of the device relative to restriction notice areas
- location of the device relative to official traffic signs
- location of the device relative to advance visibility requirements
- average crash rate for the adjacent road network
- killed or seriously injured (KSI) rate for the adjacent road network
- other critical safety issues

In addition to TMR's criteria, this assessment also considers the following factors, as they apply to road safety:

- surrounding land uses and road environment
- surrounding speed environment
- potential driver distraction

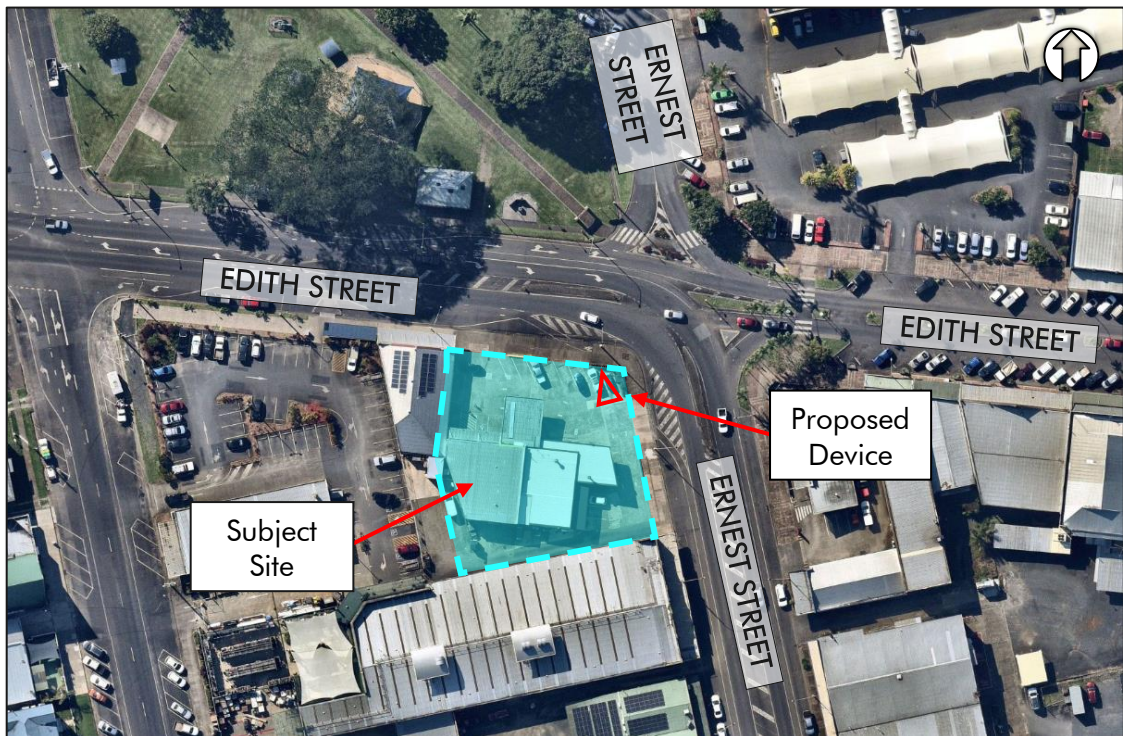
2.0 EXISTING CONDITIONS

2.1 SITE LOCATION

The subject site is located at 102 Edith Street, Innisfail and is formally identified as Lot 2 on RP722779. According to Council’s Planning Scheme, the site is zoned as Township. The site comprises commercial uses as shown in Figure 2.1 and is bounded by:

- Edith Street to the north
- Ernest Street to the east
- commercial uses to the south and west

Figure 2.1: SUBJECT SITE



2.2 ROAD NETWORK

The adjacent sections of both Edith Street and Ernest Street (ie Bruce Highway) are State-controlled and are under the jurisdiction of the Department of Transport and Main Roads (TMR). The device would face both northbound and southbound traffic on Ernest Street and eastbound and westbound traffic on Edith Street. Annual Average Daily Traffic (AADT) data was obtained from TMR for a nearby counter site on Edith Street (counter reference: 111571), located approximately 1km to the west of the subject site. On average approximately 13,020 vehicles travel along Edith Street and Ernest Street adjacent to the site each day.

The subject site is located in an urban road environment and there are numerous other roadside advertising on the adjacent road network, as shown in Figure 2.2.

Key attributes of the surrounding road network in the vicinity of the site are summarised in Table 2.1.

Figure 2.2: ROAD ENVIRONMENT



Table 2.1 ROAD ATTRIBUTES

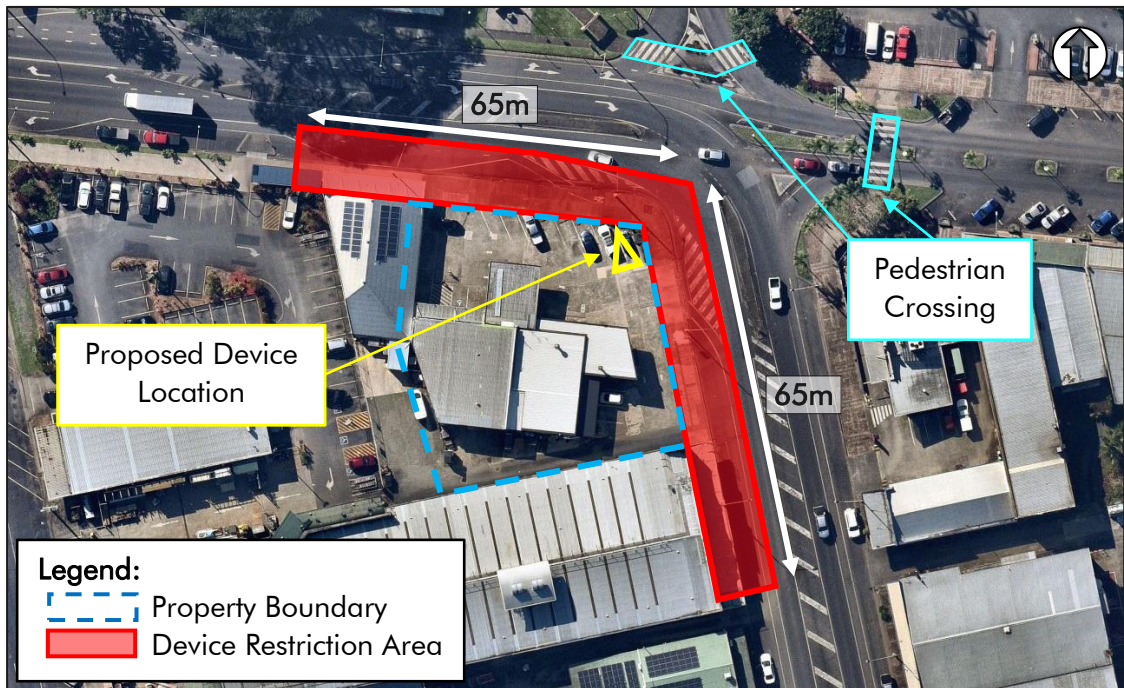
ATTRIBUTE	EDITH STREET	ERNEST STREET
Road Hierarchy	State Arterial	State Arterial
Directionality	Two-way	Two-way
Number of Lanes	2	2
Speed Limit (Km/h)	50-60	50-60
Jurisdiction	TMR / Council	TMR / Council

3.0 PROPOSED STATIC ADVERTISING DEVICE

3.1 PROPOSED DEVICE

The proposed device will be located within the bounds of the property. It is described as a triple-sided billboard with 4.8m by 3.5m (16.8m²) of static illuminated display. Dimensioned plans are attached in Appendix A. The proposed device has an approximate total height of 8.5m. As per Section 10 of TMR's RAM, the device is described as a 'large format device' with a static illuminated display. The device would be located approximately as indicated in Figure 3.1.

Figure 3.1: PROPOSED STATIC ADVERTISING DEVICE



3.2 RESTRICTION NOTICE AREA

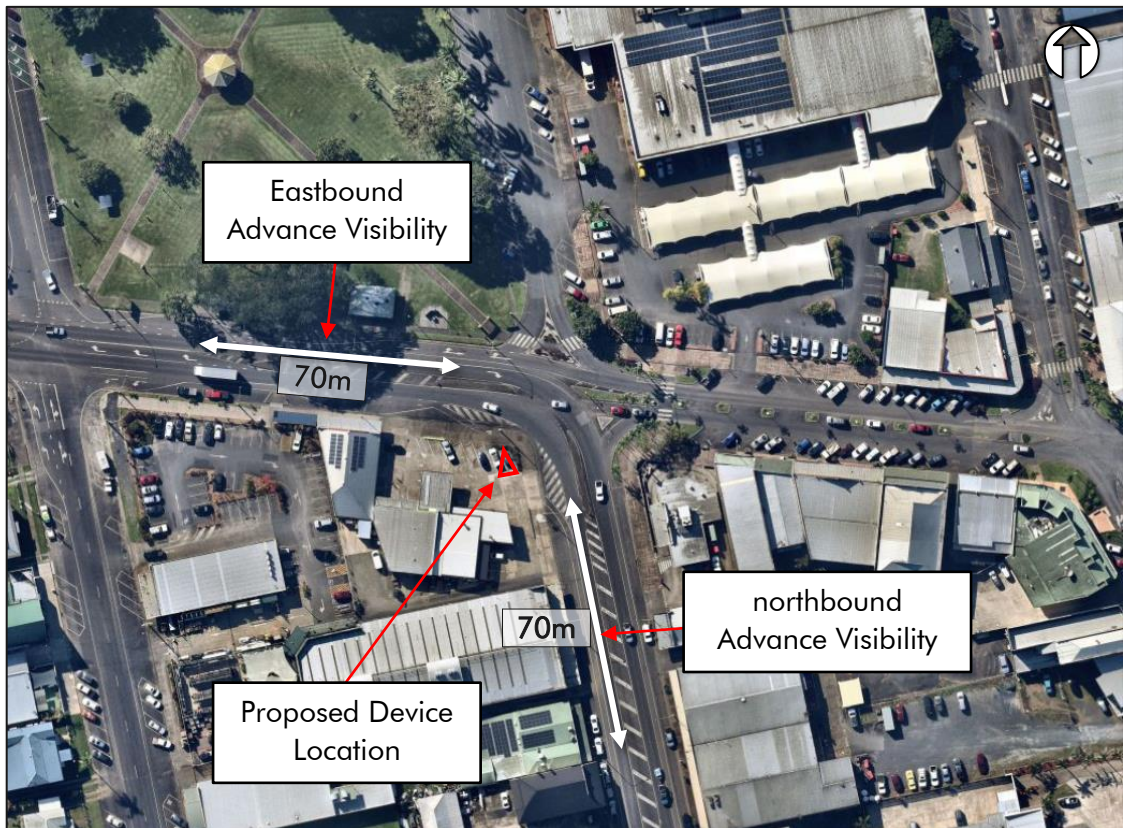
TMR's RAM designates a 'Restriction Notice Area' as a defined area outside the road reserve on a State-controlled road where the Department has determined that the installation of an advertising device is not preferred. In the restriction notice area, TMR may only provide comment regarding the proposed device location with the relevant local government being the controlling authority (ie Cassowary Coast Regional Council). As the proposed device is static and is located wholly within the subject site, it would not be located in the 'device restriction area' or the 'restriction notice area' associated with the Edith Street / Ernest Street priority-controlled intersection, as shown in Figure 3.1.

3.3 ADVANCE VISIBILITY

As the advertising device is visible from a state-controlled road, an assessment of the advance visibility was carried out to determine if the advertising device would impede a driver's vision to any official traffic signs and therefore determine whether the advertising device poses as a hazard to traffic.

TMR's RAM requires three seconds (ie approximately 50m at 60km/h) of advance visibility to view and read the proposed advertising device. Figure 3.2 demonstrates that there is at least 70m of available advance visibility to the proposed device from both the eastbound approach on Edith Street and northbound approach on Ernest Street. As shown in Figures 3.3 and 3.4, there is adequate advanced visibility to view and read the advertising device on both approaches in accordance with TMR's RAM. Furthermore, the proposed device would not impede a driver's vision of any official traffic signs.

Figure 3.2: ADVANCE VISIBILITY



3.4 DRIVER'S FIELD OF VISION

As the device is located adjacent a priority-controlled intersection and two pedestrian crossings, further analysis has been undertaken to determine if the proposed device is likely to have an impact on road safety. According to Austroads Guide to Road Design Part 4A: Unsignalised and Signalised Intersections, the Approach Sight Distance (ASD) for a road with a speed limit of 60km/h (ie Edith Street eastbound approach and Ernest Street northbound approach) is 73m. The ASD for a posted speed of 50km/h (ie Edith Street westbound approach and the Ernest Street southbound approach) is 55m.

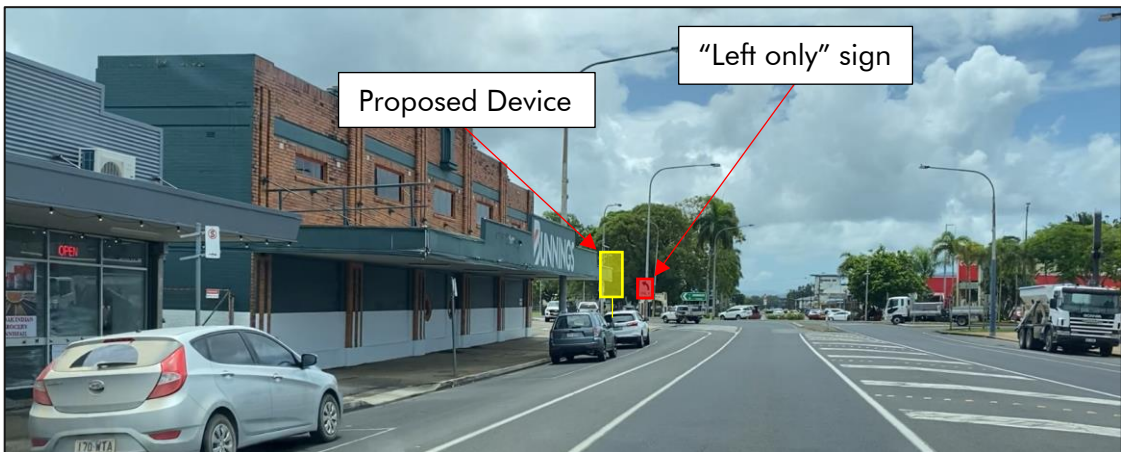
3.4.1 Edith Street / Ernest Street intersection

Figures 3.3 and 3.4 show a driver’s view to the Edith Street / Ernest Street intersection for the eastbound approach on Edith Street and the northbound approach on Ernest Street, respectively. These views are from the approximate ASD on each approach.

Figure 3.3: DRIVERS FIELD OF VISION FROM EDITH STREET EASTBOUND ASD



Figure 3.4: DRIVERS FIELD OF VISION FROM ERNEST STREET NORTHBOUND ASD



3.4.2 Pedestrian Crossings

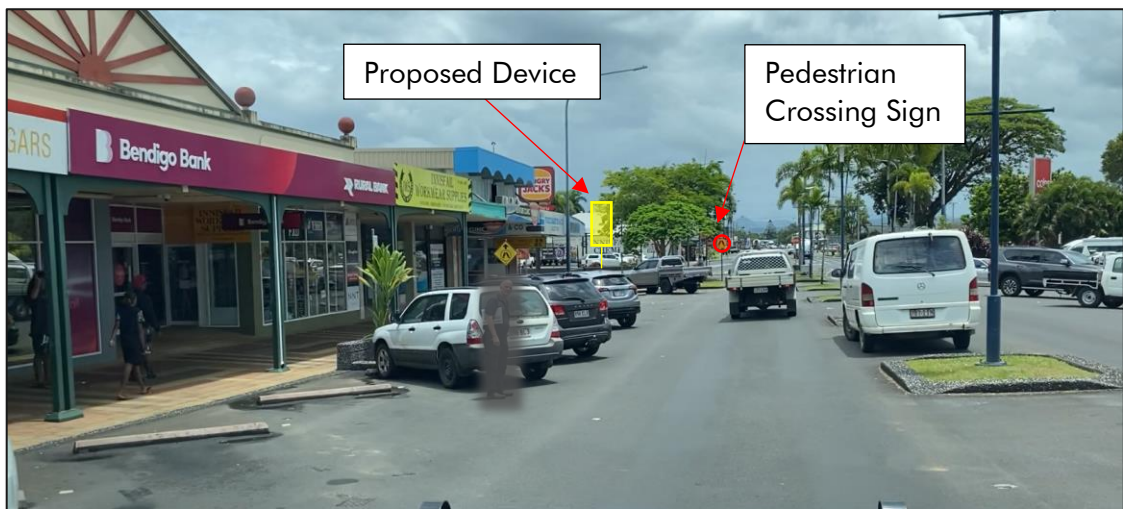
As indicated in Figure 3.1, there is a pedestrian crossing on Edith Street and Ernest Street proximate to the proposed device location. Figures 3.5 shows a driver’s field of vision to the pedestrian crossing from the westbound approach on Edith Street approximately from the ASD. Figure 3.6 show’s a driver’s field of vision to the pedestrian crossing from the southbound approach on Ernest Street approximately from the ASD.

As shown the proposed device is within a driver’s field of vision while approaching the priority-controlled intersection. However, the device does not impede vision to any intersection infrastructure or official traffic signs and is unlikely to significantly distract drivers at the proposed location.

Figure 3.5: VIEW OF DEVICE FROM EDITH STREET WESTBOUND ASD



Figure 3.6: VIEW OF DEVICE FROM ERNEST STREET SOUTHBOUND ASD



3.5 COUNCIL REQUIREMENTS

Council’s ADC details the following performance outcomes with respect to traffic safety:

- the siting and design of advertising devices does not pose a hazard or nuisance for pedestrians, cyclists and motorists by ensuring:
 - sight lines are not obstructed
 - all traffic signs and signals remain visible from all angles
 - the passage of pedestrians, cyclists and motorists is not obstructed
- illumination and noise from advertising device does not create a hazard or nuisance for motorists and surrounding areas

The proposed advertising device would not obstruct sightlines to any official traffic signs or traffic signals, as shown in Figures 3.3 to 3.6.

The device would be wholly contained within the bounds of the property and therefore would not obstruct the passage of pedestrians, cyclists, and motorists. It is recommended that the maximum

illuminance levels, outlined in section 3.7.2, be adopted. On this basis, the proposed device is not expected to significantly distract traffic to the point where it causes an adverse impact on road safety. Therefore, the proposed device is considered consistent with Council's requirements.

Furthermore, in urban road environments, drivers are already overloaded with information (eg traffic signs, shop signage, pedestrians and other vehicles) and additional advertising devices may not distract them further (Yannis et al, 2013). Therefore, the proposed location of the device is not expected to cause significant distraction to drivers and would align with driver expectations for this road corridor.

3.6 DESIGN

The advertising component of the proposal is classified as a large format advertising device with proposed dimensions of 4.8m x 3.5m of advertising area.

As per TMR's RAM, there will be no impact or obstruction to other businesses, residents or the visual amenity of the surrounding area from the device. The device is proposed to have no movement or rotation. It is recommended that the static advertising device support be certified as being structurally sufficient in accordance with the Building Act 1975. Therefore, the design is in accordance with TMR's RAM.

3.7 OPERATIONS

3.7.1 Lighting Zone

We have been advised that the proposed device will be a 'Large Format', non-rotating advertising device with illuminated static imagery. It will be located in a mixed-use area with medium-high-ambient lighting. Therefore, the proposed device location has been classified as a Lighting Environment Zone 2 as per TMR's RAM.

3.7.2 Brightness

It is recommended that the maximum luminance levels specified in TMR's RAM be adopted. TMR's RAM identifies that an illuminated advertising device located in a Light Environment Zone 2 maintain a maximum average luminance of 350 cd/m².

It is recommended the proposed advertising device meet the following requirements, in line with TMR's RAM:

- will be located at an angle such that luminance levels are as uniform as possible for the viewer
- any retro-reflective material will be rotated approximately five degrees away from normal line of vehicle headlight beams in order to minimise specular reflection
- will not contain flashing point sources
- all lighting associated with the advertising device will be directed solely on the advertising device and its immediate surroundings
- illumination does not include any reflective letters or strips

3.7.3 Reflectance

TMR's RAM requires any advertising device containing retro-reflective material be rotated approximately five degrees away from the normal line of vehicle headlight beams in order to minimise specular reflection. The device is not expected to contain any retro-reflective material and is consistent with TMR's RAM requirements.

3.7.4 Display Content

Consistent with good roadside advertising practice, it is recommended that the displayed images:

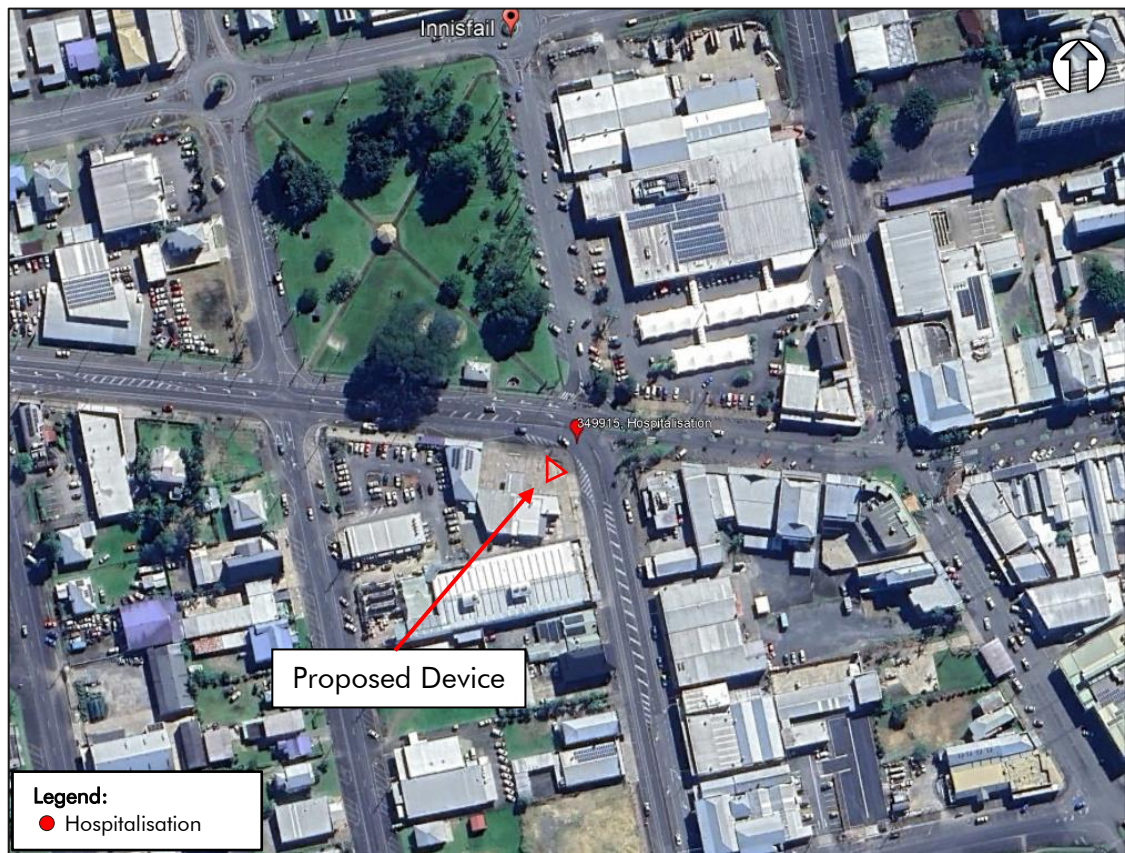
- are directly and easily interpreted as to convey the required advertising message quickly
- do not give instructions to 'stop' or similar
- do not imitate traffic control devices
- will not go blank between advertisements
- minimise emotional content that may affect emotional biases

4.0 ROAD SAFETY ASSESSMENT

4.1 APPROACH

TMR's RAM states that further restrictions will apply to sections of roads and intersections with a high Killed or Seriously Injured (KSI) rate in the most recent five-year period. Crash data from the most recent available five-year period (2018-2023) was sourced from TMR for the adjacent intersection and road section (ie where the device would be visible), with results shown in Figure 4.1.

Figure 4.1: CRASH LOCATIONS AND SEVERITY (NOVEMBER 2018 – NOVEMBER 2023)



4.2 CRASH HISTORY

Crash data provided by TMR for the most recent five-year period (November 2018 – November 2023) was analysed to determine the impact of the static advertising device on road safety. Figure 4.1 indicates that one crash was recorded proximate to the subject site. One hospitalisation was recorded at the Edith Street / Ernest Street intersection in the past five years. Therefore, the intersection has a KSI rate of one, and no further restrictions apply.

4.3 AVERAGE CRASH RATE

The Edith Street / Ernest Street priority-controlled intersection was analysed using the approach detailed by Jurewicz and Bennett (2008) to calculate the crash rate, as shown in Table 4.1. Traffic volumes were obtained from TMR as outlined in Section 2.2. The results of this analysis show the crash rate of the proposed site to be below the Queensland average.

Table 4.1: CRASH RATES

SITE	NUMBER OF CRASHES (2018-2023)	AADT (vpd)	CRASH RATE (crashes/10M VE)
Edith Street / Ernest Street	1	13,020	0.42
Queensland Average (Urban Other)			1.39

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

We have undertaken a review of the proposed static advertising device located at 102 Edith Street, Innisfail. The impact of the proposed device has been assessed in terms of traffic safety and driver distraction.

- the proposed device would be located adjacent the Edith Street / Ernest Street priority-controlled intersection.
- the device would be visible to east and westbound traffic on Edith Street and north and southbound on Ernest Street
- the device would not be located within a restriction notice area or a device restriction area
- the device is located in an urban road environment
- the device would not impede vision to any official traffic signs
- the proposed device provides adequate advanced visibility for vehicles travelling eastbound on Edith Street and northbound on Ernest Street
- the proposed device would be compliant with Council's ADC
- the adjacent intersection has a low KSI rate of one
- the adjacent intersection has a below average crash rate

Despite being located adjacent a priority-controlled intersection and pedestrian crossings, it is our view that the proposed static illuminated device will not pose a significant distraction and unacceptable risk to traffic safety and operations, provided the below recommendations are taken into account.

5.2 RECOMMENDATIONS

It is recommended that:

- an average maximum luminance level of 350cd/m² be maintained
- the device is oriented at least five degrees from right angles with the driver's line of sight
- one static image be displayed per advertising face and that the images:
 - are directly and easily interpreted
 - do not give instructions to 'stop' or similar
 - do not imitate traffic control devices
 - do not go blank between advertisements
 - minimise emotional content that may affect emotional biases

APPENDIX A: ADVERTISING DEVICE PLANS

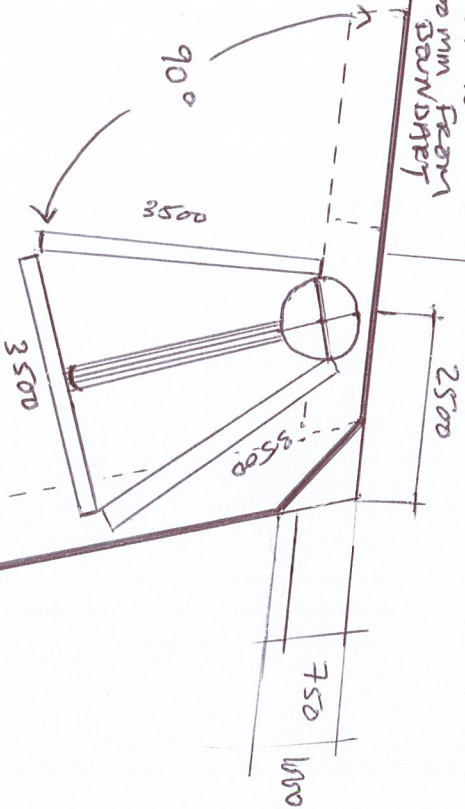
NOTE: SIGN EDGE 6000mm FROM ROAD BOUNDARY TO SATISFY RAIN. (DTR)

7000mm FROM ROAD EDGE

ROAD CENTER LINE

FOOTPATH, 3000mm WIDE

- DRAWN @ 9000mm POLE
- IF LESS ADJUST TO SUT
- KEEPING 90° TO EDITH ST
- POLE 3000mm FROM BOUNDARY



- EXISTING GARDEN BED TO BE REMOVED/CUT AND REBUILT

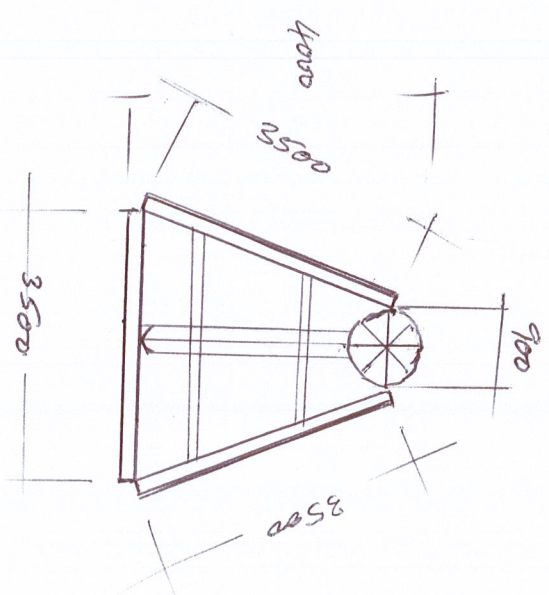
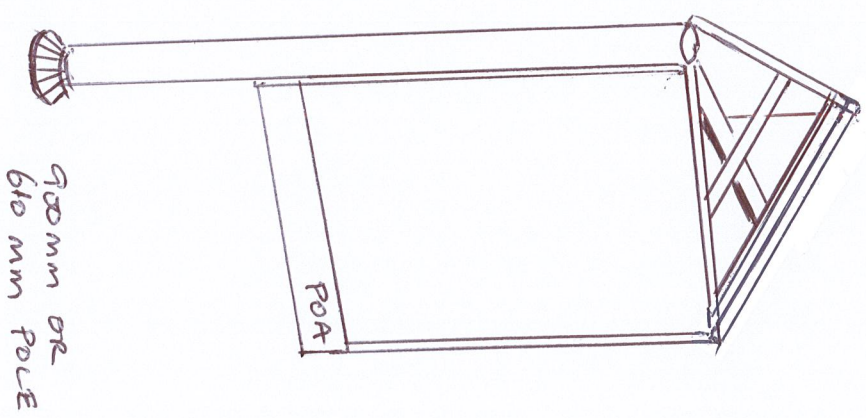
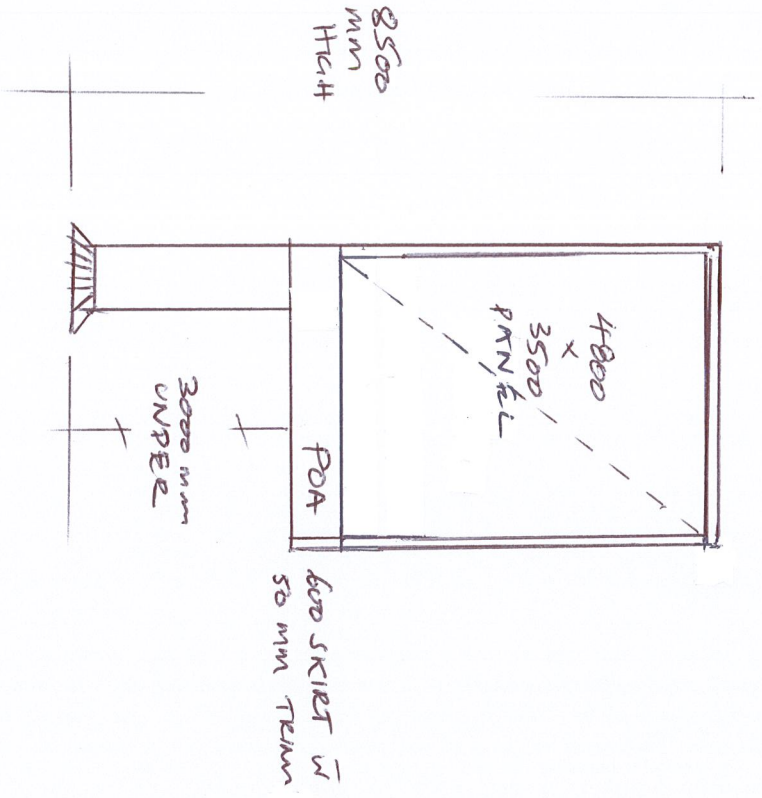
CROSSOVER

INSTALL 8500mm HIGH x 4300mm WIDE (APPROX) 1ST/3RD PARTY POLE SIGN ON 102 EDITH ST, NUNIHILL

LOT 2 / RP422479

NOT TO SCALE
28.06.24 AL

1. NO. POLE MOUNTED
 3 SIDED STATIC ADVERTISING
 DEVICE. 16.8 M² PER PANEL
 3RD PARTY & 1ST PARTY
 PANELS



8500mm HIGHT x 4800mm
 WIDE ADVERTISING DEVICE
 ON 102 EDITH ST, INSTALL
 LOT 2/RP722779.

* NOT TO SCALE
 USE MEASUREMENTS

21 November 2024

Paradise Outdoor Advertising
PO Box 7546
Garbutt QLD 4818

Attention: Andrew Lees

Dear Andrew,

**RE: ELECTRONIC ADVERTISING DEVICE
230 BYRNES STREET, MAREEBA
RESPONSE TO INFORMATION REQUEST**

INTRODUCTION

This report has been prepared by Pekol Traffic and Transport (PTT), in response to an Information Request from Mareeba Shire Council (Council), dated 7 November 2024. The Information Request relates to a proposed double-sided advertising device (digital facing northbound traffic and static facing southbound traffic) located at 230 Byrnes Street, Mareeba (Application Reference: OPW/24/0006). A response has been provided for Items 1, 2 and 3, which relate to the proposed devices locality with respect to TMR's RAM as well as pedestrian, cyclist and motorist safety. A traffic engineering report was submitted as part of the application, dated 30 August 2024.

ITEM 1: TMR COMPLIANCE

Item 1 of Council's Information Request States:

"It is understood that your consulting traffic engineers are addressing the Departments concerns with respect to compliance with the RAM. Please provide evidence from the Department that the proposed advertising device has been amended/redesigned in such a way as to comply with the requirements of the RAM. The advertising device may need to be redesigned to include 2 static sign faces (digital aspect removed) in order to comply with the RAM, or an alternate location be proposed outside the "Restriction Notice Area".

OVERVIEW

TMR have provided advice indicating that they are not supportive of the proposed device, due to its location in proximity to the Byrnes Street / Rankin Street signalised intersection. Section 3.6.2 and Appendix C of the RAM outlines specific locational criteria that should be achieved to safely locate roadside advertising devices on the TMR network. We have completed an assessment against Section 3.6.2 and Appendix C of TMR's RAM, as summarised in Table 1.

Table 1: TMR’s RAM RECOMMENDED PLACEMENT CRITERIA

RAM CRITERIA	COMMENT	COMPLIES
The device must be located clear of a Device Restriction Area (DRA).	The proposed device is wholly contained within the bounds of the subject site and therefore is clear of the TMR road reserve and DRA.	Yes
It is preferred that the device be located clear of a Restriction Notice Area (RNA).	The device is located within the RNA associated with the Byrnes Street / Rankin Street intersection.	No
There is sufficient advance visibility to view and read the device.	In excess of 80m advance visibility is achieved on approach to the device, which is considered adequate according to the RAM.	Yes
The device is not background to traffic signals, as required in Section 3.6.2.5 of the RAM.	The device would not be background to primary traffic signals at the intersection at the Approach Sight Distance on approach to the intersection, as shown in the attached line of sight drawings.	Yes
The device does not obstruct a driver’s line of sight to official traffic signs, exit ramps, on-ramps etc.	The device does not obstruct a driver’s line of sight to any official traffic signs.	Yes
The device must be located clear of intersections with a high risk rating, noting that TMR’s risk model ranks intersections in bands of low, medium and high.	The Byrnes Street / Rankin Street intersection has a QRAM risk rating of Medium and therefore does not have a high risk rating.	Yes
The device must be located clear of intersections with three or more Fatal or Seriously Injured crashes reported within the past five years.	Crash data sourced from TMR indicates that two crashes, both being hospitalisations and zero fatalities, were reported at the intersection between November 2018 and November 2023.	Yes

Table 1 demonstrates that the proposed device complies with all but one of the key location criteria outlined in the RAM.

RESTRICTION NOTICE AREA

The proposed device is located within the RNA associated with the Byrnes Street / Rankin Street signalised intersection. The extent of the RNA, as defined in Figure C8(b) of Appendix C in TMR’s RAM, is shown in Figure 1. The entirety of the Byrnes Street and the majority of the Rankin Street site frontages are within the RNA.

Figure 1: RESTRICTION NOTICE AREA

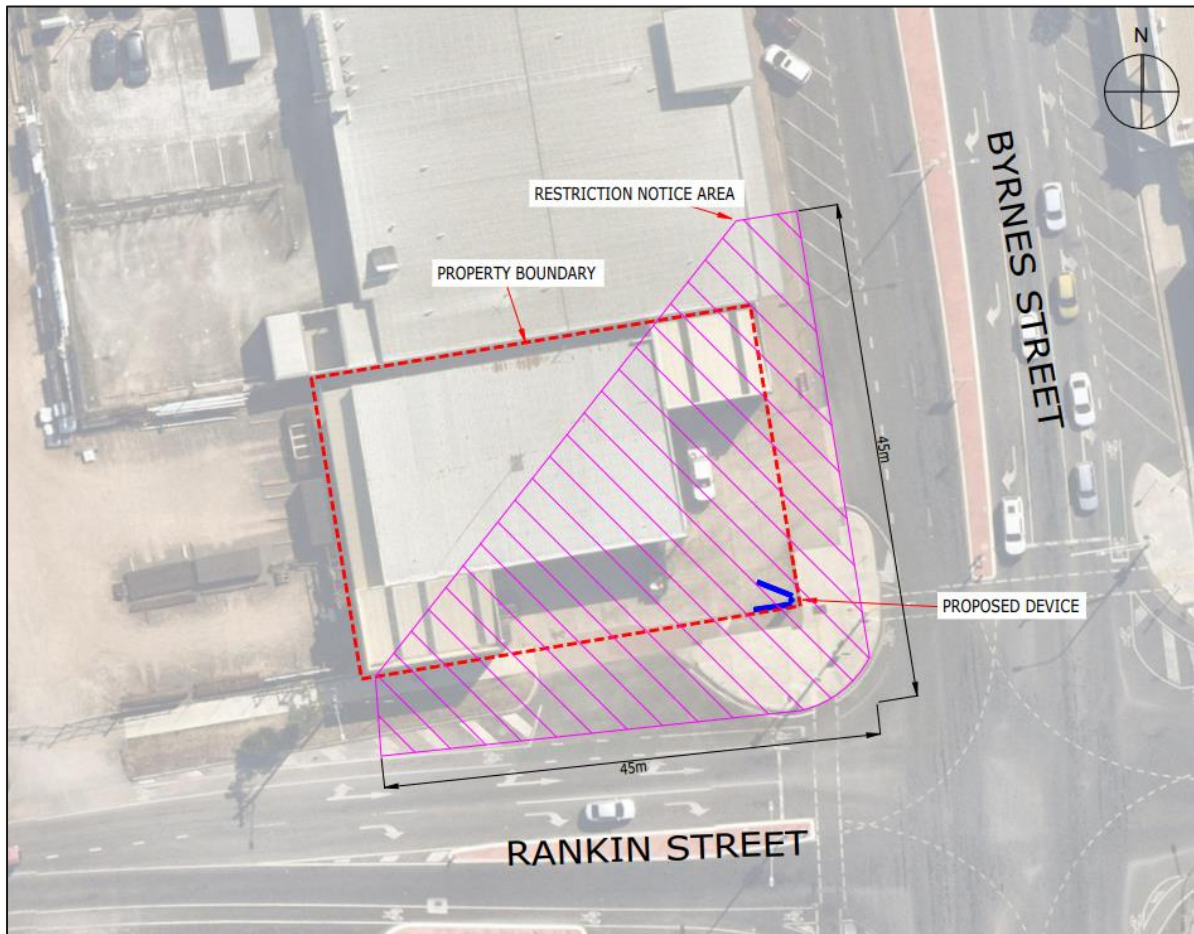


Figure 1 demonstrates that the device could not be feasibly located within the bounds of the site along the site frontage, outside of the RNA, while being visible to motorists on either frontage road (ie Byrnes Street and Rankin Street). The only portion of the site outside of RNA is located on the roof and thus it would be unreasonable to locate the device at this location.

ITEM 2: PO1 / AO1.1 – COUNCILS ADVERTISING DEVICE CODE

Item 2 of Council’s Information Request States:

“In light of the Departments advice. Council officer have concerns that the proposed development will not comply with A01.1 and P01 of the Advertising devices code in that the proposed advertising device will likely pose a safety risk to both vehicles and pedestrians using the signalised intersection adjacent the site. Please address these concerns with respect to compliance with the RAM.

The advertising device may need to be redesigned to include 2 static sign faces (digital aspect removed) in order to comply with the RAM, or an alternate location be proposed outside the "Restriction Notice Area".”

DRIVERS LINE OF SIGHT

To determine whether the device would likely pose as a significant distraction to drivers on approach to the signalised intersection, an assessment of driver's line of sight has been undertaken, based on the Approach Sight Distance (ASD) set out in Austroads Guide to Road Design Part 4A: Unsignalised and Signalised Intersection (AGRDI).

According to Austroads Guide to Road Design Part 4A: Unsignalised and Signalised Intersections, the ASD for a major road (ie Byrnes Street) with a posted speed of 40km/h (ie design speed 50km/h) is 55m.

As demonstrated in the PTT submitted traffic report, dated 30 August 2024, and shown in the attached drawings, the proposed device would not appear behind either primary signal on both the northbound and southbound approaches on Byrnes Street, approximately from the ASD.

Accordingly, the proposed device would not appear behind primary and secondary signals at the ASD on both Byrnes Street approaches. The device is therefore not expected to significantly distract driver's on approach to the signalised intersection, despite being located within a restriction notice area.

PEDESTRIAN SAFETY

As shown in Figure 1, the proposed device would be wholly contained within the bounds of the site and thus would not obstruct passage of pedestrians, cyclist and motorists. Further, there is a large pedestrian refuge on the adjacent corner of the signalised intersection, providing ample thoroughfare for pedestrians and cyclist traversing past the subject site.

Therefore, the proposed advertising device is considered to be in accordance with PO1 of Council's Advertising Devices Code.

ITEM 3: PO4 – COUNCIL ADVERTISING DEVICE CODE

Item 3 of Council's Information Request States:

"In light of the Departments advice. Council officer have concerns that the proposed development will not comply with PO4 (does not comply with A04(d))of the Advertising devices code in that the proposed advertising device will likely pose a safety risk to both vehicles and pedestrians using the signalised intersection adjacent the site. Please address these concerns with respect to compliance with the RAM.

The advertising device may need to be redesigned to include 2 static sign faces (digital aspect removed) in order to comply with the RAM/ or an alternate location be proposed outside the "Restriction Notice Area".

As previously discussed, we are of the view that the proposed device will not pose as a significant adverse safety risk to both vehicles and pedestrians utilising the signalised intersection, due to the following:

- the device is located wholly within the bounds of the property, and as such would not obstruct passage to pedestrians, cyclist and motorists
- the device would not appear behind primary and secondary signals at the ASD on both approaches to the signalised intersection
- the intersection has no existing safety issues

CONCLUSIONS

This report has addressed Items 1, 2 and 3 of Council's Information Request, in relation to a proposed digital advertising device located at 230 Byrnes Street, Mareeba. The main points to note are:

- the device is located wholly within the bounds of the subject site
- the device would not impede on pedestrians, cyclists and motorists
- the device is considered to be in accordance with PO1 of Councils Advertising Device Code
- the device would not appear behind primary and secondary signals at the intersection at the ASD on the northbound and southbound approach
- the adjacent intersection as a low FSI rate of two, and thus no further restrictions are required in accordance with TMR's RAM

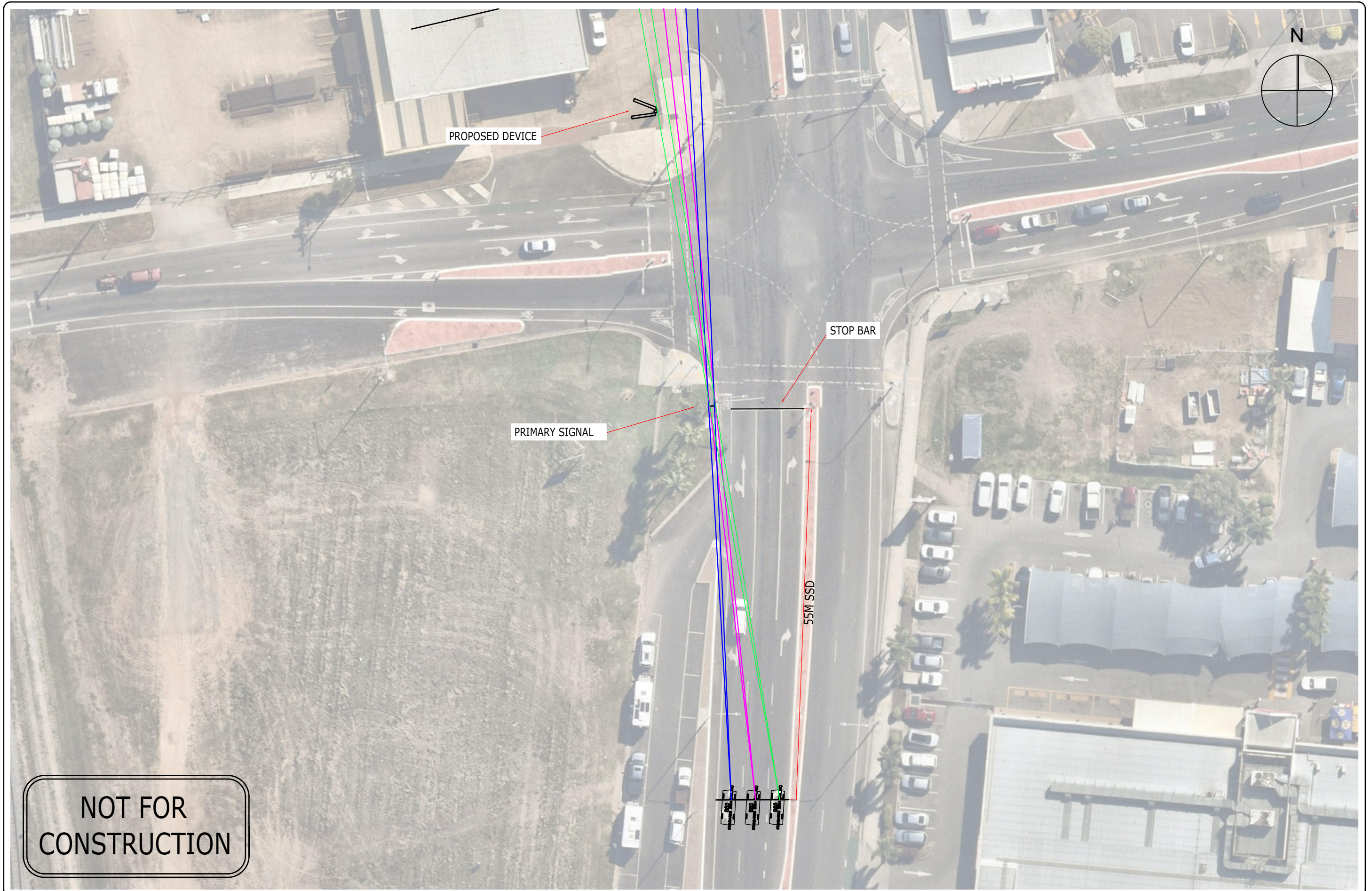
The proposed device is located wholly within the bounds of the property, and therefore would not obstruct passage to pedestrians, cyclist and motorists. The proposed device is located within a restriction notice area as defined by TMR's RAM. However, the proposed device complies with all other location criteria included in the RAM. Given that the proposed device does not appear behind any primary traffic signals at the ASD on approach to the intersection, it is our view that the proposed device will not pose as a significant distraction or unacceptable risk to traffic safety and operations.

If you have any questions regarding the issues discussed above, please do not hesitate to contact us.

Yours sincerely,



James Gannon
Director (RPEQ 22233)



NOT FOR
CONSTRUCTION

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REV.	AMENDMENTS	DRN	DATE

PROJECT TITLE:
 230 BYRNES STREET, MAREEBA SIGN

DRAWING TITLE:
 LINE OF SIGHT - NORTHBOUND PLANVIEW

CLIENT:
 PARADISE OUTDOOR ADVERTISING

DATE: 30/08/24	SCALE: 1:500@A3	DRAWN: CJ	APPROVED: JPG
DRAWING NO. 25-073-001	REV	JOB NO. 25-073	



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CONSTRUCTION

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REV.	AMENDMENTS	DRN	DATE

PROJECT TITLE:
230 BYRNES STREET, MAREEBA SIGN

DRAWING TITLE:
LINE OF SIGHT - SOUTHBOUND PLANVIEW

CLIENT:
PARADISE OUTDOOR ADVERTISING

DATE: 30/08/24	SCALE: 1:500@A3	DRAWN: CJ	APPROVED: JPG
DRAWING NO. 25-073-002	REV	JOB NO. 25-073	