

13 December 2023

TfNSW Reference: SYD23/01307(CNR-62839)
Council Reference: DA2023/1611



Mr. Ray Brownlee
Chief Executive Officer
Northern Beaches Council
PO Box 82
Manly NSW 1655

Attention: daplanningportal@northernbeaches.nsw.gov.au

**PROPOSED PYLON SIGN STRUCTURE WITH LED SCREEN TO REPLACE EXISTING SIGN
2-8 OLD PITTWATER ROAD BROOKVALE**

Dear Mr. Brownlee,

Reference is made to Council's referral, regarding the abovementioned application, which was referred to Transport for NSW (TfNSW) for comment under clause 2.119 of the *State Environmental Planning Policy (Transport and Infrastructure) 2021*.

TfNSW has reviewed the submitted application and does not support the installation of the digital sign at this location on road safety grounds for the following reasons:

- The digital signage is within the line of sight and positioned behind existing signalised traffic control signals (TCS) at the intersection of Old Pittwater Road and Beacon Hill Road. In this regard, the proposed signage may reduce the visibility and effectiveness of the traffic control signal and is not compliant with section 3.3.1 'Advertising signage and traffic control devices' of the NSW Transport Corridor Outdoor Advertising and Signage Guidelines (the Guidelines).
- Section 3.2.3 of the Guidelines states that "*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 subject intersection has high traffic volumes and many potential conflicts including high pedestrian movements traversing the intersection. The proposed digitalisation of the signage at this location has potential to distract a driver at a critical decision point and has the potential to further compromise road safety at this location.

It is recommended that the sign structure with LED screen be relocated outside of the line of sight of the signalised traffic control signals. Upon receiving additional information, addressing the above, TfNSW will review and provide a response accordingly.

For more information, please contact Vic Naidu, Land Use Planner, by email at development.sydney@transport.nsw.gov.au.

Yours sincerely,

Rachel Davis
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Planning and Programs, Greater Sydney Division