

Minoshi Weerasinghe

From: Deepa Randhawa <DRandhawa@cityofparramatta.nsw.gov.au>
Sent: Friday, 23 July 2021 12:22 PM
To: Minoshi Weerasinghe
Subject: FW: DA 10649 – M2 Motorway Epping – Digital Advertising Signs - Additional information request

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Minoshi,

Please find below the referral response from Council's Traffic section.

Kind regards,

Deepa Randhawa | Senior Development Advisory Officer

City of Parramatta

PO Box 32, Parramatta NSW 2124

☎ (02) 9806 5600

✉ drandhawa@cityofparramatta.nsw.gov.au

Links | www.cityofparramatta.nsw.gov.au



From: Behzad Saleh <BSaleh@cityofparramatta.nsw.gov.au>
Sent: Friday, 23 July 2021 11:32 AM
To: Deepa Randhawa <DRandhawa@cityofparramatta.nsw.gov.au>
Cc: Richard Searle <RSearle@cityofparramatta.nsw.gov.au>
Subject: FW: DA 10649 – M2 Motorway Epping – Digital Advertising Signs - Additional information request

Hi Deepa,

The Department has requested Council to provide further information regarding our previous submission on the Proposed Digital Advertising Signs on the M2 Motorway, Epping.

My comments for the Departments request are as follows:

1. Signage on eastern elevation (westbound direction)

The guidelines in paragraph 1 of section 3.2.3 states as follows:

“It is important that drivers are not distracted near decision making points or conflict points to allow concentration to be focused on the driving task where the driver’s attention requirements are greater.”

The sign will be visible to a motorists while they are navigating the decision making and conflict points previously identified and as demonstrated in the below figure. Accordingly, the sign will be distracting near these conflict points as per the above extract from the guidelines.

Furthermore, where the guide in section 3.2.3 (a) states “the signs should not be placed: (i) less than the safe sight distance from an intersection, merge point, exit ramp traffic control signal or sharp curves”, the interpretation should be the safe sight distance both before and after the conflict point. This is to ensure consistency with previously quoted paragraph which states that signs should not distract drivers near conflict points. A sign located after a conflict point but still visible to motorists when they are navigating it, will still be distracting.

The current proposed location of the sign is after the conflict points but it will be in view of motorists within a safe sight distance and therefore, will be distracting motorists at a critical time where greater attention is required on the driving task. As such, the proposed sign does not comply with the requirements stated within section 3.2.3 of the guidelines.



Figure 1: StreetView image of M2 Motorway westbound near the proposed advertising sign as well as the location of the critical points near the sign that are impacted by the proposal

2. Signage on western elevation (eastbound direction)

It is noted that both the Applicant’s response and the Department acknowledges that the signage on the western elevation is located less than the safe site distance from decision making or conflict points with regards to the entry ramp and the location of the merge point. However, the department requested further information from Council regarding why the sign is considered non-compliant with the cycle crossing.

As noted above, paragraph 1 of section 3.2.3 of the guidelines states as follows:

“It is important that drivers are not distracted near decision making points or conflict points to allow concentration to be focused on the driving task where the driver’s attention requirements are greater.”

The sign will be visible to a motorists while they are navigating the cyclist crossing as demonstrated in the below figure. Accordingly, the sign will be distracting near a conflict point as per the above extract from the guidelines.

Furthermore, where the guide in section 3.2.3 (a) states “the signs should not be placed: (ii) less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment”, the interpretation should be the safe stopping sight distance both before and after the conflict point. This is to ensure consistency with previously quoted paragraph which states that signs should not distract drivers near conflict points. A sign located after a conflict point but still visible to motorists when they are navigating it, will still be distracting.

The current proposed location of the sign is after the cyclists crossing point but it will be in view of motorists within a safe stopping sight distance and therefore, will be distracting motorists at a critical time where greater attention is required on the driving task. As such, the proposed sign does not comply with the requirements stated within section 3.2.3 of the guidelines.

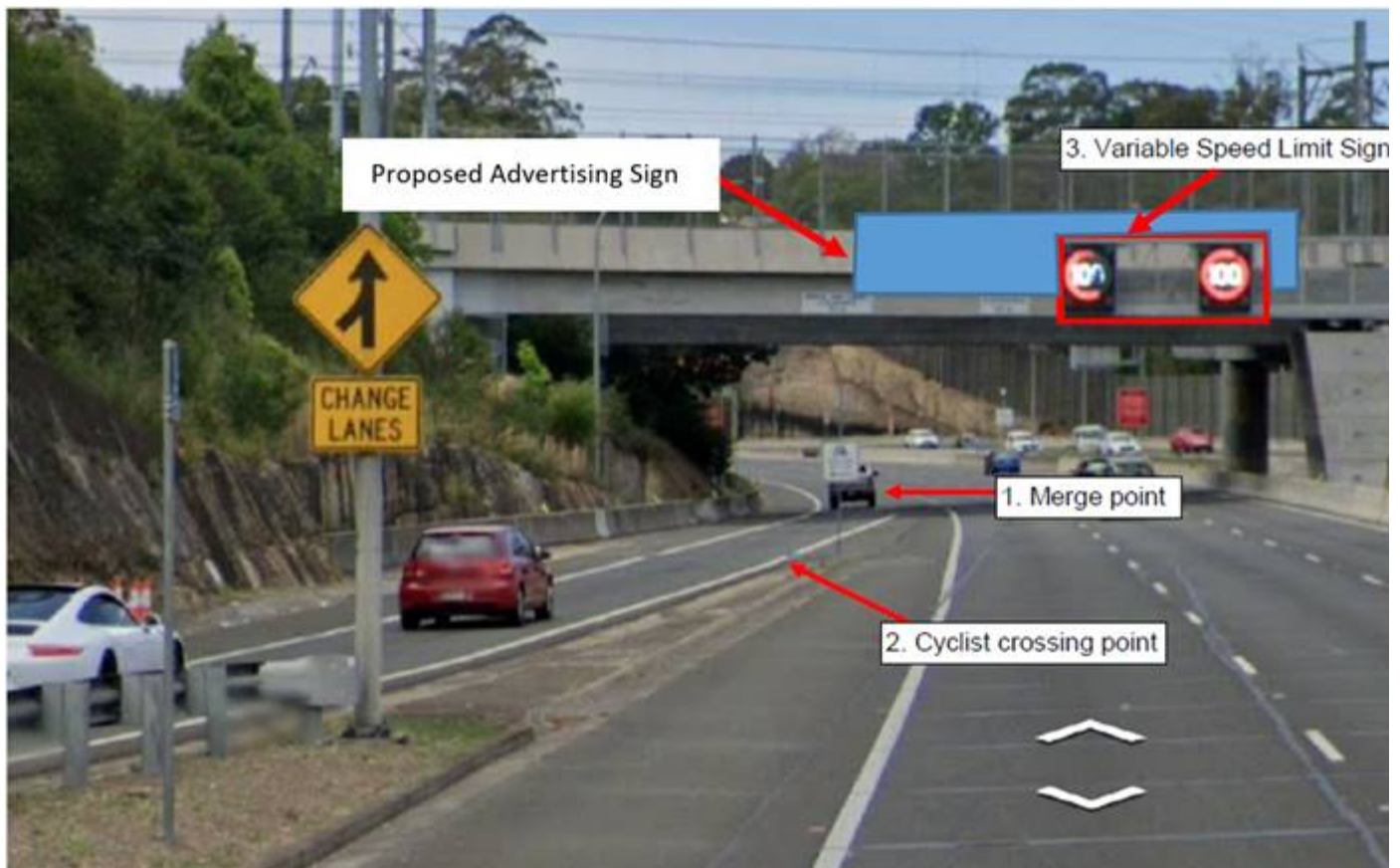


Figure 2: StreetView image of M2 Motorway Eastbound near the proposed advertising sign as well as the location of the critical points near the sign that are impacted by the proposal

Kind Regards,

Behzad Saleh

Senior Traffic and Transport Engineer | Development and Traffic Services

P: (02) 9806 8410

City of Parramatta
126 Church Street, Parramatta NSW 2150
PO Box 32, Parramatta, NSW 2124
cityofparramatta.nsw.gov.au



I acknowledge the Traditional Owners of the land I work on, the Darug Peoples, and pay my respects to their Elders past and present.