



mainroads
WESTERN AUSTRALIA

Enquiries: Byron McKie on (08) 9323 6436
Our Ref: 14/4762 (D18#806639)
Your Ref: 5.2018.552.1

11 September 2018

Chief Executive Officer
Town of Victoria Park
Locked Bag 437
VICTORIA PARK WA 6979
Email: admin@vicpark.wa.gov.au (via email)

ATTENTION: MICHAEL HANCOCK

Dear Sir

PROPOSED LARGE FORMAT DIGITAL SIGNAGE – LOT 2000 (366) ALBANY HIGHWAY, VICTORIA PARK

Thank you for your correspondence dated 15 August 2018 requesting Main Roads comments on the above proposal.

The proposed Large Format Digital Sign (LFDS) and accompanying Road Safety Assessment (RSA) report prepared by Cardno was assessed against Main Roads Policy and Application Guidelines for Advertising Signs within and beyond State Road Reserves document.

Section 3 of this document 'General Conditions for Advertising Devices' refers to the three Main Areas that are considered for proposed advertising devices: Site selection, physical characteristics and crash history. Having reviewed the contents within the RSA report, Main Roads offers the following comments.

1. Physical Characteristics

Message dwell time should be as per the requirements of Section 4.1.4.1 "Display", dot point 2, Table 4.2 of the Policy – i.e. 40 seconds for a 60 km/h speed limit along Shepperton Road. The RSA report outlines a proposed dwell time of 30 seconds and as such the proposed digital sign is therefore not compliant with this requirement.

As the proposed dwell time of 30 seconds does not comply with MRWA "*Physical characteristics*" criteria, Main Roads does not support the proposed advertising device.

Should the City disagree with the above determination, Main Roads requests an opportunity to meet and discuss the application further, prior to a final determination being made.

Also, would you please forward a copy of the City's final determination on this proposal quoting file reference 14/4762 (D18#806639).



If you require any further information please contact Planning Information Officer Byron McKie on (08) 9323 6436 or via email at byron.mckie@mainroads.wa.gov.au.

Yours faithfully

A handwritten signature in blue ink, appearing to be "Zeljko Zagorac".

Zeljko Zagorac
Statutory Road Planning Manager