



mainroads  
WESTERN AUSTRALIA

Enquiries: Nicole Coaker on 9323 6370  
Our Ref: 07/5955-2 (D18#586162)  
Your Ref: 5.2018.126.1

4 July 2018

Chief Executive Officer  
City of Vincent  
PO Box 82  
LEEDERVILLE WA 6902

Via email: [fiona.atkins@vincent.wa.gov.au](mailto:fiona.atkins@vincent.wa.gov.au)

ATTENTION: FIONA ATKINS

Dear Madam,

**REQUEST FOR COMMENT, PROPOSED SIGNAGE INCLUDING LARGE FORMAT  
DIGITAL SIGNAGE FOR 1/2 EDWARD STREET, PERTH**

Thank you for your correspondence dated 13 June 2018 requesting Main Roads comments on the abovementioned proposal.

Main Roads has reviewed the information provided and **does not** support sign numbered 1 within the application due to the following:

Sign 1 is a Large Format Digital Sign (LFDS) and has not addressed the following criteria within Main Roads *Policy and Application Guidelines for Advertising Signs within and beyond state road reserves* document pertaining to advertising devices located beyond a state road reserve:

1. The current position of the device is located within a Device Restriction Area (DRA). The location is assessed against various criteria in Appendix A, Figure 2 being Diagram 1 "Freeway – Off ramp" and Diagram 6 "Freeway – Traffic Sign".
2. The crash rate calculations could not be verified as relevant information, data and calculations was not supplied.

Sign 2 is acceptable subject to the following conditions:

1. The type of signs, size, content and location must comply with all relevant by-laws and planning schemes made by Council.
2. The signs and sign structures are to be placed on private property and shall not overhang or encroach upon the road reserve.
3. If the signs are illuminated, it must be of a low-level not exceeding 300cd/m<sup>2</sup>, not flash, pulsate or chase.



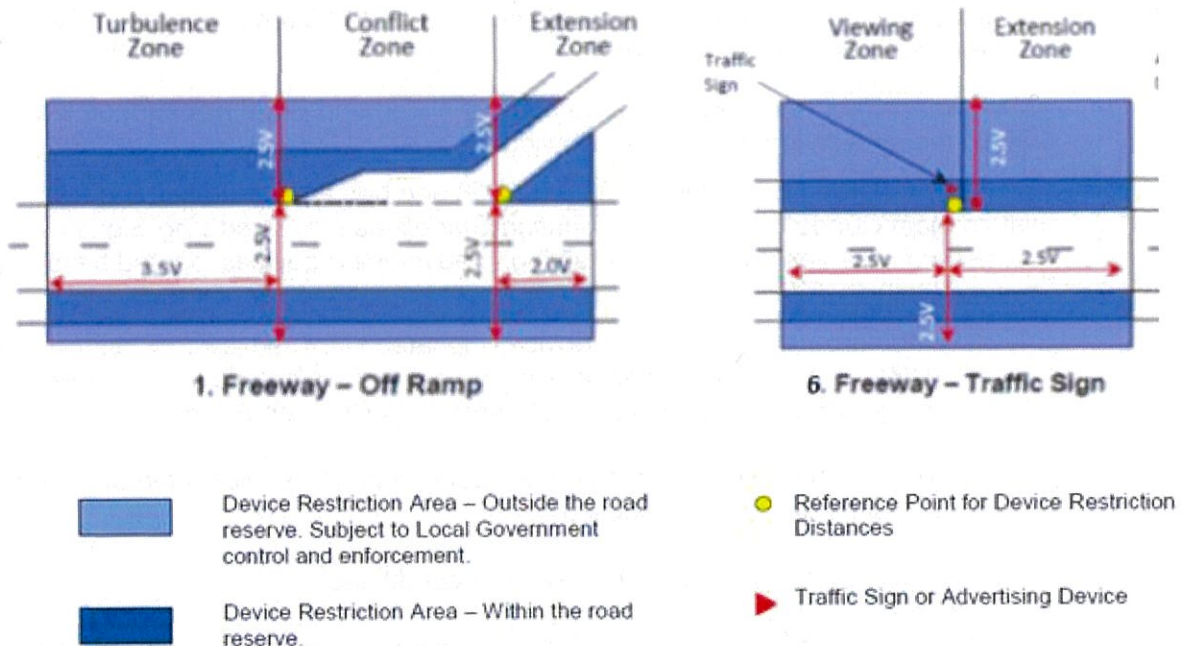
4. The device shall not contain fluorescent, reflective or retro reflective colours or materials.
5. No other unauthorized signing is to be displayed.
6. Main Roads agreement is to be obtained prior to any future modifications.

Should the City of Vincent disagree with the above conditions, Main Roads requests an opportunity to meet and discuss this application collaboratively prior to making a final determination.

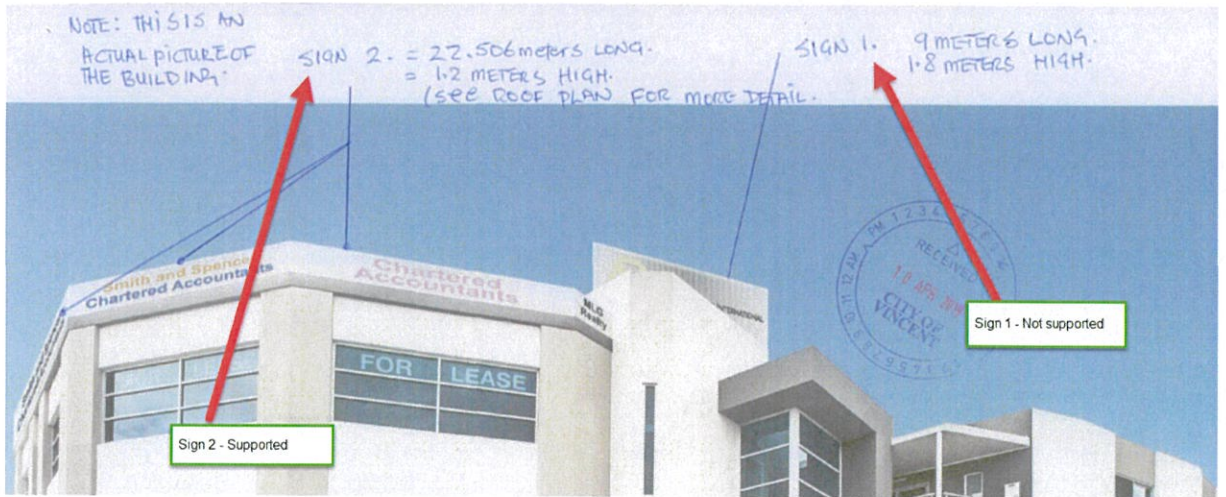
If you require any further information please contact Nicole Coaker on (08) 9323 6370 or email [nicole.coaker@mainroads.wa.gov.au](mailto:nicole.coaker@mainroads.wa.gov.au).

Yours faithfully

Zeljko Zagorac  
**STATUTORY ROAD PLANNING MANAGER**



**Figure 2 – Restriction areas for Billboard advertising devices visible from a Freeway or Freeway standard road.**



Sign 1 and 2 as identified within the development application.