CITY OF MELBOURNE

Planning Enquiries
Phone: (03) 9658 9658
Web: www.melbourne.vic.gov.au

Clear Form

Office Use Onl

Application No.: Date Lodged: / /

Application for a **Planning Permit**

If you need help to complete this form, read MORE INFORMATION at the end of this form.

Any material submitted with this application, including plans and personal information, will be made available for public viewing, including electronically, and copies may be made for interested parties for the purpose of enabling consideration and review as part of a planning process under the *Planning and Environment Act 1987*. If you have any questions, please contact Council's planning department.

Questions marked with an asterisk (*) must be completed.

If the space provided on the form is insufficient, attach a separate sheet

Click for further information.

The Land

Address of the land. Complete the Street Address and one of the Formal Land Descriptions.

Street Address *

Unit No.: | St. No.: | St. Name: Road reserve in front of 1-15 Elgin Street

Suburb/Locality: Carlton | Postcode: 3053

Formal Land Description *
Complete either A or B.

This information can be found on the certificate of title.

If this application relates to more than one address, attach a separate sheet setting out any additional property details.

A Lot No.: ○ Lodged Plan ○ Title Plan ○ Plan of Subdivision No.:

OR

B Crown Allotment No.: No formal land description | Section No.:

Parish/Township Name:

The Proposal

You must give full details of your proposal and attach the information required to assess the application. Insufficient or unclear information will delay your application

For what use, development or other matter do you require a permit? *

Construction of a Telecommunication Facility (payphone cabinet)

Provide additional information about the proposal, including: plans and elevations; any information required by the planning scheme, requested by Council or outlined in a Council planning permit checklist; and if required, a description of the likely effect of the proposal.

Estimated cost of any development for which the permit is required *

Cost $ 60,000 You may be required to verify this estimate. Insert '0' if no development is proposed.

If the application is for land within **metropolitan Melbourne** (as defined in section 3 of the *Planning and Environment Act 1987*) and the estimated cost of the development exceeds $1 million (adjusted annually by CPI) the Metropolitan Planning Levy **must** be paid to the State Revenue Office and a current levy certific e **must** be submitted with the application.
Visit www.sro.vic.gov.au for information.

Existing Conditions

Describe how the land is used and developed now *

For example, vacant, three dwellings, medical centre with two practitioners, licensed restaurant with 80 seats, grazing.

Phone booth

☑ Provide a plan of the existing conditions. Photos are also helpful.

Title Information

Encumbrances on title *

Does the proposal breach, in any way, an encumbrance on title such as a restrictrive covenant, section 173 agreement or other obligation such as an easement or building envelope?

- ○ Yes (If 'yes' contact Council for advice on how to proceed before continuing with this application.)
- ○ No
- ◉ Not applicable (no such encumbrance applies).

☑ Provide a full, current copy of the title for each individual parcel of land forming the subject site.
The title includes: the covering 'register search statement', the title diagram and the associated title documents, known as 'instruments', for example, restrictive covenants.

Applicant and Owner Details

Provide details of the applicant and the owner of the land.

Applicant *

The person who wants the permit.

Name:
Title: | First Name: | Surname:
Organisation (if applicable): JCDecaux Australia
Postal Address: | If it is a P.O. Box, enter the details here:
Unit No.: L16 | St. No.: 1 | St. Name: York Street
Suburb/Locality: Sydney | State: NSW | Postcode: 2000

Please provide at least one contact phone number *

Contact information for applicant OR contact person below

Business phone: 03 9617 6622 | Email: jsmall@urbis.com.au
Mobile phone: | Fax:

Where the preferred contact person for the application is different from the applicant, provide the details of that person.

Contact person's details*

Same as applicant ☐

Name:
Title: | First Name: James | Surname: Small
Organisation (if applicable): Urbis Pty Ltd
Postal Address: | If it is a P.O. Box, enter the details here:
Unit No.: L12 | St. No.: 120 | St. Name: Collins Street
Suburb/Locality: Melbourne | State: VIC | Postcode: 3000

Owner *

The person or organisation who owns the land

Where the owner is different from the applicant, provide the details of that person or organisation.

Same as applicant ☐

Name:
Title: | First Name: | Surname:
Organisation (if applicable): Crown land
Postal Address: | If it is a P.O. Box, enter the details here:
Unit No.: | St. No.: | St. Name:
Suburb/Locality: | State: | Postcode:
Owner's Signature (Optional): | Date: day / month / year

Declaration

This form must be signed by the applicant *

Remember it is against the law to provide false or misleading information, which could result in a heavy fine and cancellatio of the permit.

I declare that I am the applicant; and that all the information in this application is true and correct; and the owner (if not myself) has been notified of the permit application.

Signature: 

Date: 16/11/2018

day / month / year

Need help with the Application?

General information about the planning process is available at planning.vic.gov.au

Contact Council's planning department to discuss the specific requirements for his application and obtain a planning permit checklist. Insufficient or unclear information may delay your application

Has there been a pre-application meeting with a council planning officer

○ No ○ Yes If 'Yes', with whom?:

Date: day / month / year

Checklist

Have you:

☐ Filled in the form completely?

☐ Paid or included the application fee? Most applications require a fee to be paid. Contact Council to determine the appropriate fee.

☑ Provided all necessary supporting information and documents?

- ☐ A full, current copy of title information for each individual parcel of land forming the subject site.
- ☐ A plan of existing conditions.
- ☐ A3 plans showing the layout and details of the proposal.
- ☐ Any information required by the planning scheme, requested by council or outlined in a council planning permit checklist.
- ☐ If required, a description of the likely effect of the proposal (for example, traffic, noise, environmental impacts).
- ☐ If applicable, a current Metropolitan Planning Levy certificate (a levy certificate expires 90 days after the day on which it i issued by the State Revenue Office and then cannot be used). Failure to comply means the application is void

☐ Completed the relevant council planning permit checklist?

☐ Signed the declaration?

Lodgement

Lodge the completed and signed form, the fee and all documents with:

By Post:
Planning Department
City of Melbourne
PO Box 1603
Melbourne VIC 3001

In Person:
Melbourne Town Hall
120 Swanston Street
Melbourne VIC 3000

Contact information:

Phone: (03) 9658 9658
Fax: (03) 9654 4854
Email: planning@melbourne.vic.gov.au
DX: 210487

Translation: Amharic (03) 9280 0716, Cantonese (03) 9280 0717, Greek (03) 9280 0718, Indonesian (03) 9280 0719, Italian (03) 9280 0720, Mandarin (03) 9280 0721, Somali (03) 9280 0722, Spanish (03) 9280 0723, Turkish (03) 9280 0724, Vietnamese (03) 9280 0725 and all other languages (03) 9280 0726

Deliver application in person, by post or by electronic lodgement.

MORE INFORMATION

The Land

Planning permits relate to the use and development of the land. It is important that accurate, clear and concise details of the land are provided with the application.

How is land identified

Land is commonly identified by a street address, but sometimes this alone does not provide an accurate identification of the relevant parcel of land relating to an application. Make sure you also provide the formal land description - the lot and plan number or the crown, section and parish/township details (as applicable) for the subject site. This information is shown on the title.

See **Example 1**.

The Proposal

Why is it important to describe the proposal correctly?

The application requires a description of what you want to do with the land. You must describe how the land will be used or developed as a result of the proposal. It is important that you understand the reasons why you need a permit in order to suitably describe the proposal. By providing an accurate description of the proposal, you will avoid unnecessary delays associated with amending the description at a later date.

⚠ Planning schemes use specific definitions for different types of use and development. Contact the Council planning office at an early stage in preparing your application to ensure that you use the appropriate terminology and provide the required details.

How do planning schemes affect proposals?

A planning scheme sets out policies and requirements for the use, development and protection of land. There is a planning scheme for every municipality in Victoria. Development of land includes the construction of a building, carrying out works, subdividing land or buildings and displaying signs.

Proposals must comply with the planning scheme provisions in accordance with Clause 61.05 of the planning scheme. Provisions may relate to the State Planning Policy Framework, the Local Planning Policy Framework, zones, overlays, particular and general provisions. You can access the planning scheme by either contacting Council's planning department or by visiting Planning Schemes Online at planning-schemes.delwp.vic.gov.au

⚠ You can obtain a planning certificate to establish planning scheme details about your property. A planning certificate identifies the zones an overlays that apply to the land, but it does not identify all of the provisions of the planning scheme that may be relevant to your application. Planning certificates for land in metropolitan areas and most rural areas can be obtained by visiting www.landata.vic.gov.au Contact your local Council to obtain a planning certificate in Central GoI fields, Corangamite, Macedon Ranges and Greater Geelong. You can also use the free Planning Property Report to obtain the same information.

See **Example 2**.

Estimated cost of development

In most instances an application fee will be required. This fee must be paid when you lodge the application. The fee is set down by government regulations.

To help Council calculate the application fee, you must provide an accurate cost estimate of the proposed development. This cost does not include the costs of development that you could undertake without a permit or that are separate from the permit process. Development costs should be calculated at a normal industry rate for the type of construction you propose.

Council may ask you to justify your cost estimates. Costs are required solely to allow Council to calculate the permit application fee. Fees are exempt from GST.

⚠ Costs for different types of development can be obtained from specialist publications such as Cordell Housing: Building Cost Guide or Rawlinsons: Australian Construction Handbook.

⚠ Contact the Council to determine the appropriate fee. Go to planning.vic.gov.au to view a summary of fees in the Planning and Environment (Fees) Regulations.

Metropolitan Planning Levy refer Division 5A of Part 4 of the *Planning and Environment Act 1987* (the Act). A planning permit application under section 47 or 96A of the Act for a development of land in metropolitan Melbourne as defined in section 3 of the Act may be a leviable application. If the cost of the development exceeds the threshold of $1 million (adjusted annually by consumer price index) a levy certificate must be obtained from the State Revenue Office after payment of the levy. A valid levy certificate must be submitted to the responsible planning authority (usually council) with a leviable planning permit application. Refer to the State Revenue Office website at www.sro.vic.gov.au for more information. A leviable application submitted without a levy certificate is void.

Existing Conditions

How should land be described?

You need to describe, in general terms, the way the land is used now, including the activities, buildings, structures and works that exist (e.g. single dwelling, 24 dwellings in a three-storey building, medical centre with three practitioners and 8 car parking spaces, vacant building, vacant land, grazing land, bush block).

Please attach to your application a plan of the existing conditions of the land. Check with the local Council for the quantity, scale and level of detail required. It is also helpful to include photographs of the existing conditions.

See **Example 3**.

Title Information

What is an encumbrance?

An 'encumbrance' is a formal obligation on the land, with the most common type being a 'mortgage'. Other common examples of encumbrances include:

- **Restrictive Covenants**: A 'restrictive covenant' is a written agreement between owners of land restricting the use or development of the land for the benefit of others, (eg. a limit of one dwelling or limits on types o building materials to be used).
- **Section 173 Agreements**: A 'section 173 agreement' is a contract between an owner of the land and the Council which sets out limitations on the use or development of the land.
- **Easements:** An 'easement' gives rights to other parties to use the land or provide for services or access on, under or above the surface of the land.
- **Building Envelopes:** A 'building envelope' defines the developmen boundaries for the land.

Aside from mortgages, the above encumbrances can potentially limit or even prevent certain types of proposals.

What documents should I check to find encumbrances

Encumbrances are identified on the title (register search statement) under the header 'encumbrances, caveats and notices'. The actual details of an encumbrance are usually provided in a separate document (instrument) associated with the title. Sometimes encumbrances are also marked on the title diagram or plan, such as easements or building envelopes.

What about caveats and notices?

A 'caveat' is a record of a claim from a party to an interest in the land. Caveats are not normally relevant to planning applications as they typically relate to a purchaser, mortgagee or chargee claim, but can sometimes include claims to a covenant or easement on the land. These types of caveats may affect your proposal.

Other less common types of obligations may also be specified on title in the form of 'notices'. These may have an effect on your proposal, such as a notice that the building on the land is listed on the Heritage Register.

What happens if the proposal contravenes an encumbrance on title?

Encumbrances may affect or limit your proposal or prevent it from proceeding. Section 61(4) of the *Planning and Environment Act 1987* for example, prevents a Council from granting a permit if it would result in a breach of a registered restrictive covenant. If the proposal contravenes any encumbrance, contact the Council for advice on how to proceed.

You may be able to modify your proposal to respond to the issue. If not, separate procedures exist to change or remove the various types of encumbrances from the title. The procedures are generally quite involved and if the encumbrance relates to more than the subject property, the process will include notice to the affected party.

⚠ You should seek advice from an appropriately qualified person, such as a solicitor, if you need to interpret the effect of an encumbrance or if you seek to amend or remove an encumbrance.

Why is title information required?

Title information confirms the location and dimensions of the land specified in the planning application and any obligations a fecting what can be done on or with the land.

As well as describing the land, a full copy of the title will include a diagram or plan of the land and will identify any encumbrances, caveats and notices.

What is a 'full' copy of the title?

The title information accompanying your application must include a 'register search statement' and the title diagram, which together make up the title.

In addition, any relevant associated title documents, known as 'instruments', must also be provided to make up a full copy of the title.

Check the title to see if any of the types of encumbrances, such as a restrictive covenant, section 173 agreement, easement or building envelope, are listed. If so, you must submit a copy of the document (instrument) describing that encumbrance. Mortgages do not need to be provided with planning applications.

⚠ Some titles have not yet been converted by Land Registry into an electronic register search statement format. In these earlier types of titles, the diagram and encumbrances are often detailed on the actual title, rather than in separate plans or instruments.

Why is 'current' title information required?

It is important that you attach a current copy of the title for each individual parcel of land forming the subject site. 'Current' title information accurately provides all relevant and up-to-date information.

Some councils require that title information must have been searched within a specified time frame. Contact the Council for advice on their requirements.

⚠ Copies of title documents can be obtained from Land Registry: Level 10, 570 Bourke Street, Melbourne; 03 8636 2010; www.landata.vic.gov.au – go direct to "titles & property certificates"

Applicant and Owner Details

This section provides information about the permit applicant, the owner of the land and the person who should be contacted about any matters concerning the permit application.

The applicant is the person or organisation that wants the permit. The applicant can, but need not, be the contact person.

In order to avoid any confusion, the Council will communicate only with the person who is also responsible for providing further details. The contact may be a professional adviser (e.g. architect or planner) engaged to prepare or manage the application. To ensure prompt communications, contact details should be given.

Check with Council how they prefer to communicate with you about the application. If an email address is provided this may be the preferred method of communication between council and the applicant/contact.

The owner of the land is the person or organisation who owns the land at the time the application is made. Where a parcel of land has been sold and an application made prior to settlement, the owner's details should be identified as those of the vendo . The owner can, but need not, be the contact or the applicant.

See **Example 4**.

Declaration

The declaration should be signed by the person who takes responsibility for the accuracy of all the information that is provided. This declaration is a signed statement that the information included with the application is true and correct at the time of lodgement.

The declaration can be signed by the applicant or owner. If the owner is not the applicant, the owner must either sign the application form or must be notified of the application which is acknowledged in the declaration

⚠ Obtaining or attempting to obtain a permit by wilfully making or causing any false representation or declaration, either orally or in writing, is an offence under the *Planning and Environment Act 1987* and could result in a fine and/or cancellation of the permit

Need help with the Application?

If you have attended a pre-application meeting with a Council planner, fill in the name of the planner and the date, so that the person can be consulted about the application once it has been lodged.

Checklist

What additional information should you provide to support the proposal?

You should provide sufficient supporting material with the application to describe the proposal in enough detail for the Council to make a decision. It is important that copies of all plans and information submitted with the application are legible.

There may be specific application requirements set out in the planning scheme for the use or development you propose. The application should demonstrate how these have been addressed or met.

The checklist is to help ensure that you have:

- provided all the required information on the form
- included payment of the application fee
- attached all necessary supporting information and documents
- completed the relevant Council planning permit checklist
- signed the declaration on the last page of the application form

⚠ The more complete the information you provide with your permit application, the sooner Council will be able to make a decision.

Lodgement

The application must be lodged with the Council responsible for the planning scheme in which the land affected by the application is located. In some cases the Minister for Planning or another body is the responsible authority instead of Council. Ask the Council if in doubt.

Check with Council how they prefer to have the application lodged. For example, they may have an online lodgement system, prefer email or want an electronic and hard copy. Check also how many copies of plans and the size of plans that may be required.

Contact details are listed in the lodgement section on the last page of the form.

⚠ Approval from other authorities: In addition to obtaining a planning permit, approvals or exemptions may be required from other authorities or Council departments. Depending on the nature of your proposal, these may include food or health registrations, building permits or approvals from water and other service authorities.

EXAMPLES

Example 1

The Land

Address of the land. Complete the Street Address and one of the Formal Land Descriptions.

Street Address *

Unit No.: 4 | St. No.: 26 | St. Name: Planmore Avenue

Suburb/Locality: HAWTHORN | Postcode: 3122

Formal Land Description *
Complete either A or B.

This information can be found on the certificate of title.

If this application relates to more than one address, attach a separate sheet setting out any additional property details.

A Lot No.: 2 ○ Lodged Plan ○ Title Plan ☑ Plan of Subdivision No.: LP93562

OR

B

Example 2

For what use, development or other matter do you require a permit? *

Construction of two, double-storey dwellings and construction of two new crossovers.

☒ Provide additional information about the proposal, including: plans and elevations; any information required by the planning scheme, requested by Council or outlined in a Council planning permit checklist; and if required, a description of the likely effect of the proposal.

Example 3

Existing Conditions

Describe how the land is used and developed now *

For example, vacant, three dwellings, medical centre with two practitioners, licensed restaurant with 80 seats, grazing.

Single dwelling.

☒ rovide a plan of the existing conditions. Photos are also helpful.

Example 4

Applicant and Owner Details

Provide details of the applicant and the owner of the land.

Applicant *

The person who wants the permit.

Name:

Title: Mr | First Name: Len | Surname: Browning

Organisation (if applicable): Responsible Developers P/L

Postal Address: | If it is a P.O. Box, enter the details here:

Unit No.: 4 | St. No.: 12 | St. Name: Ardour Lane

Suburb/Locality: Wycheproot | State: Vic | Postcode: 3527

Please provide at least one contact phone number *

Contact information for applicant OR contact person below

Business phone: 9123 4567 | Email: tcpl@bigpond.net.au

Mobile phone: 0412 345 678 | Fax: 9123 4567

Where the preferred contact person for the application is different from the applicant, provide the details of that person.

Contact person's details* Same as applicant ☐

Name:

Title: Mr | First Name: Andrew | Surname: Hodge

Organisation (if applicable): Town Planning Consultants

Postal Address: | If it is a P.O. Box, enter the details here:

Unit No.: | St. No.: | St. Name: PO Box 111

Suburb/Locality: Parkdale | State: Vic | Postcode: 3194

Owner *

The person or organisation who owns the land

Where the owner is different from the applicant, provide the details of that person or organisation.

Name: Same as applicant ☑

Title: | First Name: | Surname:

Organisation (if applicable):

Postal Address: | If it is a P.O. Box, enter the details here:

Unit No.: | St. No.: | St. Name:

Suburb/Locality: | State: | Postcode:

Owner's Signature (Optional): | Date: day / month / year

1. OVERVIEW

This application is for the installation of a new Smart City payphone (which includes an ancillary electronic promotional sign) which forms part of Telstra's new Smart Media Network.

1.1. SMART CITIES

Telstra is committed to future proofing our cities by providing the essential infrastructure facilitating the ever-growing digital connections binding our communities. The new Smart Media Network is the latest initiative by Telstra in smart city development.

The Smart Media Network breathes new life into Telstra's existing 30,000 assets located in all parts of the country – providing vibrant digital infrastructure that connects people across Australia. The Smart Media Network includes upgraded formats of Telstra's public communications products, transformed into cutting edge media products befitting smart cities. These facilities include:

- Smart billboards.
- Smart Hubs.
- Smart City Payphones.
- Interactive community spaces.
- 5G network connectivity.
- Big data collection and analytics.

1.2. PAYPHONES CONTINUE TO SERVE OUR COMMUNITY

Payphones have been serving the Australian community for well over a century. Australia's first payphone was installed in the late 1880's and by 1920, 4,000 payphones had been installed as an over-the-counter service in post offices.

While the payphone has continued to serve generations of Australians well, the last major payphone cabinet upgrade was in 1983; an era of Walkmans, VCRs and polaroids. It is time for the payphone's next evolution; bringing the humble community staple into the 21st century by reimagining its value to the community.

Telstra has around 16,000 payphones across Australia, and despite the popularity of mobile phones, 13-million calls were made from payphones in the last 12 months. Offering a critically important service to the community, over 200,000 of these calls were made to emergency services, triple 000 and lifesaving services such as Lifeline.

Payphones also help those affected by natural disasters like floods and bushfires. During the 2019-2020 bushfires, Telstra made all payphones available for free use to help connect people touched by the devastating fires. During this period, Telstra payphones connected over 900,000 calls totalling over 38,000 hours talk time.

Payphones remain a symbol of safety in our community, with thousands of school children and vulnerable persons still using this service. The Federal Government acknowledges and endorses the importance of payphones in our community, by investing tens of millions of dollars each year to keep them working on the streets.

1.3. THE NEED FOR CHANGE IN A MODERN CITY

Despite the benefits and the high penetration of mobile phones, our payphone infrastructure needs to adapt to keep pace with advances in technology and the change in societal needs. The Australian public is more mobile than ever before, and our vision is to maintain the inherent community benefits of the payphone for those citizens, while also introducing smart city technology to best serve our community now and into the future. This will include superfast 5G and Wi-Fi, and the ability for people to charge their mobile devices while they are on the move.

In the future, Australia's payphone may be the foundation of a hyper connected smart city, enabling governments to allocate resources and manage traffic, infrastructure and services in a smarter and more

efficient manner through integrated sensors and cameras. Upgrading our payphones today will enable our Australian cities to match the public communications offerings of world-leading cities like New York, London and Tokyo.

2. SITE LOCATION AND HISTORY

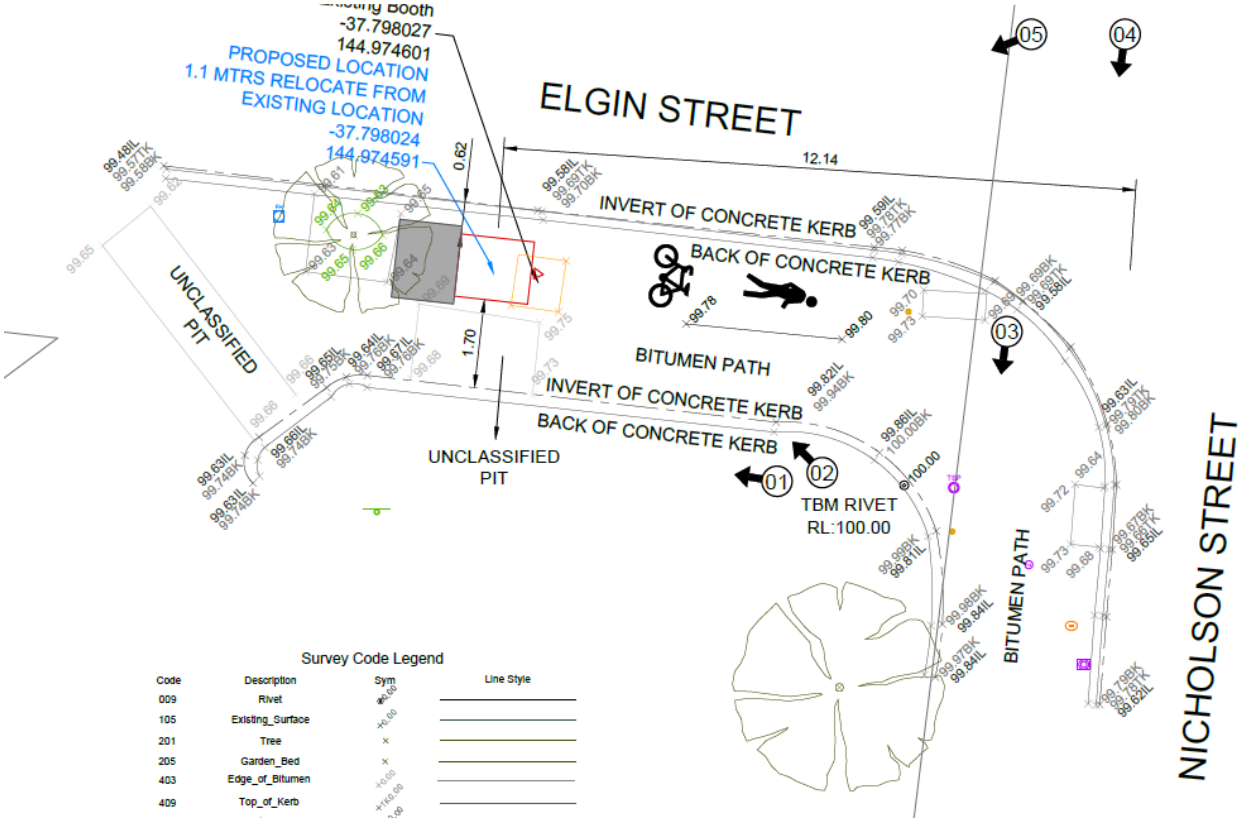
2.1. SITE DETAILS

The Smart City Payphone subject to this application, is identified within the below location map.

The Smart City Payphone will be located within road reserves/footpath area in front of the below property.

1-15 Elgin Street, Carlton

Figure 1 – Location map



Source: Swanson Surveying

The general siting and location of these facilities is directed to areas of high pedestrian movement, which in turn facilitates the ongoing primary use of such facilities within the district.

This site has an existing Telstra payphone that will be replaced with a Smart City Payphone and relocated as part of the rollout process.

3. PROPOSAL

This planning application seeks planning approval to erect a Smart City payphone on this site. The Smart City payphone will have a maximum height of 2735mm, a width of 1200mm and a depth of 321mm.

Features of the new Smart City payphone include:

- An NFC enabled 'always-on' mobile interaction hub allowing mobile users to tap for instant digital content, with two tabs available for council use.
- USB charging ports.
- Public transport information.
- Public emergency messaging system.
- First genesis of a modern payphone cabinet that integrates into a smart city.
- A front facing electronic promotion sign (687mm W x 381mm H) and a rear facing electronic promotion sign (927mm W x 1649mm H).

The front facing electronic promotion sign will only contain Telstra content while the rear facing electronic promotion sign will contain third party content. Both electronic promotion signs will have an instant transition of 10 second dwell time between images.

3.1. ILLUMINATION

Each electronic promotion sign has an inbuilt light adjustment sensor that measures ambient light around the structure and gradually adjusts the screen brightness based on the need for light. The brightness adjustments occur in small increments so that no dramatic change in illuminance level is experienced.

The screen brightness outputs are designed in accordance to satisfy Australian Standard *AS4282:1997 Control of the Obtrusive Effects of Outdoor Lighting*. Screen brightness is summarised in Table 2.

TABLE 1 – Screen brightness levels

Lighting Condition	**Average**	**Maximum**
Full direct sun on panel	2,000 cd/m2	2,500 cd/m2
Day time	1,200 – 1000 cd/m2	1,500 cd/m2
Inclement weather	1,000 – 900 cd/m2	1,000 cd/m2
Night time	350 – 300 cd/m2	500 cd/m2

3.2. CONTENT MANAGEMENT

All digital infrastructure is remotely monitored and controlled by JCDecaux staff via an internal content management software system. The content management system has firewalls and security protocols in place to ensure the integrity of the digital advertising network.

3.3. COMMUNITY & ENVIRONMENTAL BENEFITS

In addition to the new features of the proposed Smart City payphone, it also brings a number of benefits to the community and the environment including:

- Potential use of the front screen for community advertising and local events
- 4G infrastructure which reduces the need for addition mobile towers
- Light sensors ensuring the electronic screens brightness is automatically adjusted between day and night
- Emergency messaging system
- Payphone foundations which allow for easy payphone replacement with minimal impact on surrounding public realm infrastructure
- Change of paper advertising to electronic results in a reduction of paper usage
- The electronic screens are controlled remotely resulting is reduced visits to the payphone = reduced fuel usage and carbon footprint
- All maintenance handled including cleaning and repairs
- Environmental management system including rainwater used for payphone cleaning and 50% of electricity usage through renewable electricity

4. PLANNING CONTROLS

4.1. STATE PLANNING POLICY

The Planning Policy Framework (PPF) seeks to foster the objectives of planning in Victoria (as set out in the *Planning and Environment Act, 1987*) through appropriate planning policies and practices that encompass relevant environmental, social and economic factors. The PPF includes a number of policies which relate to urban design and amenity standards within City of Melbourne. These state policies relevant to the proposal are:

- Clause 11.01-1R1 (Planning for Places)
- Clause 15 (Built Environment and Heritage)
- Clause 17 (Economic Development)

Broadly, the abovementioned state planning policies seek to guide Melbourne towards positive development outcomes, wherein urban environments are characterised by high quality design and amenity. Whilst it is policy to direct strengthen local economies and encourage sustainable housing growth in areas that can accommodate it, Clauses 11.01-1R1 and 15 seek to ensure that growth does not compromise liveability. Urban environments should be accessible, safe, and engaging, and new development should contribute to a distinctive sense of place (Clause 11.01-1R1, Clause 15.01-1S). Additionally, new development should protect and enhance the significance of heritage places (Clause 15.03-1).

4.2. LOCAL PLANNING POLICY

4.2.1. Clause 21.03 – Vision

Clause 21.03 establishes the municipality's guiding city building vision. A core tenant of Melbourne's overarching vision is that it will be a prosperous city. The City of Melbourne makes a vital contribution to the broader state economy, and therefore development should contribute to facilitating economic vitality for the region.

4.2.2. Clause 21.06 – Built Environment and Heritage

Clause 21.06 seeks to ensure that new development does not compromise Melbourne's distinctive urban morphology, its historic street layout and its heritage buildings, as these are recognised as the city's defining characteristics. The relevant objectives of Clause 21.06 are:

- *To reinforce the City's overall urban structure.*
- *To protect iconic views in the city.*
- *To increase the vitality, amenity, comfort, safety and distinctive City experience of the public realm.*
- *To create a safe and comfortable public realm.*
- *To conserve and enhance places and precincts of identified cultural heritage significance.*

4.2.3. Clause 21.12 – Hoddle Grid

Clause 21.12 outlines specific development guidelines for the Hoddle Grid Local Area. With regard to economic development, Clause 21.12 seeks to preserve the Retail Core's existing role as a compact, high-density precinct with easy pedestrian access and encourage the retention and enhancement of the Hoddle Grid's specialised shopping and entertainment precincts. Clause 21.12 seeks to enhance the Hoddle Grid's built environment and heritage pleas by protecting identified significant public spaces and protecting the scale of important heritage places, including the Retail Core and Collins Street.

4.2.4. Clause 22.01 – Urban Design Within the Capital City Zone

Clause 22.01 applies to land within Schedule 1,2 and 3 to the Capital City Zone, and seeks to enhance amenity, liveability and economic prosperity of the Central City through the application of policies relating to design excellence and public realm amenity. Clause 22.01 contains the following objectives which are relevant to the proposal:

- *To ensure that development responds to the underlying framework and fundamental characteristics of the Capital City Zone, while establishing its own identity.*
- *To enhance the physical quality and character of Melbourne's streets, lanes and Capital City Zone form through sensitive and innovative design.*
- *To retain views into and out of the Hoddle Grid and Southbank and vistas to important civic or historic landmarks.*
- *To ensure developments contribute to a high quality public realm and to passive surveillance of the public domain.*

4.2.5. Clause 22.04 – Heritage Places Within the Capital City Zone

Clause 22.04 seeks to conserve and enhance heritage places and precincts by ensuring that new developments are complementary to their character, scale, form and appearance. It is policy that all development affecting a heritage precinct should enhance its character.

4.2.6. Clause 22.07 – Advertising Signs

Clause 22.07 applies to all applications for advertising within the municipality. The Clause acknowledges that advertising signs can pose a direct impact on the character and appearance of Melbourne's public spaces. As such, policies seek to ensure that the following relevant objectives are achieved:

- *To allow for the reasonable identification and marketing of institutions, businesses and buildings and communication of messages.*
- *To protect the characteristics of significant buildings and streetscapes.*
- *To protect important vistas from obtrusive and insensitive advertising.*
- *To ensure that signs in residential areas and other high amenity areas do not detract from the appearance or character of the area.*
- *To encourage where appropriate, signs that contribute to the lively and attractive character of an area.*
- *To encourage signs that improve the quality of the area.*

Clause 22.07 contains the following general criteria against which proposed advertising signs should be assessed:

- *Signs should respect the building style and scale and the character of the street.*
- *Signs should fit within architectural forms and be integrated with the design of the building.*
- *Signs should not obscure architectural features of buildings, including windows.*
- *Wall or fascia signs should be applied directly to the building or on a flush mounted panel with minimum projection.*
- *Signs should not cause visual clutter. Existing signs on a building or site will be taken into account when assessing new proposals.*
- *An integrated approach should be taken to the provision of signage on buildings with more than one occupancy.*

- *Where a building is occupied by more than one business, adequate space should be made available for all occupancies to display signage.*
- *Signs should not interrupt important views and vistas along roads leading to and out of the Central City.*
- *Views of the sign from all angles should be considered and the supporting structure should be designed with this in mind.*
- *Promotion, panel and sky signs are discouraged.*
- *Illumination should be concealed within, or integral to the sign through use of neon or an internally lit box or by sensitively designed external spot-lighting.*
- *Cabling to signs should be concealed.*
- *Signs and their support should allow adequate clearance for the servicing requirements of streets and lanes.*
- *The design and location of new signs should respect the cultural heritage significance, character and appearance of the heritage place.*
- *Signs which are attached to or form part of a building (including painted signs) and which contribute to the cultural heritage significance of the place should be retained.*

Clause 22.07 also highlights guidelines specific to signage at ground level within the Capital City Zone. Horizontal projection signage should have a maximum overall dimension of 1.5 square metres, with a height, width and depth of 0.5 metres x 2.5 metres x 0.3 metres and a minimum clearance to pavement of 2.7 metres.

4.3. ZONING AND OVERLAYS

4.3.1. Zone

The subject site is located within a General Residential Zone – Schedule 1 (GRZ1).

Pursuant to Clause 37.04-5, sign requirements are at Clause 52.05. This zone is not in a sign category at Clauses 52.05-11 to 52.05-14.

4.3.2. Overlays

The subject site is located within the following overlays:

- Parking Overlay – Precinct 12 (PO12)
- Heritage Overlay (HO1)

4.4. PARTICULAR PROVISIONS

4.4.1. Clause 52.19 – Telecommunications Facility

Clause 52.19 (Telecommunications Facility) contains decision guidelines for the assessment of a telecommunications facility application, which are oriented towards the following relevant purposes:

- *To ensure that telecommunications infrastructure and services are provided in an efficient and cost effective manner to meet community needs.*
- *To facilitate an effective statewide telecommunications network in a manner consistent with orderly and proper planning.*
- *To encourage the provision of telecommunications facilities with minimal impact on the amenity of the area.*

The proposal's compliance with Clause 52.19 is demonstrated at Section 5 of this report.

4.5. PLANNING PERMIT TRIGGERS

This planning application results in the following permit triggers:

- Construct a building or construct or carry out works for a telecommunications facility (Clause 52.19-1)

5. PLANNING ASSESSMENT

This planning application has been assessed against relevant planning policies and considerations, and is summarised as follows:

- The scale and form of the proposed payphone is appropriate to the existing commercial streetscape.
- The proposed payphone is constructed of high quality materials.
- The proposed electronic signs facilitate visual communication of a scale and extent that does not to result in adverse visual effects or clutter.
- The proposed electronic signs are considered appropriate and are contained within the proposed payphone structure.
- The internal illumination of the proposed electronic signs comply with relevant Australian Standards and does not result in glare or other effects that compromise the safety of pedestrians, bicyclists and vehicles.
- The proposed electronic signs do not detract from the overall amenity and character of the area and does not adversely impact any residences or other sensitive land uses in the area.

5.1. ADVERTISING SIGNS POLICY

The size, design and character of the proposed sign is considered to appropriately address relevant objectives of Clause 22.04 – Advertising Signs Policy. The application has been assessed against the relevant objectives and are summarised as follows:

- The proposed electronic signs are adequate and effective for the immediate area and will not be detrimental to surrounding businesses or the prevailing streetscape.
- The appearance, size and illumination of the proposed electronic signs will not be detrimental to the character of the surrounding locality.
- The proposed electronic signs are confined within the payphone and does not protrude above surrounding buildings or tree canopies, resulting in no additional interruption or detraction from views of major natural and built form features.

5.2. CLAUSE 52.19 – TELECOMMUNICATIONS FACILITY

Under Clause 52.19 a permit is required to construct a building or construct or carry out works for a telecommunications facility. It is considered that the proposed payphone appropriately addresses the principles for the design, siting, construction and operation of a telecommunications facility contained in the *A Code of Practice for Telecommunications Facilities in Victoria, July 2004* for the following reasons:

Under Clause 52.19 a permit is required to construct a building or construct or carry out works for a telecommunications facility. It is considered that the proposed payphone appropriately addresses the principles for the design, siting, construction and operation of a telecommunications facility contained in the *A Code of Practice for Telecommunications Facilities in Victoria, July 2004* for the following reasons:

Principle	Response
1. A telecommunications facility should be sited to minimise visual impact.	The proposed payphone has been sited to limit visual impact. Having said this, the payphone does need to be able to be seen by the public given they are the intended users of this telecommunications facility.

2. Telecommunications facilities should be co-located wherever practical.	This principle does not apply to payphones.
3. Health standards for exposure to radio emissions will be met.	The proposed payphone will comply with the relevant permitted maximum human exposure levels.
4. Disturbance and risk relating to siting and construction should be minimised. Construction activity and site location should comply with State environment protection policies and best practice environmental management guidelines.	The construction of the payphone will be undertaken in a safe and effective manner. Construction will be carried out in a way to minimise disruption to adjoining properties and public access.

5.3. ROAD SAFETY CONSIDERATIONS

A Traffic Impact Assessment has been prepared by TraffixGroup traffic engineers which has reviewed the proposal from a road safety perspective. From a vehicle, cyclist and pedestrian perspective, the assessment has found that the new payphone in this location is considered to be acceptable.

While Clause 52.05 does not technically apply given the proposed signage is ancillary to the new payphone, TraffixGroup also undertook a Clause 52.05-8 road safety assessment which is provided in the below table and only the relevant subpoints were commented on.

Refer to TraffixGroup Traffic Impact Assessment report

Figure 2 – Clause 52.05-8 Assessment

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The sign is offset from the Elgin/Nicholson Street intersection and does not obstruct sightlines.
2	Obstructs a driver's view of a traffic control device or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The small sign format and offset from the Elgin/Nicholson Street Intersection will not distract from the traffic signals. The clarity and effectiveness of the nearby traffic signals will not be compromised.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The replacement payphone follows the standard four-legged Elgin/Nicholson Street intersection, which is simple to navigate. The presence of pedestrians on approach to the sign is expected by the driver and will be the primary focus on the approach.

Source: TraffixGroup

6. CONCLUSION

This proposal seeks approval to construct a new payphone (telecommunications facility). The design and location is considered to be appropriate for this new Smart City payphone.

We trust the above is to Council's satisfaction and from the planning discussion above recommend approval be granted.

DISCLAIMER

This report is dated September 2022 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of assumptions used and representations, opinions, conclusions or recommendations in this report, which are given in good faith. Urbis Pty Ltd (Urbis) has prepared this report with due care and diligence and on the instructions of, and for the sole use and benefit only, of JCDecaux Australia (Instructing Party) in relation to the planning permit requirements for third party signage usage on new and replacement telephone booth infrastructure (Purpose) and not for any other purpose or use. The report is not suitable for use by and may not be provided to any other party without the specific approval of Urbis. Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of the information provided by the Instructing Party on which the report is based and such information is not independently verified unless otherwise stated. To the maximum extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to any person (including the Instructing Party) for any loss suffered as a result of reliance or purported reliance on this report for any purpose other than the Purpose, and to any other person for any loss suffered as a result of reliance or purported reliance on this report for any purpose whatsoever (including the Purpose).

PLAN OF SURVEY:

1-15 ELGIN STREET, CARLTON, 3053

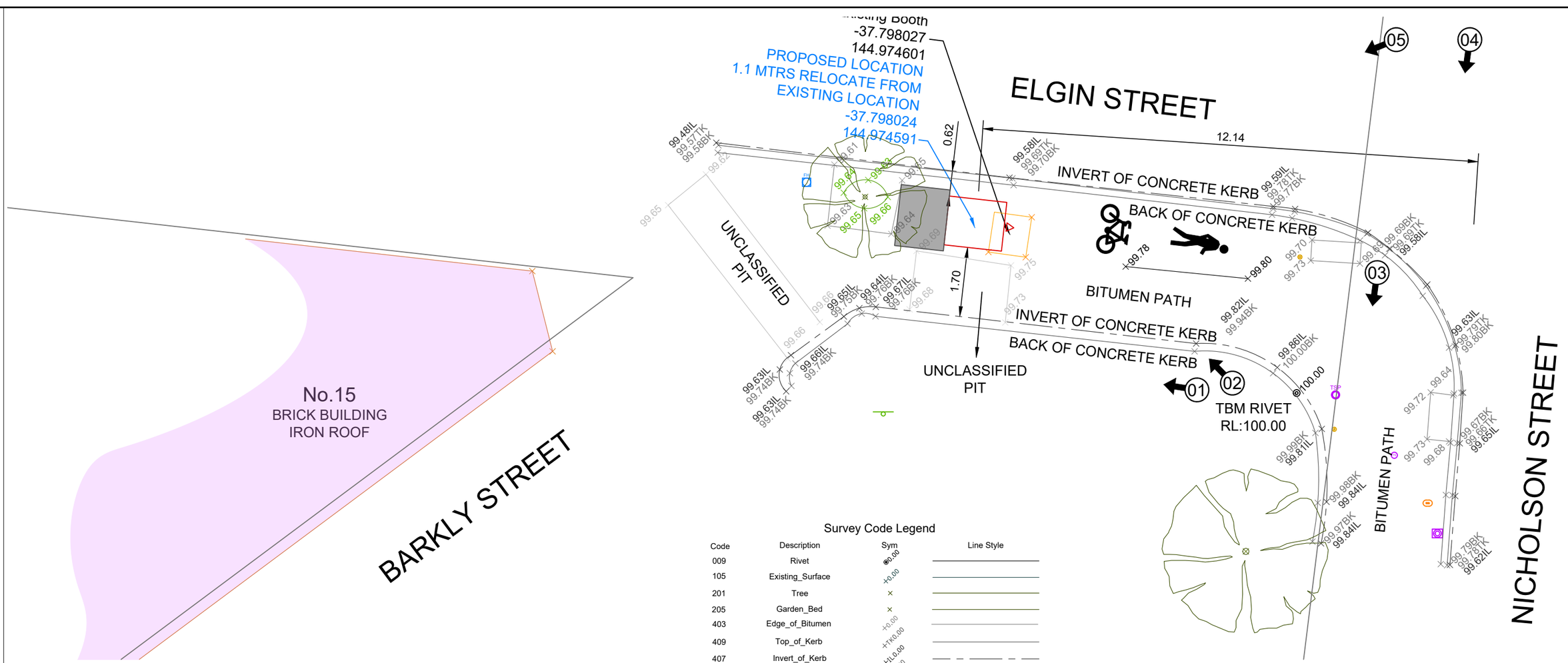


PHOTO 01

PHOTO 02

PHOTO 03

PHOTO 04

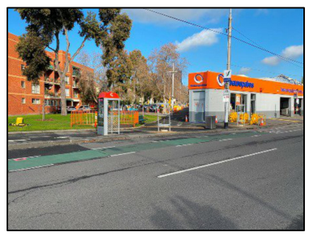


PHOTO 05

Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	+0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
205	Garden_Bed	×	
403	Edge_of_Bitumen	+0.00	
409	Top_of_Kerb	+TK0.00	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
417	Linemarking	+0.00	
419	Concrete_Edge	+0.00	
501	Guard_Rail	+0.00	
502	Bollard		
503	Sign		
505	Traffic_Signal_Pole		
507	Traffic_Signal_Pit		
513	Detector_Pit		
603	Major_Building	×	
711	Light_Pole		
716	Electricity_Pit		
721	Communications_Pit		
725	Existing Phone Booth (900mmx900mm)	+0.00	
726	Communications_Pit_Large	×	
753	Fire_Hydrant		
762	Unclassified_Pit	+0.00	
	New Digital Booth L 1019mm X W 1200mm (Triangle indicates Ad Panel direction)		
	Exclusion Zone 1200mm x 1500mm		

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

Data in this drawing has been hidden for clarity of the plan. Hidden data can be found on the 'Hidden' layer.

This drawing is a compilation of survey information and data obtained from external sources. Swanson Surveying takes no responsibility for the accuracy of externally sourced data.

Title boundaries in this plan are approximate only, based on DCMB and best fit of buildings. It is recommended that a title re-establishment survey be undertaken prior to construction if buildings are located on or near title boundaries.

Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

APPROX. MGA2020 ZONE 55

SWANSON SURVEYING PTY. LTD.
ABN 53 626 291 647
GEELONG - MELBOURNE - BALLARAT
1300 990 075 *info@swansonsurveying.com.au*
www.swansonsurveying.com.au

FILE REF: 11957 FS18V3 (1-15 ELGIN STREET)

SHEET 1 OF 1

SCALE 1:100 @ A3

1 0 1 2 3 4
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 29/07/2022
SURVEYOR: GW
DRAFTED: FG

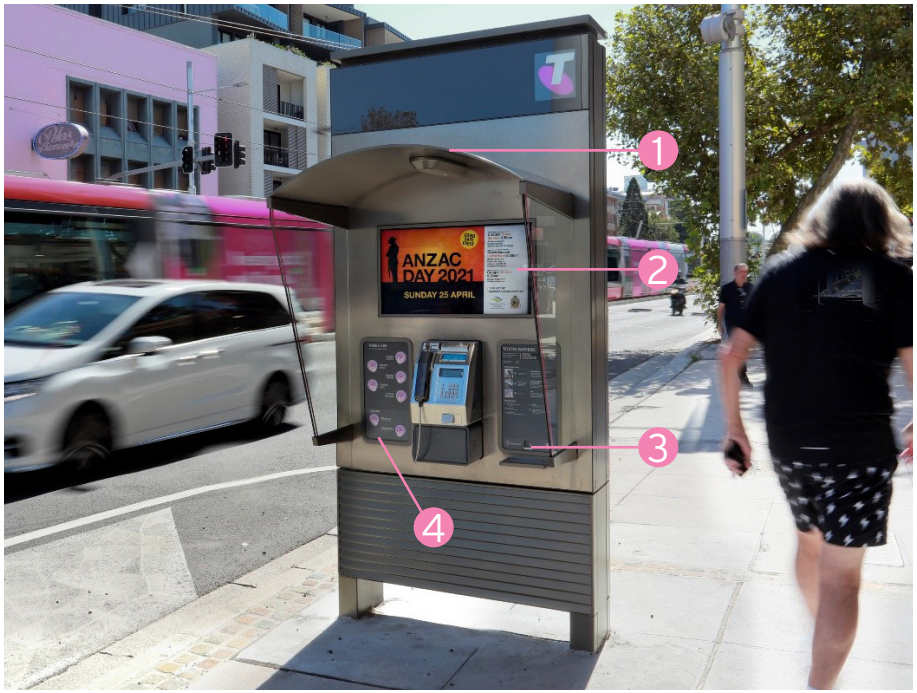
HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: GW

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

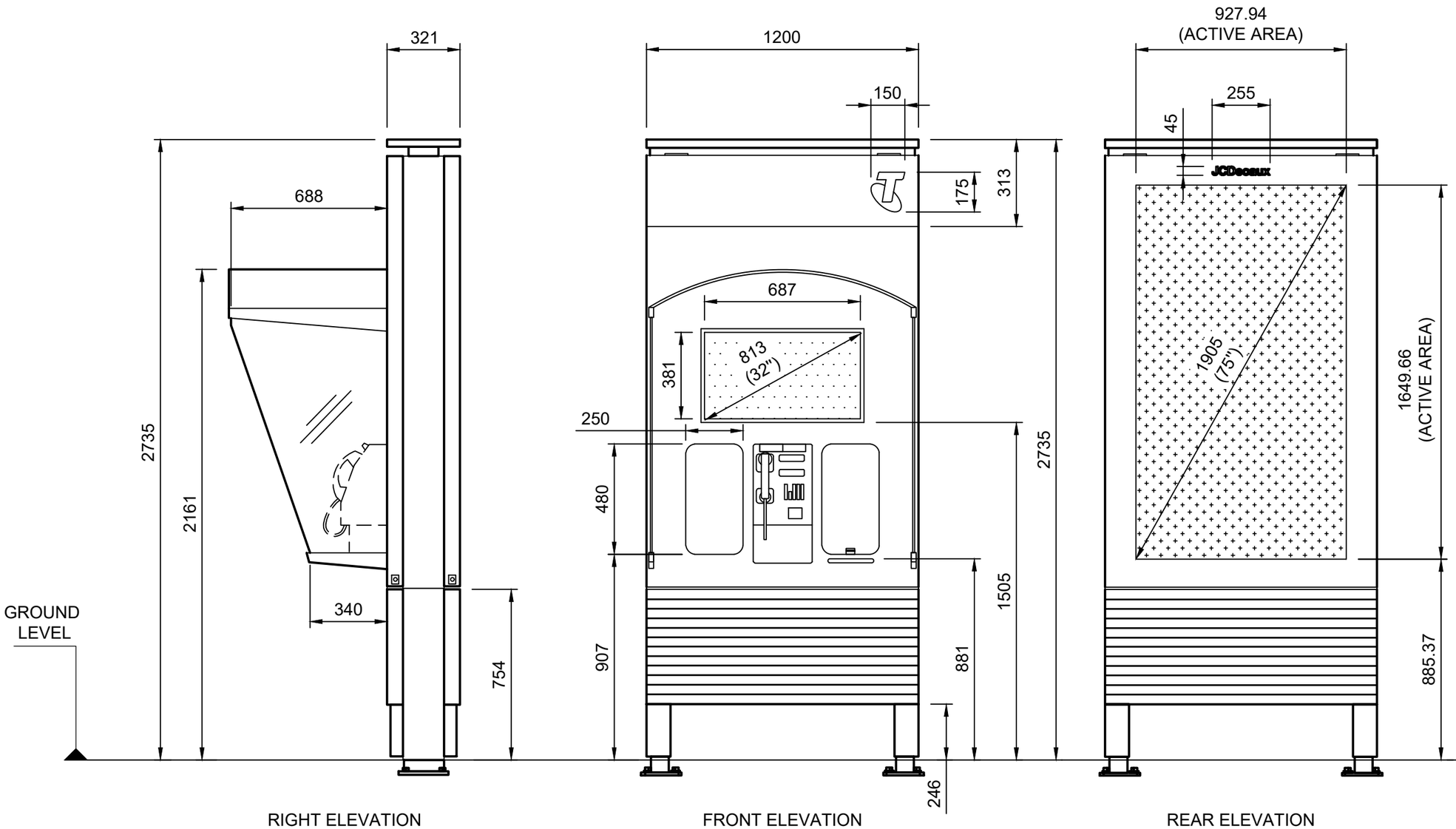
Smart City Payphone



1. Embedded shelter – clear toughened wing glass and aluminium canopy
2. Electronic screen on front of structure will only display Telstra content
3. Integrated USB port for charging device
4. Discover community information and event via mobile phone tap on NFC
5. Electronic screen on rear of structure will display third party content
6. Frame
7. Laminated glass screen, extruded aluminium frames and stainless panels. Powdercoat with JCD7002 Chain Metal Gris
8. Double legs, footing post-installed and cast-in fastenings in concrete

NOTES -

- ALL MEASUREMENTS ARE IN MILLIMETRES UNLESS STATED OTHERWISE.
- CONSTRUCTION TO BE UNDERTAKEN IN ACCORDANCE WITH THE REQUIREMENTS OF AS1428.1-4 DESIGN FOR ACCESS AND MOBILITY.
- ALL WORKS SHALL COMPLY WITH THE ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006.



RIGHT ELEVATION

FRONT ELEVATION

REAR ELEVATION

*WIFI MODEL IS AVAILABLE DEPENDING ON SITE

ELECTRONIC LANDSCAPE DISPLAY AREA FOR TELSTRA CONTENT - TRANSITION 10 SECONDS DWELL TIME

ELECTRONIC PORTRAIT DISPLAY AREA FOR COMMERCIAL CONTENT- INSTANT TRANSITION 10 SECONDS DWELL TIME

JCDecaux

DWG NO TEL-003	SCALE 1:20 (A3)	DRAWING TITLE V2 TELEPHONE 75" / 32"
DATE 08/06/2021	DRAWN BY AC	PROJECT TITLE TELSTRA

Traffix Group

Traffic Impact Assessment

Proposed Payphone Electronic Signage

Melbourne City Council Payphones

Prepared for
JCDecaux

August, 2022

G31950R-01C.docx

Level 28, 459 Collins St
Melbourne Victoria 3000

T: 03 9822 2888
admin@traffixgroup.com.au

Traffix Group Pty Ltd
ABN: 32 100 481 570

traffixgroup.com.au

Document Control

Our Reference: G31950R-01C.docx

Issue No.	Type	Date	Prepared By	Approved By
A	Draft	25/08/2022	L. Green & L. Furness	L. Furness
B	Final	30/08/2022	L. Green & L. Furness	L. Furness
C	Final	31/08/2022	L. Green & L. Furness	L. Furness

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1. Introduction

Telstra is undertaking a program of installing new model payphones throughout Australia. As part of this program, 47 new Telstra payphones are proposed within the City of Melbourne. The signs are proposed within the Central Business District (CBD)/Carlton Activity Centre area.

In common with existing or previous model payphone booths, these new model payphones include a commercial advertising display on the reverse side of the 'phone'. The new model payphones include digital advertising display, as opposed to the static advertising sign commonly seen on existing payphones.

Traffix Group has been engaged by JCDecaux to undertake a Traffic Impact Assessment for a proposed electronic payphone signage within the Melbourne City Council.

2. Proposal

It is proposed to install 47 new Telstra payphones within Melbourne City Council, which will include an associated digital advertising display on the rear of the payphone.

The 16 locations assessed in this report are the product of an extensive review process that included a 'walkaround' site inspection and investigation of approximately 30 sites. The chosen sites in this application represent those that were acceptable from a traffic engineering perspective based on a detailed review process. In some cases, the original locations proposed by Telstra were modified based on our advice to address traffic engineering concerns with the initial locations proposed.

Of the 16 payphones:

- 7 will replace existing payphones which already have static advertising signage (some of which include minor changes in location). Accordingly, these signs effectively represent an 'upgrade' from static to digital (while also generally being slightly relocated).
- 8 will relocate existing payphones (again with existing static signage) to slightly different locations.
- The remaining payphone will be new.

A summary of all the proposed payphone signs is detailed in Table 1 below. Appendix A contains the detailed plans for all payphones/signs.

Table 1: Development Summary

Location	New Sign?	Sign Facing	Primary Visibility Line
145-149 Flinders Lane, Melbourne	Relocation	North	Southbound traffic on Russell Street
37 Exhibition Street, Melbourne	Replacement	South	Northbound traffic on Exhibition Street
39 Queen Street, Melbourne	Replacement	South	Northbound traffic on Queen Street
45 William Street, Melbourne	Relocation	South	Northbound traffic on William Street
69 Queen Street, Melbourne	Relocation	South	Northbound traffic on Queen Street
1 Spring Street, Melbourne	New	West	Eastbound traffic on Flinders Street
9 Collins Street, Melbourne	Replacement	East	Westbound traffic on Collins Street
12 Collins Street, Melbourne	Replacement	West	Eastbound traffic on Collins Street
1-15 Elgin Street, Carlton	Relocation	East	Westbound traffic on Elgin Street
253 Lonsdale Street, Melbourne	Relocation	East	Westbound traffic on Lonsdale Street
359-385 Bourke Street, Melbourne	Relocation	East	Westbound traffic on Bourke Street
457-471 Bourke Street, Melbourne	Relocation	East	Westbound traffic on Bourke Street
103 Lonsdale Street, Melbourne	Relocation	East	Westbound traffic on Lonsdale Street
330 Collins Street, Melbourne	Replacement	West	Eastbound traffic on Collins Street
200 Elgin Street, Carlton	Replacement	West	Eastbound traffic on Elgin Street
160 Queen Street, Melbourne	Replacement	West	Eastbound traffic on Bourke Street

All 16 payphones and associated digital displays will be the same. Below is an extract of the key dimensions.

The phone stands 2.735m tall and 1.2m wide. One side of the unit provides the phone, and the other side provides a digital advertising display (the sign).

The advertising display is 0.93m wide x 1.65m tall (approximately 1.5m^2 in area) and positioned on the rear of the phone, towards the top of the unit, as seen in Figure 1. The top of the display sits 2.535m above the ground.

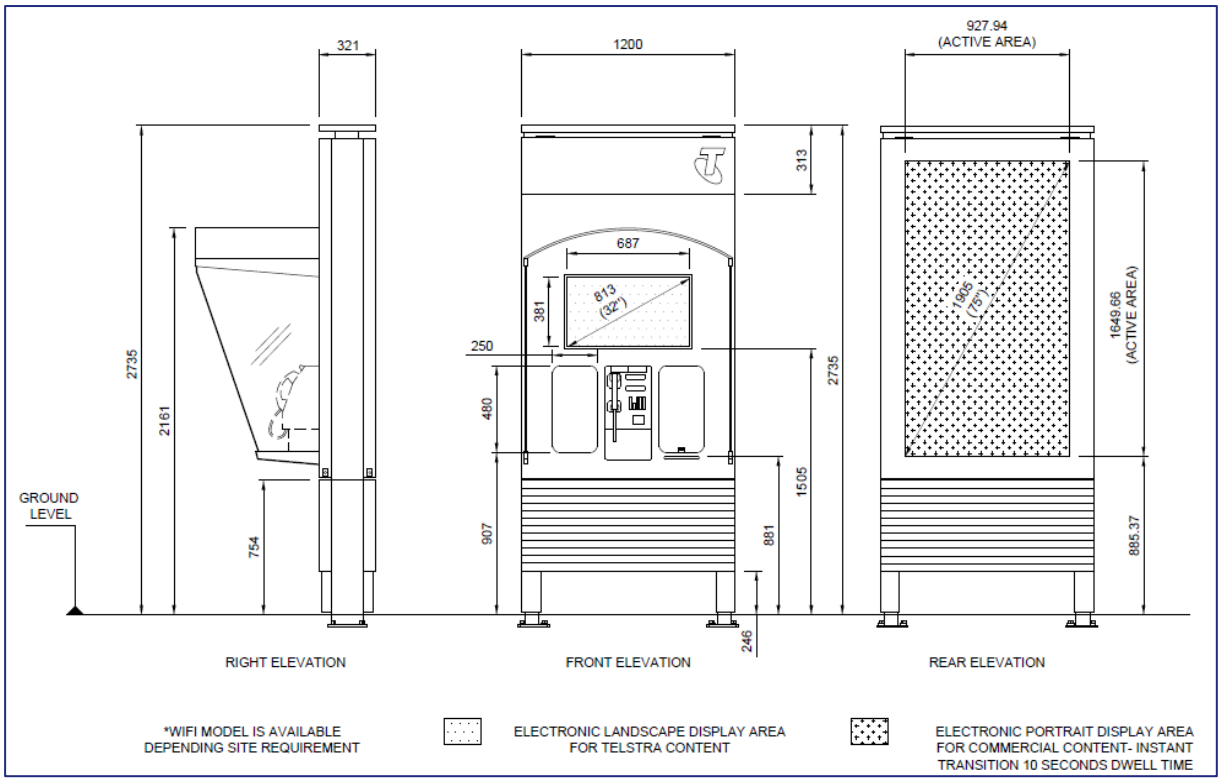


Figure 1: Proposed Telstra Telephone and Advertising Sign

Figure 2 illustrates an existing payphone with a digital advertising sign located on Collins Street in Melbourne's CBD. This payphone and sign have identical dimensions to what is intended for the 16 proposed signs.

Figure 2: Existing Telstra Payphone (rear face with advertising sign on left, 'phone' side on right)

The digital sign on the rear of the payphone will be used for commercial advertising. Each of the signs will face on-coming traffic on the near side of the road carriageway.

The digital signs will operate with static advertising. An image dwell time of 10 seconds per advertisement is proposed and no sequential messaging will be displayed. The applications do not include any animated images (i.e., moving images). The transition time will be instantaneous (i.e. essentially zero seconds).

The proposed locations for the 13 CBD signs and 2 Carlton signs are denoted in Figures 3 and 4 Respectively.

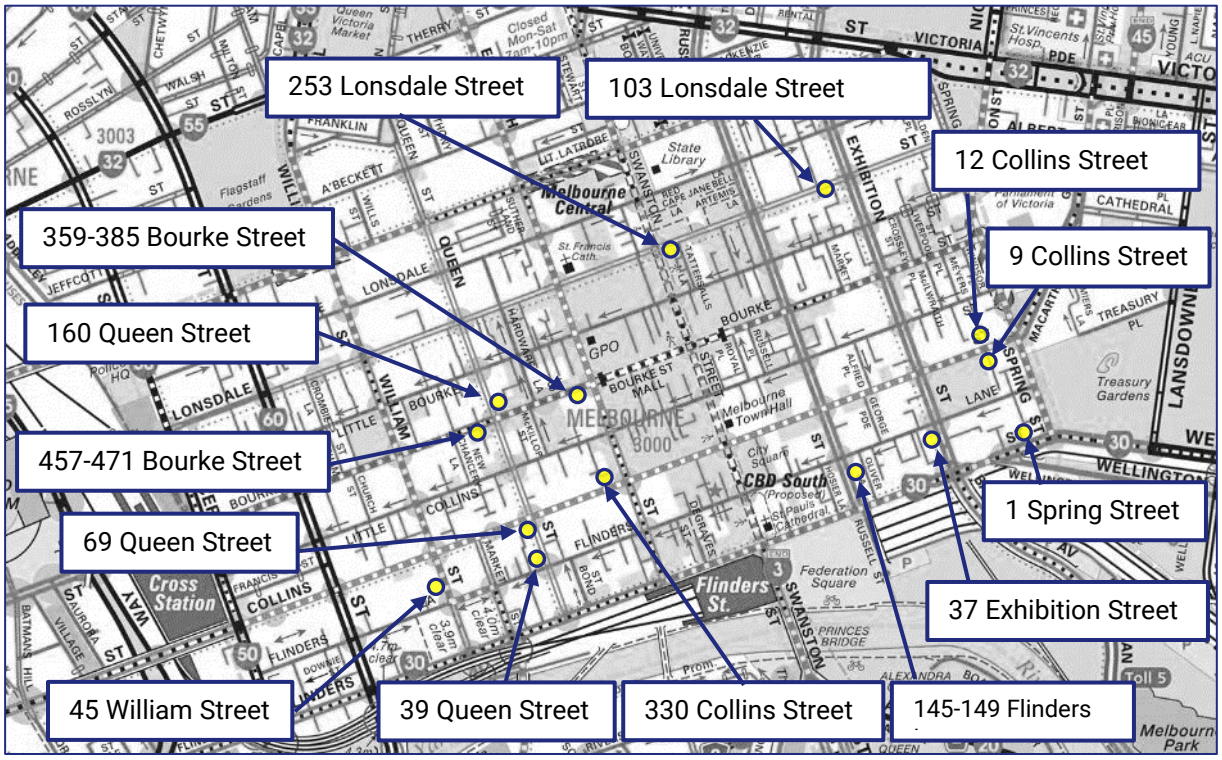


Figure 3: CBD Locality Plan (Source: Melways Publishing)

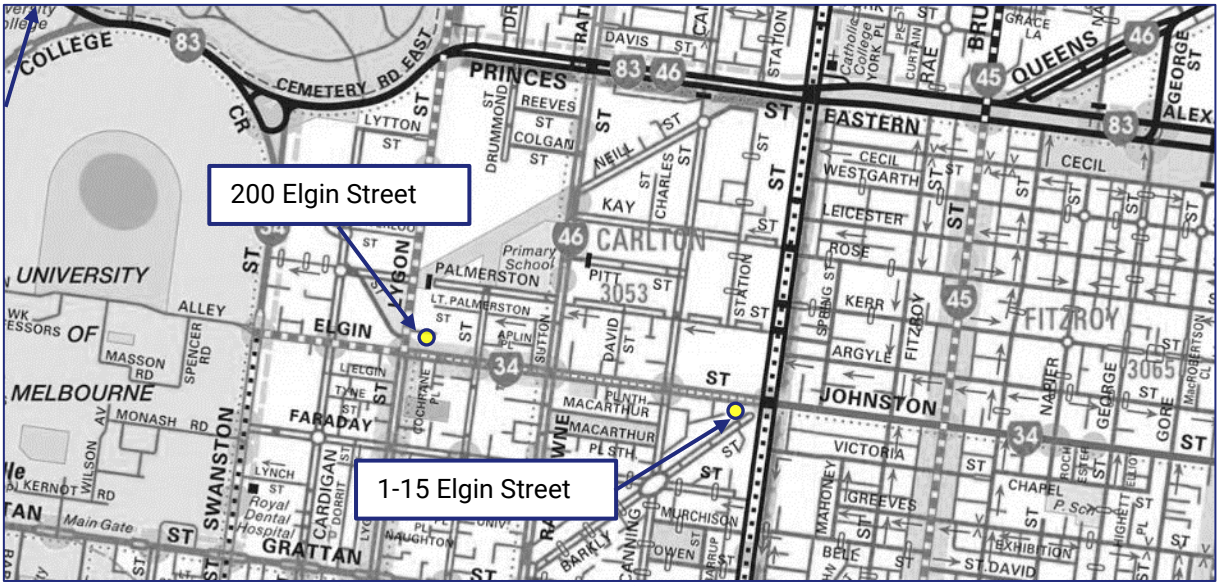


Figure 4: Carlton Locality Plan (*Source: Melways Publishing*)

3. Traffic Engineering Assessment

3.1. Policy and Guidance Framework

Clause 52.05 of the Planning Scheme regulates the use of signs. The purpose of this Clause is:

- *To regulate the development of land for signs and associated structures.*
- *To ensure signs are compatible with the amenity and visual appearance of an area, including the existing or desired future character.*
- *To ensure signs do not contribute to excessive visual clutter or visual disorder.*
- *To ensure that signs do not cause loss of amenity or adversely affect the natural or built environment or the safety, appearance or efficiency of a road.*

Furthermore, Clause 52.05-4 requires that sign applications be referred to the under the following circumstances:

> *An application to construct or put up for display an animated or electronic sign within 60 metres of a freeway or arterial road declared under the Road Management Act 2004 must be referred in accordance with section 55 of the Act to the referral authority specified in Clause 66.03 or a schedule to that clause.*

Clause 52.05-8 includes decision guidelines to assess whether a proposed promotion sign is a safety hazard. These criteria are also adopted in the Department of Transport's Ten Point Road Safety Checklist.

As decision guidelines for considering an application, Clause 52.05-8 states that the responsible authority must consider:

- *The impact on road safety. A sign is a safety hazard if the sign:*
  - *Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.*
  - *Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.*
  - *Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.*
  - *Is at a location where particular concentration is required, such as a high pedestrian volume intersection.*
  - *Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.*
  - *Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.*
  - *Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.*

- *Is within 100 metres of a rural railway crossing.*
- *Has insufficient clearance from vehicles on the carriageway.*
- *Could mislead drivers or be mistaken as an instruction to drivers.*

3.2. Review of Existing Payphone Signs

Telstra has already installed 34 of the proposed new model payphones with digital advertising signs within the Melbourne CBD. In terms of urban environment, level of activity and road configuration, these existing signs are comparable to the 16 locations proposed in this review. All these existing signs operate on 20 second dwell times.

Sign Content

To assess the type of content and images displayed, Traffix Group collected photographs of the images displayed from several of these signs around the CBD.

These photographs are presented at Appendix B.

What this investigation found is that the graphic or image displayed on the screen (the product) is the primary way of conveying the signs message. Words played only a secondary role in most cases, except for in some cases one word or short line of text (i.e., 'title text').

From a moving vehicle, the graphic image was generally easily understood and sometimes (when used) also the title text. Most signs contained further words of much smaller size that are only understood by a pedestrian standing close to the sign. The image was the primary way of conveying the signs message and was generally easy to comprehend.

Sign Visibility and Legibility

As part of our investigations, Traffix Group has conducted a video (via high-definition camera mounted in vehicle) survey of these existing payphones and their advertising signage. This took the form of in-car drive-byes of these signs and inspections on foot where warranted.

Part of the investigation was to determine the distances at which these digital payphone signs were visible and legible from a passenger car. These terms are defined as follows:

- **Visibility** – The distance that the sign is largely visible. Many signs are obstructed wholly or partially at greater distances. Approximately 50% of the sign had to be visible in the assessment.
- **Legibility** – The distance that the existing sign was determined by the driver to be understood. In the context of these small signs, most become legible when the image was able to be comprehended, which was before any text was readable.

We make the following observations with respect to the field investigations:

- It was rare for any sign to be particularly visible for any great distance due to their small size (the sign is 0.93m wide x 1.65m tall). Signs were rarely visible for more than 100m and a clear view to the sign face rarely occurred until much closer to the sign.
- The payphone signage was often obscured by surrounding objects such as street trees, various roadside furniture and signage, parked vehicles, queuing vehicles on the carriageway and pedestrians on the footpath. There small size means that they are

easily obscured, particularly at a distance. The signs are often partially, or even fully obscured to drivers for large stretches of the approach.

- In most instances, the traffic lane separated from the footpath area by a parking lane. Consequently, most observations were made from a distance approximately one traffic lane width removed by the kerbside. However, when signs were observed from the kerbside, visibility distances were considerably shorter due to the impact of roadside furniture. At a shallower viewing angle, roadside obstructions 'line up' in a way that reduces visibility distances, in some cases significantly.

  This reduction in viewing distance applies to cyclists in bicycle lanes or riding against the kerb line.

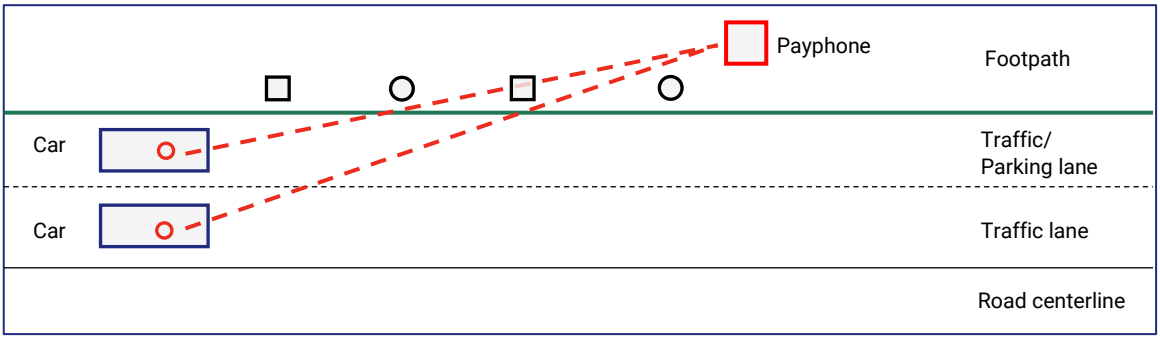


Figure 5: Driver position and cone of vision (not to scale)

- The distance that a sign was legible (could be understood) was considerably lower than their visibility distance in most cases. Some signs could never be considered legible due to their heavily obscured nature (with a percentage of the display constantly obstructed). All signs were much more easily seen and read while walking on the footpath.
- The graphic displayed on the sign was generally the determining factor on when a sign was deemed to be legible. Due to the size of the sign, words on the sign other than 'headings' were rarely possible to read. The main 'heading' and overall picture displayed were the main factors in assessing legibility.
- Parked passenger cars heavily obscured any view lines to the signs, with trucks, vans or SUVs often fully obscuring the sign face (the top of the sign is only 2.5m above ground). This was also true for any cases where there were two traffic lanes and the survey vehicle was positioned in the centre traffic lane. A moving vehicle in the kerbside lane readily obscured view lines to the sign.
- Due to the positioning of the sign at a relatively low level and to the left of the carriageway, often the vehicle in front significantly limited the visibility of the sign for the driver (sitting on the right-hand side of the vehicle). This was more pronounced while stationary in a traffic queue when vehicles are naturally more closely spaced.
- Given the small size of the sign, they do not dominate the streetscape. There are many other similarly sized objects, such as business identification signage, shopfront window displays, various forms of roadside furniture that present similar images, brightness, etc. and the signs did not markedly stand out from this background.
- Being exposed to an image change was not common. This was due to the small 'viewing window' where the sign was visible to a driver and the 20 second dwell time. While

stationary at an intersection (i.e. where there was greater potential to see more images), vehicles in front generally fully obscured any views to these signs.

- While moving in a vehicle, a driver's view to any roadside object (not just the signs) at street level is fleeting, constantly changing and often interrupted by roadside furniture, pedestrians, parked cars, moving pedestrians. When a sign did change, the effect on driver attention was not dissimilar in most cases to these other affects.
- There is no perceivable difference to sign visibility and legibility at night time compared to the middle of the day.

The table below outlines the distances at which the signs were visible and legible in daytime and night time conditions.

Table 2: Assessment of visibility and legibility of payphone signage

Characteristic	At Least Partially Visible	Legible
Day time		
Average	70m	45m
Median	60m	45m
85th Percentile	92m	58m
Minimum	20m	15m
Maximum	170m	75m
Night time		
Average	86m	46m
Median	90m	45m
85th Percentile	120m	58m
Minimum	20m	20m
Maximum	170m	75m
Overall		
Average	78m	45m
Median	78m	45m
85th Percentile	111m	59m
Minimum	20m	15m
Maximum	170m	75m

We found negligible difference between the day and night conditions in terms of sign legibility.

Visibility distances were slightly greater at night (average distance increasing from 70 to 78m). This is generally due to less kerbside parking activity at night. The practical difference is relatively small. Travelling at 40km/h an additional 16m of visibility distance (the average difference between day time and night time visibility) equates to 1.2 seconds additional visibility time.

3.3. Impact Assessment

The following assessment reviews the potential impact of the signs on pedestrians, cyclists, road-based public transport, and drivers of vehicles. Each of these is reviewed in turn. Given that the impact of distraction is potentially higher for drivers of on-road vehicles, this report devotes more attention to these users.

3.3.1. Pedestrians

The signs are intended for pedestrian viewing and will be mainly viewed by pedestrians travelling along the footpath. Pedestrians can stop and view the sign (if they so choose) for multiple locations in close proximity to all signs. Exposure to street level advertising, shop displays and business identification signage is a normal part of walking through activity centres.

We are satisfied that it is acceptable for pedestrians to be able to view multiple images on the context that they can do so from multiple locations safely on the footpath.

3.3.2. Cyclists

The task for cyclists is essentially the same as for vehicle drivers, albeit approaching from slightly further to the left of the regular traffic lanes.

The sign will be visible/readable from a similar distance to drivers, although cyclists are the least likely road user to devote attention to the advertising signs as they would spend more time observing the road surface ahead, vehicles in adjacent lanes and any pedestrian activity. Furthermore, their potential view of the signs is just as likely to be blocked by parked cars.

3.3.3. Road-based Public Transport (Tram/Bus)

Trams are located within the centre lanes of the Central Business District.

Tram drivers will be experienced with the route and will rapidly become accustomed to the proposed signs. The driving task of the tram is solely focused stopping the tram appropriately and on observing pedestrians in this context as they operate within a tram right-of-way clear of other vehicular traffic.

We are satisfied the signs will have no discernible impact on tram driver behaviour.

3.3.4. Assessment of Sign Legibility and Driving Task

The detailed review of each sign within this report includes an assessment the driving task approaching the proposed signs along the main approach for each location.

This analysis uses a variety of aerial photographs and ‘in-car’ photographs. These photographs were taken as snapshots from a video camera mounted on the windscreen of a car at the driver’s eye height and represent the locations at which the driver/passenger identified that the sign was first legible.

An important consideration of any sign application is a driver's field of view. The limits of human vision is shown in the figure below[1].

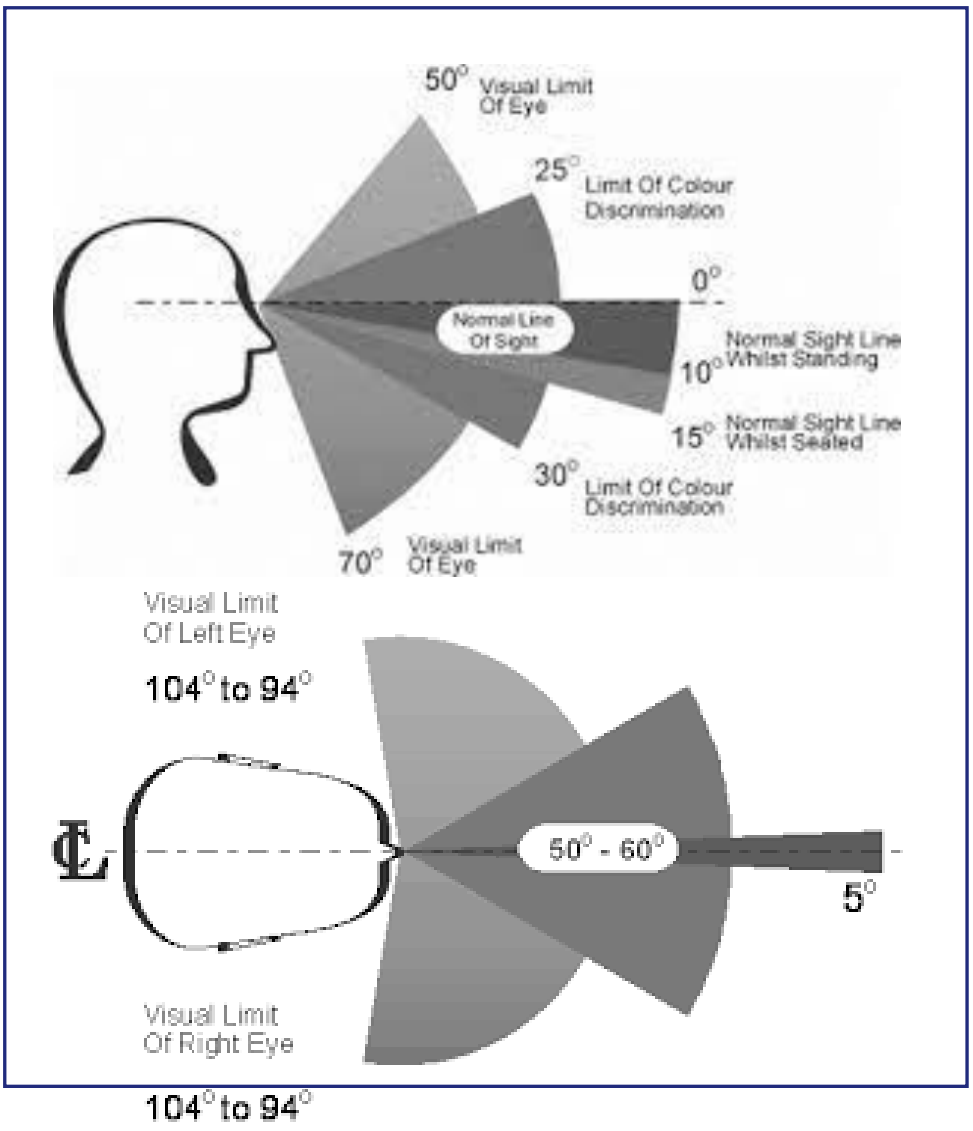


Figure 6: Limits of human field of vision

For angles up to 10 degrees from the human line of sight (straight ahead), words can be recognised. Up to 30 degrees from line of sight is the limit of symbol recognition and colour discrimination. Beyond this limit, drivers are not likely to register the presence of an advertising sign on the side of the road.

Further to this, the faster a driver is moving, the narrower the driver's field of vision[2]. By example, full lateral (left-right) field of vision decreases from over 180 degrees at rest to

1 The Measure of Man and Woman, Revised Edition', Henry Dreyfuss Associates, John Whiley & Sons, 2012
2 'Influence of age, speed and duration of monotonous driving task in traffic on drivers useful visual field, Roge, J. et. al (2004), Vision Research, 44, 2737-2744.

about 100 degrees at 30km/h and 40 degrees at 100km/h. The faster a driver is moving the more challenging it is to view objects to the side of the vehicle.

Glossary of key terms and calculations:

- **10° cone of reading vision:** Traffic signs are not conspicuous to drivers until they are within approximately 10 degrees horizontally and 5 degrees vertically from the driver's line of sight. Research indicates that the further away from a vehicle an object is and the faster a vehicle is travelling, drivers have less ability to look at objects away from their travel path. The implication is that signs located above or to the side of vehicle travel paths can only be comfortably viewed at certain points and outside of these sight lines. Drivers are unlikely to devote significant attention to a sign unless they have spare attention capacity.
- **20° cone of peripheral vision:** The sign is considered to fall outside of the driver's peripheral cone of vision once it moves outside of the driver's 20° cone of peripheral vision. Past this point drivers are unlikely to look at the sign, as during free-flow traffic conditions the sign is rapidly moving past the vehicle. The peripheral cone of vision is less relevant to drivers as the roof the vehicle obstructs vertical view to a much greater degree than views to the side.
- **Calculations:** Distances where signs fall outside of the driver's cones of vision were calculated based on the method detailed within the *Austroads Guide to Traffic Management Part 10: Traffic Control and Communication Devices*.
  For side-mounted signs, the driver's cone of reading vision is generally considered to be 10° horizontally and the cone of peripheral vision is 20˚ horizontally. This reflects that while travelling at speed, a drivers cone of vision narrows.

  The proposed signs are generally offset at around 7m from the centre traffic lane. We have considered the 20˚ peripheral cone from 7m to be an appropriate measure for when drivers would no longer view the signs. This occurs at approximately 20m to the sign locations, as shown in the figure below.

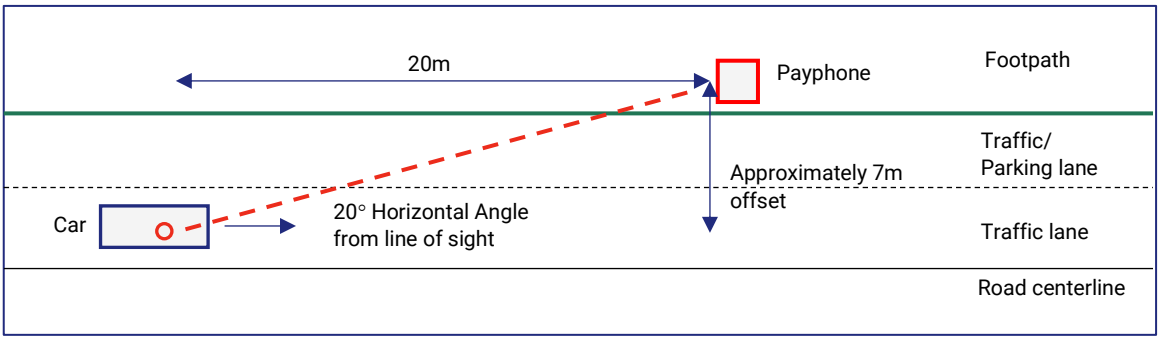


Figure 7: Driver position and cone of vision (not to scale)

Beyond this point, the sign moves rapidly out of view to the driver's left. At 40km/h, the sign is past the vehicle in less than 2 seconds.

- **Visibility distance:** The visibility distance relates to when drivers can see the signs and does not necessarily mean that drivers can read the signs (see legibility distance below). Visibility distance does not necessarily mean the entire signs are visible as signs in urban environments are often only partially visible at first due to roadside obstructions (i.e.

vegetation or nearby buildings) and drivers are unlikely to devote attention to the sign if more than half of a sign is obscured.

This assessment relies on the visibility distance of the sign (as per Austroads recommendations), rather than legibility distance when calculating how long the sign is viewable by the driver. The visibility distance for each sign has been assessed on a site-by-site basis from the field inspection.

- **Legibility distance:** The legibility distance is the location where the face is readable. The distance that the proposed electronic signs are likely to be legible is based on surveys conducted by our office of existing payphone signs (see Section **Error! Reference source not found.**) during field investigations. A legibility distance of 60m has been adopted for the proposed digital signs.

3.3.5. Image Changes

Most of the new payphones are replacing existing payphones and effectively the proposed digital displays are replacing the existing static signs on the payphones. In this context, the key change is often that the digital display can change image, in this case every 10 seconds.

Table 3 calculates what percentage of drivers would see an image change, depending on what speed the vehicle is travelling. The table also adopts that within 20m of the sign, it is no longer readily viewable by the driver while a vehicle is moving, due to its position off to the side of the vehicle (as per Figure 7).

Table 3: Percentage of drivers exposed to image changes

Travel Speed (km/h)	Percentage of Drivers that will see an image change (%) 10 second image dwell time Sign not viewable by the driver within 20m													
	Travel distance to the sign (m)													
	20	30	40	50	60	70	80	90	100	110	120	130	140	150
20	None	18%	36%	54%	72%	90%	108%	126%	144%	162%	180%	198%	216%	234%
30	None	12%	24%	36%	48%	60%	72%	84%	96%	108%	120%	132%	144%	156%
40	None	9%	18%	27%	36%	45%	54%	63%	72%	81%	90%	99%	108%	117%
50	None	7%	14%	22%	29%	36%	43%	50%	58%	65%	72%	79%	86%	94%
60	None	6%	12%	18%	24%	30%	36%	42%	48%	54%	60%	66%	72%	78%
70	None	5%	10%	15%	21%	26%	31%	36%	41%	46%	51%	57%	62%	67%
80	None	5%	9%	14%	18%	23%	27%	32%	36%	41%	45%	50%	54%	59%

Notes:

Green – 85th percentile legibility distance

Orange – 85th percentile visibility distance

>20m to the sign – sign is unlikely to be viewable to driver due to angle away from direction of travel

What is important to note from Table 3 is that if the sign is not visible further than 60m to the sign, the proportion of drivers seeing an image change would be low and accord with the recommendations of the Austroads report.

In addition, while travelling at a speed of 40km/h or less, the proportion of drivers likely to see an image change is also low at what is the usual distances of these signs. This also needs to be considered in the context that a driver travelling at 40km/h an hour or less is readily able to stop their vehicle in an emergency. Accordingly, the consequences of seeing an image change are proportionally lower risk at these speeds. This is discussed further in the following section.

A driver may see more image changes, particularly when in a stopped condition such as at a signalised intersection. As noted above, unless the driver is at the front of the queue, the view forwards to any sign on a payphone is likely to be obscured by the vehicle in front. When stopped at an intersection, drivers naturally look around inside or outside the vehicle

as they have spare attention capacity. The impact of seeing additional images at this time is negligible.

3.3.6. Breaking distance and Pedestrians

In an urban environment such as the City of Melbourne, pedestrian crash risk is a key consideration. Pedestrian crash risk and severity of outcome is directly linked to vehicle speeds.

As shown at Figure 8, at low speeds the chances of a low severity outcome for the pedestrian is high, however this reduces with speed. These statistics represent the chance of survival by speed at the point of impact. Most drivers would have the chance to apply some level of breaking before an accident occurred and consequently collisions are more likely to happen a speed that is lower than the speed limit.

Figure 8: Pedestrian crash statistics (Towards Zero NSW)

Figure 9 shows the effect of vehicle speed on braking distance. Increasing vehicle speeds has a disproportionate effect on vehicle stopping distances.

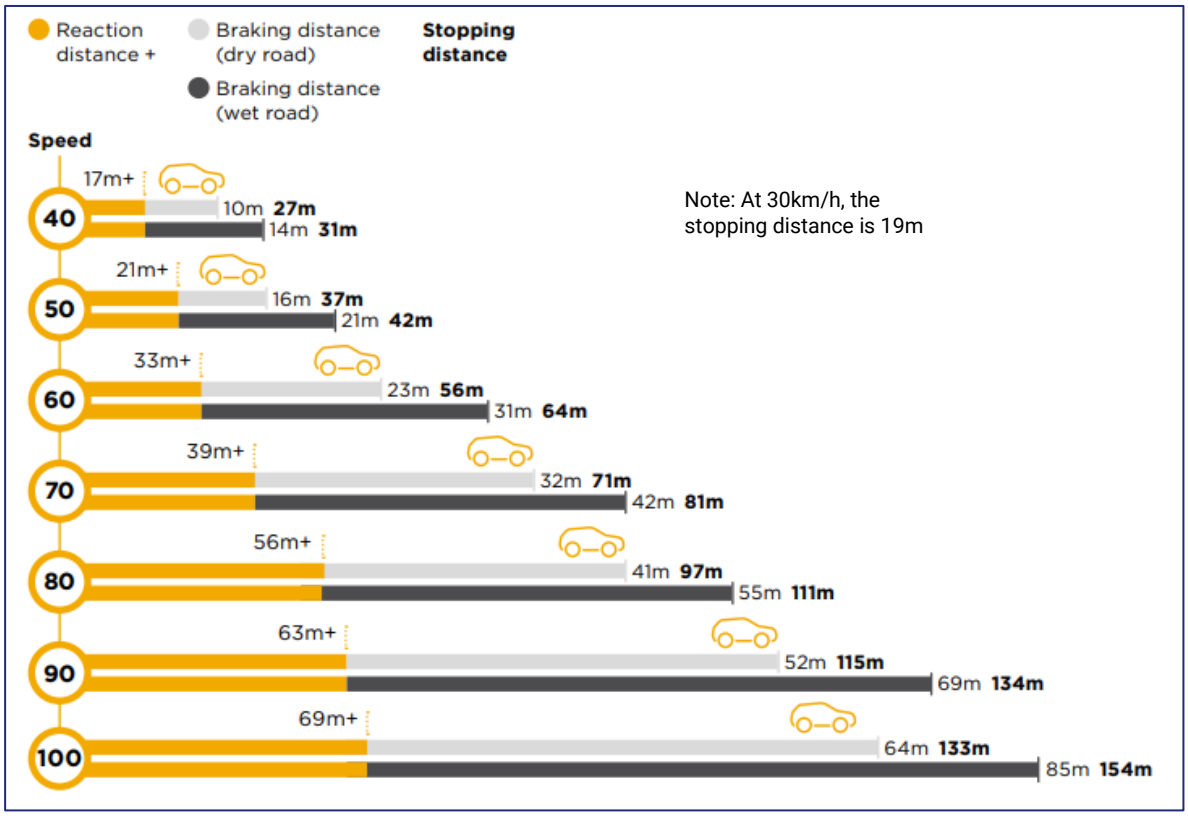


Figure 9: Distance in meters at various speeds (Towards Zero NSW)

For a 40km/h speed limit (as majority of proposed signs are located within), a driver can stop within 31m from the moment a hazard is identified. This reduces to 19m if travelling at 30km/h, which is common in slower, congested traffic conditions.

In relation to signs, it means that outside of a certain distance of an intersection, pedestrian crossing or public transport stop, its location is of limited relevance to a driver responding to a pedestrian crossing. This is illustrated in the figure below.

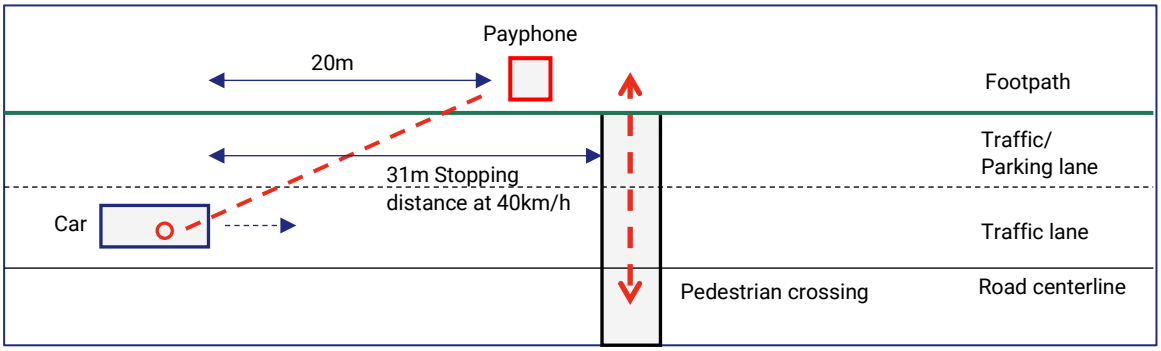


Figure 10: Driver position and cone of vision (not to scale)

From the example above, a payphone and digital sign could be located approximately 11m before a pedestrian crossing without comprising the ability of a driver to stop in an emergency before the crossing.

3.4. Austroads Guidance

Austroads has produced a research report, 'Impact on Roadside Advertising on Road Safety' (AP-R420-13) which provides recommendations for guiding principles and guidelines for the placement, design and operation of outdoor advertising signs.

Table 9.1 of the research report provides guidance and recommendations regarding digital billboards. Table 4 below assesses the proposed digital displays against these recommendations, noting that the Austroads recommendations are formulated in the context of large format billboards, not smaller digital displays on payphones.

Table 4: Review of Austroads Recommendations

Characteristic	Guidance recommendation	Response
Movement	Roadside advertising devices should not contain motion, changes in luminance or any effects that create the illusion of movement.	The proposal is only for the display of static images only. This should be included as a condition of any permit(s) issued, as is common for any digital sign.
Flashing lights	Roadside advertising devices should not contain flashing, blinking, revolving, pulsating or intermittent lights.	The proposal is only for the display of static images only. This should be included as a condition of any permit(s) issued, as is common for any digital sign.
Dwell time	This should take account of (1) visibility distance [VD]: the maximum distance from the sign at which the sign face becomes visible to drivers and (2) speed environment [SE]. The goal is to limit the number of message changes that drivers are exposed to. Ideally, the proportion of drivers who see a change should be much less than 1.	This report provides the calculations of the proportion of drivers who would see an image change at any location based on a 10 second dwell time. Dwell time can readily be controlled by permit conditions.
Transition time	Message should change instantaneously. That is, no 'fade', 'zoom' or 'fly-in' effects and no blank screen between messages.	Instantaneous transitions are proposed. This should be included as a condition of any permit(s) issued, as is common for any digital sign.
Message sequencing	Sequencing of messages should be prohibited.	Only non-sequential messaging is proposed. This should be included as a condition of any permit(s) issued, as is common for any digital sign.

Characteristic	Guidance recommendation	Response
Quantity of information	For text, this should be consistent with the number of words that can be read during the approach interval and also the number of words that can be read in a 2 second interval (the 'eyes off the road' interval at which the crash rate doubles).	This is less relevant for the small signs proposed than large format signs. Given the small size of the size, our field investigations found that it was rare that more than 1 or 2 words were legible for any sign.
Colour	Advertising devices should not be coloured like an official traffic sign or traffic signals.	The messaging will not be coloured like a traffic control device. This should be included as a condition of any permit(s) issued, as is common for any digital sign.
Information content/ meaning	Advertising devices should not imitate traffic control devices or give instructions to traffic to 'stop', 'halt' or other (e.g. give way, turn left or merge). Advertising devices should not contain extreme emotional material, especially content which could be threatening or anxiety provoking.	The messaging will not resemble traffic control devices. This should be included as a condition of any permit(s) issued, as is common for any digital sign.
Luminance	Luminance levels should not exceed those of static signs in typical ambient light conditions.	Lighting will be suitably controlled. This should be included as a condition of any permit(s) issued, as is common for any digital sign.
Dimensions	Advertising devices should not be shaped like an official traffic control sign/device.	The signs are rectangular and not shaped like a traffic control sign or device.
Longitudinal placement	Advertising devices should not be located in such a way that they might interfere with the effectiveness of a traffic control device (e.g. by restricting sightlines or distracting from traffic control devices via proximity or as a background). Advertising devices should not be located so that they are visible at the approach to, or from, an intersection, pedestrian crossing, tram stop or in any location that is likely to be highly demanding of attention. Only one advertising device should be visible to drivers at any time.	The driving task approaching each sign is reviewed in detail within this report. This has had regard to intersections, traffic control devices, crossings, tram stops as appropriate.
Lateral placement	Without conflicting with clear zone requirements (e.g. installation of post in a hazardous location), advertising devices should not be placed such that drivers must divert their gaze away from the forward roadway in order to comprehend the sign message.	All signs are located in a position 'forward of the roadway'.
Vertical placement	Advertising devices should not be placed at a height that coincides with the normal 'hazard viewing window' that	The proposed signs are not large format digital billboards. They are

Characteristic	Guidance recommendation	Response
	drivers scan. That is, they should be elevated above the height of vehicles, pedestrians and traffic control devices, but not so high that they draw the gaze away from the forward roadway.	small in size of similar sign to existing advertising signage on public transport stops, payphones and shop windows. Most signs are replacing existing payphone signage.
Orientation/ viewing angle	Advertising devices should be oriented to facilitate legibility from the maximum legibility distance and across the full approach distance.	All signs are orientated towards the direction of travel.
Sight distance/ visibility	Advertising devices should be placed so that enough time is available on approach for drivers to comprehend the message. That is, the sight distance must correspond to the required legibility distance.	These are not large format advertising signs, and the primary target audience is pedestrians. In many cases the signs are largely obscured from passing drivers and are often largely not viewable.
Speed environment	The speed environment on its own is likely to be less important than the overall risk profile of the road and driving demand characteristic of the road section which should be carefully reviewed.	The driving demand around each sign has been reviewed in detail.
Other	All installations should consider the overall risk profile of the road environment in question and the driver demand of the road section (e.g. crash history, AusRAP ratings, traffic volume, speed, complexity, clutter). In particular: • Black spots and road sections with less than a 3-star rating (AusRAP or equivalent) should be ruled out for advertising device placement. • Highly cluttered road environments should be ruled out for advertising device placement. • The installation should be reviewed at regular intervals and audited against the guidance principles (because crash rates, traffic volume, the built environment etc. will change over time). • Advertising signs should not be placed on the same posts as traffic control devices.	A casualty crash review has been completed for all sign locations. The small format nature of the signs means that they become part of the roadside environment. An expiry time can be placed on any sign granted a permit. All signs are proposed on payphones (not posts)

3.5. Planning Scheme Decision Guidelines

Clause 52.05-8 includes decision guidelines to assess whether a proposed promotion sign is a safety hazard. These criteria are also adopted in the Department of Transport's Ten Point Road Safety Checklist. The full list provided in Table 5.

While all these points apply to all of the proposed signs, in many cases the response is the same. The following table reviews the common aspects for all signs. However, points 1, 2 and 4 require unique consideration at each sign location.

The table below provides our review of each of the decision guidelines.

Table 5: Review of Decision Guidelines

A sign is a safety hazard if the sign		Response
1.	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	This decision point is reviewed separately for each sign, as each sign context is unique.
2.	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	This decision point is reviewed separately for each sign, as each sign context is unique.
3.	Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.	All digital signs are of the same type. The proposal is for electronic signs displaying static images. They will not be reflective, animated or flashing. The signs propose a dwell time of 10 seconds per advertisement and an instantaneous transition time. The level of illumination, design, colour and content of the electronic billboard can appropriately be controlled by permit conditions. Only a modest proportion of drivers are likely to see an image change at any sign location.
4.	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	This decision point is reviewed separately for each sign, as each sign context is unique.
5.	Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.	The control of lighting types, colours and shapes can be appropriately controlled by conditions, as required by Clause 52.05-9.
6.	Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.	The case study review of existing signs found that signs are generally easily understood at glance of the image being displayed. The signs use limited amounts of large format wording (usually only single words) and is readily understood. Detailed study of the sign or 'reading' of words is not required. The signs will not require close study from a moving or stationary vehicle as they will be used for general advertising only.

A sign is a safety hazard if the sign		Response
7.	Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.	The signs are to be used for general advertising only and will not specifically be advertising its location (i.e., not used for directional purposes). The advertising messages can appropriately be controlled by conditions set out by the road authority, which restricts certain types of images being used which may be mistaken as an instruction to drivers.
8.	Is within 100 metres of a rural railway crossing.	None of the signs are located within 100m of an at-grade railway crossing.
9.	Has insufficient clearance from vehicles on the carriageway.	The signs will be entirely contained within the road footpaths will not overhang any road carriageways.
10.	Could mislead drivers or be mistaken as an instruction to drivers.	It is understood that the general advertising on the proposed signs will not mislead drivers or be mistaken as an instruction to drivers. The advertising messages can appropriately be controlled by conditions as required by Clause 52.05-9.

3.6. Detailed Assessment

Each of the proposed payphones has been reviewed individually. The overall format of the review of the signs is the same in each instance, as described below.

- Sign Proposal and Context:
  - A description of the proposed payphone, including positional diagram.
- Road Network Review:
  - A review of the road network in close proximity to the sign.
  - A review of the State Road Accident Records (CrashStats) has been undertaken in the vicinity of each site for the past 5 years of available data (01/05/2015 to 30/04/2020)[3].

    The review area for each sign is from the distance it is visible to passing drivers. As such only relevant crashes are assessed, a review would not include a rear end crash between vehicles travelling away from the sign.
- Assessment:
  - Assessment of the sign's potential impact on drivers.
  - An assessment of the potential impact of image changes.
  - A Clause 52.05-8 Assessment for each sign. The assessment is made on the key decision factors relevant to each sign.
- Conclusion.

[3] Casualty crash data is contained in the DoT CrashStats Internet Database and includes all reported casualty crashes (i.e. injury crashes), which are classified into Fatal Injury, Serious Injury and Other Injury (i.e. minor injury) crashes. Property damage only or non-injury crashes are not included in the database

3.6.1. 145-149 Flinders Lane, Melbourne

A plan extract of the proposed payphone and sign is provided in the figure below. The following table outlines the key characteristics of the sign.

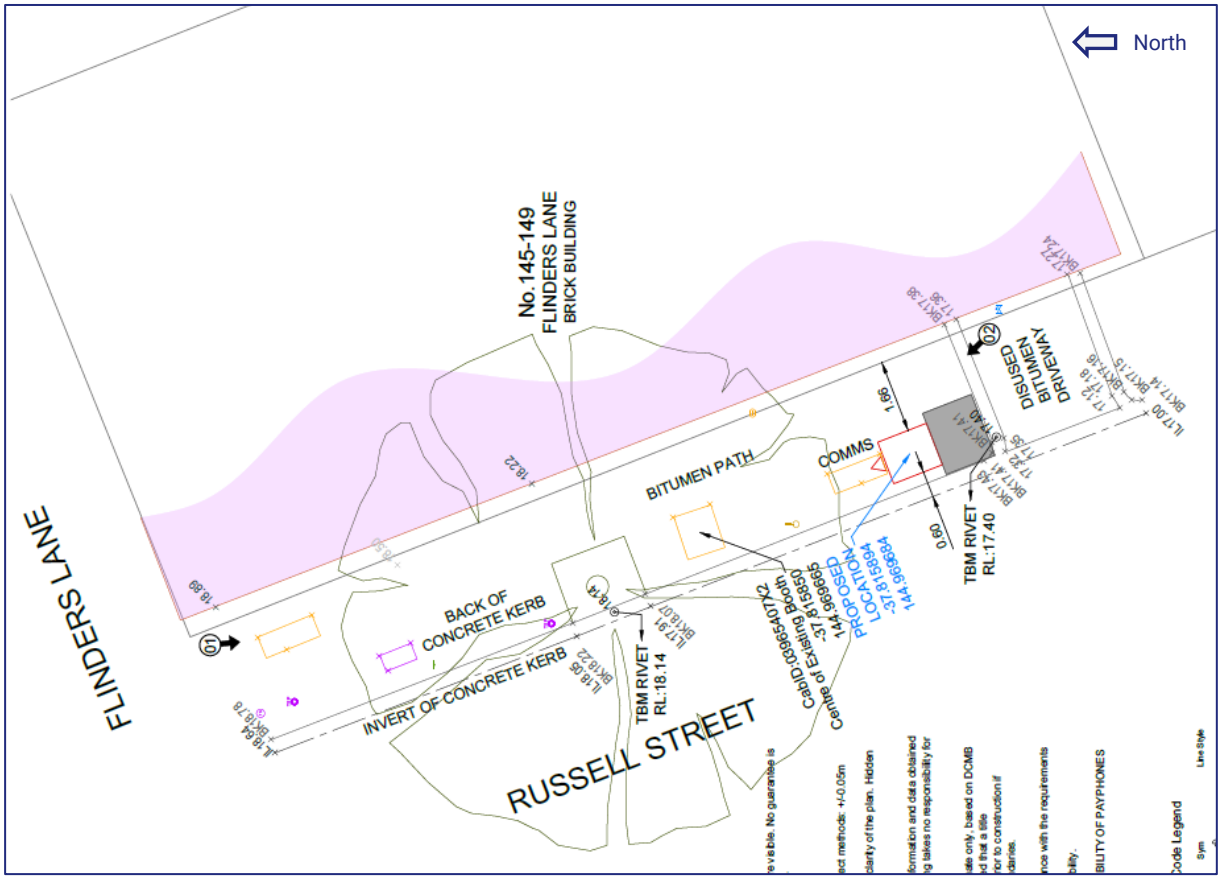


Figure 11: 145-149 Flinders Lane Plan Extract

Table 6: Proposed Sign Description

Proposal	145-149 Flinders Lane, Melbourne – relocate payphone		
Dwell time:	10 seconds		
Primary Audience:	Southbound traffic and pedestrians		
Vehicle Approach:	Southbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	80m	Distance Legible:	60m
Additional Notes:	The digital sign and payphone will be moved approximately 4m south from its existing location. The digital face orientation will be altered to face southbound Russell Street traffic.		

The table below details the local road network.

Table 7: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Russell Street	Council	Minor Local	No	4 traffic lanes Divided carriageway Kerbside Lane typically used for parking and bus zones 3.8m wide footpath	40km/h	Both sides: including No Standing, Bus and Metered Parking Zones
Notes: 1. There is a signalised intersection between Russell Street and Flinders Lane on the approach to the sign.						
Road Safety Review: See following table.						

Table 8: Crash Review (145-149 Flinders Lane)

Location	Date	Time	Severity	Type (DCA)	Type of Accident	Sign Visible & Legible?
Location 1 Flinders La at Russell St	Monday 23/11/2015	19:35	SI	102 (P)	Pedestrian hit by southbound vehicle from the left.	Sign is both visible and legible
	Thursday 24/11/2016	13:00	OI	102 (P)	Pedestrian hit by southbound vehicle from the left.	
Location 2 Russell St 7m North of Flinders La	Thursday 2/07/2015	19:55	OI	160	Southbound vehicle collides with vehicle parked on left of road.	

LEGEND:

OI:	Other Injury	SI:	Serious Injury	F:	Fatality
(B):	Bicyclist	(M):	Motorcyclist	(P):	Pedestrian
(C):	Bus/Coach	(RT):	Rigid Truck	(ST):	Semi-trailer

It is noted that two similar crashes occurred at the intersection of Flinders Lane and Russell Street, both involving pedestrians. However, the addition of the digital sign does not obstruct or background the traffic signals. It is also substantially offset from the intersection and therefore we are satisfied it is not an area of concern.

Figure 12 illustrates the site context and where the sign is visible from.

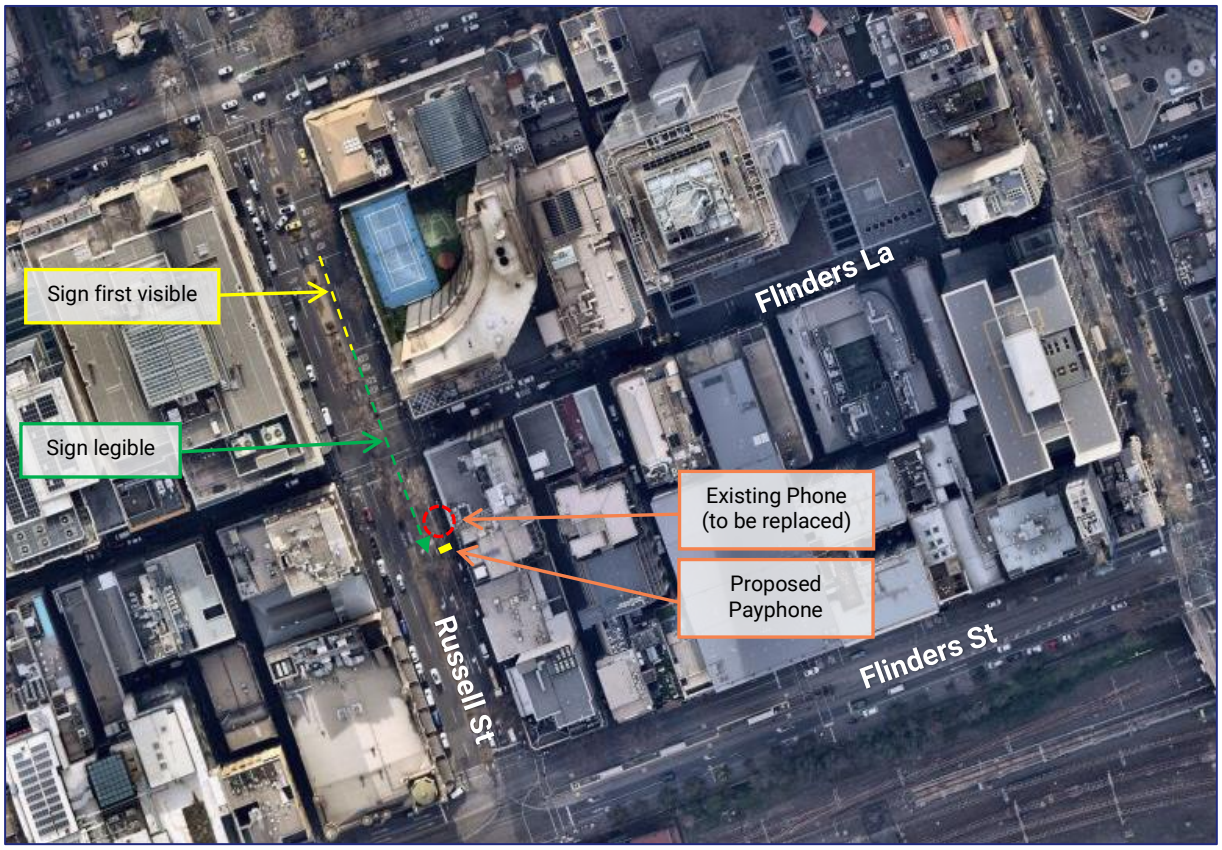


Figure 12: 145-149 Flinders Lane - Proposed Sign Location and Context

Detailed Assessment

Vehicles & Cyclists

The payphone and sign will be moved an additional 4m south from the existing payphone location and offset 600mm away from the Russell Street kerbside. It will no obstruct sightlines for drivers and/or cyclists. This payphone location has good visibility for both cyclists and drivers due to the absence of on street parking but is partially obscured by trees. Figure 13 shows the sightline as the sign becomes visible.

The point where the sign is first legible is shown in Figure 14. The upcoming signals associated with the Flinders Lane intersection will be visible well before the sign enters drivers' legible range, and as such, drivers will be alerted to, and focusing on responding to these signals before viewing the sign. Drivers will only view the sign if they have the spare attention capacity to do so at this point, and we are satisfied that it will not impact drivers' decision making in relation to the upcoming signals.

Based on visibility distance of 80m and a conservative 30km/h travel speed, around 72% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less. The number of image changes drivers are exposed to are less concerning due to the low vehicle speeds involved (drivers are readily able to stop in the event of an emergency).

Figure 13: 145-149 Flinders Lane - Proposed sign first visible (partially obscured by trees)

Figure 14: 145-149 Flinders Lane - Proposed sign first legible

Pedestrians

The proposed sign is located on a footpath. Pedestrians can readily view the sign as they walk past it. The payphone leaves a 1.66m wide footpath for pedestrians. There is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross. Pedestrians would favour crossing before the sign at the Flinders Lane/ Russell Street signalised intersection where their presence is clear. We are satisfied that the impacts on pedestrians are minimal.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed payphone does not obstruct sight lines to an intersection.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed payphone does not obstruct or background the traffic signal lanterns at Flinders Lane.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The Flinders Lane intersection is readily visible on approach and the proposed payphone does not obstruct views to this intersection or background the traffic signal lanterns. We are satisfied that the sign will not impact this intersection.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.2. 37 Exhibition Street, Melbourne

A plan extract of the proposed payphone and sign is provided in Figure 15.

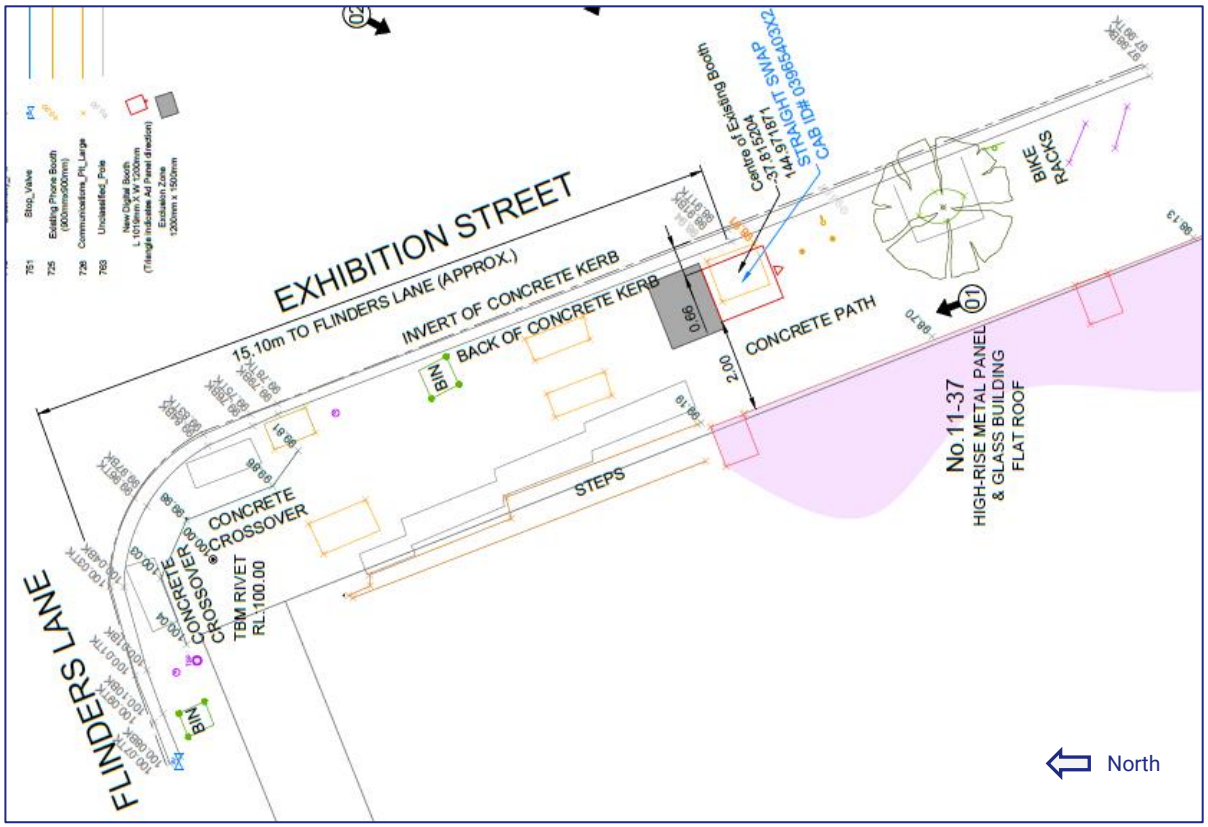


Figure 15: 37 Exhibition Street Plan Extract

Table 9 outlines the key characteristics of the sign.

Table 9: Proposed Sign Description

Proposal	37 Exhibition Street, Melbourne – replace payphone		
Dwell time	10 seconds		
Primary Audience	Northbound pedestrians and vehicles		
Vehicle Approach:	Northbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	80m	Distance Legible:	60m
Additional Notes:	The proposal will replace an existing payphone and static sign.		

The table below describes the nearby road network. Figure 16 illustrates the site context and where the sign is visible from.

Table 10: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Exhibition Street	Council	Minor Local (CBD)	No	Four traffic lanes Divided carriageway Separate bike lane in each direction 3.9m wide footpath	40km/h	None
Notes: 1. There is a signalised intersection between Flinders Lane and Exhibition Street following the sign.						
Road Safety Review: See following table.						

Table 11: Crash review (37 Exhibition Street)

Location	Date	Time	Severity	Type (DCA)	Type of Accident	Sign Visible & Legible?
Location 1 Exhibition Street, 13m South of Malthouse Lane	Monday 7/11/2016	08:45	OI	134 (B)	Lane change right (not overtaking) involving a vehicle and bicycle both travelling northbound.	Sign is visible, but not yet legible
Location 2 Exhibition Street, 16m North of Malthouse Lane	Wednesday 5/02/2020	07:15	OI	166 (B)	Struck bicycle on carriageway both travelling in a north-westerly direction.	Sign is both visible and legible
Location 3 Exhibition Street, 5m North of Sargood Lane	Wednesday 15/11/2017	08:15	OI	137 (B)	Left turn sideswipe involving a vehicle and bicycle travelling northbound.	
Location 4 Exhibition Street, 16m North of Sargood Lane	Tuesday 29/11/2016	07:00	OI	162 (B)	Broken down vehicle or accident involving two bicycles and a vehicle all travelling northbound.	
LEGEND: OI: Other Injury SI: Serious Injury F: Fatality (B): Bicyclist (M): Motorcyclist (P): Pedestrian (C): Bus/Coach (RT): Rigid Truck (ST): Semi-trailer						

All crashes were of a different type and occurred at various locations, however all crashes involved cyclists. Since the last recorded casualty in 2020, fully separated bicycle lanes have been installed on Exhibition Street and would have prevented most of the above crashes.

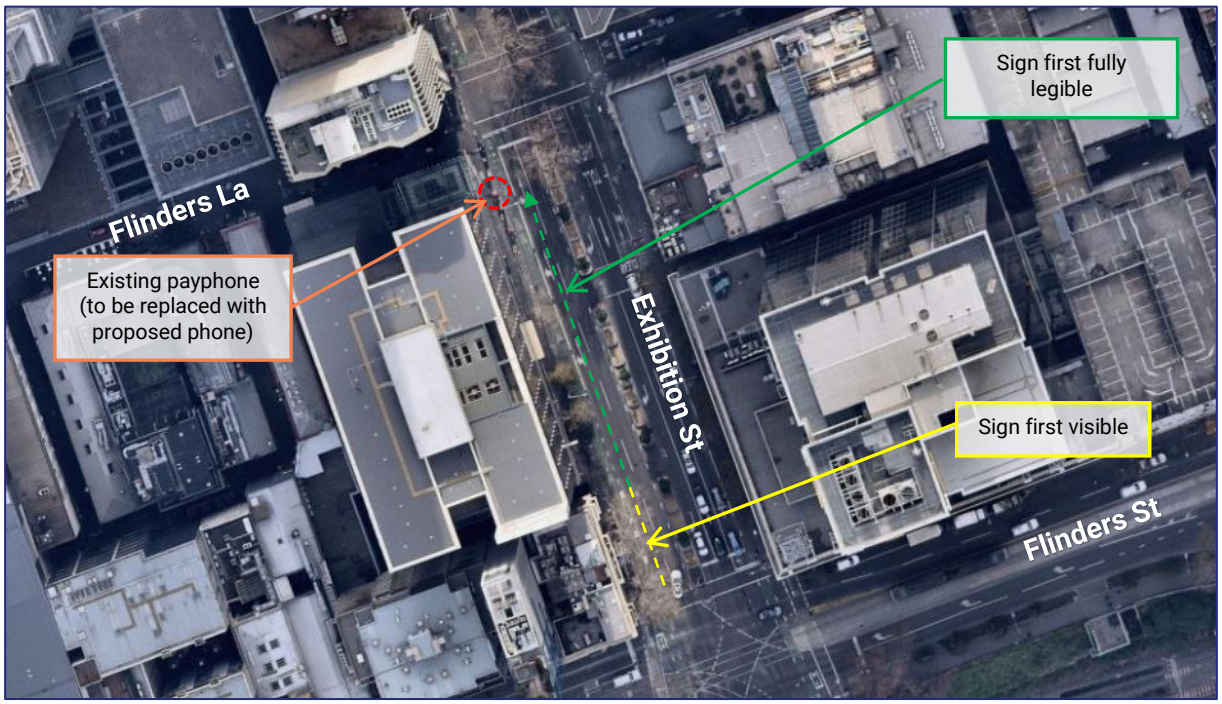


Figure 16: 37 Exhibition Street - Sign Location and Context

Detailed Assessment

Vehicles & Cyclists

The sign will be offset approximately 15.1m from Flinders Lane and 660mm from the Exhibition Street carriageway and is to replace an existing payphone. In this position it will not obstruct sightlines on Exhibition Street to Flinders Lane.

The proposed sign has good visibility due to no kerbside parking and limited roadside furniture on approach from Exhibition Street. Upon site inspection, the existing payphone can be seen from an approximate distance of 80 metres. The driver's viewpoint at this location is shown at Figure 17.

Cyclists will also have good visibility of the sign due to no large obstructions (vehicles or large trees) in their line of sight. It is noted both trees situated on approach to the sign are framed and new but will continue to develop over time.

At the 60m legibility distance, the sign is at an angle of approximately 7 degrees relative to the driver and rapidly moving to the left out of their field of view. This is shown at Figure 18. The sign passes out from a 20-degree field of view within approximately 40m of travel. With a visibility distance of around 80 metres and travelling at 30km/h, 72% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

The viewing distances to the sign for vehicles in the rightmost lane is comparable, where the intersection of the light pole with the visual display has the same effect on legibility.

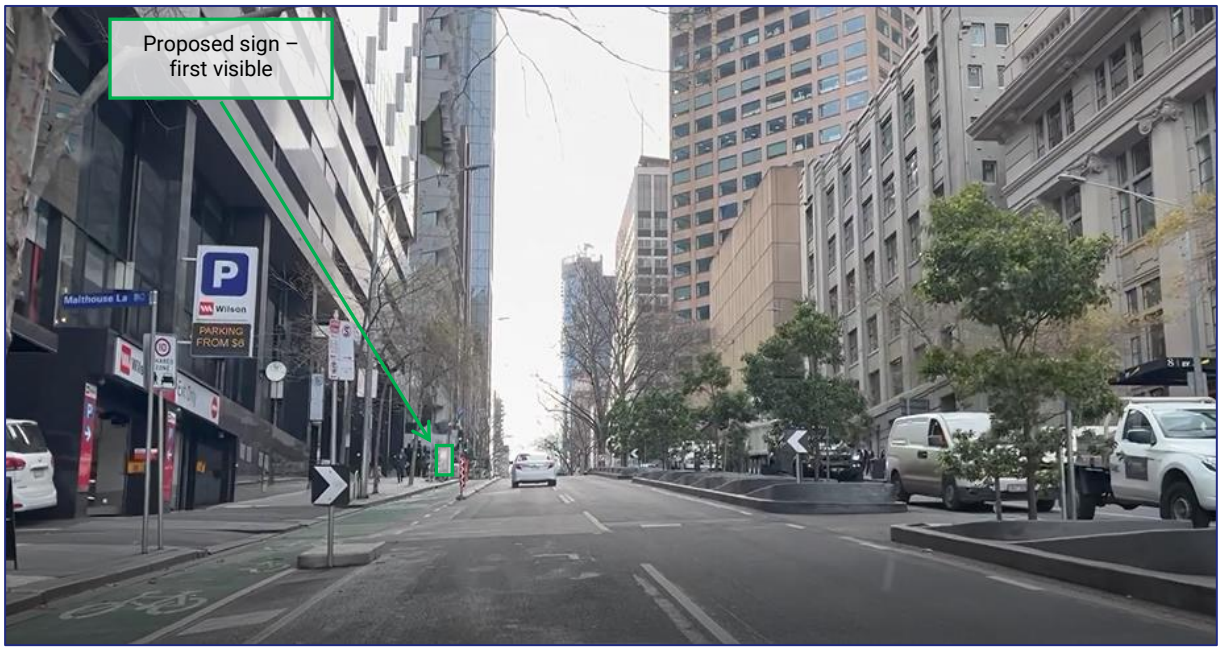


Figure 17: 37 Exhibition Street - Proposed sign first visible

Figure 18: 37 Exhibition Street – first legible (light pole intersects legibility)

Pedestrians

The proposed sign is located on a footpath. Pedestrians can readily view the sign as they walk past it. The payphone leaves a 2m wide footpath for pedestrians, which is satisfactory. There is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross Exhibition Street adjacent to it, and accordingly it is unlikely to block drivers views to crossing pedestrians. We are satisfied that the impacts on pedestrians are minimal.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed payphone does not obstruct sight lines to an intersection.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed payphone does not obstruct or background the traffic control devices.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The sign is located on a straight road segment and away from pedestrian crossing points. We are satisfied that particular concentration is not required.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.3. 39 Queen Street, Melbourne

A plan extract of the proposed payphone and sign is provided in Figure 19.

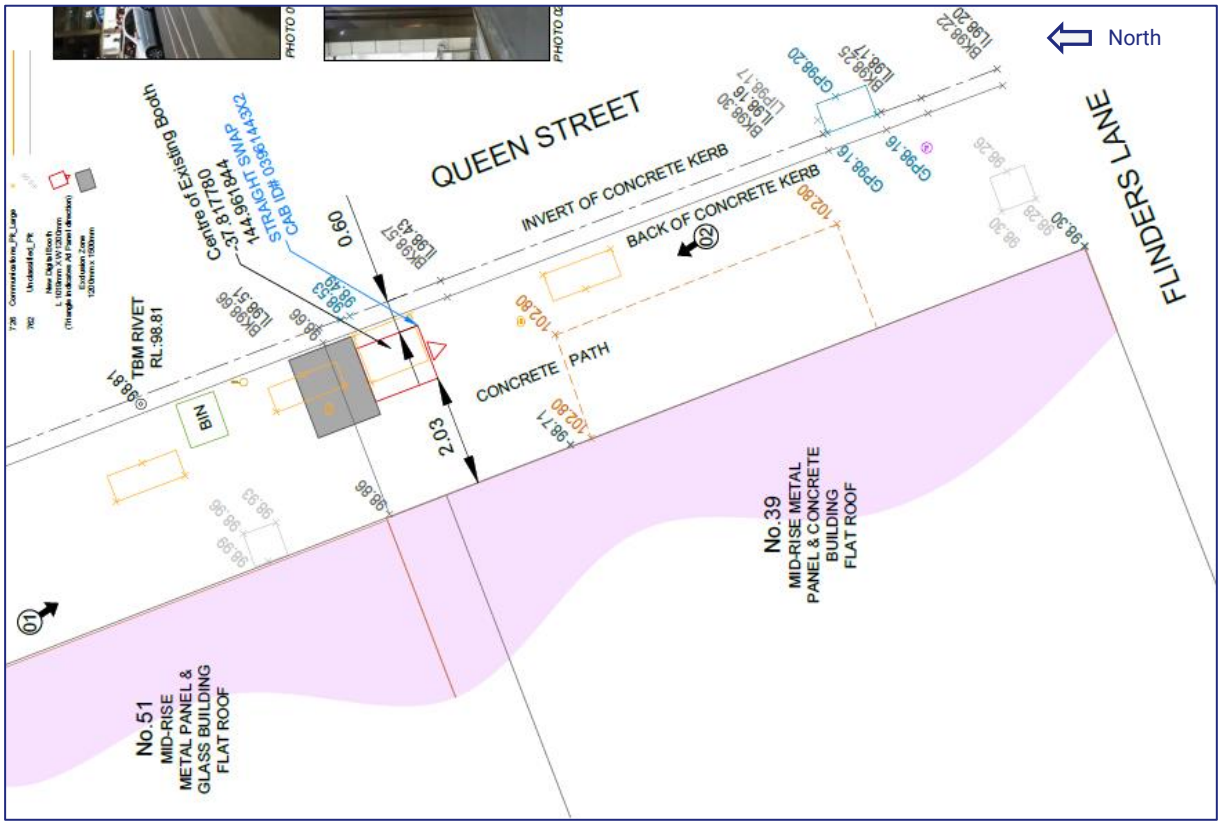


Figure 19: 39 Queen Street Plan Extract

Table 12 outlines the key characteristics of the sign.

Table 12: Proposed Sign Description

Proposal	39 Queen Street, Melbourne – replace payphone		
Dwell time	10 seconds		
Primary Audience	Northbound pedestrians and vehicles		
Vehicle Approach:	Northbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	60m	Distance Legible:	60m
Additional Notes:	The proposal will replace an existing payphone and static sign.		

The table below describes the nearby road network. Figure 20 illustrates the site context and where the sign is visible from.

Table 13: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Queen Street	Council	Minor Local (CBD)	No	Four traffic lanes Divided carriageway Kerbside Parking 90-degree parking separating opposing traffic lanes	40km/h	Both Sides, various metered unmetered, loading and bus zones. Southbound: Clearway 4:30-6:30pm Mon-Fri
Notes: 1. There is a signalised intersection between Flinders Lane and Queen Street proceeding the payphone location.						
Road Safety Review: One casualty crash took place within the survey period. This accident occurred on the intersection of Flinders Lane and Queen Street on Sunday June 21st, 2015, at 4:06am. The severity was other (minor) (DCA Code 110). This incident involved a south-west and north-west vehicle in a cross traffic accident. Accordingly, we do not consider that there is any identifiable crash pattern on the approach to the sign.						

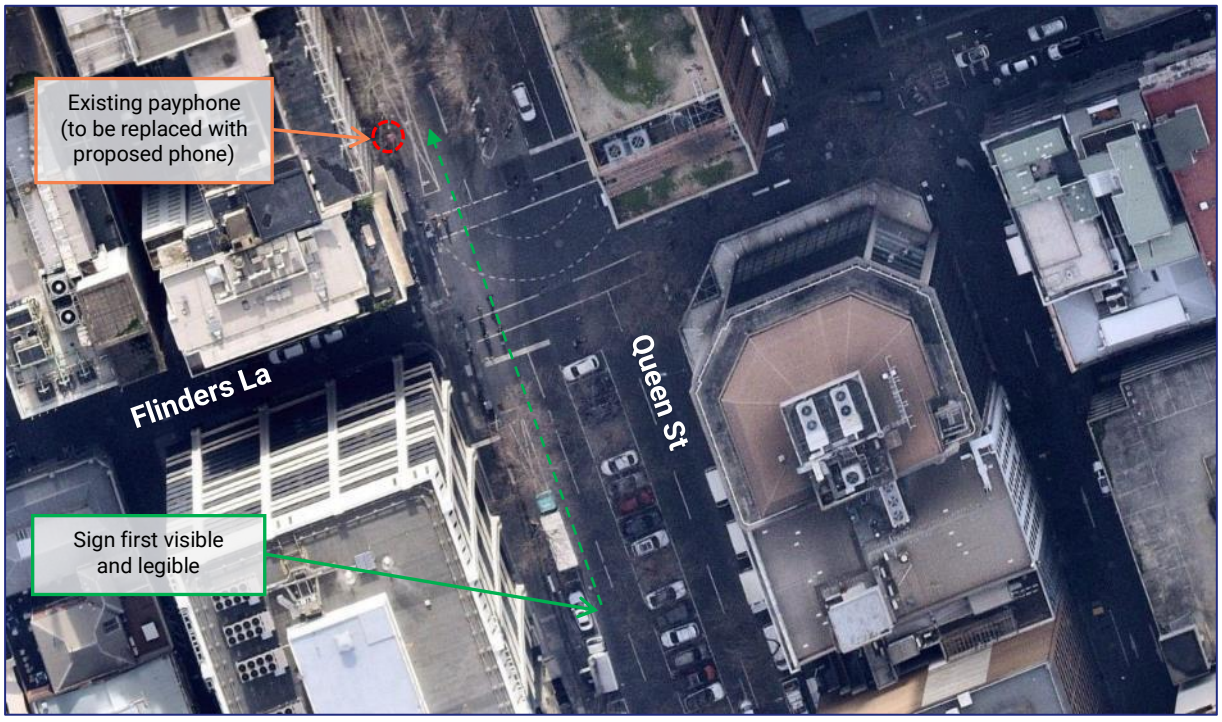


Figure 20: 39 Queen Street - Sign Location and Context

Detailed Assessment

Vehicles & Cyclists

The sign will be offset 600mm from the Queen Street carriageway and is to replace an existing payphone. In this position it will not obstruct sightlines along Queen Street.

At the site inspection, the upcoming signals associated with the Flinders Lane intersection will be visible well before the sign enters drivers' legible range, and as such, drivers will be alerted to, and focusing on responding to these signals before viewing the sign. Additionally, kerbside loading zones (occupied by larger vehicles) block long distance visibility of the sign.

Cyclists will have a similar line of sight, as there is no dedicated bicycle lane and are required to share the carriageway with vehicles.

This remains in place until an approximate distance of 60m, where the sign becomes both visible and legible. This can be seen in Figure 21. At this distance, the proposed location has good visibility due to limited roadside furniture.

At this point, the sign is at an angle of approximately 6 degrees relative to the driver and rapidly moving to the left out of their field of view. The sign passes out from a 20-degree field of view within approximately 40m of travel. With a visibility distance of around 60 metres and travelling at 30km/h, 48% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

Figure 21: 39 Queen Street - Proposed sign first viewable and legible

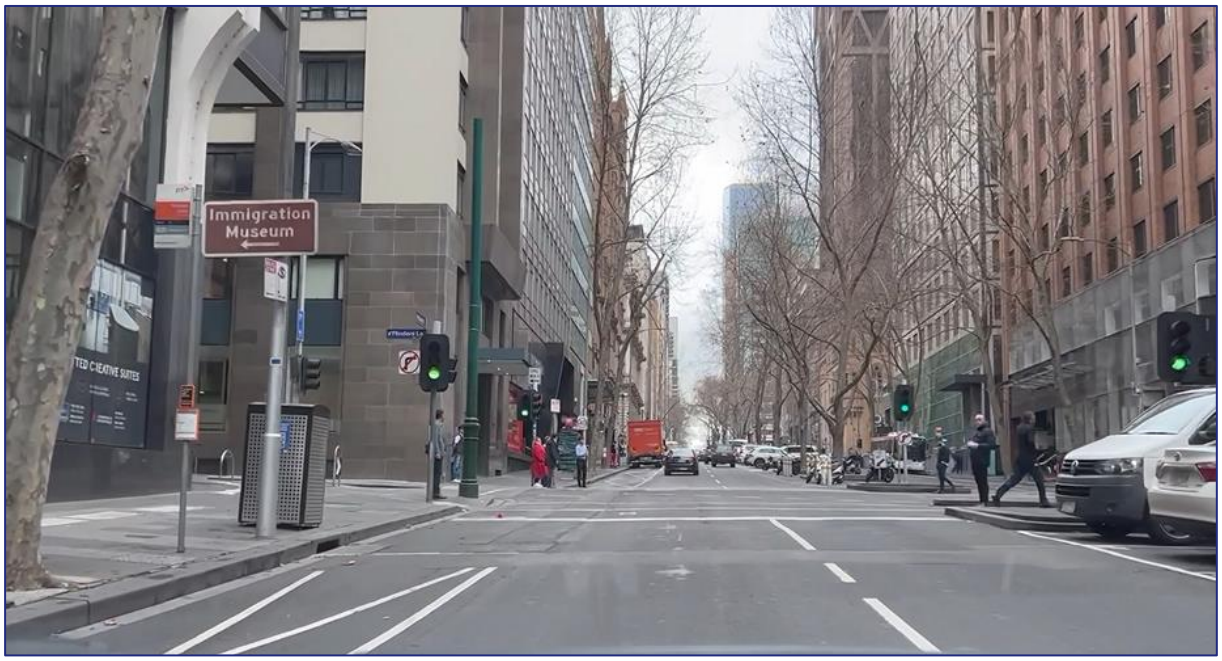


Figure 22: Proposed Sign with clear legibility

Pedestrians

The proposed sign is located on a footpath. Pedestrians can readily view the sign as they walk past it. The payphone leaves a 2.03m wide footpath for pedestrians, which is satisfactory. There is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross Queen Street adjacent to it, and accordingly it is unlikely to block drivers views to crossing pedestrians. Pedestrians would favour crossing before the sign, at the intersection of Queen Street and Flinders Lane, which is signalised and approximately 9m away. We are satisfied that the impacts on pedestrians are minimal.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed payphone does not obstruct sight lines to an intersection.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed payphone does not obstruct or background the traffic control devices at the Flinders Lane intersection.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The sign is located on a straight road segment and does not block any sightlines to intersections or pedestrian crossing points. The upcoming signals associated with the Flinders Lane intersection will be visible well before the sign enters drivers' legible range. We are satisfied that particular concentration is not required.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.4. 45 William Street, Melbourne

A plan extract of the proposed payphone and sign is provided in Figure 23.

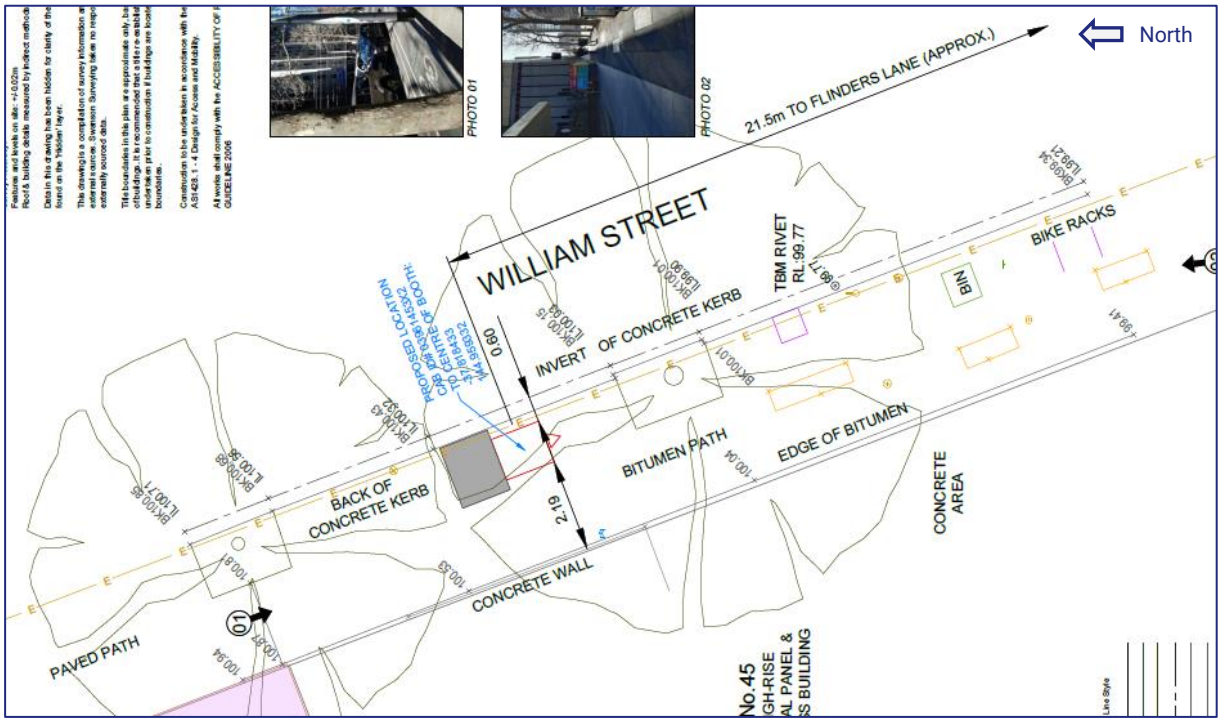


Figure 23: 45 William Street Plan Extract

Table 14 outlines the key characteristics of the sign.

Table 14: Proposed Sign Description

Proposal	45 William Street, Melbourne – relocate payphone		
Dwell time	10 seconds		
Primary Audience	Northbound pedestrians and vehicles		
Vehicle Approach:	Northbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	60m	Distance Legible:	60m
Additional Notes:	The proposal is a relocated payphone location, and its digital sign will orientate towards the south.		

The table below describes the nearby road network. Figure 24 illustrates the site context and where the sign is visible from.

Table 15: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
William Street	Council	Minor Local (CBD)	No	One through traffic Lane in each direction (near proposed sign) Divided carriageway Tram Tracks separating opposing traffic streams Separate bike lane in each direction.	40km/h	Both Sides Northbound: 1P and 2P metered over various times, Loading Zone 15 minute 7:30am-6:30pm Mon-Fri. Southbound: 1/4P, No Standing, Loading Zone 15 minute 7:30am-6:30pm Mon-Fri.
Road Safety Review: See following table.						

Table 16: Crash review (45 William Street)

Location	Date	Time	Severity	Type (DCA)	Type of Accident	Sign Visible & Legible?
Location 1 Flinders Lane at William Street	Tuesday 20/06/2017	20:20	OI	121	Right through involving westbound and northbound vehicles	Sign is both visible and legible
	Saturday 3/03/2018	14:33	SI	121 (M)	Right through involving south-west motorcycle and north-east vehicle.	
	Monday 21/10/2019	22:00	OI	121 (B)	Right through involving northbound bicycle and eastbound vehicle	

LEGEND:

OI:	Other Injury	SI:	Serious Injury	F:	Fatality
(B):	Bicyclist	(M):	Motorcyclist	(P):	Pedestrian
(C):	Bus/Coach	(RT):	Rigid Truck	(ST):	Semi-trailer

All three casualties occurred at the same location and of a similar nature. However, they all occurred with various directions and vehicle types. A controlled right turn is also implemented at the intersection. Therefore, we are satisfied that a crash pattern is not evident.

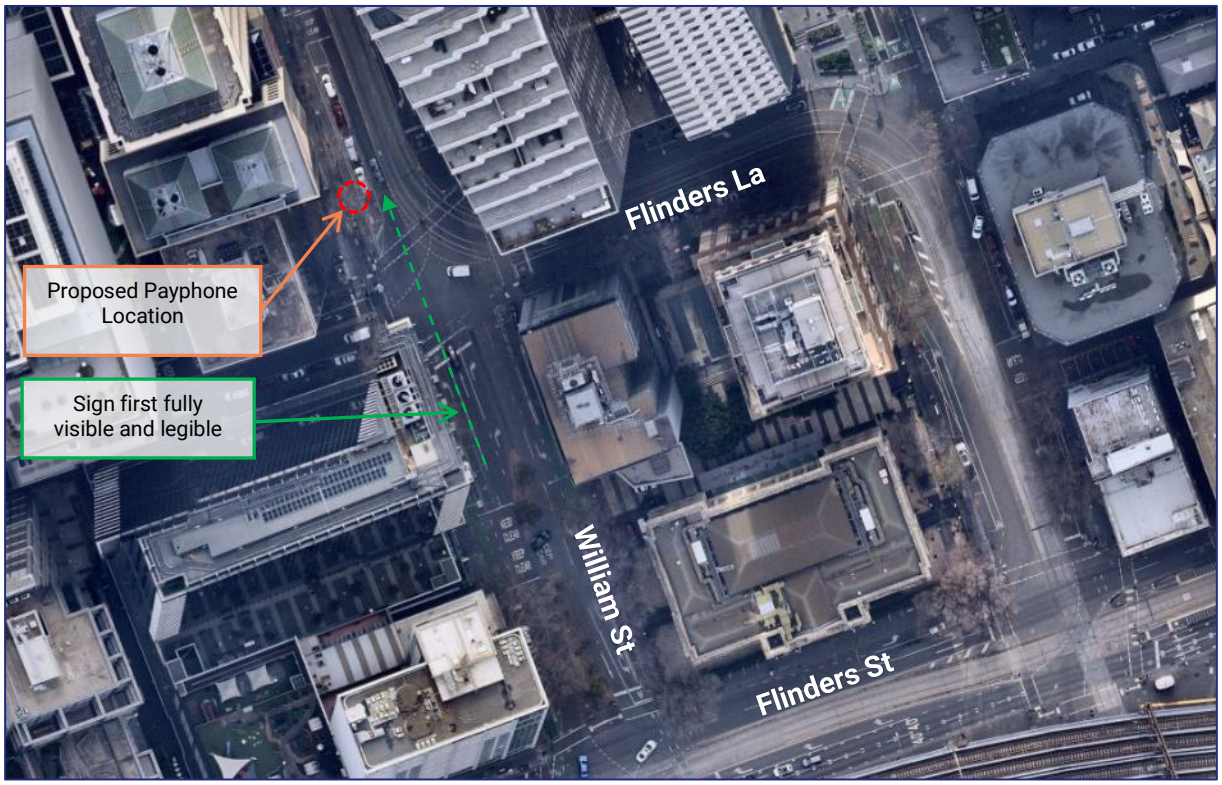


Figure 24: 45 William Street - Sign Location and Context

Detailed Assessment

Vehicles & Cyclists

The sign is situated within the William Street verge, approximately 21.5m from Flinders Lane, and is a relocated payphone. In this position it will not obstruct sightlines along the carriageway.

Sightlines to the proposed sign are restricted by on street parking and trees. The sign can be seen around 60 meters from its location, once parked cars have been surpassed. The driver's viewpoint at this location is shown at Figure 25.

Cyclists will also have decent visibility of the sign from the dedicated bike lane. However, being closest to the kerbside, trees will continue to have the greatest impact on viewing capabilities as they approach the sign.

Our assessment found that the sign will not be clearly legible to a driver until they are within approximately 60m of the sign's location. This is due to a tree and light roadside furniture that intersects the visual display of the payphone.

At this point, the sign is at an angle of approximately 6 degrees relative to the driver and moving to the left out of their field of view. The sign passes out from a 20-degree field of view within approximately 40m of travel. With a visibility distance of around 60 metres and travelling at a conservative 30km/h, 48% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

Figure 25: 45 William Street - Proposed sign first viewable and partially legible (slightly obscured by tree)

Pedestrians

The proposed sign is located on a footpath and leaves a walking area of 2.19m. Pedestrians can readily view the sign as they walk past it. There is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross William Street adjacent to it, and accordingly it is unlikely to block drivers views to crossing pedestrians. We are satisfied that the impacts on pedestrians are minimal.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed payphone does not obstruct sight lines to an intersection.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed payphone does not obstruct or background the traffic control devices.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The sign is located on a straight road segment away from pedestrian crossing points and near a standard four-legged signalised intersection. We are satisfied that particular concentration is not required.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.5. 69 Queen Street, Melbourne

A plan extract of the proposed payphone and sign is provided in Figure 26.

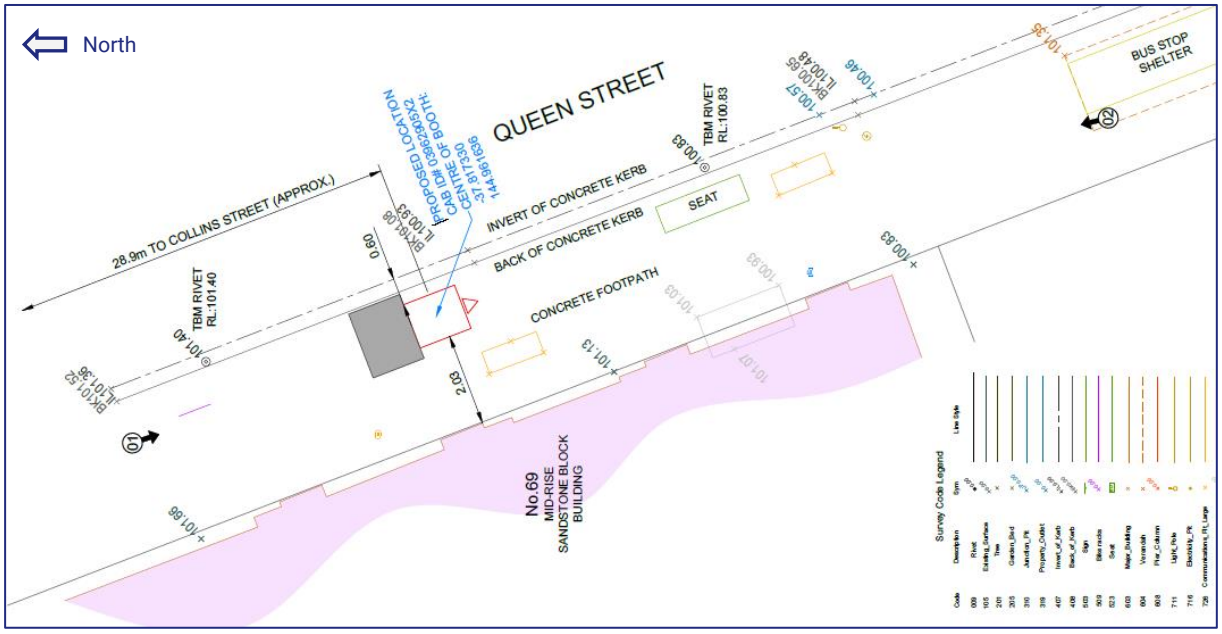


Figure 26: 69 Queen Street Plan Extract

Table 17 outlines the key characteristics of the sign.

Table 17: Proposed Sign Description

Proposal	69 Queen Street, Melbourne – relocate payphone		
Dwell time	10 seconds		
Primary Audience	Northbound pedestrians and vehicles		
Vehicle Approach:	Northbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	80m	Distance Legible:	60m
Additional Notes:	The proposal is a relocated payphone, with the digital sign to be orientated towards the northbound vehicles and pedestrians on Queen Street.		

The table below describes the nearby road network. Figure 27 illustrates the site context and where the sign is visible from.

Table 18: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Queen Street	Council	Minor Local (CBD)	No	Four traffic lanes Divided carriageway Kerbside Parking 90-degree parking separating opposing traffic lanes	40km/h	Both Sides, various metered unmetered, loading and bus zones. Southbound: Clearway 4:30-6:30pm Mon-Fri
Road Safety Review: No casualty crashes occurred within the review area over the review period.						

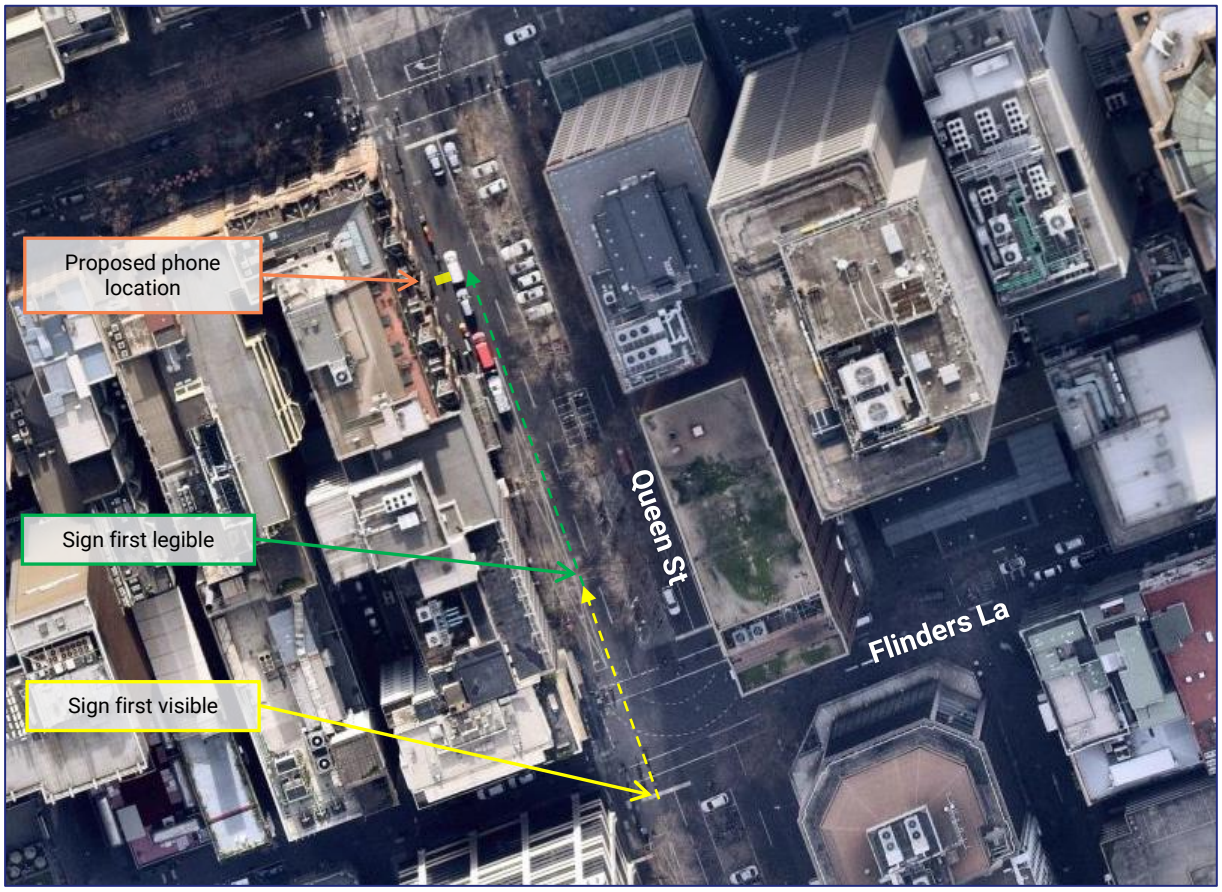


Figure 27: 69 Queen Street - Sign Location and Context

Detailed Assessment

Vehicles & Cyclists

The sign will be offset 600mm from the Queen Street carriageway and is a relocated payphone. Situated approximately 28.9m from the Collins Street intersection and being effectively midblock, it will not obstruct sightlines along the roadway or to the intersection.

The proposed location has good visibility due to limited kerbside parking and infrequent roadside furniture on approach from Queen Street. Upon site inspection, the location can be seen prior to the Flinders Lane and Queen Street intersection, an approximate distance of 80 metres. The driver's viewpoint at this location is shown at Figure 28. However, by this point drivers are already navigating the intersection whilst the sign is not yet legible, and as such, drivers will be alerted to, and focusing on responding to these signals before viewing the sign.

Cyclists will have a similar line of sight, as there is no dedicated bike lane and are required to share the carriageway with vehicles.

At the 60m legibility point, the sign is at an angle of approximately 6 degrees relative to the driver and rapidly moving to the left out of their field of view. This is shown at Figure 29. The sign passes out from a 20-degree field of view within approximately 40m of travel. With a visibility distance of around 80 metres and travelling at 30km/h, 72% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

The viewing distances to the sign for vehicles in the rightmost lane is comparable.

Figure 28: 69 Queen Street - Proposed sign first visible

Figure 29: 69 Queen Street - Proposed sign first legible

Pedestrians

The proposed sign is located on a footpath. Pedestrians can readily view the sign as they walk past it. The payphone leaves a 2.03m wide footpath for pedestrians, which is substantial. As the sign is located mid-block, there is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross Queen Street and there is no history of pedestrian casualty crashes in this area.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed payphone does not obstruct sight lines to an intersection.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed payphone does not obstruct or background the traffic control devices at the Collins Street intersection.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The sign is located on a straight road segment and essentially midblock. The payphones offset of 600mm from the kerbside and low speeds in the CBD would allow drivers to view and stop should a pedestrian enter the carriageway to reach nearby parking. We are satisfied that particular concentration is not required.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.6. 1 Spring Street, Melbourne

A plan extract of the proposed payphone and sign is provided in Figure 30. The following table outlines the key characteristics of the sign.

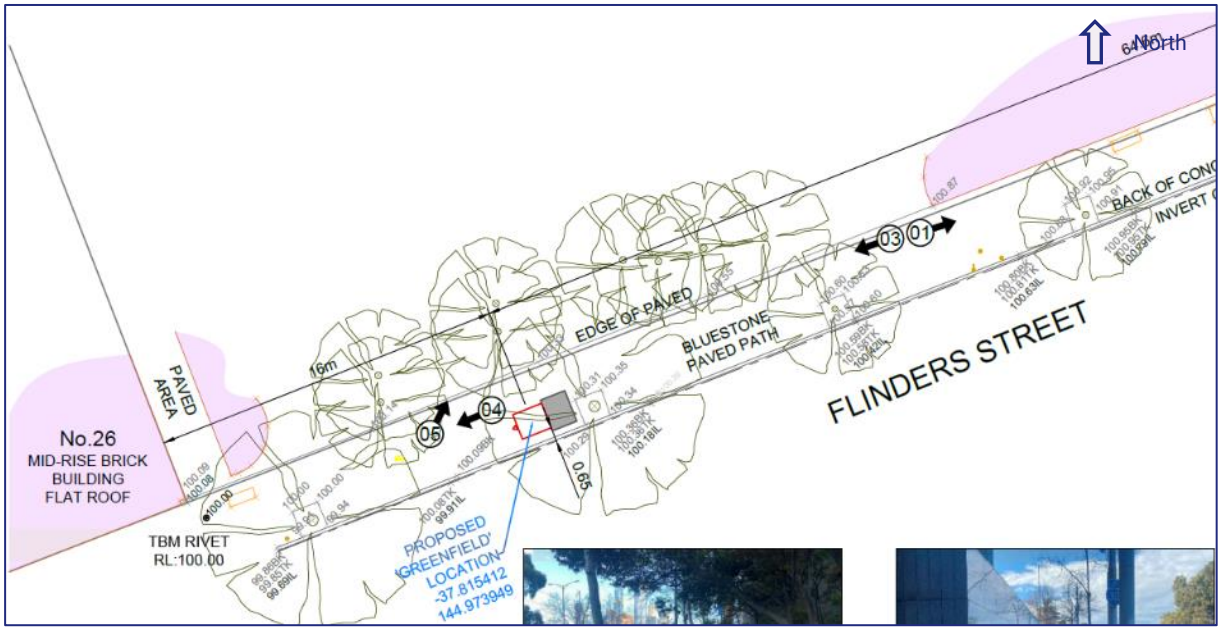


Figure 30: 1 Spring Street Plan Extract

Table 19: Proposed Sign Description

Proposal	1 Spring Street, Melbourne – new payphone		
Dwell time	10 seconds		
Primary Audience	Pedestrians and vehicles		
Vehicle Approach:	Eastbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	85m	Distance Legible:	60m
Additional Notes:	The proposed sign is orientated so that its display faces the eastbound traffic on Flinders Street.		

Table 20: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Flinders St	Council	Minor Road (CBD)	No	3 traffic lanes (two eastbound and one westbound) Divided carriageway Tram tracks separating opposing traffic streams	40km/h	N/A
Road Safety Review: No casualty crashes occurred within the review area over the review period.						

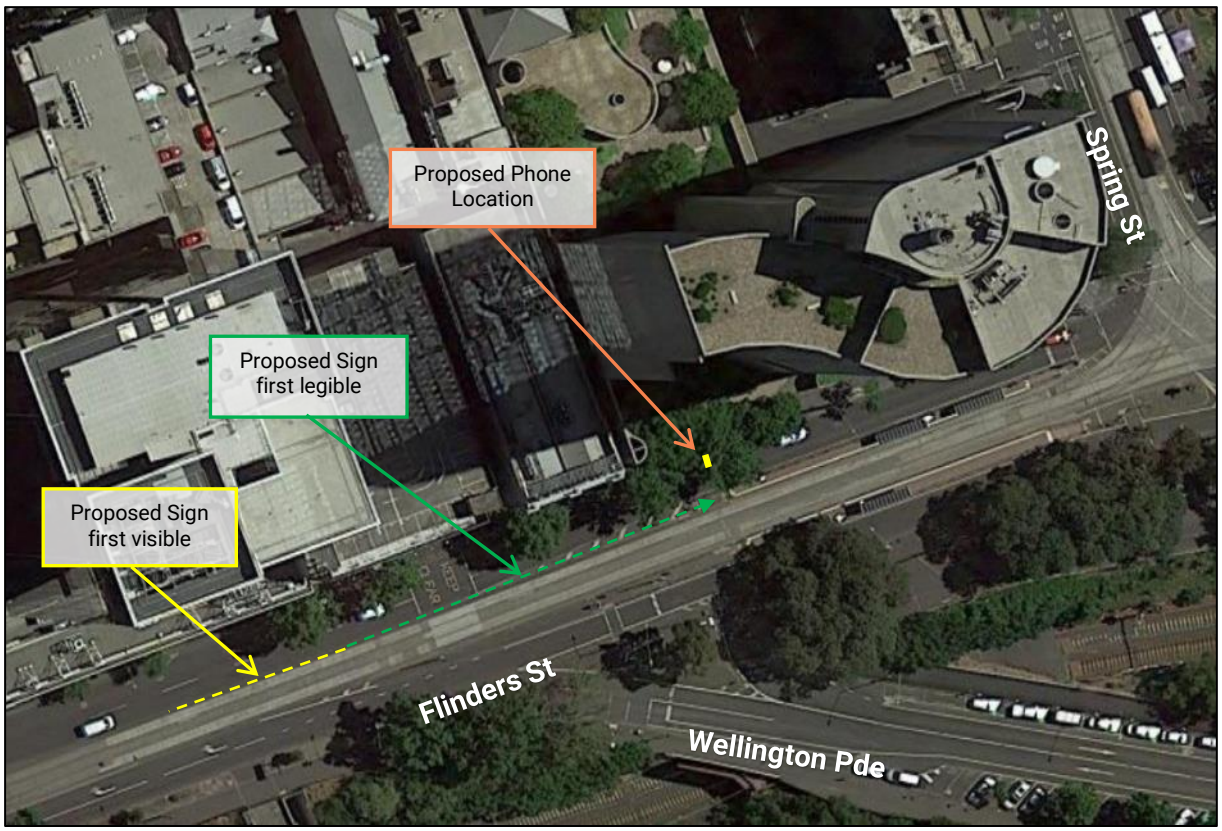


Figure 31: 1 Spring Street - Sign Location and Context

Detailed Assessment

Vehicles and Cyclists

The sign will be offset approximately 650mm from the Flinders Street carriageway and over 60m from Spring Street. The payphone will not alter driver sightlines along either road or at the intersection.

The sign face has good visibility due to limited roadside furniture and a wide footpath of 4m along Flinders Street. Upon site inspection, the proposed location can be seen from an approximate distance of 85 metres. The driver's viewpoint at this location is shown at Figure 32. At the time of site inspection, the left most eastbound lane was obstructed with construction vehicles, thus prohibiting potential to view the sign as a distance greater than 85 metres.

Parking along the eastbound road of Flinders Street within viewing distance of the proposed payphone is restricted to either a 15-minute loading zone 7:30am-6:30pm or prohibited.

Cyclists will also have good visibility of the sign due to no large obstructions (vehicles or large trees) in their line of sight.

At a legibility distance of 60m, the sign is at an angle of approximately 7 degrees relative to the driver and rapidly moving to the left out of their field of view. This is shown at Figure 33. The sign passes out from a 20-degree field of view within approximately 40m of travel. Travelling at 30km/h around 78% of drivers would see an image change within a visible distance of the sign, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

The viewing distances to the sign for vehicles in the either lane is similar, due to the little obstructions on the roads edge.

Figure 32: 1 Spring Street - Sign first visible on eastbound approach

Figure 33: 1 Spring Street - Sign with clear legibility on eastbound approach

Pedestrians

The proposed sign is located on a footpath. Pedestrians can readily view the sign as they walk past it. The adjacent tram stop prohibits pedestrian crossing along the eastbound stretch of Flinders Street with fencing. The pedestrian crossing point for this tram stop is located at the signalised intersection of Spring St and Flinders St, well after the sign is passed. We are satisfied that the impacts on pedestrians are minimal. The payphone is situated on a 4m wide footpath for pedestrians, which is satisfactory.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The sign is far from Spring Street and does not obstruct driver sightlines.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	There are no traffic control devices in proximity to the sign.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The sign is effectively located mid-block and on a straight road segment. It does not require particular concentration.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.7. 9 Collins Street, Melbourne

A plan extract of the proposed payphone and sign is provided in Figure 34 below. The following table details the characteristics of the new sign.

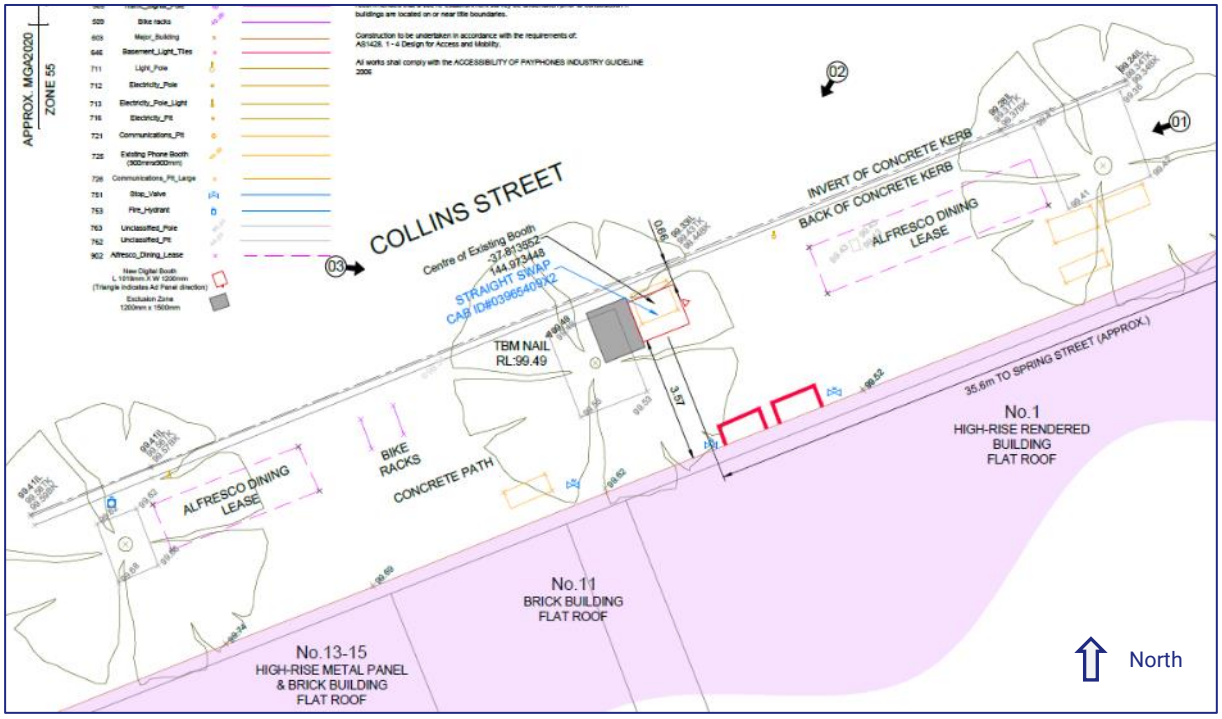


Figure 34: 9 Collins Street Plan Extract

Table 21: Proposed Sign Description

Proposal	9 Collins Street, Melbourne – replace payphone		
Dwell time	10 seconds		
Primary Audience	Pedestrians and vehicles		
Approach:	Westbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	40m	Distance Legible:	40m
Additional Notes:	The proposed sign will be in approximately the same location as the existing static sign, and have the same orientation (i.e. east).		

Table 22: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Collins St	Council	Minor Road (CBD)	No	2 traffic lanes Divided carriageway Tram tracks separating opposing traffic streams Parallel parking	40km/h	Both sides, varies along Collins. Eastbound: Loading Zone 15 minute 7:30am-7:30pm Mon-Sat 1P 7:30am-6:30pm Sun Westbound: Taxi Zone
Road Safety Review: No casualty crashes took place within visible distance of the proposed signage.						

Figure 35 displays the signs location and context.

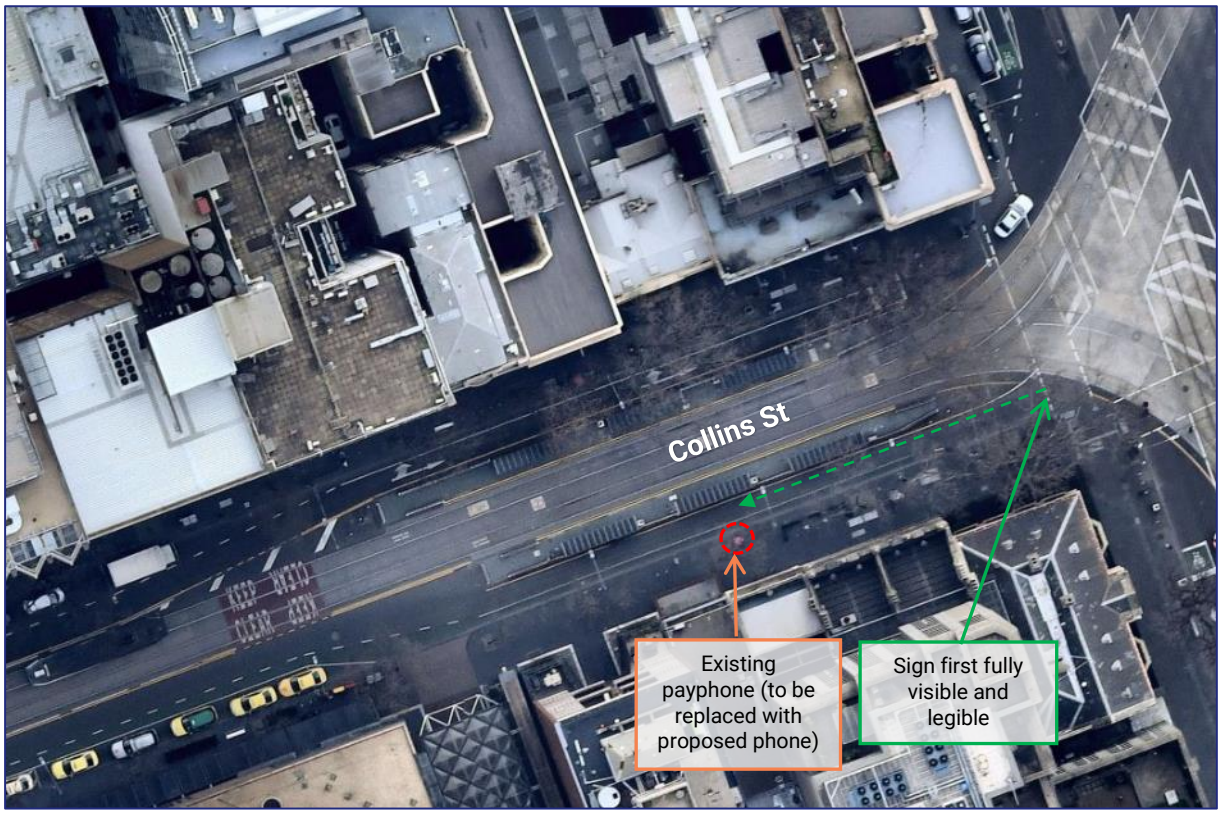


Figure 35: 9 Collins Street- Sign Location and Context

Detailed Assessment

Drivers and Cyclists

The sign will be offset approximately 660mm from the Collins Street carriageway, replacing an existing payphone. Given its not located near an intersection, it will not obstruct sightlines along the carriageway.

The proposed sign is orientated to face the westbound traffic on Collins Street.

The proposed sign has good visibility once you enter Collins Street. However before turning on the straight road of Collins Street from Spring or Macarthur Street the sign cannot be seen. This means the sign is both first visible and legible at an approximate distance of 40 metres. The driver's viewpoint at this location is shown at Figure 36.

Cyclists will also have good visibility of the sign due to no large obstructions (vehicles or bulky roadside furniture) in their line of sight.

Our assessment found that the sign will not be visible and legible to a driver until they are within approximately 40m of the sign's location. At this point, the sign is at an angle of approximately 10 degrees relative to the driver and rapidly moving to the left out of their field of view. The sign passes out from a 20-degree field of view within approximately 20m of travel. Travelling at 30km/h around 24% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

Figure 36: 9 Collins Street – Sign first visible and legible on westbound approach

Pedestrians

The sign replaces an existing payphone and there is no practical impact on pedestrian walking space. The payphone leaves a 3.57m wide footpath for pedestrians, which is satisfactory. There is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross Collins Street, and accordingly the fencing at the

adjacent tram stop prevents pedestrians from doing so. Proceeding and following the payphone are crossing points between the footpath and adjacent tram stop. Drivers would primarily focus on expected presence of pedestrians before focusing on the signage. We are satisfied that the impacts on pedestrians are minimal.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The sign is substantially offset from Collins Street and does not obstruct sightlines.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	There are no traffic control devices in proximity to the sign.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The proposal is located on a straight road, where particular concentration is not required.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.8. 12 Collins Street, Melbourne

A plan extract of the proposed payphone and sign is provided in Figure 37 below. The following table details the characteristics of the new sign.

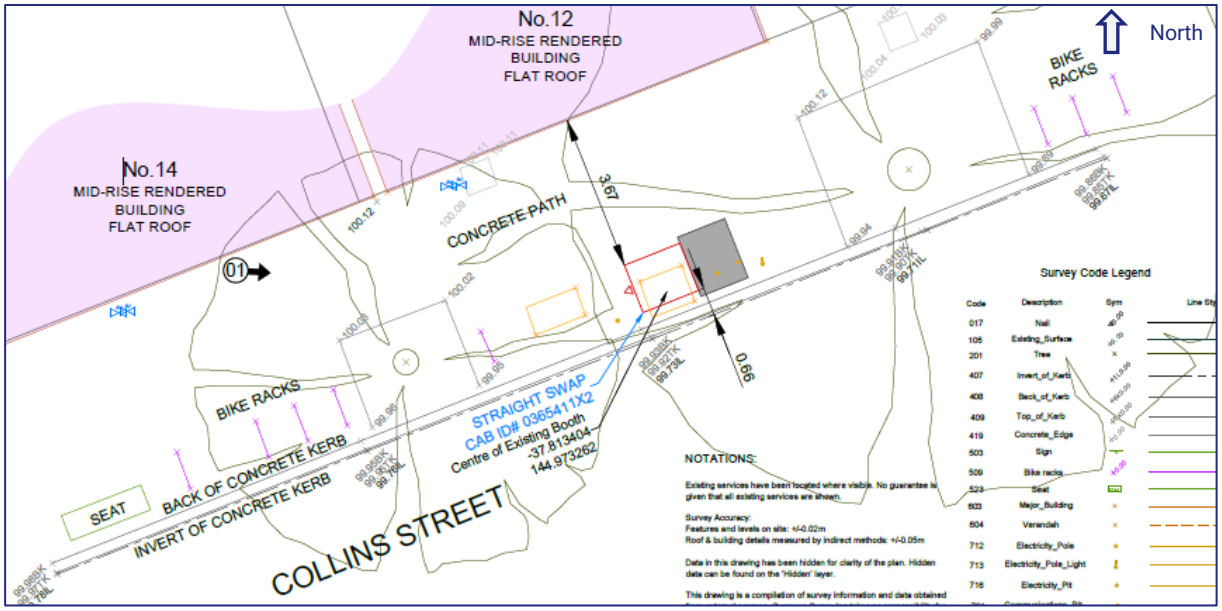


Figure 37: 12 Collins Street Plan Extract

Table 23: Proposed sign description

Proposal	12 Collins Street, Melbourne – replace payphone		
Dwell time	10 seconds		
Primary Audience	Pedestrians and vehicles		
Approach:	Eastbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	85m	Distance Legible:	60m
Additional Notes:	The proposed sign will be in approximately the same location as the existing static sign, and have the same orientation (i.e. west).		

Table 24: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Collins St	Council	Minor Road (CBD)	No	2 traffic lanes Divided carriageway Tram tracks separating opposing traffic streams Parallel parking	40km/h	Both sides, varies along Collins. Eastbound: Loading Zone 15 minute 7:30am-7:30pm Mon-Sat 1P 7:30am-6:30pm Sun Westbound: Taxi Zone
Road Safety Review: One casualty crash took place within the survey period. This accident occurred on Friday May 13th, 2016, at 12:00pm. The severity was other (minor) (DCA Code 163). This incident involved a bicycle striking the door of a parked/stationary vehicle. One crash does not indicate an area of concern. Accordingly, we do not consider that there is any identifiable crash pattern on the approach to the sign.						

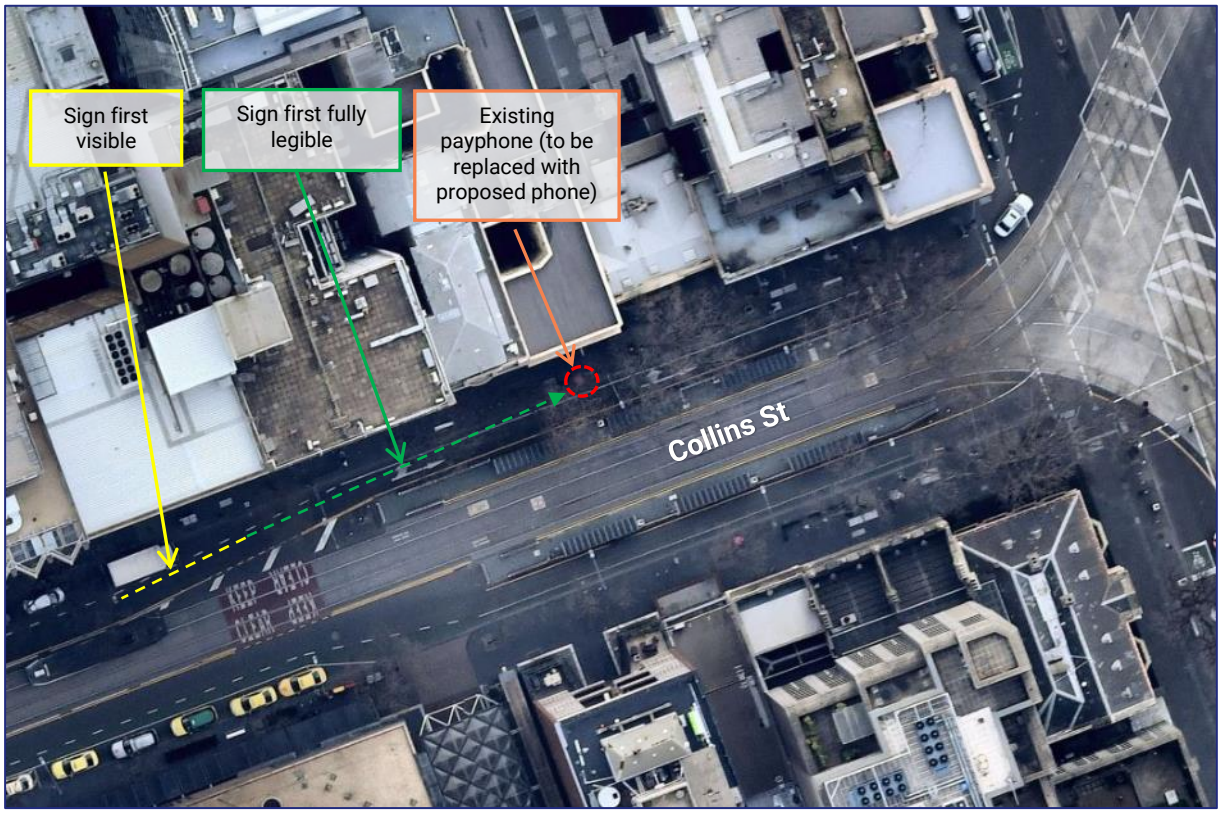


Figure 38: 12 Collins Street- Sign Location and Context

Detailed Assessment

Drivers and Cyclists

The sign will be offset approximately 660mm from the Collins Street carriageway, replacing an existing payphone. Given its not located near an intersection, it will not obstruct sightlines along the carriageway.

The proposed sign is orientated to face the eastbound traffic on Collins Street.

The proposed sign becomes visible as kerbside parking ceases on approach to the sign, resulting in a single lane of traffic. The driver's viewpoint at this location is shown at Figure 39.

Cyclists will also have good visibility of the sign due to no large obstructions (vehicles or bulky roadside furniture) in their line of sight.

Our assessment found that the sign will not be clearly legible to a driver until they are within approximately 60m of the sign's location. At this point, the sign is at an angle of approximately 6 degrees relative to the driver and rapidly moving to the left out of their field of view. The sign passes out from a 20-degree field of view within approximately 40m of travel. This is shown at Figure 40. Travelling at 30km/h around 78% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

Figure 39: 12 Collins Street – sign first visible on eastbound approach

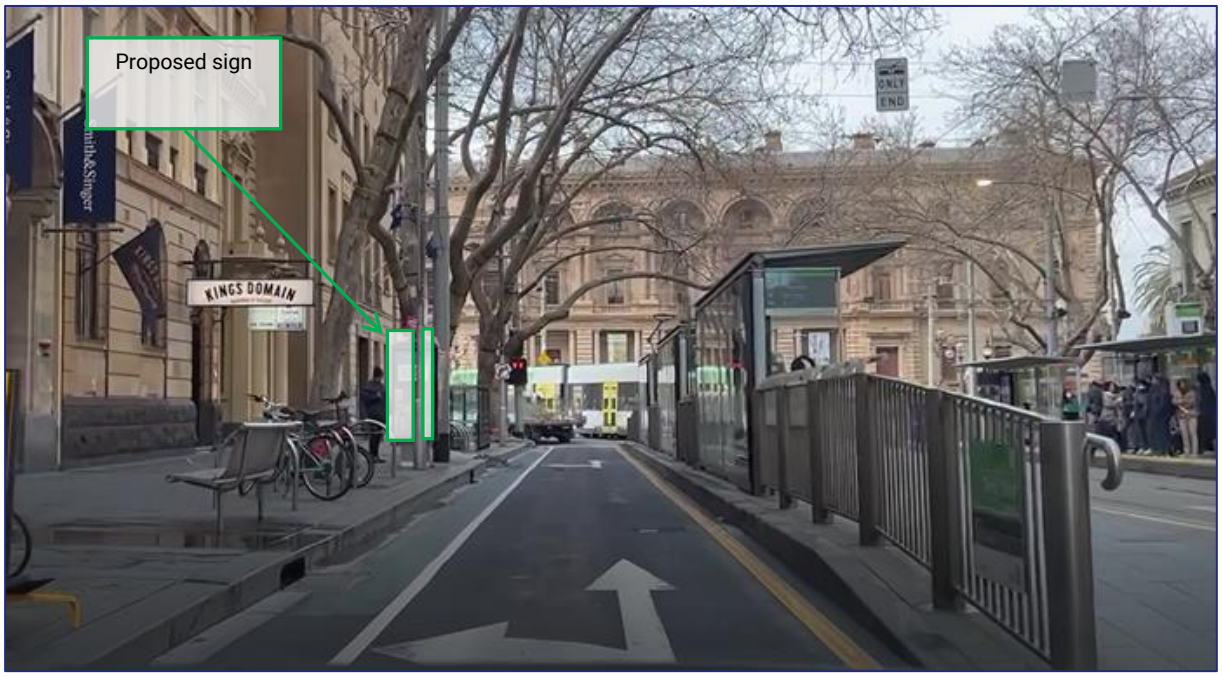


Figure 40: 12 Collins Street – Sign legible on eastbound approach (partially obscured by light pole)

Pedestrians

The sign replaces an existing payphone and there is no practical impact on pedestrian walking space. The payphone leaves a 3.7m wide footpath for pedestrians, which is satisfactory.

There is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross Collins Street, and accordingly the payphone does not block drivers views to crossing pedestrians. Proceeding the payphone is a crossing point between the footpath and adjacent tram stop, indicated as a safety zone. Drivers would primarily focus on expected presence of pedestrians before coming within proximity to the sign where it is legible. We are satisfied that the impacts on pedestrians are minimal.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The sign is substantially offset from Spring Street and does not obstruct sightlines.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	There are no traffic control devices in proximity to the sign.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The replacement payphone is located on a straight road, where particular concentration is not required. The presence of pedestrians on approach to the sign is expected by the driver.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.9. 1-15 Elgin Street, Carlton

A plan extract of the proposed payphone and sign is provided in Figure 41 below. The following table details the characteristics of the new sign.

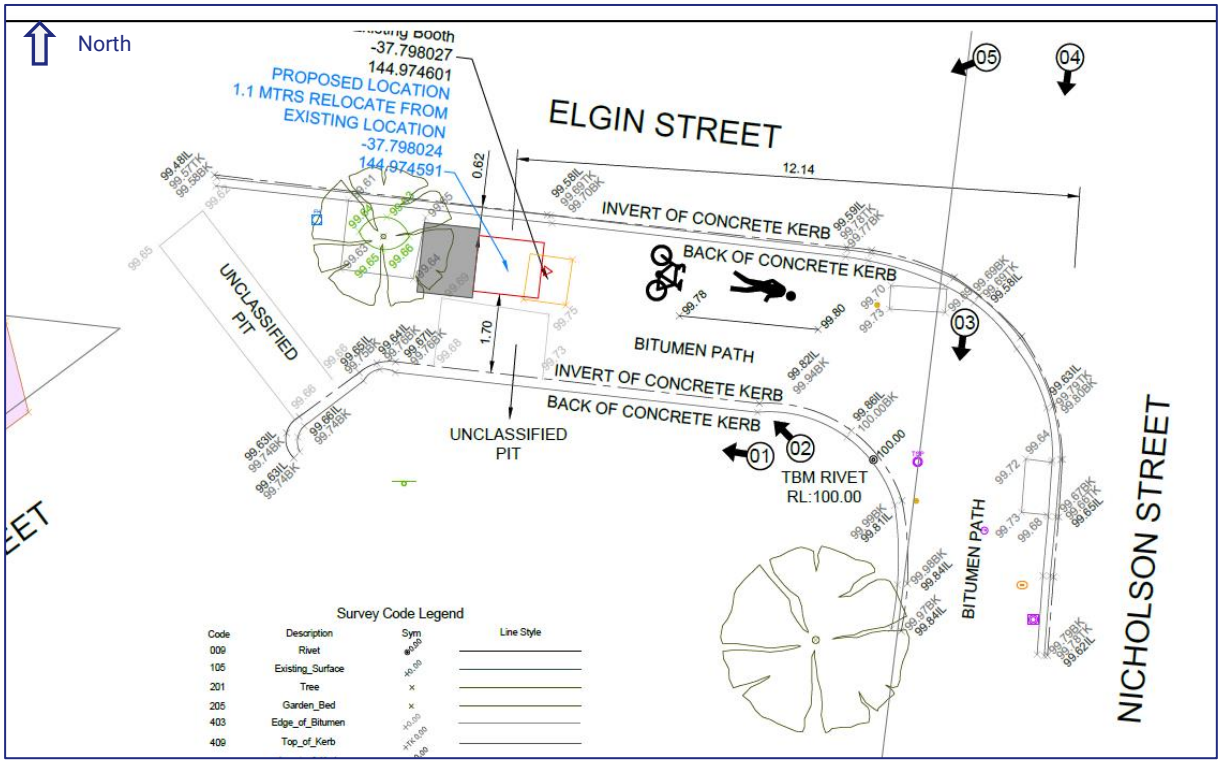


Figure 41: 1-15 Elgin Street Plan Extract

Table 25: Proposed Sign Description

Proposal	1-15 Elgin Street, Carlton – relocate payphone		
Dwell time	10 seconds		
Primary Audience	Pedestrians and vehicles		
Approach:	Westbound	Speed Zone / Est. Travel Speed:	50 km/h
Distance Visible:	70m	Distance Legible:	60m
Additional Notes:	The proposed sign will be shifted 1.1m west from its existing location, and its orientation will be unchanged (i.e. it will continue to face east).		

Table 26: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Elgin St	Council	Major Local	No	4 Traffic Lanes Divided carriageway Separate bike lane Parallel parking	50km/h	Both sides, varies along Elgin Eastbound: Bus Zones, 2P 7:30am-6:30pm Mon-Fri and 7:30am-12:30pm Sat, Reserved permit holders Westbound: 1P 7:30am-9pm, Resident permit holders
Nicholson St	DoT	Arterial	TRZ2	4 traffic lanes Divided carriageway Tram tracks separating opposing traffic streams Parallel parking	60km/h	Both sides, varies along Nicholson. Northbound: 1/4P 7:30am-6:30pm Mon-Sat Southbound: 2P 7am-1am
Road Safety Review: See following table.						

Table 27: Crash review (1-15 Elgin Street)

Location	Date	Time	Severity	Type (DCA)	Type of Accident	Sign Visible & Legible?
<u>Location 1</u> Nicholson St at Johnston St	Friday 12/06/2015	17:19	OI	121	Right through involving an eastbound vehicle and westbound vehicle.	Sign is both visible and legible
	Tuesday 17/05/2016	05:00	OI	121 (M)	Right through involving an eastbound motorcycle and westbound vehicle.	

LEGEND:

OI:	Other Injury	SI:	Serious Injury	F:	Fatality
(B):	Bicyclist	(M):	Motorcyclist	(P):	Pedestrian
(C):	Bus/Coach	(RT):	Rigid Truck	(ST):	Semi-trailer

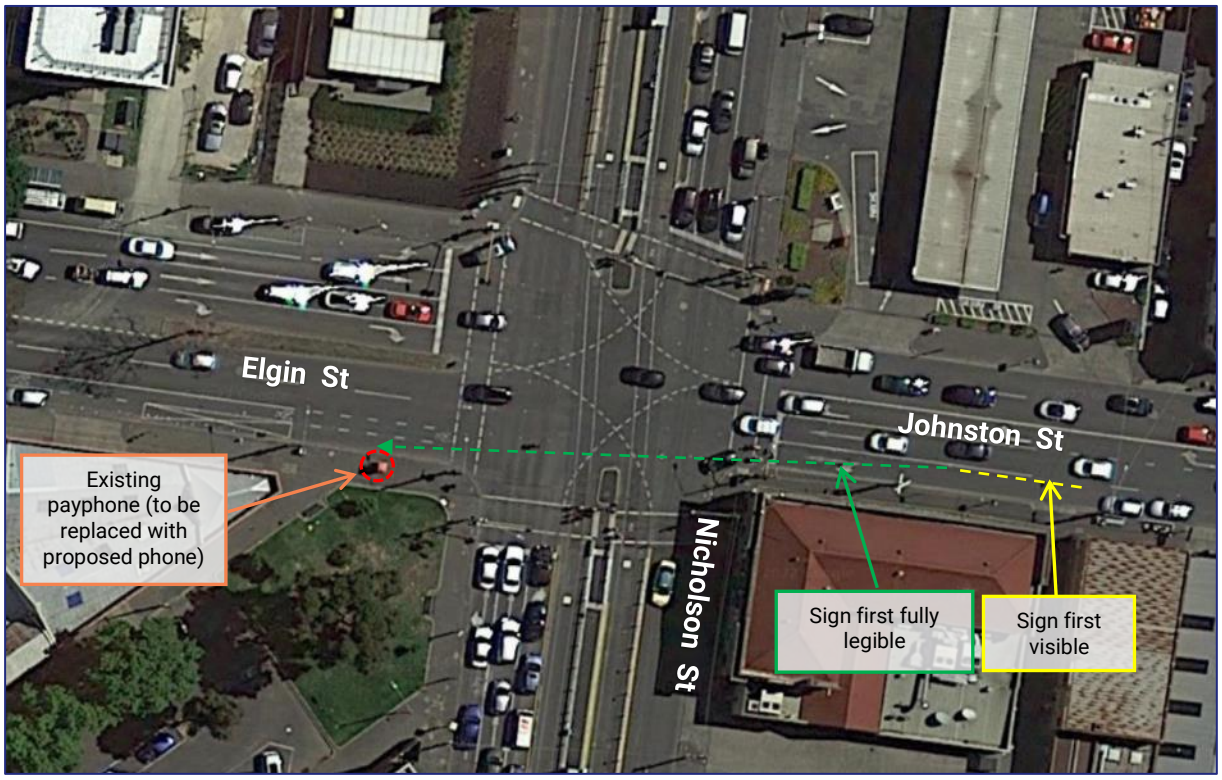


Figure 42: 1-15 Elgin Street - Sign Location and Context

Detailed Assessment

Drivers and Cyclists

The sign will be offset approximately 12.14m back from Nicholson Street and 620mm from the Elgin Street carriageway. The proposed location is 1.1 meters west of the existing static signage, which is to be replaced, but will continue to face the westbound traffic on Elgin Street.

The proposed sign has reasonable visibility for both cyclists and vehicles as it not hidden behind the streetscape or kerbside parking. Upon inspection of the site, the existing payphone can be seen from Johnston Street (prior to the Elgin Street and Nicholson Street intersection), an approximate distance of 70 metres.

Our assessment found that the sign will not be clearly legible to a driver until they are within approximately 60m of the sign's location. At this point, the sign is at an angle of approximately 6 degrees relative to the driver and rapidly moving to the left out of their field of view. The sign passes out from a 20-degree field of view within approximately 40m of travel. This is shown at Figure 43. Travelling at 50km/h around 36% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

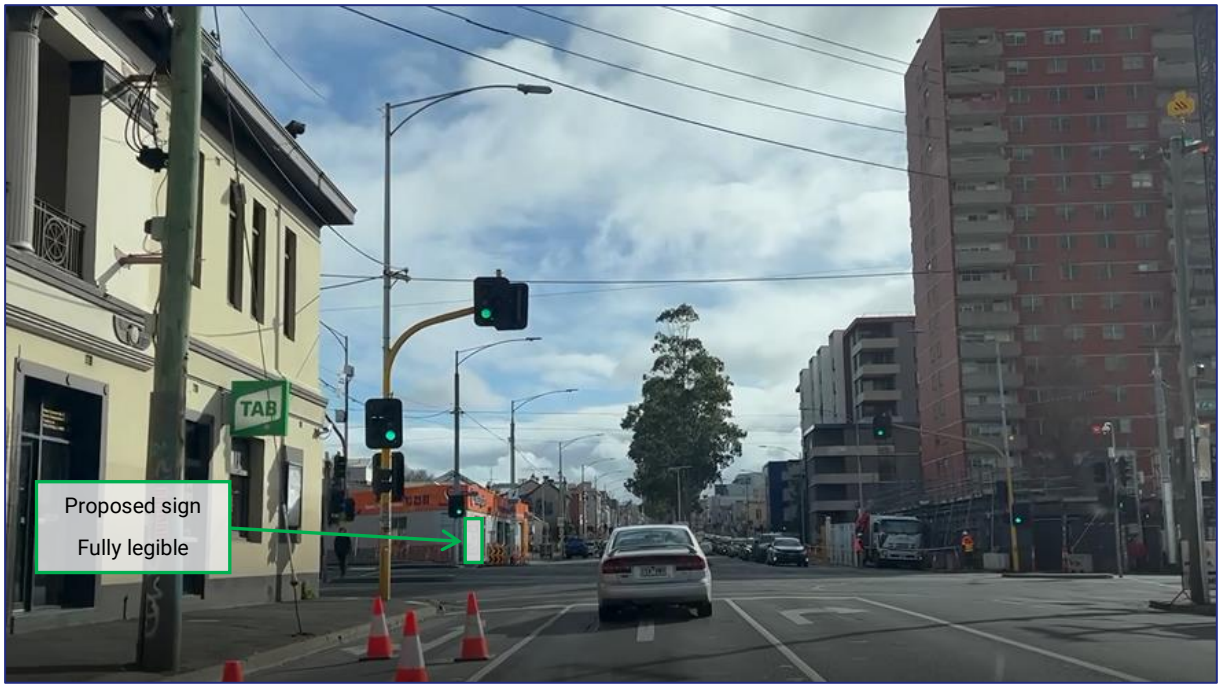


Figure 43: 1-15 Elgin Street – Sign legible on westbound approach

Pedestrians

The proposal is a minimal relocation of an existing payphone and there is no practical impact on pedestrian walking space. The payphone leaves a 1.7m wide footpath for pedestrians, which is suitable for its location within the suburb of Carlton.

There is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross Elgin Street from behind the payphone. Proceeding the payphone is a signalised crossing point that would be favoured by pedestrians. Drivers would primarily focus on expected presence of pedestrians before coming within proximity to where the sign where it is legible. We are satisfied that the impacts on pedestrians are negligible.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The sign is offset from the Elgin/Nicholson Street intersection and does not obstruct sightlines.
2	Obstructs a driver's view of a traffic control device or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The small sign format and offset from the Elgin/Nicholson Street Intersection will not distract from the traffic signals. The clarity and effectiveness of the nearby traffic signals will not be compromised.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The replacement payphone follows the standard four-legged Elgin/Nicholson Street intersection, which is simple to navigate. The presence of pedestrians on approach to the sign is expected by the driver and will be the primary focus on the approach.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.10. 253 Lonsdale Street, Melbourne

A plan extract of the proposed payphone and sign is provided in Figure 44. The following table details the characteristics of the new sign.

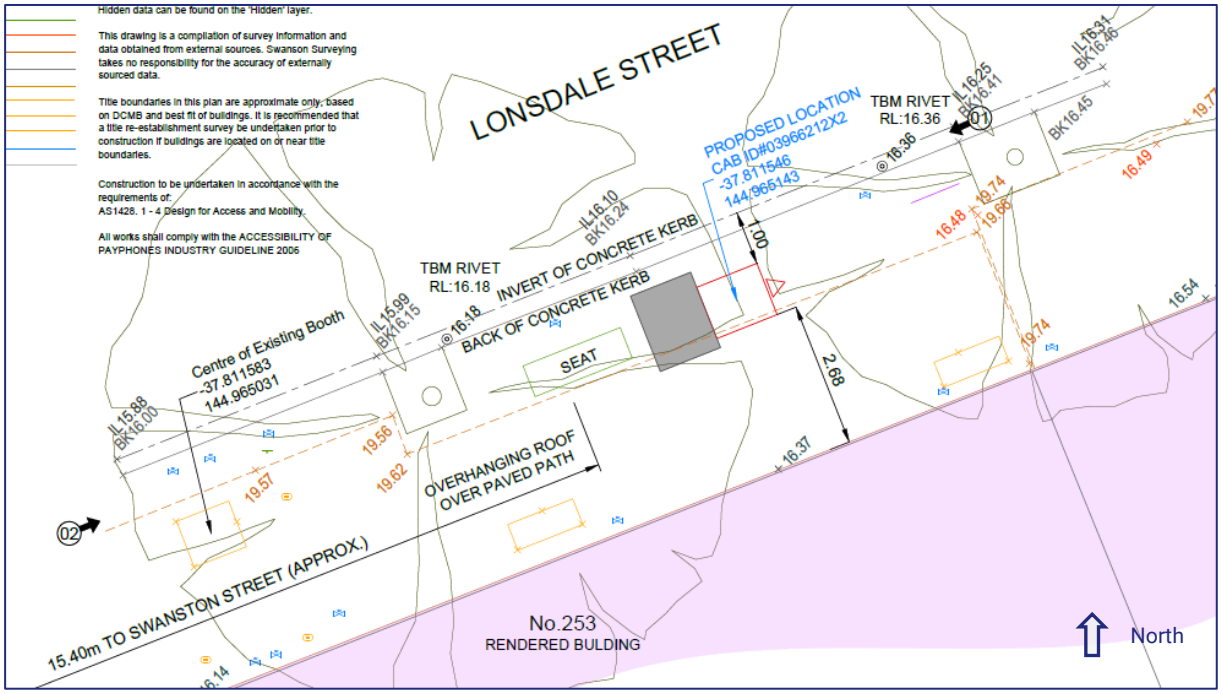


Figure 44: 253 Lonsdale Street Plan Extract

Table 28: Proposed Sign Description

Proposal	253 Lonsdale Street, Melbourne – relocate payphone		
Dwell time	10 seconds		
Primary audience	Pedestrians and vehicles		
Approach:	Westbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	60m	Distance Legible:	60m
Additional Notes:	The sign is proposed approximately 7.5m east from its existing location, and its orientation will be unchanged (i.e. it will continue to face east).		

The table below details the local road network.

Table 29: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Lonsdale Street	Council	Minor Local (CBD	No	Six traffic lanes Divided carriageway One bus lane in each direction	40km/h	N/A
Swanston Street	Council	Minor Local (CBD)	No	Two traffic lanes in each direction Undivided carriageway Tram tracks sharing centre lanes	30km/h	N/A
Notes: 1. Lonsdale Street forms a T-intersection with Swanston Street and is controlled by a signalised four-legged intersection.						
Road Safety Review: No casualty crashes occurred within the review area over the review period.						

Figure 45 illustrates the site context and where the sign is visible from.

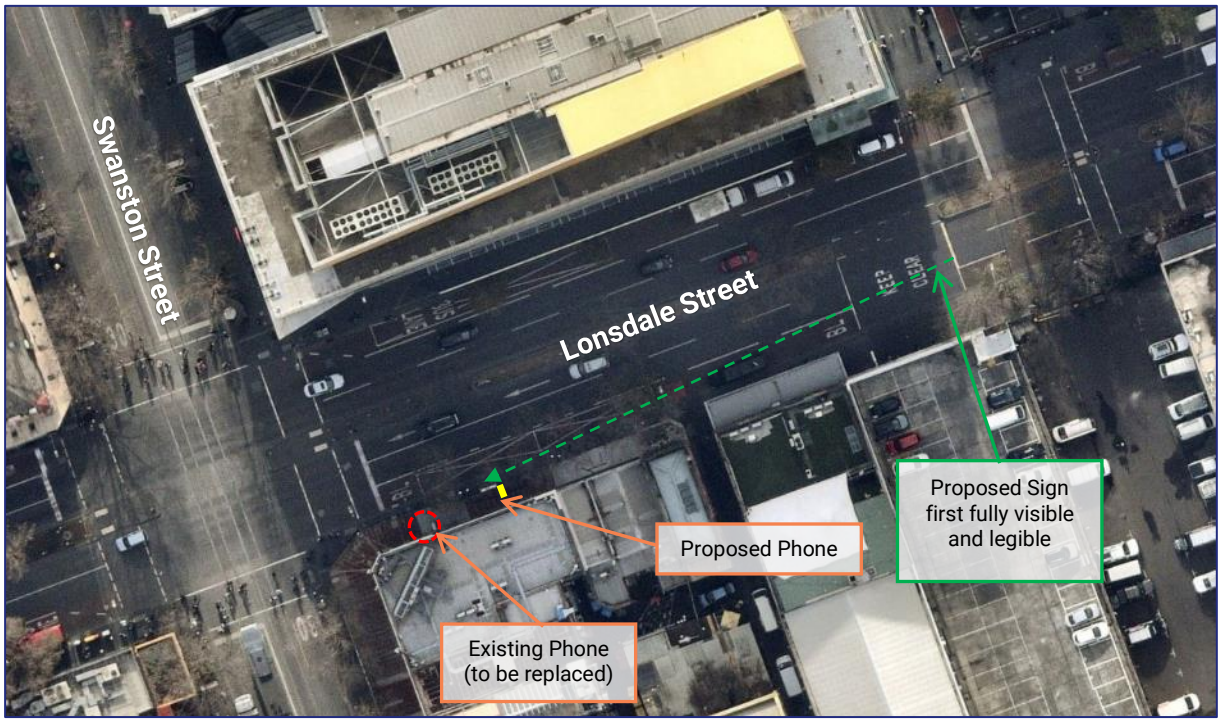


Figure 45: 253 Lonsdale Street – Proposed Sign Location and Context

Detailed Assessment

Drivers and Cyclists

The sign will be offset approximately 1m from the Lonsdale Street carriageway and over 15m from Swanston Street.

The proposed sign location is moderately obscured by existing street trees, bus stops and other street furniture. However, its line of sight is increased compared to the existing payphone situated 7.5m to the west of the proposed digital sign. The distance that the sign is first visible and equally legible to westbound drivers is approximately 60m to its location. The driver's viewpoint at this location is shown in Figure 46.

At this point, the sign is at an angle of approximately 6 degrees relative to the driver and rapidly moving to the left out of their field of view. The sign passes out from a 20-degree field of view within approximately 40m of travel. With a visibility distance of around 60 metres and travelling at 30km/h, 48% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

The viewing distances to the sign for vehicles in both lanes is similar.

Figure 46: 253 Lonsdale Street – proposed sign first viewable and legible

Pedestrians

The sign is a minor relocation of an existing payphone and there is no practical impact on pedestrian walking space. The payphone leaves a 2.68m wide footpath for pedestrians, which is satisfactory.

This sign will largely be viewed by pedestrians given its good visibility from the footpath and awaiting a bus at the nearby bus stops. It does also not obstruct pedestrian view lines as they wait at the nearby bus stop. As the proposed payphone has an offset of 1 metre, pedestrians have good sightlines at the kerb line on incoming buses.

Additionally, the sign is located back from the pedestrian crossing at the ahead intersection of Swanston and Lonsdale Streets. A bus using the bus bay would have much greater impact on driver sightline obstruction, which operates adequately.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The sign is recessed from Swanston St and does not obstruct sightlines.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposal does not interfere with traffic control devices.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	Drivers are approaching an intersection entirely consistent with a standard four-legged signalised intersection. The presence of pedestrians at the intersection is expected by the driver.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.11. 359-385 Bourke Street, Melbourne

A plan extract of the proposed payphone and sign is provided in the figure below.

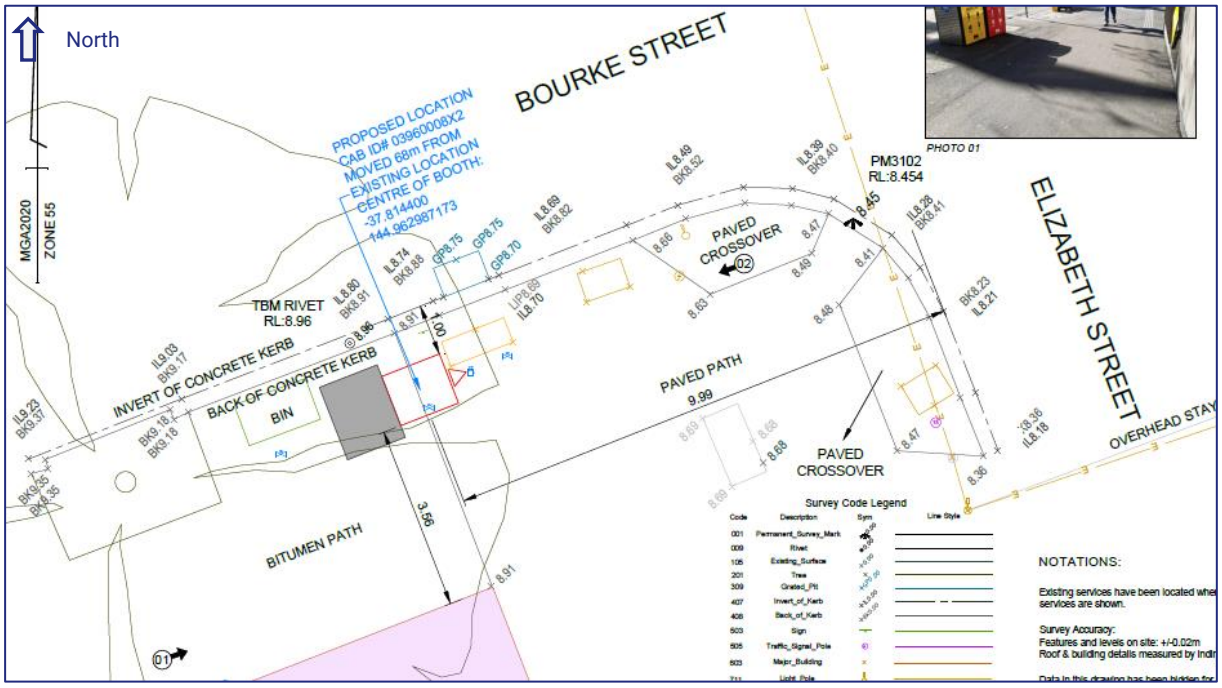


Figure 47: 359-385 Bourke Street Plan Extract

Table 30 displays the main characteristics of the proposal.

Table 30: Proposed Sign Characteristics

Proposal	359-385 Bourke Street, Melbourne – relocate payphone		
Dwell Time:	10 seconds		
Primary Audience	Pedestrians		
Approach:	Westbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	30m	Distance Legible (same as visibility):	30m
Additional Notes:	The proposed sign will be relocated 68m from its existing location and will be orientated to the east.		

The table below details the local road network.

Table 31: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Bourke Street	Council	Minor Local (CBD)	No	2 traffic lanes Divided carriageway Tram tracks separating opposing traffic streams Bike Lane	40km/h	Westbound: Taxi Zone Eastbound: None in vicinity of site
Road Safety Review: One casualty crash took place within the survey period. This accident occurred on the intersection of Bourke Street and Elizabeth Street on Thursday December 20th, 2018, at 4:00pm. The severity was other (minor) (DCA Code 163). This incident involved a westbound bicycle who strikes the door of parked/stationary vehicle. Accordingly, we do not consider that there is any identifiable crash pattern on the approach to the sign.						

Figure 48: 359-385 Bourke Street - Sign Location and Context

Detailed Assessment

The new sign will be offset approximately 9.99m from Elizabeth Street and 1m from the Bourke Street carriageway. In this position it will not obstruct any sightlines.

The sign will primarily face pedestrians on Bourke Street travelling westbound due to limited driver visibility. The approach to the sign is not lengthy, as it lies adjacent to the Bourke

Street Mall, which is pedestrian only access. Vehicles will only pass the sign if they are performing turning movements from Elizabeth Street.

Upon site inspection, turning left from Elizabeth Street onto Bourke would allow the driver to catch a glimpse of the sign if they are one of the first drivers back from the stop line, waiting to enter the intersection. This can be seen in Figure 49. Similarly, turning right from Elizabeth Street onto Bourke allows the driver to see the sign once they have entered the intersection, as shown in Figure 50. However, in both cases, the driver would be focusing on the turning movement ahead, trams and high pedestrian volumes that they would not acknowledge the sign. They would then pass the sign immediately without the appropriate cone of vision to comprehend/read the advert.

Cyclists are also unlikely to devote attention to the sign, given its small format and location. Based on visibility distance of 20m, it would be rare that drivers would see an image change. Unless the driver is at the stop line of the Elizabeth Street intersection, drivers further back in the queue are unlikely to see the sign due to the vehicle in front.

Pedestrians

The proposed sign is located on a footpath. Pedestrians can readily view the sign as they walk past it and are the primary audience for this proposal. Pedestrians would favour crossing at the signalised intersection which proceeds the proposal and accordingly it is unlikely to block drivers views to crossing pedestrians. We are satisfied that the impacts on pedestrians are minimal. The payphone leaves a 3.56m wide footpath for pedestrians, which is suitable as the primary audience.

Figure 49: 359-385 Bourke Street - Approach from Elizabeth Street Northbound

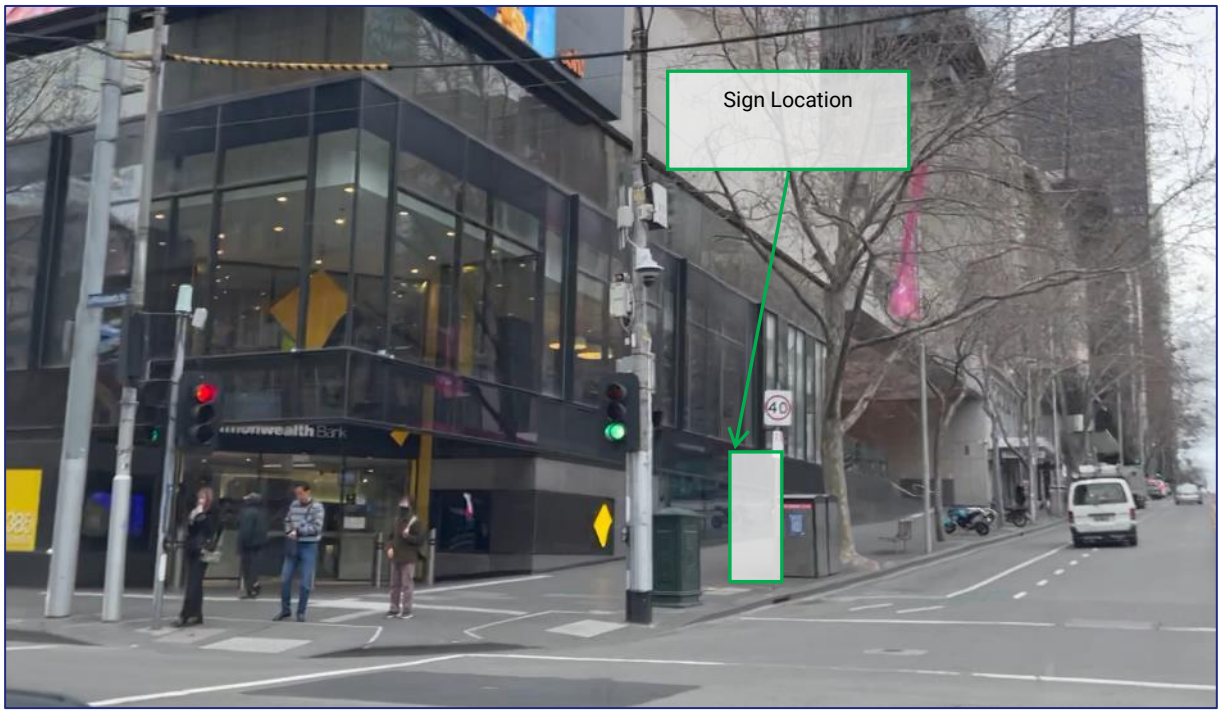


Figure 50: 359-385 Bourke Street – Approach from Elizabeth Street Southbound

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed payphone does not obstruct sight lines to an intersection.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed payphone does not obstruct or background traffic signal lanterns.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The signals associated with the Elizabeth Street intersection will be visible well before the sign is visible, and as such, drivers will be alerted to, and focusing on responding to these signals and the expected presence of pedestrians before viewing the sign.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.12. 457-471 Bourke Street, Melbourne

A plan extract of the proposed payphone and sign is provided in the figure below.

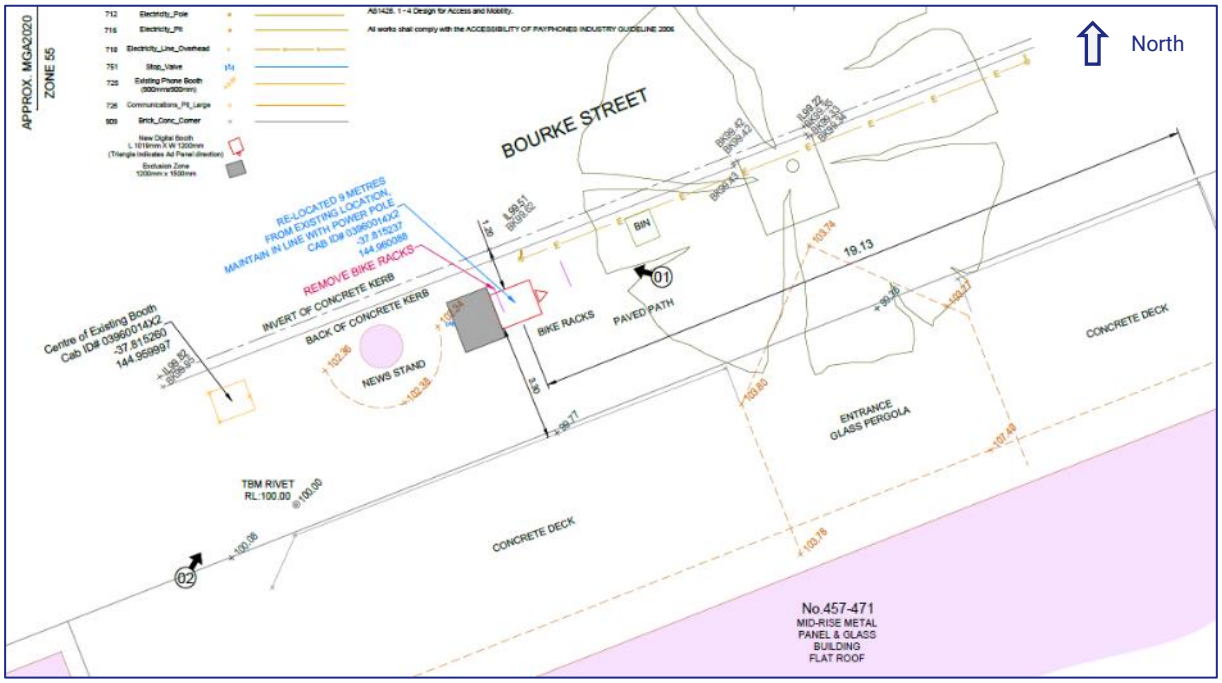


Figure 51: 457-471 Bourke Street Plan Extract

Table 32 displays the main characteristics of the proposal.

Table 32: Proposed Sign Characteristics

Proposal	457-471 Bourke Street, Melbourne – relocate payphone		
Dwell Time:	10 seconds		
Primary Audience	Drivers and pedestrians		
Approach:	Westbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	20m	Distance Legible (same as visibility):	20m
Additional Notes:	The proposed sign will be 9m from the existing payphone and its orientation will be unchanged (i.e. it will continue to face east). This proposal will require the removal of one bicycle rack.		

The table below details the local road network.

Table 33: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Bourke Street	Council	Minor Local (CBD)	No	2 traffic lanes Divided carriageway Tram tracks separating opposing traffic streams Bike Lane	40km/h	None in vicinity of sign.
Road Safety Review: No casualty crashes took place within viewable distance of the proposed sign.						

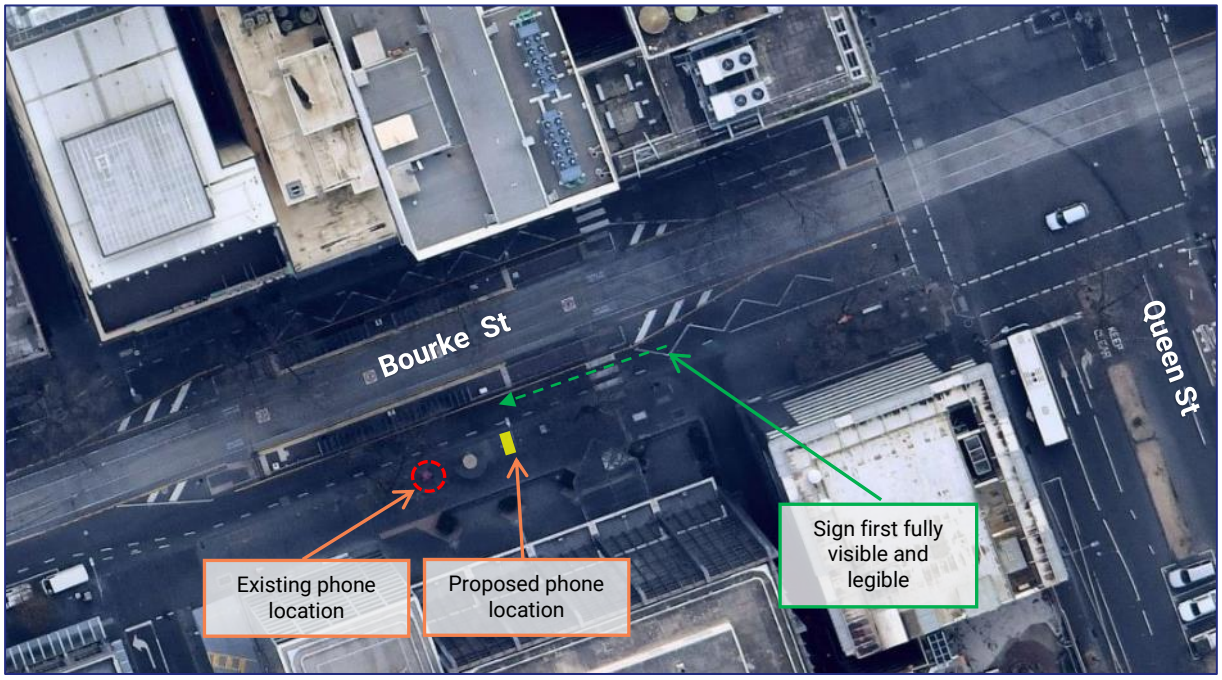


Figure 52: 457-471 Bourke Street - Sign Location and Context

Detailed Assessment

The relocated payphone is situated 1.2m away from the Bourke Street carriageway. Effectively midblock, this sign will not obstruct sightlines of any intersections or crossing points.

The sign will primarily face pedestrians on Bourke Street travelling westbound due to limited driver visibility. The approach to the sign is greatly obscured. There are several features that limit the ability to see this proposal including trees and bins. Upon site inspection, the sign is both visible and legible from approximately 20m to its location, as shown in Figure 53.

Whilst there is a pedestrian crossing to the tram stop on approach to the sign, as shown in Figure 53, the sign is largely obstructed and would not impede on driver decision making.

Cyclists and drivers will draw attention to the narrow bike lane and adjacent tram stop, including pedestrian crossings and are unlikely to devote attention to the sign. Based on visibility distance of 20m, it would be rare that drivers would see an image change. However, if drivers were to see an image change, they would most likely be travelling at low speeds and not proposing a hazard.

Pedestrians

The proposed sign is located on a footpath, leaving 3.3 metres of walking space for pedestrians. Pedestrians can readily view the sign as they walk past it and are the primary audience for this proposal. The adjacent tram stop prohibits pedestrian crossing along the westbound stretch of Bourke Street with fencing. The pedestrian crossing point for this tram stop is situated before the sign, and in visible distance.

Figure 53: 457-471 Bourke Street – Proposed sign partially visible and legible.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed payphone does not obstruct sight lines to an intersection.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed payphone does not obstruct or background traffic signal lanterns.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	Drivers are unlikely to notice the sign and will pay greater attention to the pedestrian crossing which is well signed and visible from a larger distance.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.13. 103 Lonsdale Street, Melbourne

A plan extract of the proposed payphone and sign is provided in the figure below.

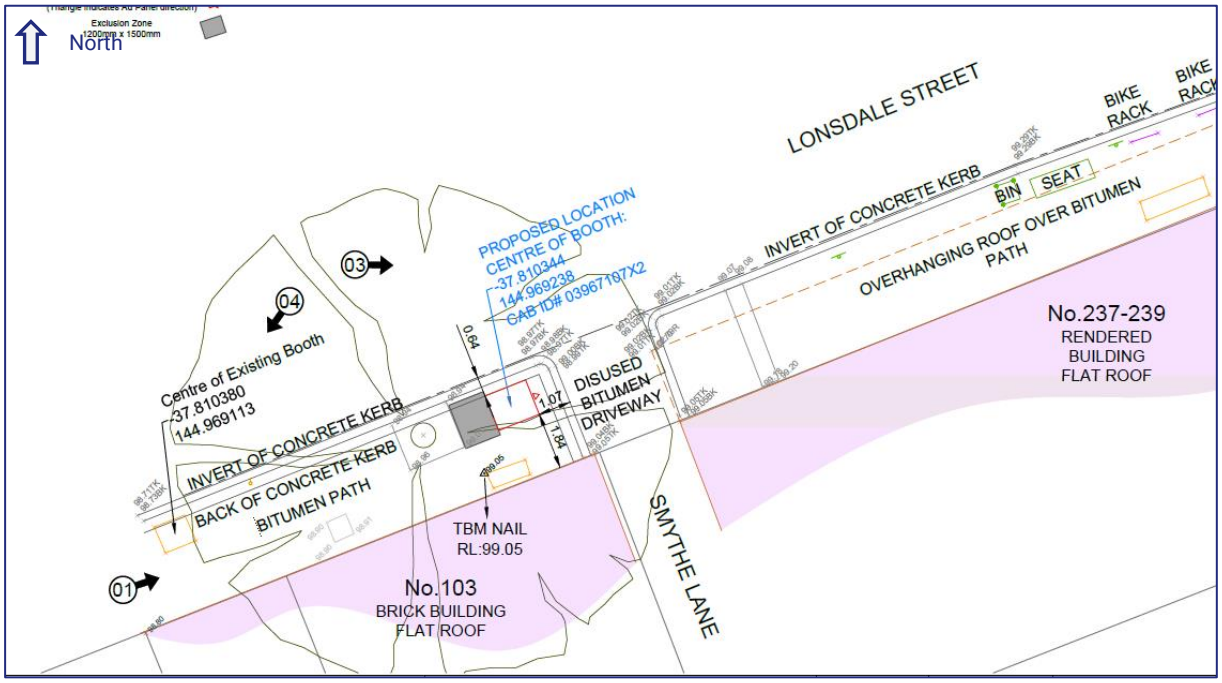


Figure 54: 103 Lonsdale Street Plan Extract

Table 34 displays the main characteristics of the proposal.

Table 34: Proposed Sign Characteristics

Proposal	103 Lonsdale Street, Melbourne – relocate payphone		
Dwell Time:	10 seconds		
Primary Audience	Drivers and pedestrians		
Approach:	Westbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	80m	Distance Legible (same as legibility):	60m
Additional Notes:	The new payphone will be located on the corner of Lonsdale Street and Smythe Lane, approximately 7m from the existing payphone. The digital sign will orientate the westbound traffic on Lonsdale Street.		

The table below details the local road network.

Table 35: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Lonsdale Street	Council	Minor Local (CBD)	No	Six traffic lanes Divided carriageway One bus lane in each direction	40km/h	90-degree parking separating opposing traffic streams. 2P Meter 7:30am-8:30pm Mon-Sat 1P 7:30am-6:30pm Sun
Smythe Lane	Council	Laneways/ Right of Way	No	Disused bitumen driveway Pedestrians Only	40km/h	N/A
Road Safety Review: See following table.						

Table 36: Crash review (103 Lonsdale Street)

Location	Date	Time	Severity	Type (DCA code)	Type of Accident	Sign Visible & Legible?
Location 1 Lonsdale Street 9m West of Exhibition Street	Wednesday 11/12/2019	07:09	OI	102 (P)	Pedestrian hit from the left by a westbound vehicle.	Sign both visible and legible
Location 2 Exhibition Street at Lonsdale Street	Monday 07/08/2017	13:00	OI	121	Right through involving south-west and north-east travelling vehicles	

LEGEND:

OI:	Other Injury	SI:	Serious Injury	F:	Fatality
(B):	Bicyclist	(M):	Motorcyclist	(P):	Pedestrian
(C):	Bus/Coach	(RT):	Rigid Truck	(ST):	Semi-trailer

Both crashes were of a different type and occurred at different locations. Accordingly, we do not consider that there is any identifiable crash pattern on the approach to the sign.

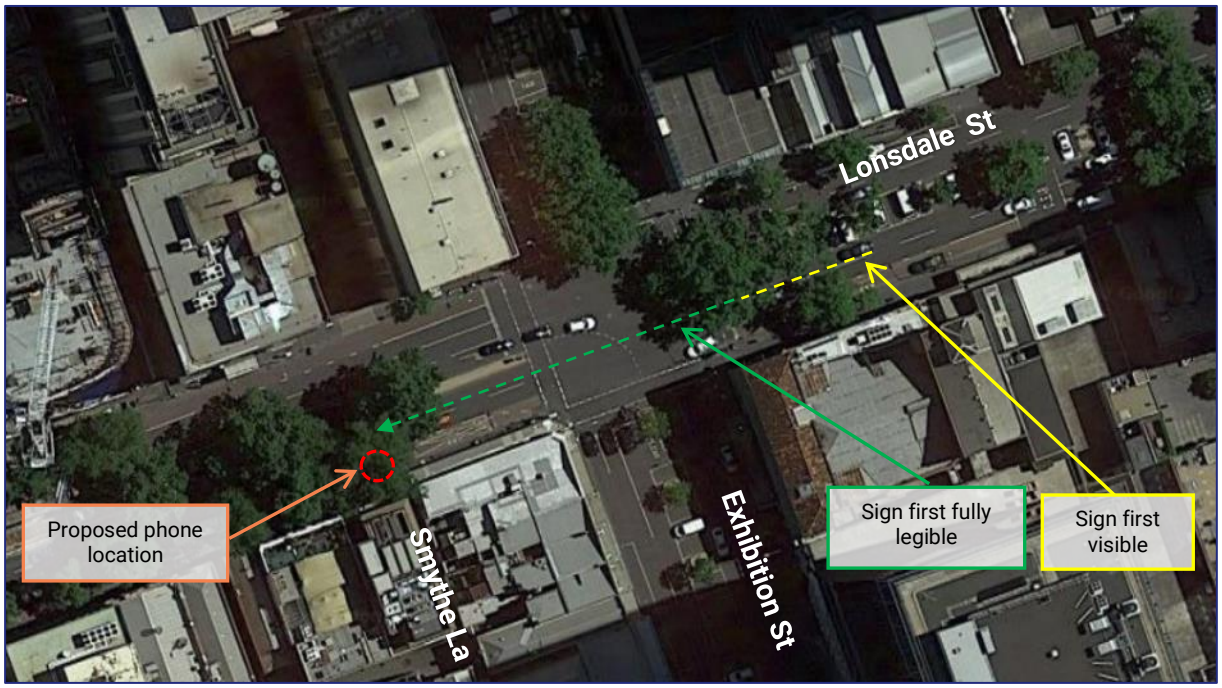


Figure 55: 103 Lonsdale Street - Sign Location and Context

Detailed Assessment

The relocated payphone is situated 640 mm from Lonsdale Street and 1.07 metres from Smythe Lane. The footpath would remain 1.84m, which is satisfactory. Effectively midblock, this sign will not obstruct sightlines of any intersections or crossing points.

The sign is reasonably visible as it is situated in front of a disused bitumen driveway, with limited road furniture proceeding the sign face. Additionally, the dedicated bus lane on approach to the sign allows for little obstruction from other moving or stationary vehicles.

Our assessment found that the sign will not be legible to a driver until they are within approximately 60m of the sign's location. The driver's viewpoint at this location is shown in Figure 56.

At this point, the sign is at an angle of approximately 6 degrees relative to the driver and rapidly moving to the left out of their field of view. The sign passes out from a 20-degree field of view within approximately 40m of travel. Travelling at 30km/h around 72% of drivers would see an image change within a visible distance of the sign, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

The viewing distances to the sign for vehicles in the either lane is similar, due to the little obstructions on the roads edge.

Figure 56: 103 Lonsdale Street – Proposed sign first legible

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed payphone does not obstruct sight lines to an intersection.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed payphone does not obstruct or background traffic signal lanterns.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The Exhibition/Lonsdale Street intersection is readily visible well before the proposed sign may be visible. We are satisfied that particular concentration is not required due to the straight, flat nature of the road geometry.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.14. 330 Collins Street, Melbourne

A plan extract of the proposed payphone and sign is provided in the figure below. The following table describes the new sign.

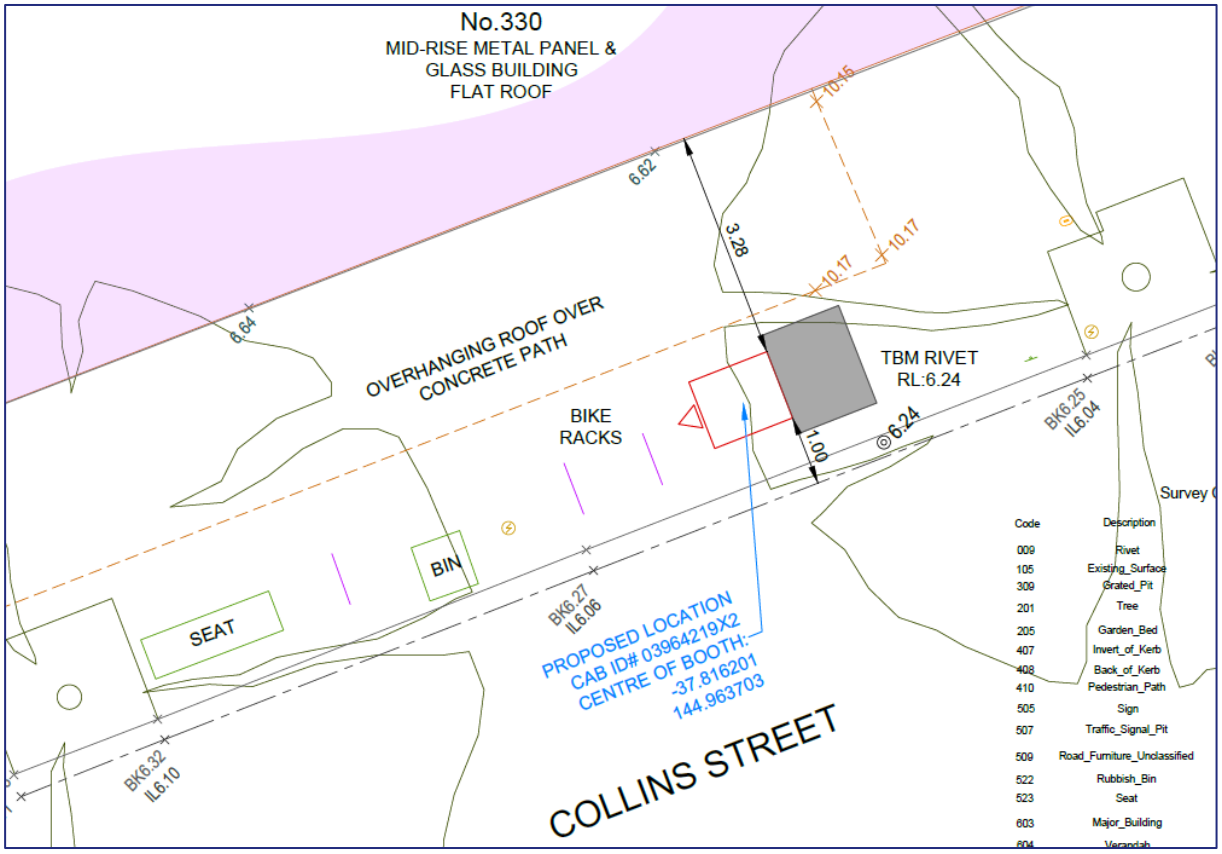


Figure 57: 330 Collins Street Plan Extract

Table 37: Proposed Sign Description

Proposal	330 Collins Street, Melbourne – replacement payphone		
Dwell time	10 seconds		
Primary Audience	Pedestrians		
Approach:	Eastbound	Speed Zone / Est. Travel Speed:	40/30 km/h
Distance Visible:	20m	Distance Legible:	20m
Additional Notes:	The proposal will be orientated towards eastbound pedestrians on Collins Street.		

The table below details the local road network.

Table 38: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Collins St	Council	Minor Road (CBD)	No	2 traffic lanes Divided carriageway Tram tracks separating opposing traffic streams	40km/h	None near site
Road Safety Review: See following table.						

Table 39: Crash review (330 Collins Street)

Location	Date	Time	Severity	Type (DCA)	Type of Accident	Sign Visible & Legible?
Location 1 Collins St 113m west of Elizabeth St	Thursday 6/02/2020	08:33	OI	163 (B)	Westbound Bicycle strikes door of stationary/parked vehicle	Sign is not visible due to parked kerbside vehicles
Location 2 Collins St 115m east of Queen St	Monday 29/05/2017	10:10	OI	163 (B)	Westbound Bicycle strikes door of stationary/parked vehicle	

LEGEND:

OI:	Other Injury	SI:	Serious Injury	F:	Fatality
(B):	Bicyclist	(M):	Motorcyclist	(P):	Pedestrian
(C):	Bus/Coach	(RT):	Rigid Truck	(ST):	Semi-trailer

Figure 58 illustrates the site context and where the sign is visible from.

Figure 58: 330 Collins Street - Proposed Sign Location and Context

Detailed Assessment

Drivers/Cyclists

The sign will be offset approximately 1m from the Collins Street carriageway. The payphone will not alter driver sightlines along either road or at the intersection.

The sign will primarily face pedestrians on Collins Street travelling eastbound due to limited driver visibility. The approach to the sign is greatly obscured (in comparison to other sign locations examined in this report). There are several features that limit the ability to see this proposal including angled road geometry, kerbside parking, and heavy roadside furniture. This can be seen in Figure 59. Upon site inspection, the sign becomes both visible and legible from approximately 20m to its location, as shown in Figure 60.

Cyclists and drivers will draw attention to the change in road geometry and adjacent tram stop, including pedestrian crossings and are unlikely to devote attention to the sign. Upon site inspection, this road segment was also very congested. Based on visibility distance of 20m, it would be rare that drivers would see an image change. However, if drivers were to see an image change, they would most likely be stationary whilst waiting in traffic.

Pedestrians

The proposed sign is located on a footpath. Pedestrians can readily view the sign as they walk past it and are the primary audience for this proposal. The adjacent tram stop prohibits pedestrian crossing along the eastbound stretch of Collins Street with fencing. The

pedestrian crossing point for this tram stop is either well before the sign is legible or after the sign has been passed. Therefore, the proposal will not block either crossing point and propose a hazard.

The payphone leaves a 3.28m wide footpath for pedestrians, which is substantial.

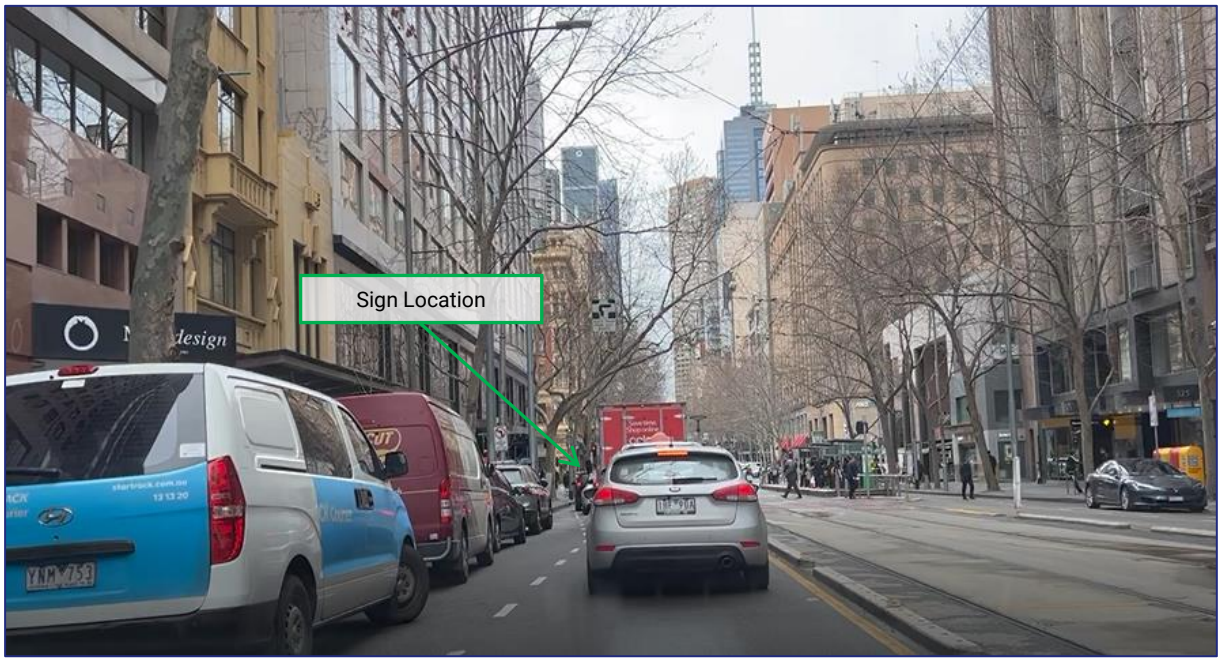


Figure 59: 330 Collins Street payphone - proposed sign heavily obscured

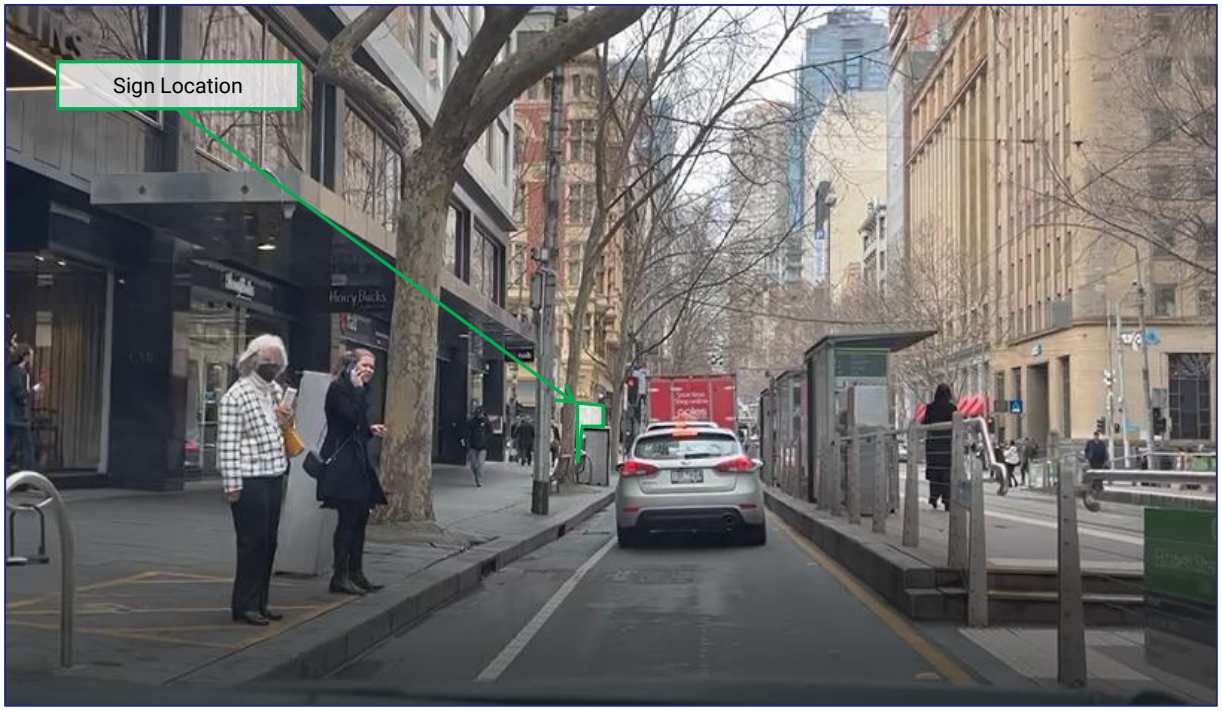


Figure 60: 330 Collins Street payphone - proposed sign only partially visible

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed sign is highly obscured and will not obstruct sightlines of the subsequent intersection.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposal is not in the background of any traffic control device and is mostly hidden for drivers.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The sign is obscured for majority of the approaching distance. Drivers on Collins Street are also unlikely to view the sign due to roadside furniture.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.15. 200 Elgin Street, Carlton

A plan extract of the proposed payphone and sign is provided in the figure below. The following table describes the new sign.

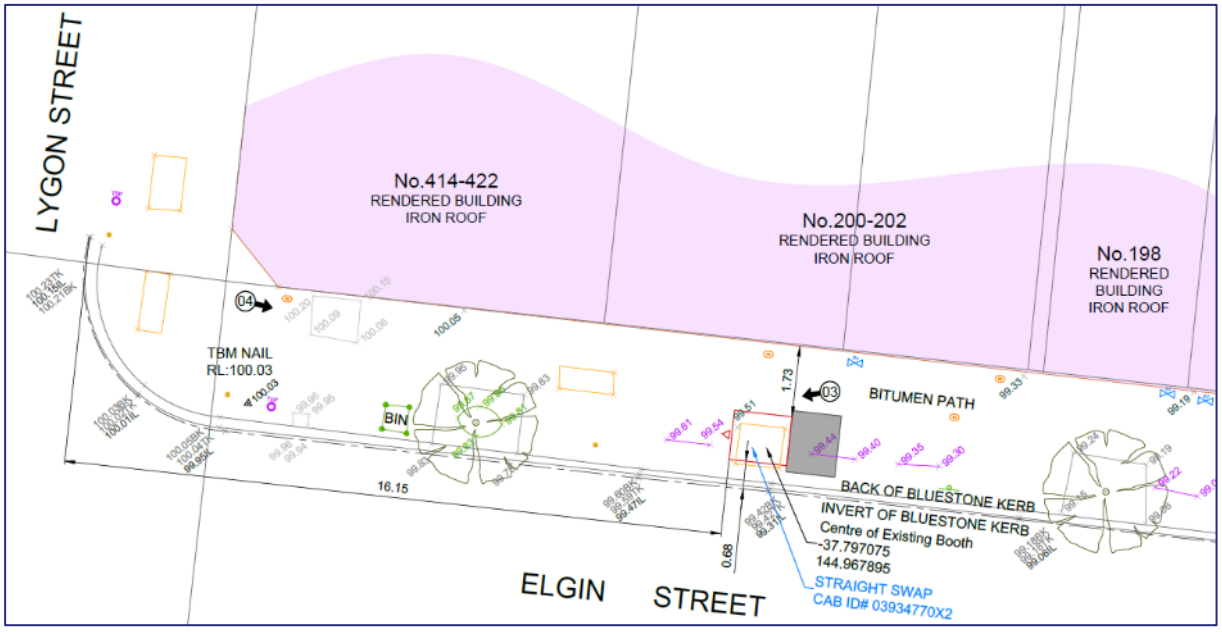


Figure 61: 200 Elgin Street Plan Extract

Table 40: Proposed Sign Description

Proposal	200 Elgin Street, Carlton – replace payphone		
Dwell time	10 seconds		
Primary Audience	Drivers and pedestrians		
Approach:	Eastbound	Speed Zone / Est. Travel Speed:	50 km/h
Distance Visible:	30m	Distance Legible:	20m
Additional Notes:	The proposal will replace an existing payphone and static sign.		

The table below details the local road network.

Table 41: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Elgin St	Council	Major Local	No	4 Traffic Lanes Divided carriageway Separate bike lane Parallel parking	50km/h	Both sides, 1P 7:30am-6:30pm Mon-Fri and 7:30am-12:30pm Sat
Lygon St	Council	Major Local	No	4 Traffic Lanes Divided carriageway Tram tracks separating opposing traffic streams Parallel parking	40km/h	Both sides, 1P Meter 7:30am-6:30pm Mon-Fri and 7:30am-12:30pm Sat
Notes: 1. Lygon Street forms a signalised intersection with Elgin Street						
Road Safety Review: See following table.						

Table 42: Crash review (200 Elgin Street)

Location	Date	Time	Severity	Type (DCA)	Type of Accident	Sign Visible & Legible?
Location 1 Elgin Street at Lygon Street	Monday 13/07/2015	18:00	OI	102 (P)	Pedestrian hit on left from a vehicle travelling in a north-easterly direction.	Sign is both visible and legible
	Wednesday 26/04/2017					
	Friday 22/02/2019	08:45	OI	121	Right through involving eastbound and westbound vehicles.	
LEGEND: OI: Other Injury SI: Serious Injury F: Fatality (B): Bicyclist (M): Motorcyclist (P): Pedestrian (C): Bus/Coach (RT): Rigid Truck (ST): Semi-trailer						

Of the crashes on the approach to the sign, the two involving pedestrians both occurred in dark and hazardous weather conditions. For the third accident at this location, the vehicle

turning right into Lygon Street failed to give way to eastbound traffic. Given that the driver that could see the sign was not at fault, concern is not raised.

Figure 62 illustrates the site context and where the sign is visible from.

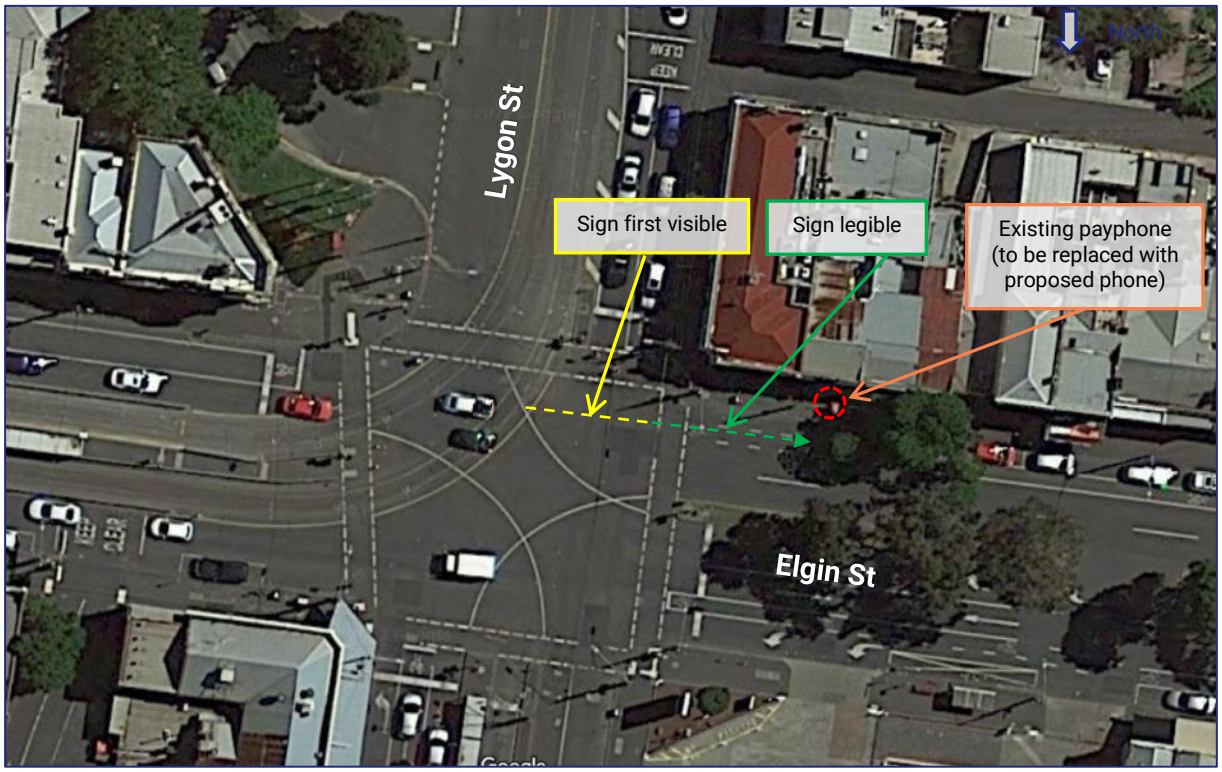


Figure 62: 200 Elgin Street - Proposed Sign Location and Context

Detailed Assessment

Drivers/Cyclists

The sign will be offset approximately 680mm from the Elgin Street carriageway and over 16.15m from Spring Street, replacing an existing payphone. The payphone will not alter driver sightlines along either road or at the intersection.

The sign will primarily face eastbound traffic on Elgin Street. The approach to the sign is obscured and the sign is visible from approximately 30m to its location, as seen in Figure 63. However, it is not yet legible at this point. The point where the sign is first legible is shown in Figure 64, at the minimum distance of 20m. This is due to road barriers, trees, and outdoor seating for the adjacent land use.

Cyclists do have a dedicated bike lane along Elgin Street which allows them to view the sign without interfering moving and stationary vehicles. This is aided by the fact that the on-street parking doesn't commence until after the payphone, which allows for closer range visibility.

The sign is partially obscured for majority of the approaching distance. It remains this way until drivers and cyclists have already navigated the intersection that is on approach to the proposed sign, not interfering with the concentration that may be required.

Based on visibility distance of 30m and a 50km/h travel speed, around 7% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

The sign is also briefly viewable to drivers turning right from Lygon Street onto Elgin Street. A driver choosing to turn right would be engaged with this activity, including giving way to pedestrians and is unlikely to devote attention to the sign.

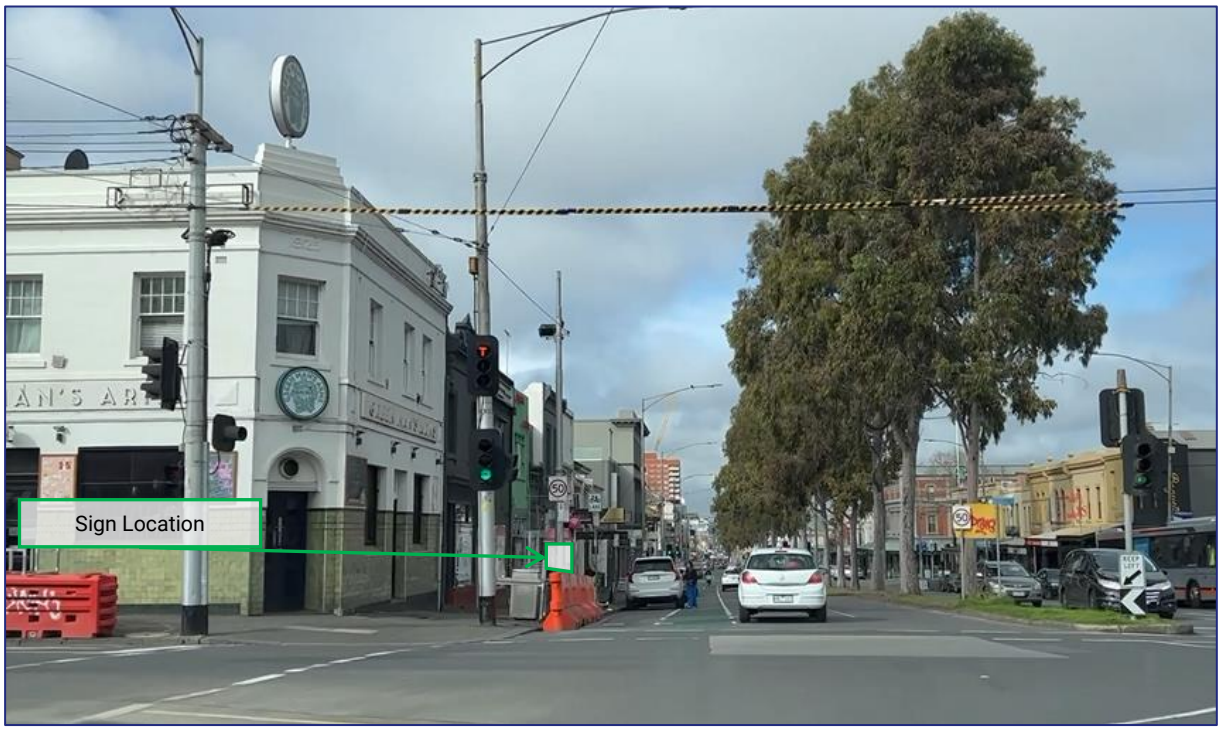


Figure 63: 200 Elgin Street payphone - proposed sign first visible (partially obscured by road barriers)

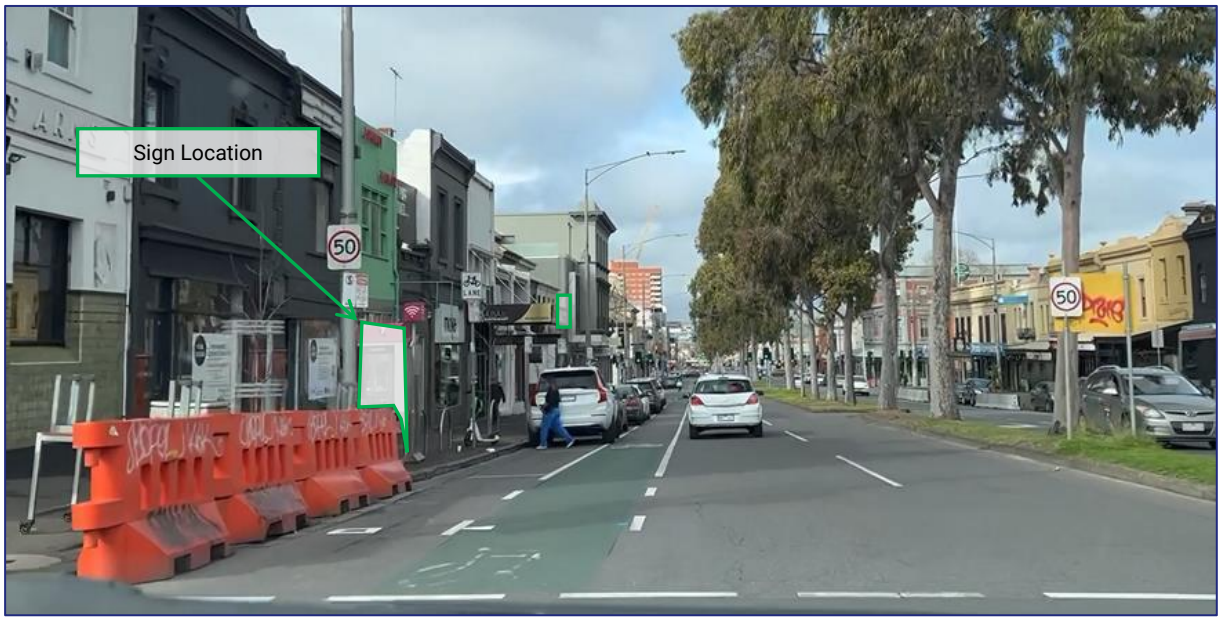


Figure 64: 200 Elgin Street payphone - proposed sign first legible (partially obscured by road barriers)

Pedestrians

The proposed sign is located on a footpath. Pedestrians can readily view the sign as they walk past it. There is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross Elgin Street adjacent to it, and accordingly it is unlikely to block drivers views to crossing pedestrians. We are satisfied that the impacts on pedestrians are minimal.

The payphone leaves a 1.73m wide footpath for pedestrians, which is typical of the Carlton area.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The sign is recessed from Lygon Street and does not obstruct sightlines.
2	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed sign does not background the traffic signals at the Lygon Street intersection.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The sign is partially obscured for majority of the approaching distance. It remains this way until drivers have already navigated the intersection that is on approach to the proposed sign, not interfering with the concentration that may be required.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

3.6.16. 160 Queen Street, Melbourne

A plan extract of the proposed payphone and sign is provided in the figure below. The following table outlines the key characteristics of the sign.

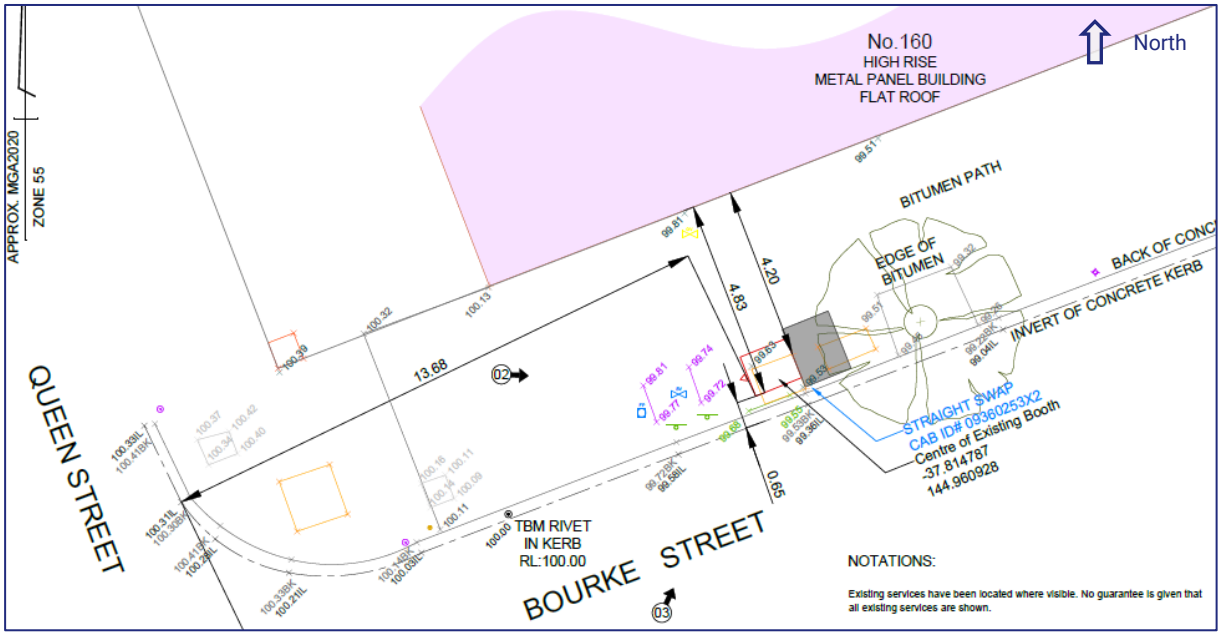


Figure 65: 160 Queen Street Plan Extract

Table 43 outlines the key characteristics of the sign.

Table 43: Proposed Sign Description

Proposal	160 Queen Street, Melbourne – replace payphone		
Dwell time	10 seconds		
Primary Audience	Eastbound pedestrians and vehicles		
Vehicle Approach:	Eastbound	Speed Zone / Est. Travel Speed:	40 / 30km/h
Distance Visible:	70m	Distance Legible:	40m
Additional Notes:	The proposal will replace an existing payphone and static sign.		

The table below describes the nearby road network. Figure 66 illustrates the site context and where the sign is visible from.

Table 44: Local Road Network

Road Name	Agency	Classif-ication	Transport Zone	Configuration	Speed Limit	On-Street Parking
Bourke Street	Council	Minor Local (CBD)	No	2 traffic lanes Divided carriageway Tram tracks separating opposing traffic streams Bike Lane	40km/h	Both sides, various metered parking.
Notes: 1. There is a signalised intersection between Bourke Street and Queen Street proceeding the sign.						
Road Safety Review: No casualty crashes took place within visible distance of the proposed signage.						

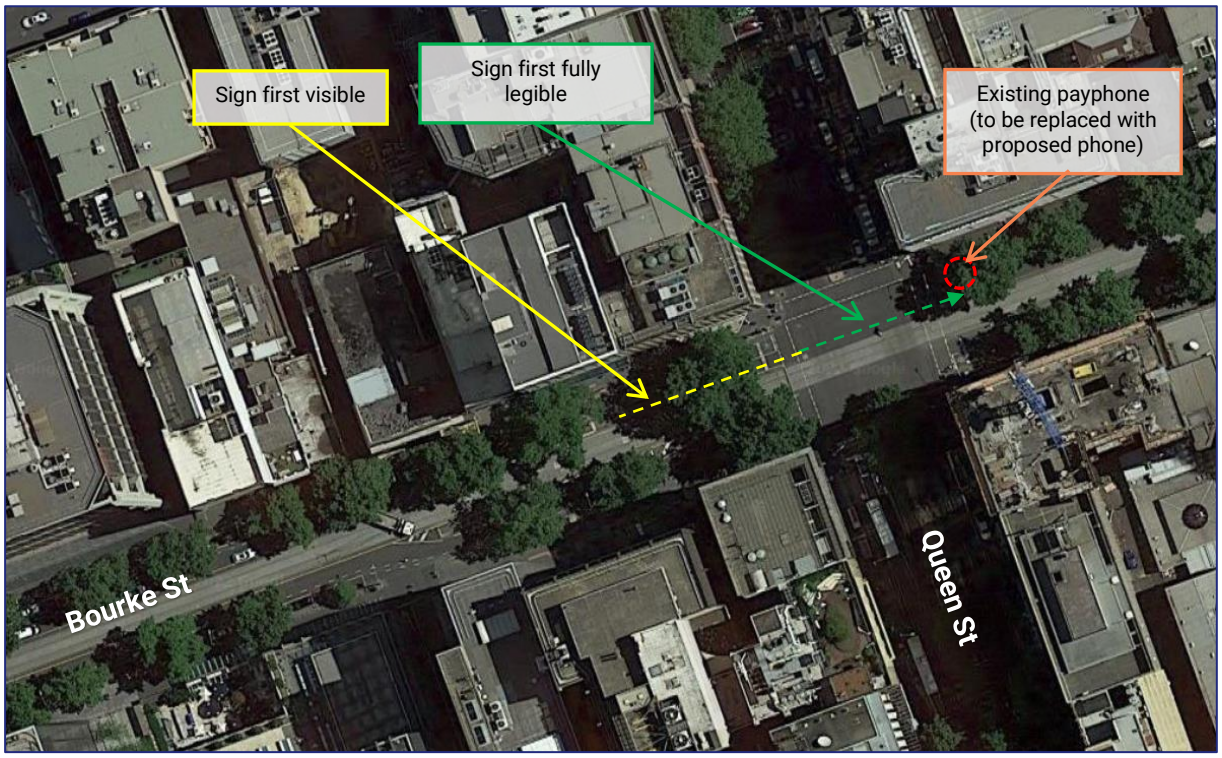


Figure 66: 160 Queen Street - Sign Location and Context

Detailed Assessment

Vehicles & Cyclists

The sign will be offset approximately 13.68m from Queen Street and 650mm from the Bourke Street carriageway and is to replace an existing payphone. In this position it will not obstruct sightlines along Bourke Street.

Upon site inspection, the existing payphone can be seen from an approximate distance of 70 metres. A large traffic lantern pole heavily obstructs the payphone in this location, as shown in Figure 67. However, the traffic signal lantern sites above the proposed payphone and is not backgrounded by the sign (and the sign itself is largely obscure by the traffic signal pole and other street furniture).

Cyclists will also have similar visibility of the sign due to no stationary vehicles in their line of sight from the separated bicycle lane. However, being closer to the kerb, the pole will obscure sightlines for a slightly longer distance then a vehicle.

The sign is not legible until 40m, due to the traffic lantern pole obstructing the display. At the 40m legibility distance, the sign is at an angle of approximately 10 degrees relative to the driver and rapidly moving to the left out of their field of view. This is shown at Figure 68. The sign passes out from a 20-degree field of view within approximately 20m of travel. With a visibility distance of around 70 metres and travelling at 30km/h, 60% of drivers would see an image change, which accords with the Austroads recommendations to limit the number of image changes drivers are exposed to one or less.

Figure 67: 160 Queen Street - Proposed sign first visible (traffic lantern pole intersects)

Figure 68: 160 Queen Street – first legible (pole obstructs visibility)

Pedestrians

The proposed sign is located on a footpath. Pedestrians can readily view the sign as they walk past it. The payphone leaves a 4.2m wide footpath for pedestrians. There is no pedestrian crossing point immediately adjacent to the payphone that would encourage pedestrians to cross Exhibition Street adjacent to it, and accordingly it is unlikely to block drivers views to crossing pedestrians. Pedestrians would favour crossing before the sign at the Bourke Street/Queen Street signalised intersection where their presence is clear. On approach to the sign, the pedestrian crossing at the proceeding tram stop is visible well before the sign is. Therefore, we are satisfied that the impacts on pedestrians are minimal.

Clause 52.05-8 Assessment

The Clause 52.05-8 assessment is provided in the table below. Only relevant points are commented on.

Point	Summary	Assessment
1	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	The proposed payphone does not obstruct sight lines to an intersection.
2	Obstructs a driver's view of a traffic control device or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The proposed payphone does not obstruct or background the traffic signal lanterns at Queen Street.
4	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The Queen Street intersection is readily visible on approach and the proposed payphone does not obstruct views to this intersection or background the traffic signal lanterns. We are satisfied that the sign will not impact this intersection.

Conclusion

We are satisfied that the new payphone and associated sign is acceptable at this location from a traffic engineering perspective.

4. Conclusions

Having perused relevant documents and plans, undertaken a field visit, arranged for a video survey, undertaken a review of literature and case study, and undertaken a traffic engineering assessment, we are of the opinion that:

a) Observations and measurements of the same style payphone and digital advertising display by Traffix Group found the following:
   i) The payphone signage was often obscured by surrounding objects such as street trees, various roadside furniture and signage, parked vehicles, queuing vehicles on the carriageway and pedestrians on the footpath. There small size means that they are easily obscure, particularly at a distance and the signs are often partially, or even fully obscured to drivers on approach.
   ii) Given the small size of the sign, they do not dominate the streetscape. There are many other similarly sized objects, such as business identification signage, shopfront window displays, various forms of roadside furniture that present similar images, brightness, etc. and the signs did not markedly stand out from this background.
   iii) It was rare for any sign to be particularly visible for any great distance due to their small size (the sign is 0.93m wide x 1.65m tall).
   iv) Due to the small display size of the advertising screen, the legibility of the sign is also low. Some signs were never 'legible' due to most of the sign face being largely obscured.
   v) Parked vehicles heavily obscured any view lines to the signs, with trucks, vans or SUVs often fully obscuring the sign face.
   vi) Due to the positioning of the sign at a relatively low level and to the left of the carriageway, often the vehicle in front significantly limited the visibility of the sign for the driver (sitting on the right-hand side of the vehicle). This was more pronounced while stationary in a traffic queue when vehicles are naturally more closely spaced.
   vii) Being exposed to an image change was not common due to limited visibility of the signs.
   viii) While moving in a vehicle, due to the cluttered roadside environment, a driver's view to any roadside object (not just the signs) at street level is fleeting, constantly changing and often interrupted by roadside furniture, pedestrians, parked cars, moving pedestrians. When a sign did change (each of these signs changes every 20 seconds), the effect on driver attention was not dissimilar in most cases to these other affects.

ix) There is no perceivable difference to sign visibility and legibility at night time compared to the middle of the day.

b) The proposed signs satisfy the decision guidelines set out in Clause 52.05-8 (and DoT's Ten Point Safety Checklist) assuming that appropriate controls are in place to govern the promotional material which can be displayed on the electronic signs to ensure that the advertisement displayed is not reflective, animated or flashing, and does not provide an instruction which could dazzle, distract or confuse motorists.

c) Most of the signs represent replacement of existing payphones and associated static advertising signage with new payphone hardware and electronic advertising displays. Accordingly, for most sites, the difference only relates to the sign display being able to change image.

d) Based on an image dwell time of 10 seconds and a conservative vehicle travel speed of 30km/h (to reflect the nature of driving in the CBD and immediate surrounds), not every driver would be exposed to an image change, which accords with Austroads recommendations to limit image changes.

e) There are no traffic engineering reasons why a permit for the erection and display of the proposed advertising signs at payphone boxes within Melbourne City Council, should not be granted, subject to appropriate conditions.

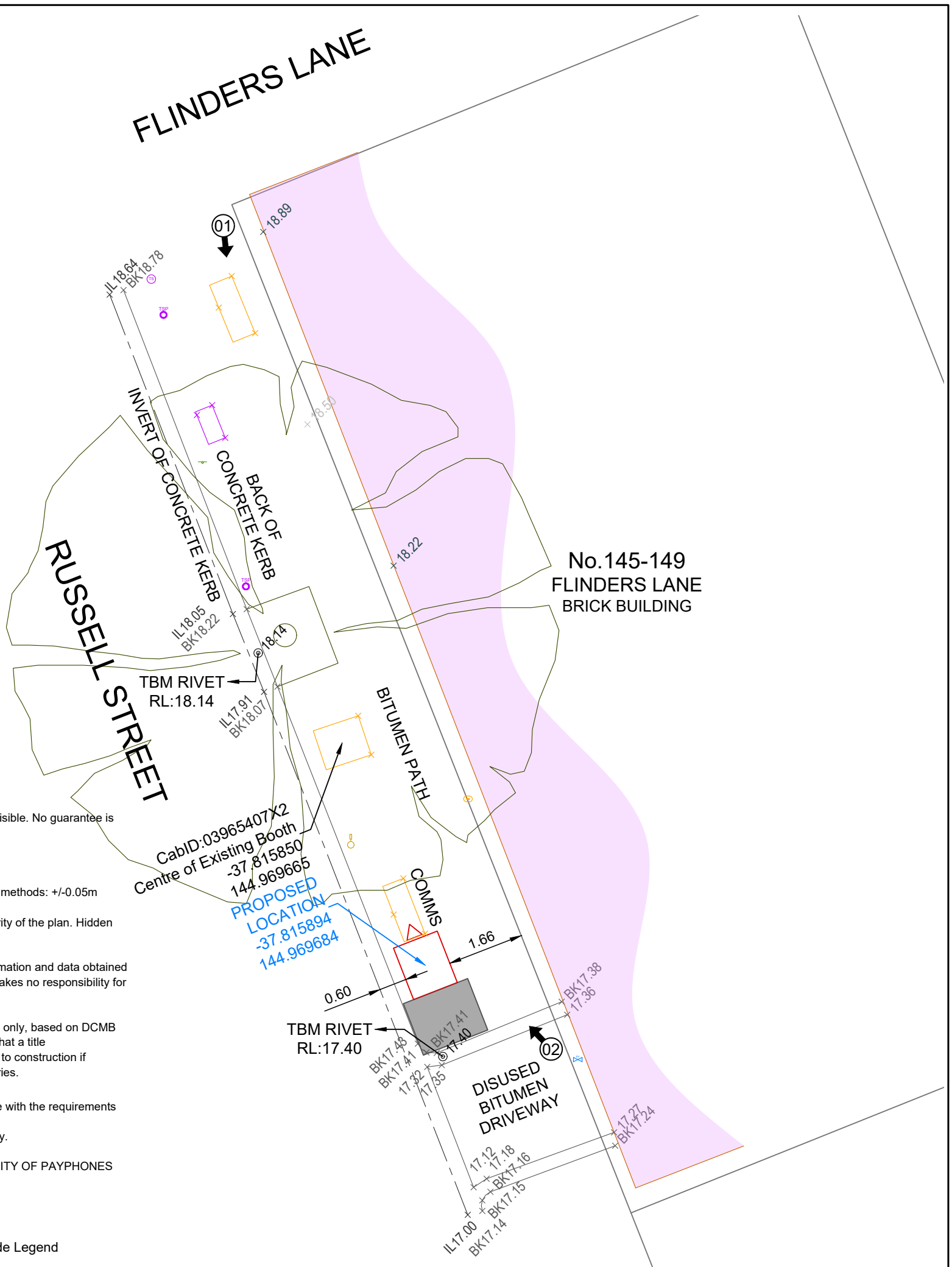
Appendix A

Plans

PLAN OF SURVEY:

145-149 FLINDERS LANE, MELBOURNE, 3000

MGA2020
ZONE 55



NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

Data in this drawing has been hidden for clarity of the plan. Hidden data can be found on the 'Hidden' layer.

This drawing is a compilation of survey information and data obtained from external sources. Swanson Surveying takes no responsibility for the accuracy of externally sourced data.

Title boundaries in this plan are approximate only, based on DCMB and best fit of buildings. It is recommended that a title re-establishment survey be undertaken prior to construction if buildings are located on or near title boundaries.

Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	+0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
205	Garden_Bed	×	
403	Edge_of_Bitumen	+0.00	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
410	Pedestrian_Path	+0.00	
503	Sign		
505	Traffic_Signal_Pole		
506	Traffic_Signal_Box		
507	Traffic_Signal_Pit		
603	Major_Building	×	
604	Verandah	×	
711	Light_Pole		
721	Communications_Pit		
726	Communications_Pit_Large	×	
751	Stop_Valve		

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

SCALE 1:100 @ A3

1 0 1 2 3 4
LENGTHS ARE IN METRES

SWANSON SURVEYING PTY. LTD.
ABN 53 626 291 647
GEELONG - MELBOURNE - BALLARAT
1300 990 075 *info@swansonsurveying.com.au*
www.swansonsurveying.com.au

FILE REF. 11957 FS09V3 (145-149 Flinders Lane) | SHEET 1 OF 1

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
HEIGHT DATUM: AHD BASED ON MELBOURNE NORTH PM3088 RL24.124
CO-ORDINATE DATUM: MGA2020 ZONE 55 | SURVEYOR: MP
CONTOUR INTERVAL: - | DRAFTED: FG
DATE OF SURVEY: 18/07/2022-22/07/2022 | QA: MP

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

APPROX. MGA2020 ZONE 55

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet		
105	Existing_Surface		
201	Tree		
407	Invert_of_Kerb		
408	Back_of_Kerb		
409	Top_of_Kerb		
419	Concrete_Edge		
501	Guard_Rail		
503	Sign		
505	Traffic_Signal_Pole		
509	Bike racks		
507	Traffic_Signal_Pit		
522	Rubbish_Bin		
603	Major_Building		
608	Pier_Column		
629	Steps		
711	Light_Pole		
712	Electricity_Pole		
716	Electricity_Pit		
751	Stop_Valve		
725	Existing Phone Booth (900mmx900mm)		
726	Communications_Pit_Large		
763	Unclassified_Pole		

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

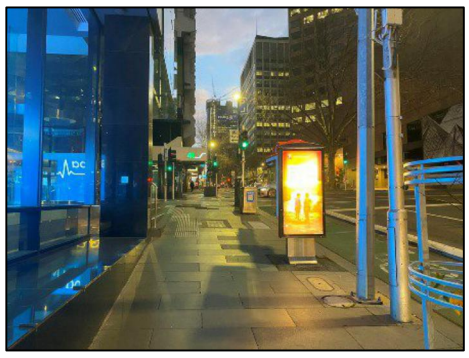


PHOTO 01

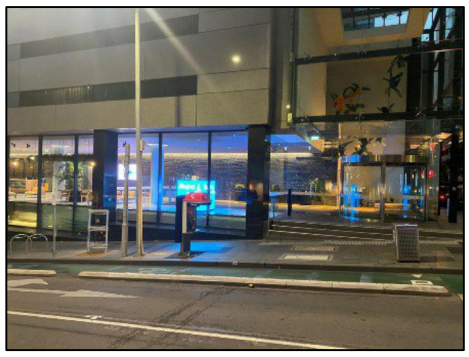


PHOTO 02

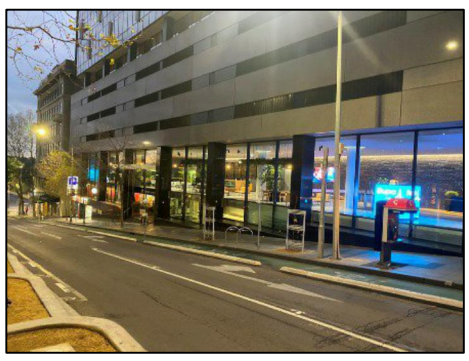


PHOTO 03

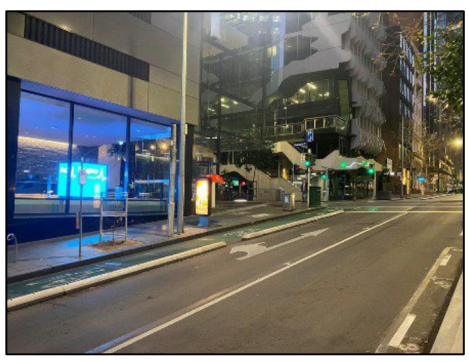
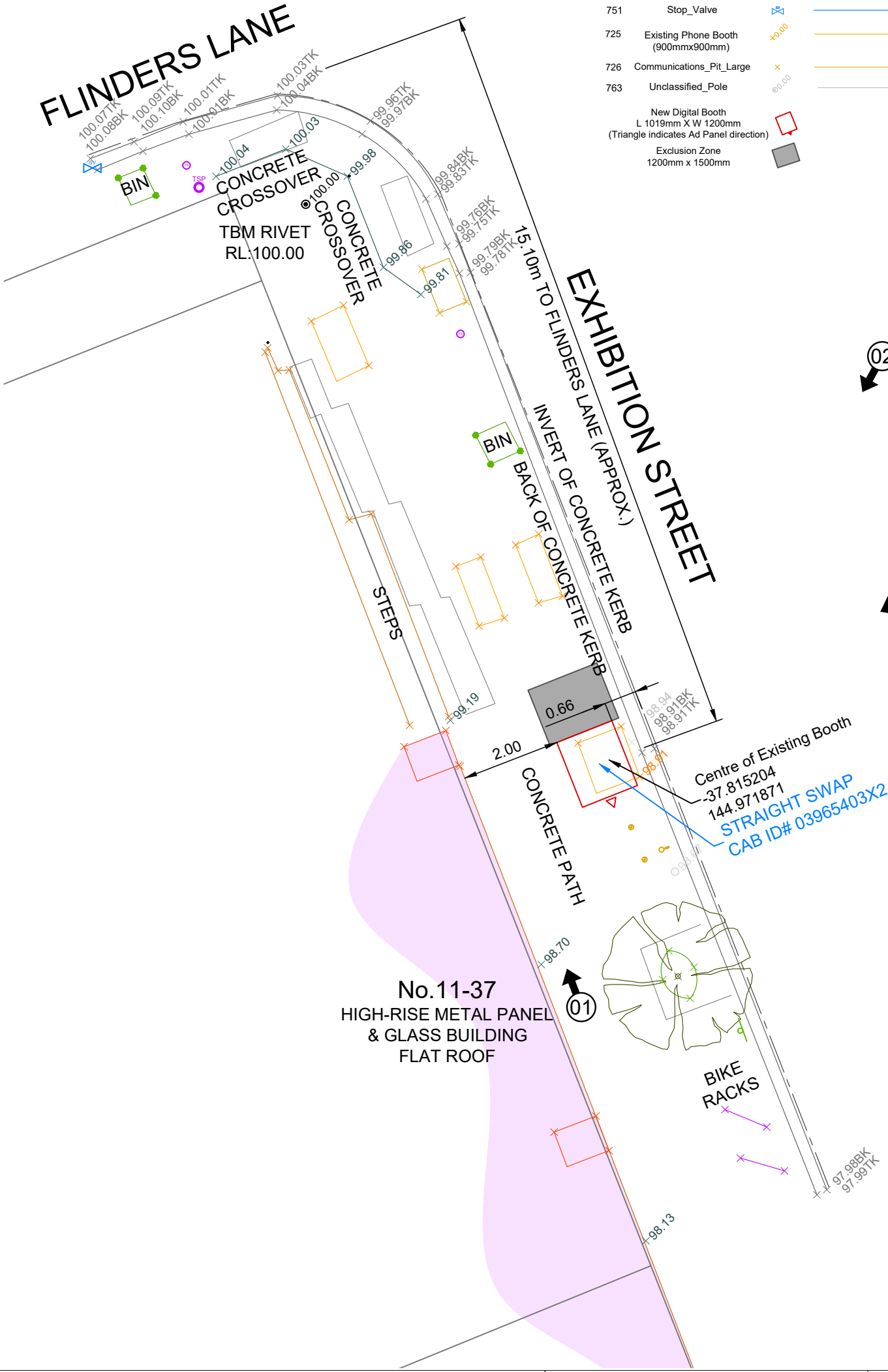


PHOTO 04



PLAN OF SURVEY:

37 EXHIBITION STREET, MELBOURNE, 3000

SCALE 1:100 @ A3

1 0 1 2 3 4
LENGTHS ARE IN METRES

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1300 990 075 *info@swansonsurveying.com.au*
www.swansonsurveying.com.au

FILE REF. 11957 FS38V02 (37 Exhibition Street) | SHEET 1 OF 1

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
DATE OF SURVEY: 4/08/2022

SURVEYOR: GW
DRAFTED: FG
QA: GW

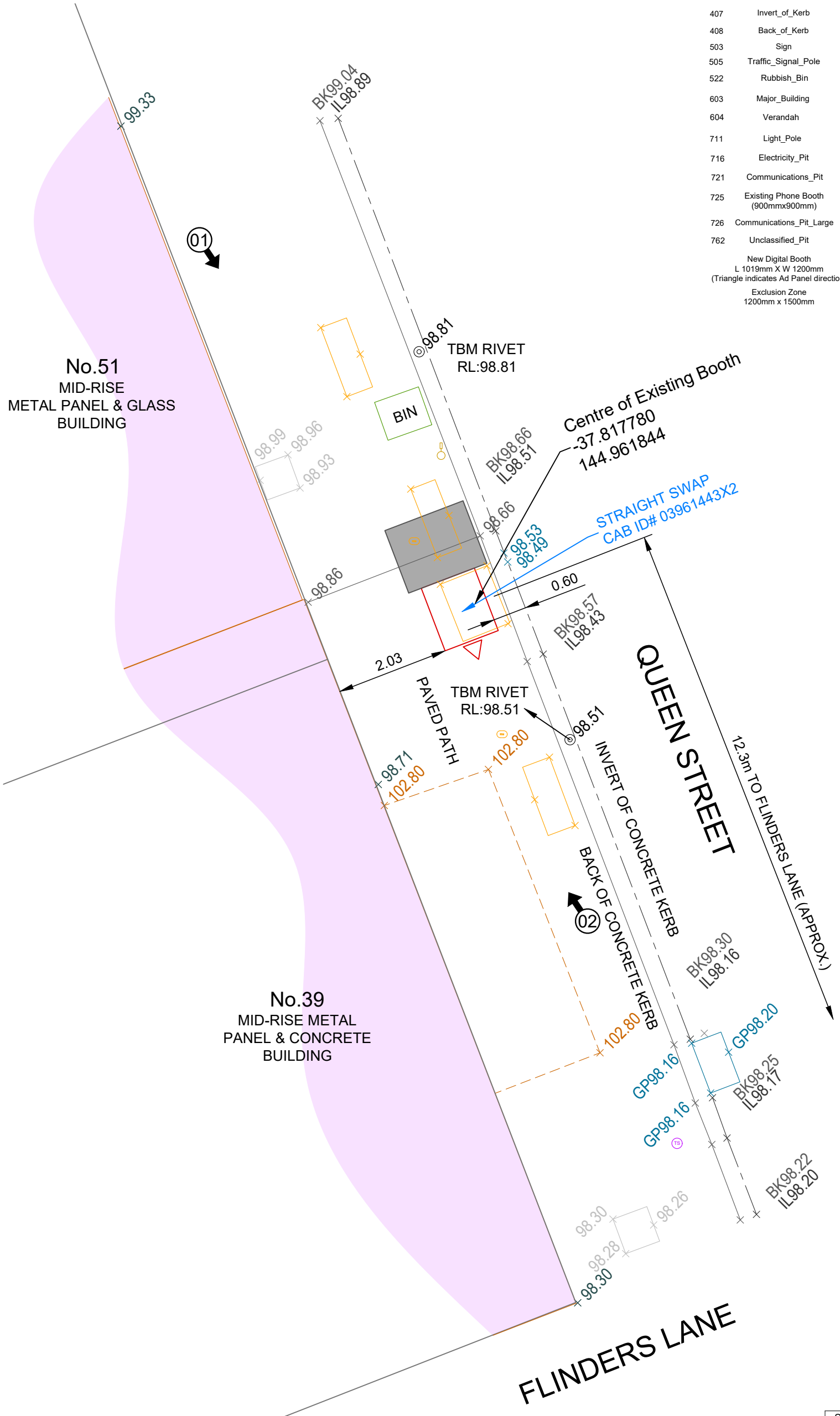
NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

PLAN OF SURVEY:

39 QUEEN STREET, MELBOURNE, 3000



Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	+0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
205	Garden_Bed	×	
309	Grated_Pit	+GP0.00	
319	Property_Outlet	+0.00	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
503	Sign		
505	Traffic_Signal_Pole	TS	
522	Rubbish_Bin		
603	Major_Building	×	
604	Verandah	×	
711	Light_Pole		
716	Electricity_Pit		
721	Communications_Pit		
725	Existing Phone Booth (900mmx900mm)	+0.00	
726	Communications_Pit_Large	×	
762	Unclassified_Pit	+0.00	
	New Digital Booth L 1019mm X W 1200mm (Triangle indicates Ad Panel direction)		
	Exclusion Zone 1200mm x 1500mm		

APPROX. MGA2020 ZONE 55

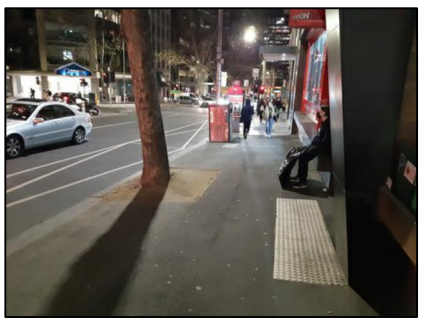


PHOTO 01

PHOTO 02

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

SCALE 1:75 @ A3

0.8 0 0.8 1.5 2.3 3
LENGTHS ARE IN METRES

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www.swansonsurveying.com.au

FILE REF. 11957 FS29V01 (39 Queen Street) | SHEET 1 OF 1

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
DATE OF SURVEY: 19/07/2022

SURVEYOR: MP
DRAFTED: FG
QA: MP

NOTATIONS

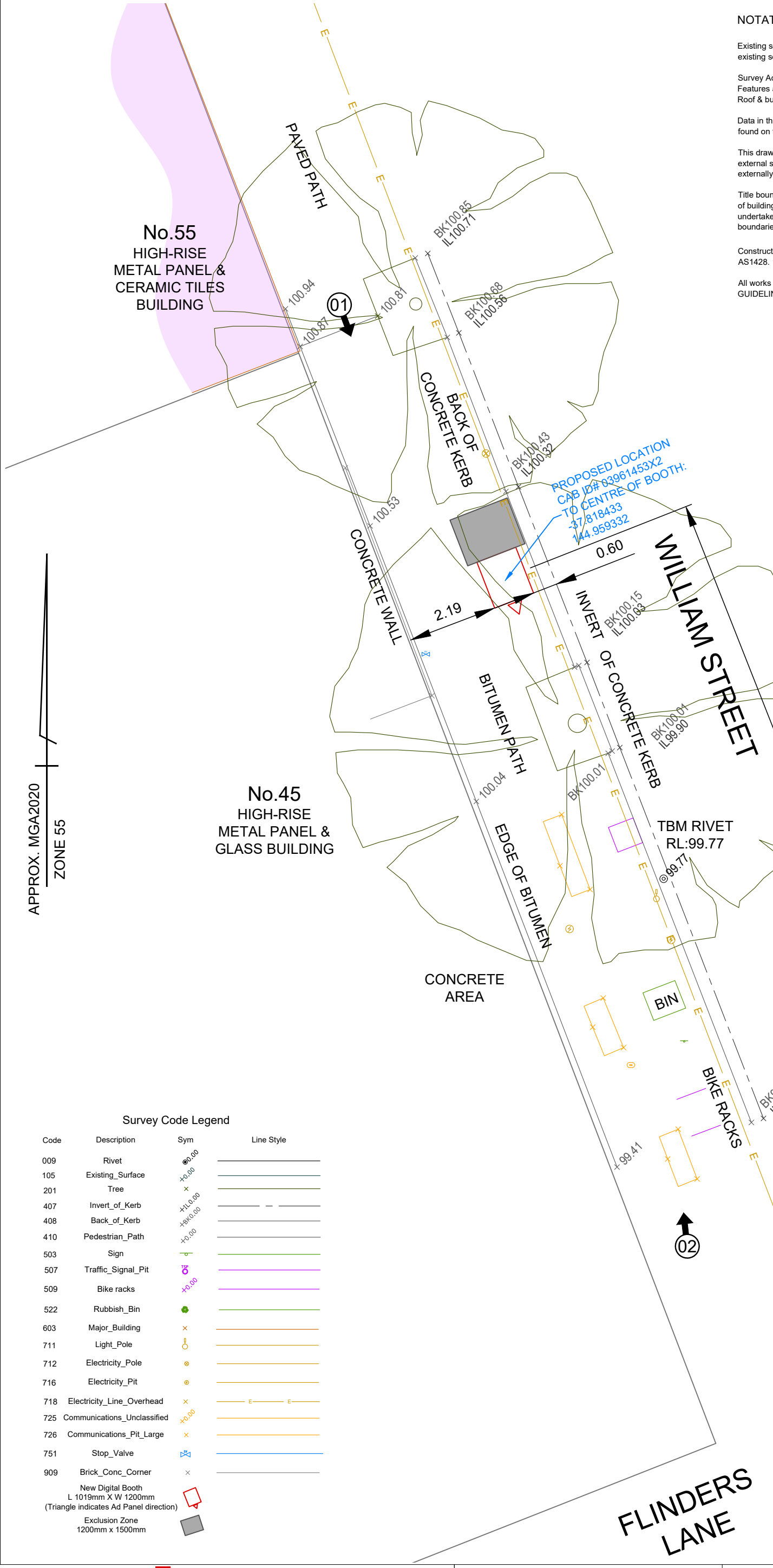
This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

PLAN OF SURVEY:

45 WILLIAM STREET, MELBOURNE, 3000

APPROX. MGA2020 ZONE 55



Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	+0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
410	Pedestrian_Path	+0.00	
503	Sign		
507	Traffic_Signal_Pit	TSP	
509	Bike racks	+0.00	
522	Rubbish_Bin		
603	Major_Building	×	
711	Light_Pole		
712	Electricity_Pole		
716	Electricity_Pit		
718	Electricity_Line_Overhead	×	E E
725	Communications_Unclassified	+0.00	
726	Communications_Pit_Large	×	
751	Stop_Valve		
909	Brick_Conc_Corner	×	
	New Digital Booth L 1019mm X W 1200mm (Triangle indicates Ad Panel direction)		
	Exclusion Zone 1200mm x 1500mm		

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

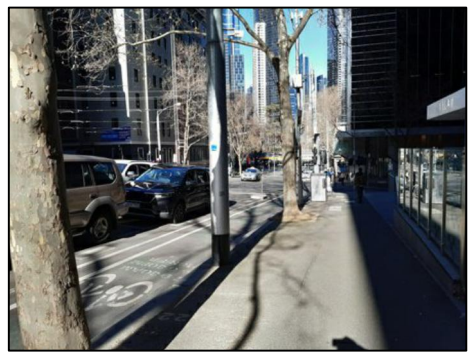

PHOTO 01

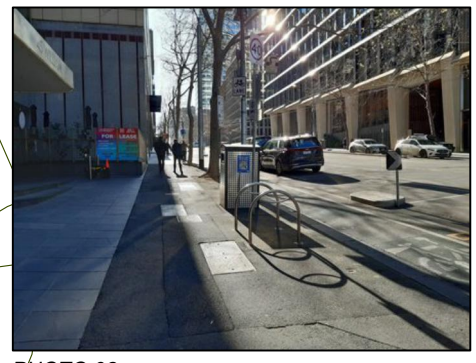

PHOTO 02

SCALE 1:100 @ A3

1 0 1 2 3 4
LENGTHS ARE IN METRES

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www.swansonsurveying.com.au

FILE REF. 11957 FS27V02 (45 William Street) | SHEET 1 OF 1

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
DATE OF SURVEY: 19/07/2022

SURVEYOR: MP
DRAFTED: FG
QA: MP

NOTATIONS

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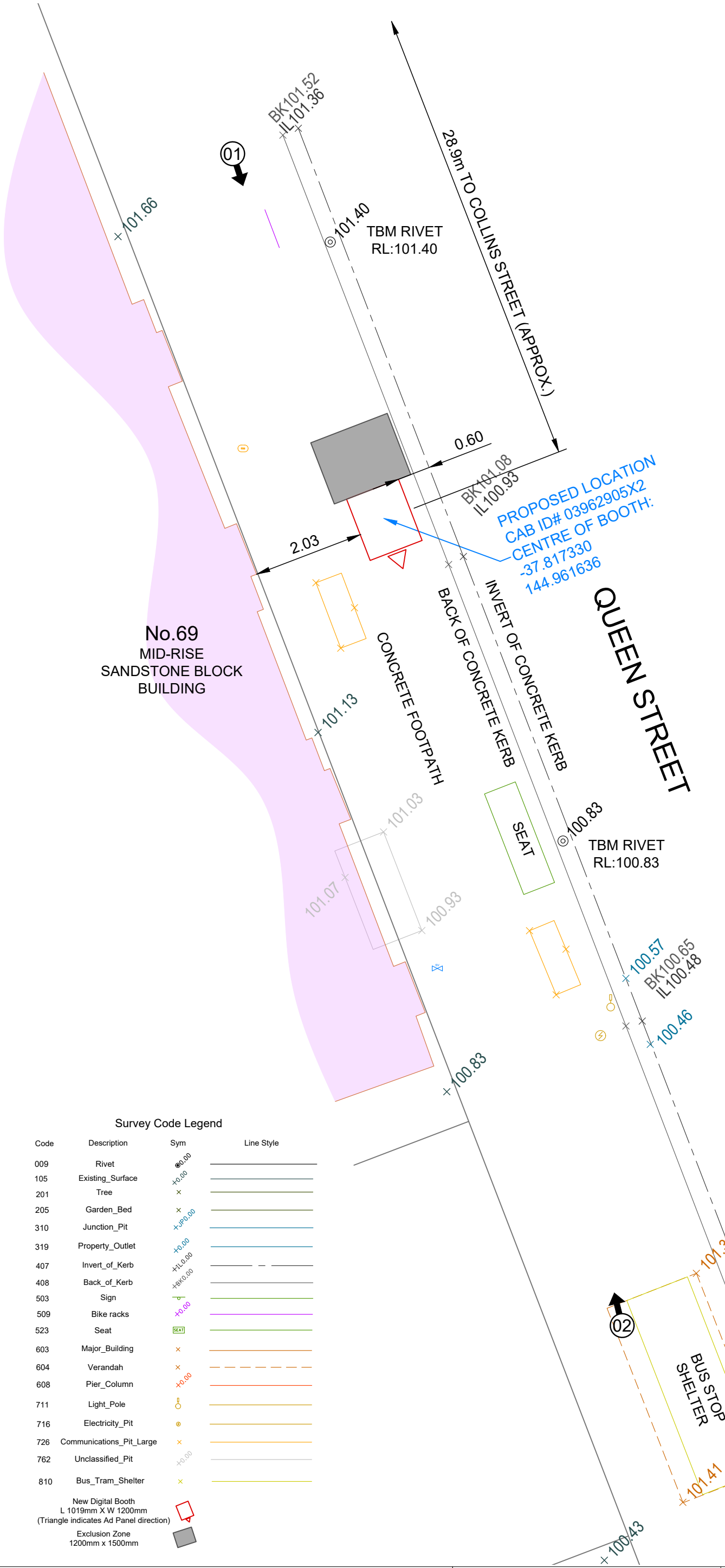
All dimensions are in metres

PLAN OF SURVEY:

69 QUEEN STREET, MELBOURNE, 3000



Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	◉0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
205	Garden_Bed	×	
310	Junction_Pit	+JP0.00	
319	Property_Outlet	+0.00	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
503	Sign		
509	Bike racks	+0.00	
523	Seat	SEAT	
603	Major_Building	×	
604	Verandah	×	
608	Pier_Column	+0.00	
711	Light_Pole		
716	Electricity_Pit		
726	Communications_Pit_Large	×	
762	Unclassified_Pit	+0.00	
810	Bus_Tram_Shelter	×	

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

NOTATIONS:

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Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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APPROX. MGA2020 ZONE 55

PHOTO 01

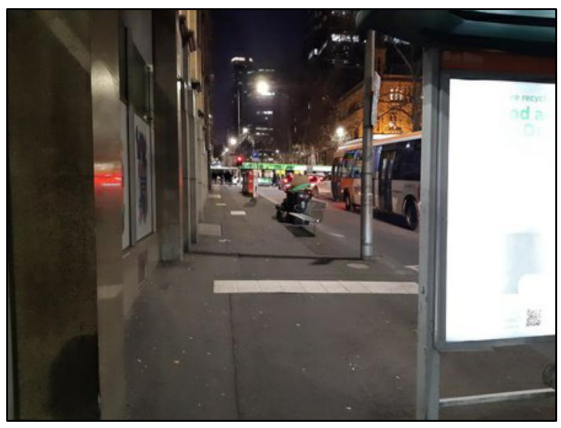

PHOTO 02

SCALE 1:75 @ A3

0.8 0 0.8 1.5 2.3 3
LENGTHS ARE IN METRES

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FILE REF. 11957 FS28V01 (69 Queen Street) | SHEET 1 OF 1

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55 | SURVEYOR: MP
CONTOUR INTERVAL: - | DRAFTED: FG
DATE OF SURVEY: 19/07/2022 | QA: MP

NOTATIONS

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All dimensions are in metres

1 SPRING STREET, MELBOURNE, 3000

PLAN OF SURVEY:

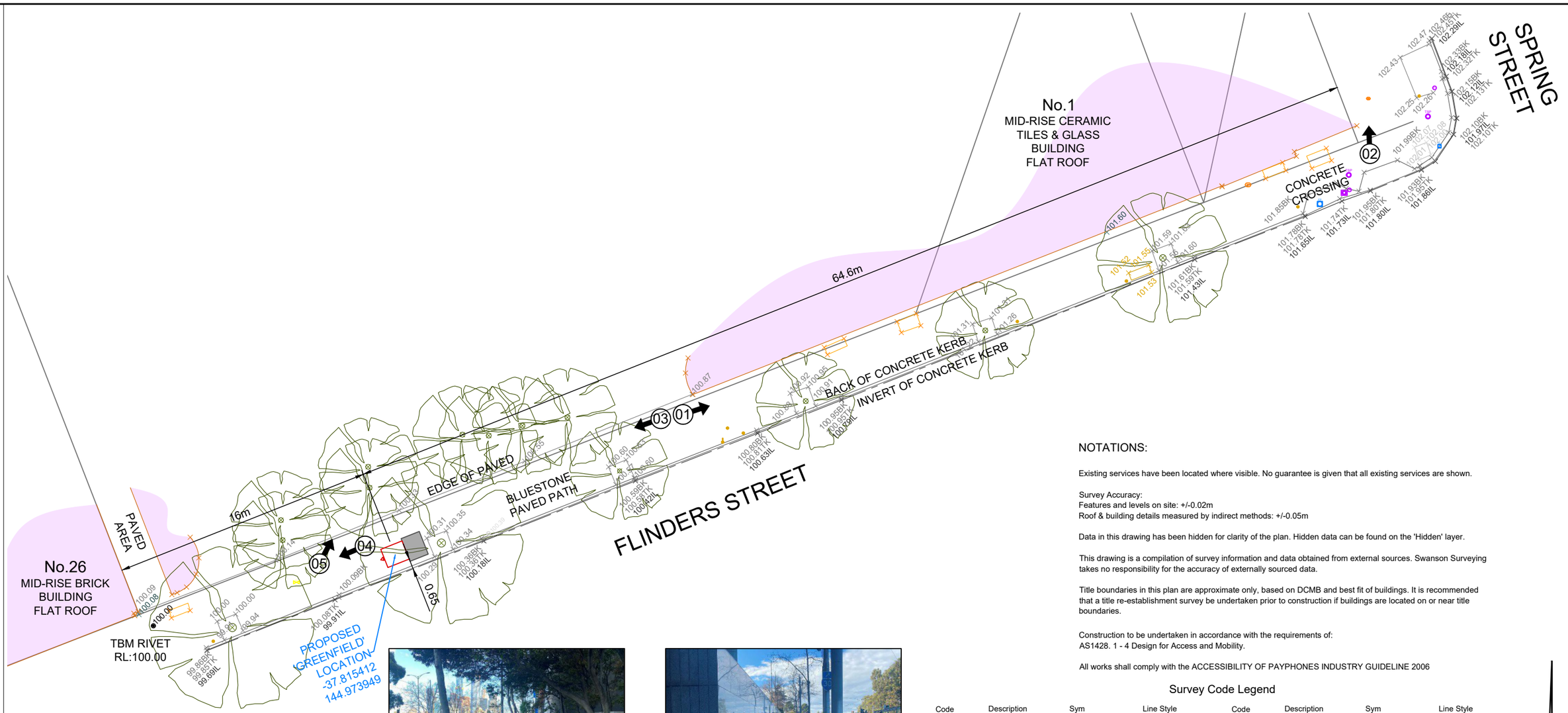

PHOTO 05

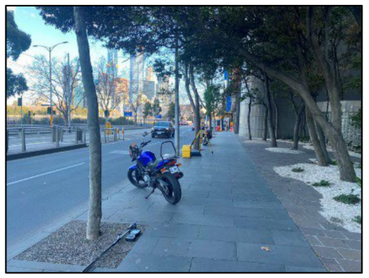

PHOTO 03

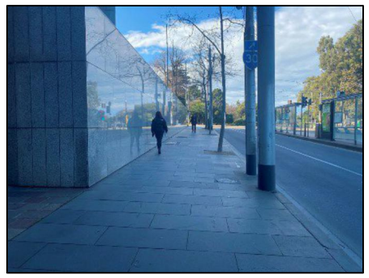

PHOTO 01

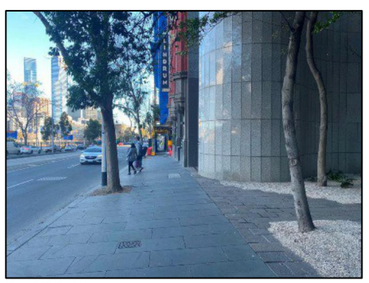

PHOTO 04

PHOTO 02

NOTATIONS:

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AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	◉0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
310	Junction_Pit	+JP0.00	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
503	Sign		
505	Traffic_Signal_Pole		
509	Bike racks	+0.00	
507	Traffic_Signal_Pit		
513	Detector_Pit		
522	Rubbish_Bin		
523	Seat	SEAT	

Code	Description	Sym	Line Style
603	Major_Building	×	
711	Light_Pole		
712	Electricity_Pole		
713	Electricity_Pole_Light		
716	Electricity_Pit		
721	Communications_Pit		
751	Stop_Valve		
731	Gas_Valve		
726	Communications_Pit_Large	×	
752	Fire_Plug		
762	Unclassified_Pit	+0.00	

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

APPROX. MGA2020 ZONE 55

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FILE REF: 11957 FS35V02 (1 Spring Street)

SHEET 1 OF 1

SCALE 1:250 @ A3

2.5 0 2.5 5 7.5 10
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 05/08/2022
SURVEYOR: GW
DRAFTED: FG

HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: GW

NOTATIONS

This plan has been prepared for design and planning purposes.
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All dimensions are in metres

9 COLLINS STREET, MELBOURNE

PLAN OF SURVEY:

APPROX. MGA2020 ZONE 55

Survey Code Legend

Code	Description	Sym	Line Style
017	Nail		
105	Existing_Surface		
201	Tree		
310	Junction_Pit		
407	Invert_of_Kerb		
408	Back_of_Kerb		
409	Top_of_Kerb		
419	Concrete_Edge		
503	Sign		
505	Traffic_Signal_Pole		
509	Bike racks		
603	Major_Building		
646	Basement_Light_Tiles		
711	Light_Pole		
712	Electricity_Pole		
713	Electricity_Pole_Light		
716	Electricity_Pit		
721	Communications_Pit		
725	Existing Phone Booth (900mmx900mm)		
726	Communications_Pit_Large		
751	Stop_Valve		
753	Fire_Hydrant		
763	Unclassified_Pole		
762	Unclassified_Pit		
902	Alfresco_Dining_Lease		
	New Digital Booth L 1019mm X W 1200mm (Triangle indicates Ad Panel direction)		
	Exclusion Zone 1200mm x 1500mm		

NOTATIONS:

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AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

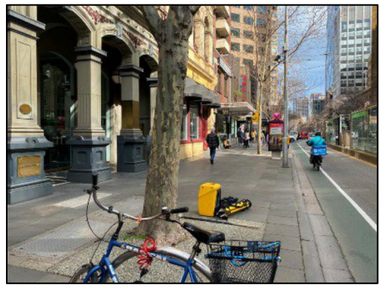


PHOTO 01

PHOTO 02

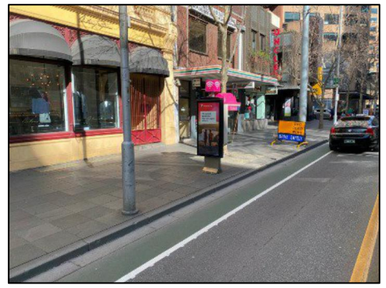
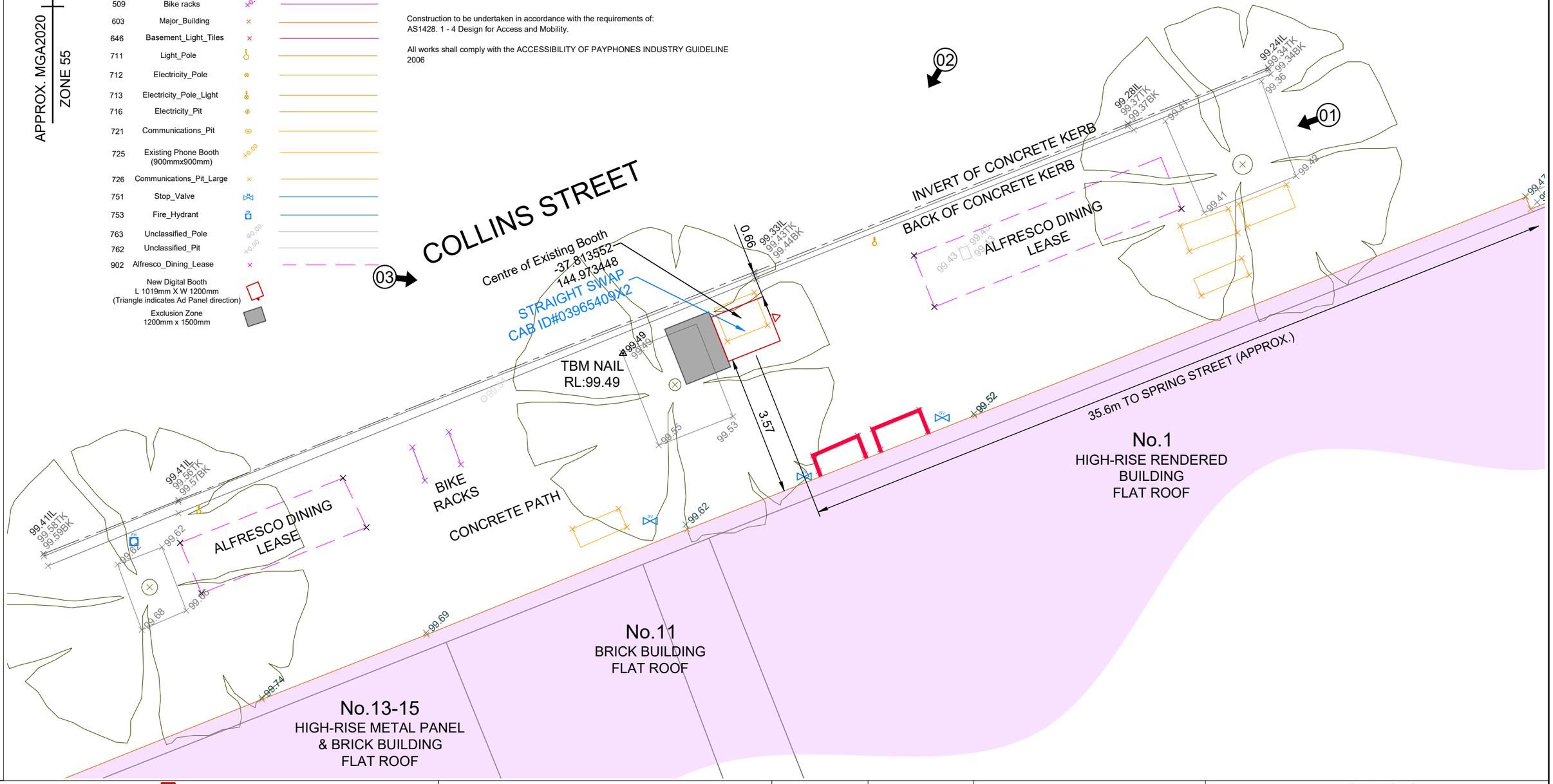


PHOTO 03



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www.swansonsurveying.com.au

FILE REF: 11957 FS36V02 (9 Collins Street)	SHEET 1 OF 1	SCALE 1:100 @ A3	1 0 1 2 3 4 LENGTHS ARE IN METRES
CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND DATE OF SURVEY: 4/08/2022 SURVEYOR: GW DRAFTED: FG	HEIGHT DATUM: ARBITRARY CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55 CONTOUR INTERVAL: - QA: GW		

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

PLAN OF SURVEY:

12 COLLINS STREET, MELBOURNE, 3000

APPROX. MGA2020 ZONE 55

No.4-6
MID-RISE RENDERED BUILDING
FLAT ROOF

No.8
MID-RISE RENDERED BUILDING
FLAT ROOF

No.12
MID-RISE RENDERED BUILDING
FLAT ROOF

No.14-16
MID-RISE RENDERED BUILDING
FLAT ROOF

CONCRETE AREA

CONCRETE AREA

STEPS

45.5m TO SPRING STREET (APPROX.)

BIKE RACKS

BIKE RACKS

CONCRETE PATH

BACK OF CONCRETE KERB

INVERT OF CONCRETE KERB

SEAT

COLLINS STREET

STRAIGHT SWAP
CAB ID# 0365411X2
Centre of Existing Booth
-37.813404
144.973262

3.67

0.66

100.16
100.12
100.09
100.11
100.11
100.07
100.03
100.04
99.99
100.12
99.89
99.86BK
99.85TK
99.67IL
99.94
99.91BK
99.90TK
99.71IL
100.02
100.03
99.95
99.93BK
99.92TK
99.73IL
99.96
99.95BK
99.95TK
99.76IL
100.00
99.98BK
99.97TK
99.78IL

01 02 03 04

TBM NAIL
RL:100.00

Survey Code Legend

Code	Description	Sym	Line Style
017	Nail	⌀0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
409	Top_of_Kerb	+TK0.00	
419	Concrete_Edge	+0.00	
503	Sign		
509	Bike racks	+0.00	
523	Seat	SEAT	
603	Major_Building	×	
604	Verandah	×	
712	Electricity_Pole	⊗	
713	Electricity_Pole_Light		
716	Electricity_Pit	⊘	
721	Communications_Pit	⊖	
725	Existing Phone Booth (900mmx900mm)	+0.00	
726	Communications_Pit_Large	×	
751	Stop_Valve		
762	Unclassified_Pit	+0.00	

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

Data in this drawing has been hidden for clarity of the plan. Hidden data can be found on the 'Hidden' layer.

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Construction to be undertaken in accordance with the requirements of: AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

PHOTO 01

PHOTO 02

PHOTO 03

PHOTO 04

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FILE REF: 11957 FS37V02 (12 Collins Street)

SHEET 1 OF 1

SCALE 1:100 @ A3

1 0 1 2 3 4
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 4/08/2022
SURVEYOR: GW
DRAFTED: FG

HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: GW

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

PLAN OF SURVEY:

1-15 ELGIN STREET, CARLTON, 3053

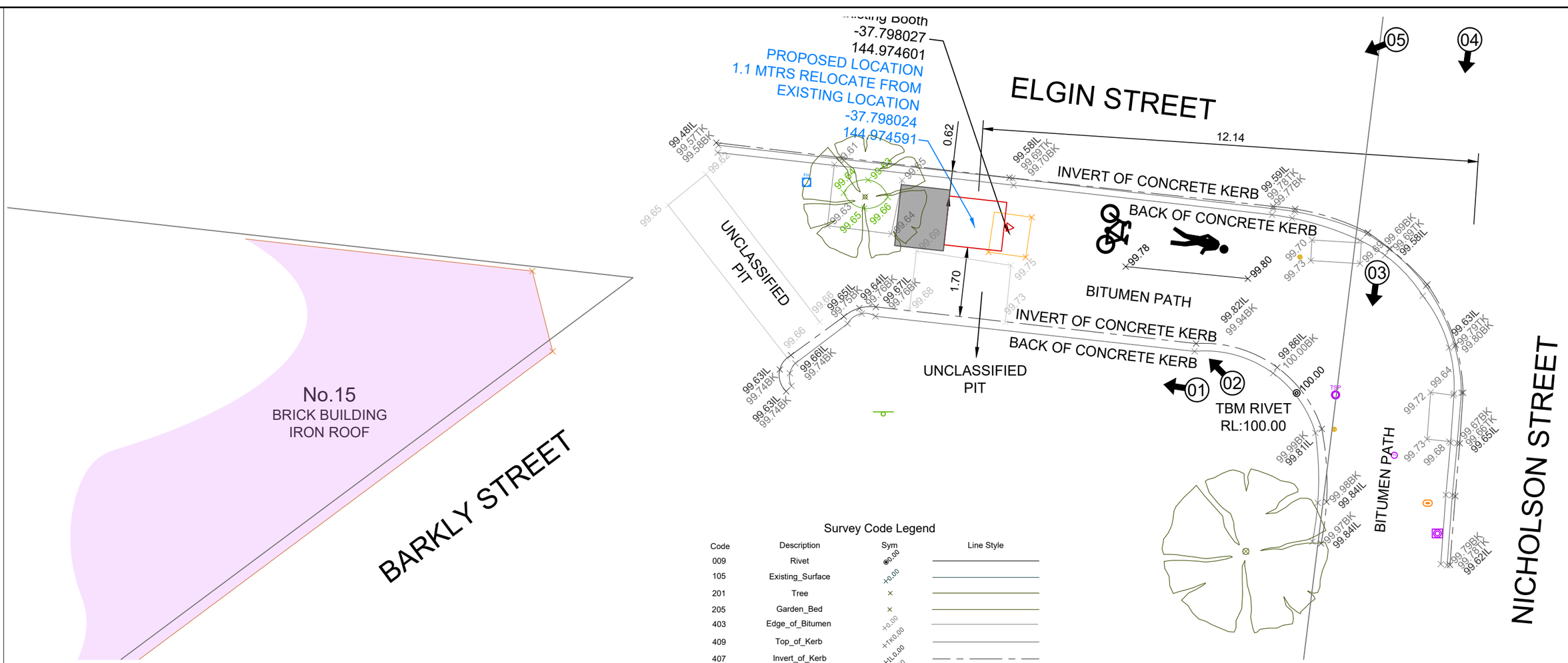

PHOTO 01

PHOTO 02

PHOTO 03

PHOTO 04

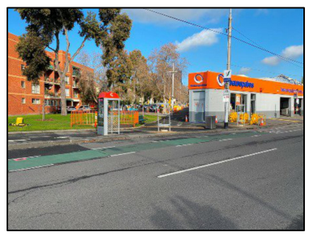

PHOTO 05

Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	+0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
205	Garden_Bed	×	
403	Edge_of_Bitumen	+0.00	
409	Top_of_Kerb	+TK0.00	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
417	Linemarking	+0.00	
419	Concrete_Edge	+0.00	
501	Guard_Rail	+0.00	
502	Bollard		
503	Sign		
505	Traffic_Signal_Pole		
507	Traffic_Signal_Pit		
513	Detector_Pit		
603	Major_Building	×	
711	Light_Pole		
716	Electricity_Pit		
721	Communications_Pit		
725	Existing Phone Booth (900mmx900mm)	+0.00	
726	Communications_Pit_Large	×	
753	Fire_Hydrant		
762	Unclassified_Pit	+0.00	
	New Digital Booth L 1019mm X W 1200mm (Triangle indicates Ad Panel direction)		
	Exclusion Zone 1200mm x 1500mm		

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

Data in this drawing has been hidden for clarity of the plan. Hidden data can be found on the 'Hidden' layer.

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Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

APPROX. MGA2020 ZONE 55

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FILE REF: 11957 FS18V3 (1-15 ELGIN STREET)

SHEET 1 OF 1

SCALE 1:100 @ A3

1 0 1 2 3 4
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 29/07/2022
SURVEYOR: GW
DRAFTED: FG

HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: GW

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

253 LONSDALE STREET, MELBOURNE, 3000

PLAN OF SURVEY:

MGA2020
ZONE 55

Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	+0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
403	Edge_of_Bitumen	+0.00	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
503	Sign		
509	Bike Rack	+0.00	
523	Seat	SEAT	
608	Pier_Column	+0.00	
603	Major_Building	×	
638	Roof_Line	+R0.00	
711	Light_Pole		
721	Communications_Pit		
725	Existing_Phone_Booth (900mm x 900mm)	+0.00	
726	Communications_Pit_Large	×	
751	Stop_Valve		
762	Unclassified_Pit	+0.00	

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

PHOTO 01

PHOTO 02

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

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FILE REF: 11957 FS17V3 (253 Lonsdale St)

SHEET 1 OF 1

SCALE 1:75 @ A3

0.8 0 0.8 1.5 2.3 3
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 18/07/2022-22/07/2022
SURVEYOR: MP
DRAFTED: FG

HEIGHT DATUM: AHD BASED ON MELBOURNE NORTH PM3078 RL18.016
CO-ORDINATE DATUM: MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: MP

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

359-385 BOURKE STREET, MELBOURNE, 3000

PLAN OF SURVEY:

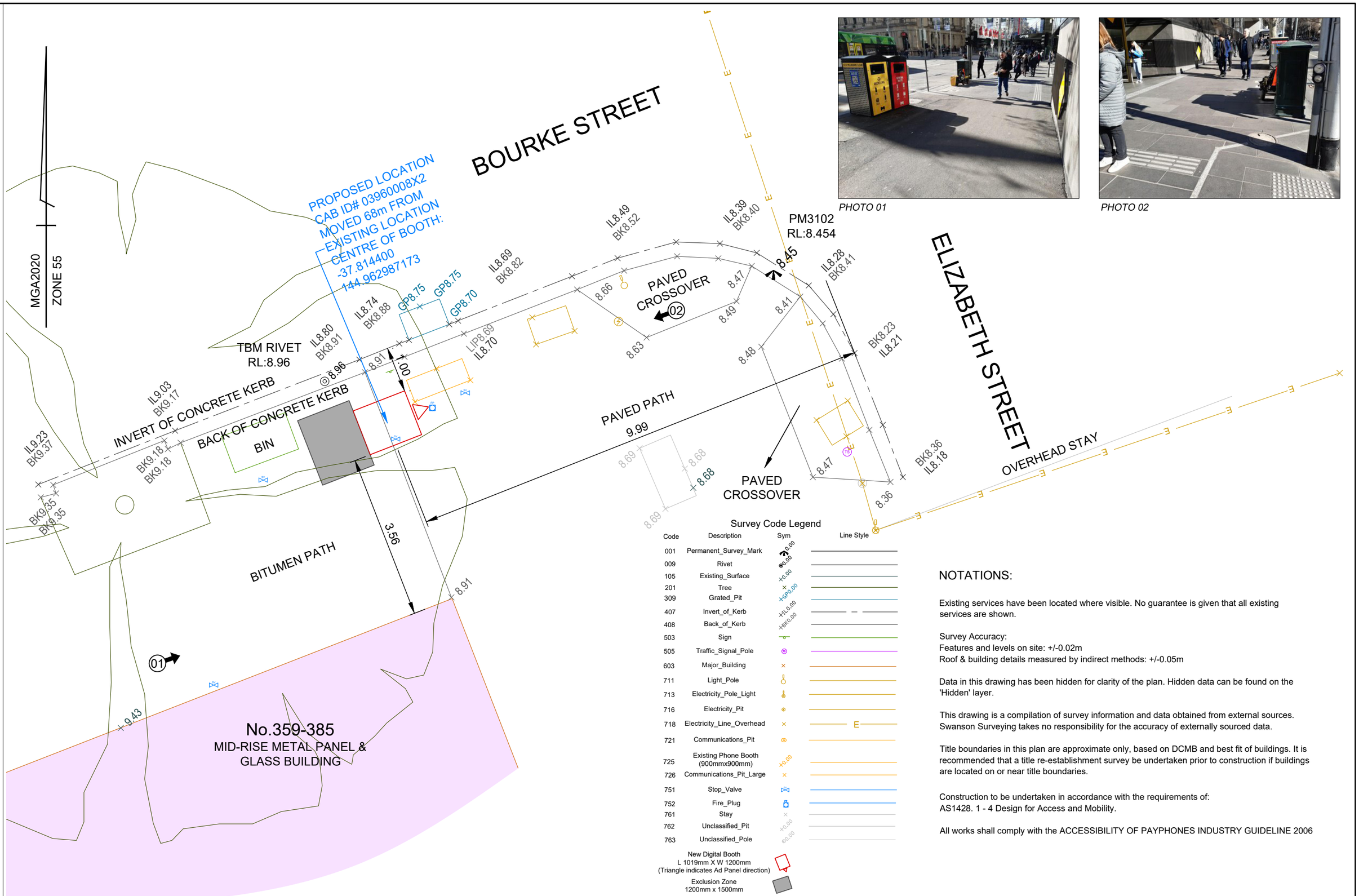

PHOTO 01

PHOTO 02

Survey Code Legend

Code	Description	Sym	Line Style
001	Permanent_Survey_Mark		
009	Rivet		
105	Existing_Surface		
201	Tree		
309	Grated_Pit		
407	Invert_of_Kerb		
408	Back_of_Kerb		
503	Sign		
505	Traffic_Signal_Pole		
603	Major_Building		
711	Light_Pole		
713	Electricity_Pole_Light		
716	Electricity_Pit		
718	Electricity_Line_Overhead		E
721	Communications_Pit		
725	Existing Phone Booth (900mmx900mm)		
726	Communications_Pit_Large		
751	Stop_Valve		
752	Fire_Plug		
761	Stay		
762	Unclassified_Pit		
763	Unclassified_Pole		

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

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FILE REF: 11957 FS23V02 (359-385 Bourke Street)

SHEET 1 OF 1

SCALE 1:75 @ A3

0.8 0 0.8 1.5 2.3 3
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 21/07/2022
SURVEYOR: MP
DRAFTED: FG

HEIGHT DATUM: AHD BASED ON MELBOURNE NORTH PM3102 RL8.454
CO-ORDINATE DATUM: MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: MP

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

457-471 BOURKE STREET, MELBOURNE, 3000

APPROX. MGA2020 ZONE 55

Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	+0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
503	Sign		
509	Bike racks	+0.00	
522	Rubbish_Bin		
603	Major_Building	×	
604	Verandah	×	
711	Light_Pole		
712	Electricity_Pole		
716	Electricity_Pit		
718	Electricity_Line_Overhead	×	E E
751	Stop_Valve		
725	Existing Phone Booth (900mmx900mm)	+0.00	
726	Communications_Pit_Large	×	
909	Brick_Conc_Corner	×	

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

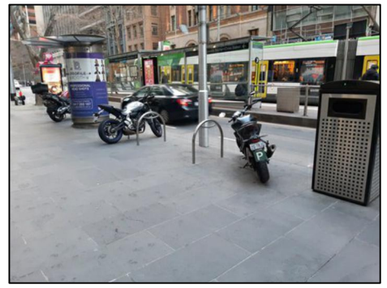


PHOTO 01

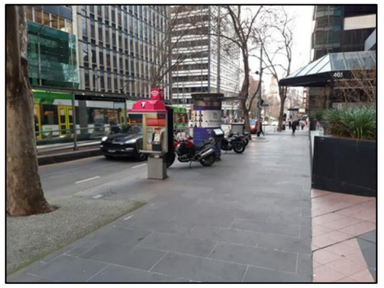
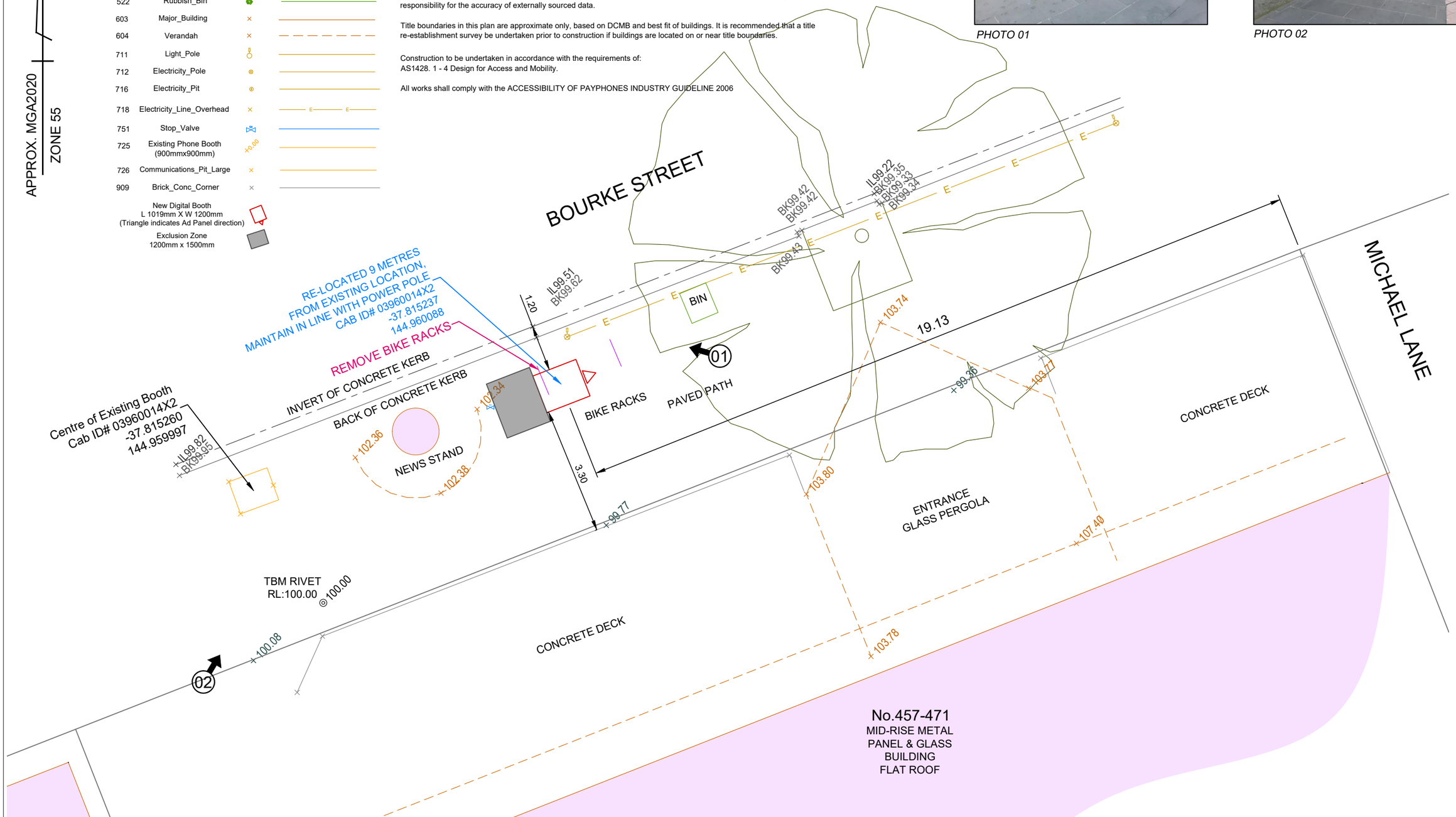


PHOTO 02

PLAN OF SURVEY:



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FILE REF: 11957 FS31V2 (457-471 Bourke Street)	SHEET 1 OF 1	SCALE 1:100 @ A3	1 0 1 2 3 4 LENGTHS ARE IN METRES
CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND DATE OF SURVEY: 18/07/2022 SURVEYOR: MP DRAFTED: FG	HEIGHT DATUM: ARBITRARY CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55 CONTOUR INTERVAL: - QA: GW		

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

103 LONSDALE STREET, MELBOURNE, 3000

PLAN OF SURVEY:

APPROX. MGA2020 ZONE 55

Survey Code Legend

Code	Description	Sym	Line Style
017	Nail	+0.00	
105	Existing_Surface	+0.00	
201	Tree		
403	Edge_of_Bitumen	+0.00	
407	Invert_of_Kerb	+TL0.00	
408	Back_of_Kerb	+BK0.00	
409	Top_of_Kerb	+TK0.00	
419	Concrete_Edge	+0.00	
403	Edge_of_Bitumen	+0.00	
503	Sign		
505	Traffic_Signal_Pole		
509	Bike racks	+0.00	
522	Rubbish_Bin		
527	Parking_Meter		
603	Major_Building		
638	Roof_line	+RO.00	
722	Communications_Pillar		
725	Existing Phone Booth (900mmx900mm)	+0.00	
726	Communications_Pit_Large		
762	Unclassified_Pit	+0.00	

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

PHOTO 01

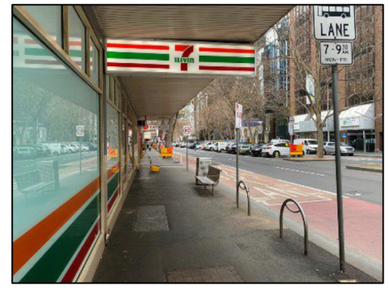


PHOTO 02

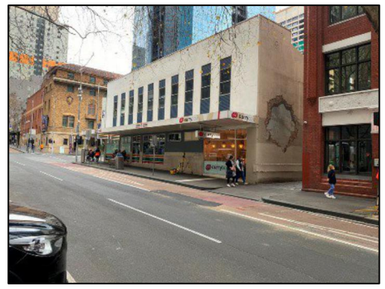
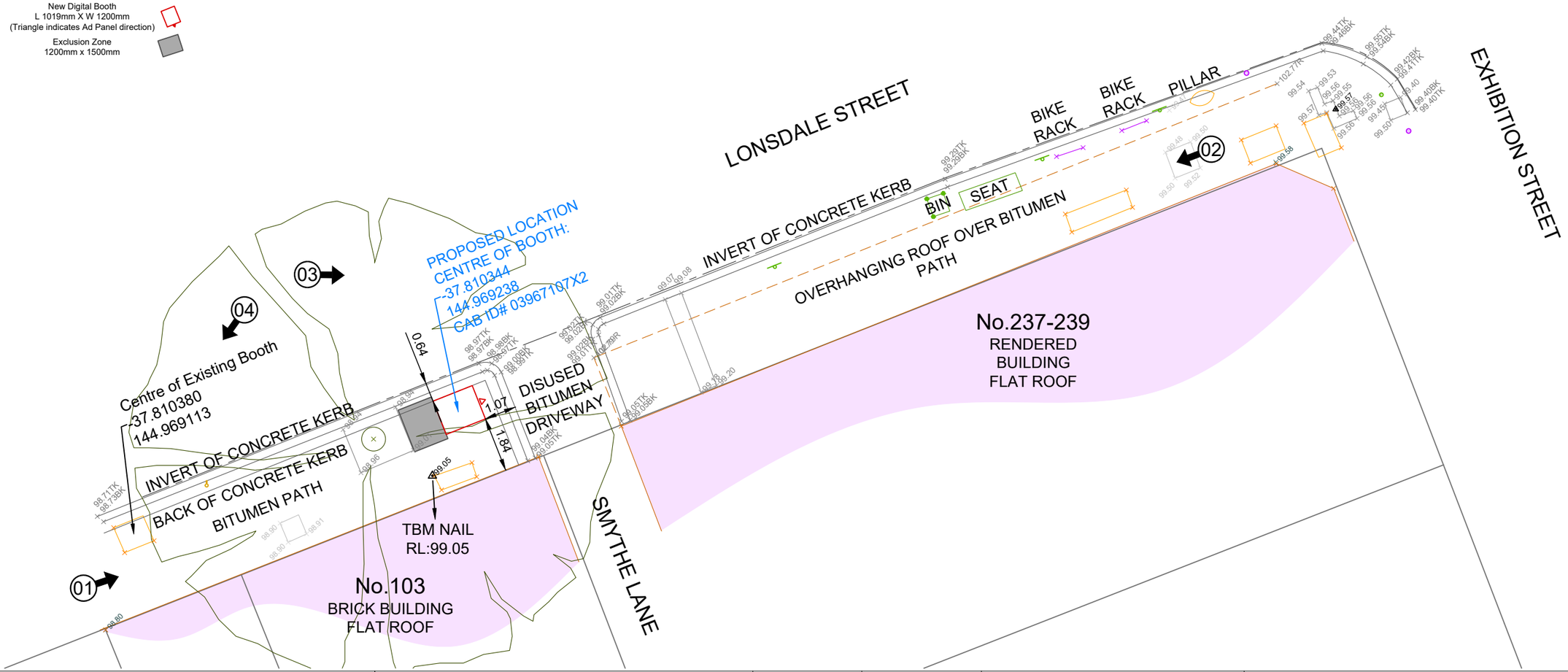


PHOTO 03

PHOTO 04



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FILE REF: 11957 FS43V4 (103 Lonsdale Street)

SHEET 1 OF 1

SCALE 1:150 @ A3

1.5 0 1.5 3 4.5 6
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 5/08/2022
SURVEYOR: GW
DRAFTED: FG

HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: GW

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

PLAN OF SURVEY:

330 COLLINS STREET, MELBOURNE, 3000

MGA2020
ZONE 55

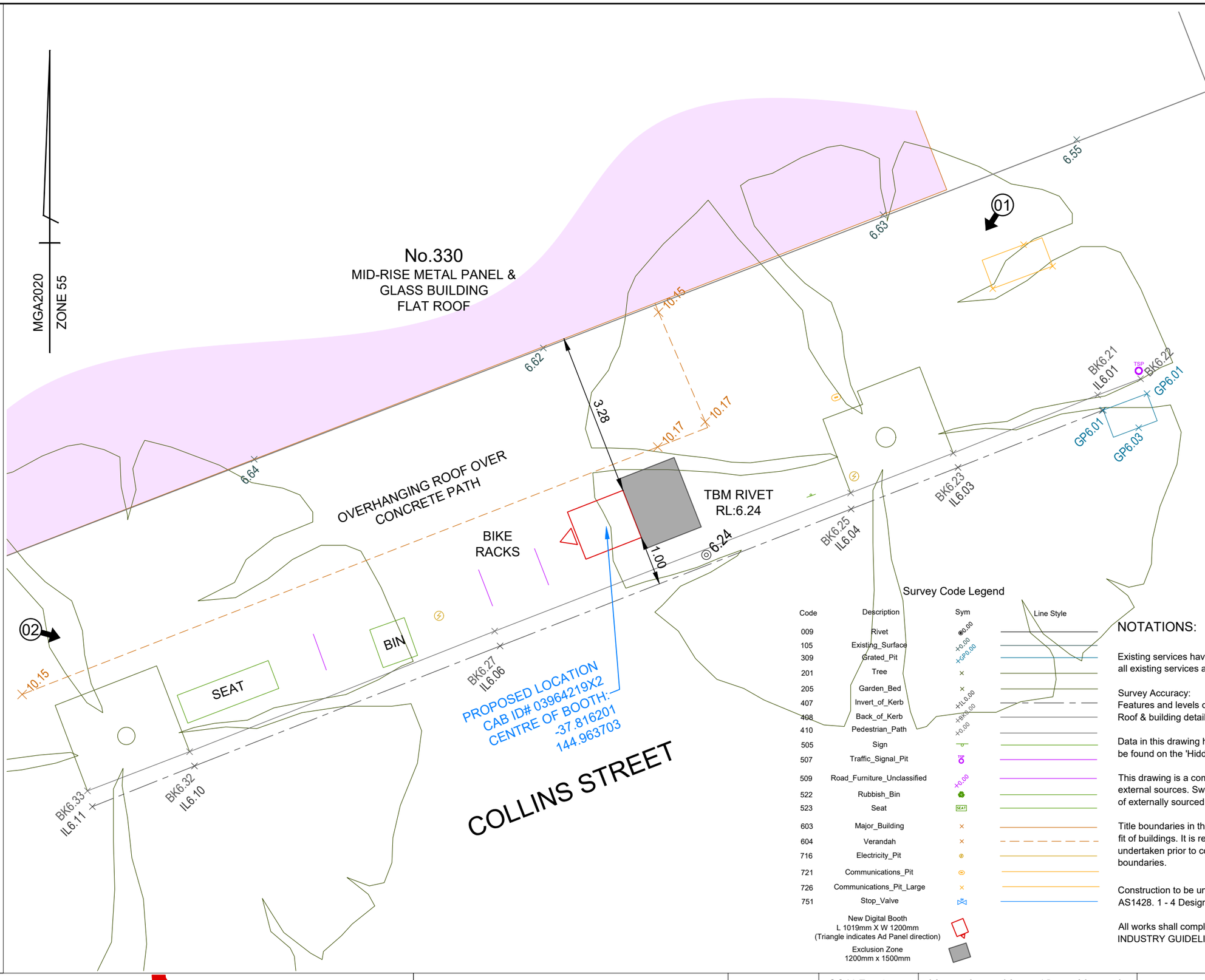

PHOTO 01

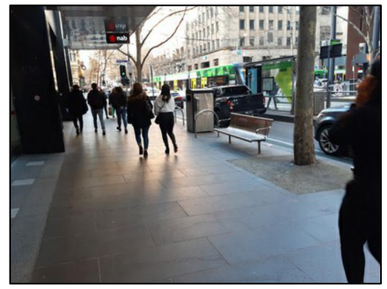

PHOTO 02

Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	+0.00	
105	Existing_Surface	+0.00	
309	Grated_Pit	+GP0.00	
201	Tree	×	
205	Garden_Bed	×	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
410	Pedestrian_Path	+0.00	
505	Sign		
507	Traffic_Signal_Pit	TSP	
509	Road_Furniture_Unclassified	+0.00	
522	Rubbish_Bin		
523	Seat	SEAT	
603	Major_Building	×	
604	Verandah	×	
716	Electricity_Pit		
721	Communications_Pit		
726	Communications_Pit_Large	×	
751	Stop_Valve		

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

NOTATIONS:

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Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

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FILE REF: 11957 FS42V01 (330 Collins Street)

SHEET 1 OF 1

SCALE 1:75 @ A3

0.8 0 0.8 1.5 2.3 3
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 21/07/2022
SURVEYOR: MP
DRAFTED: FG

HEIGHT DATUM: AHD BASED ON MELBOURNE NORTH PM3092 RL6.127
CO-ORDINATE DATUM: MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: GW

NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

PLAN OF SURVEY:

200 ELGIN STREET, CARLTON, 3053

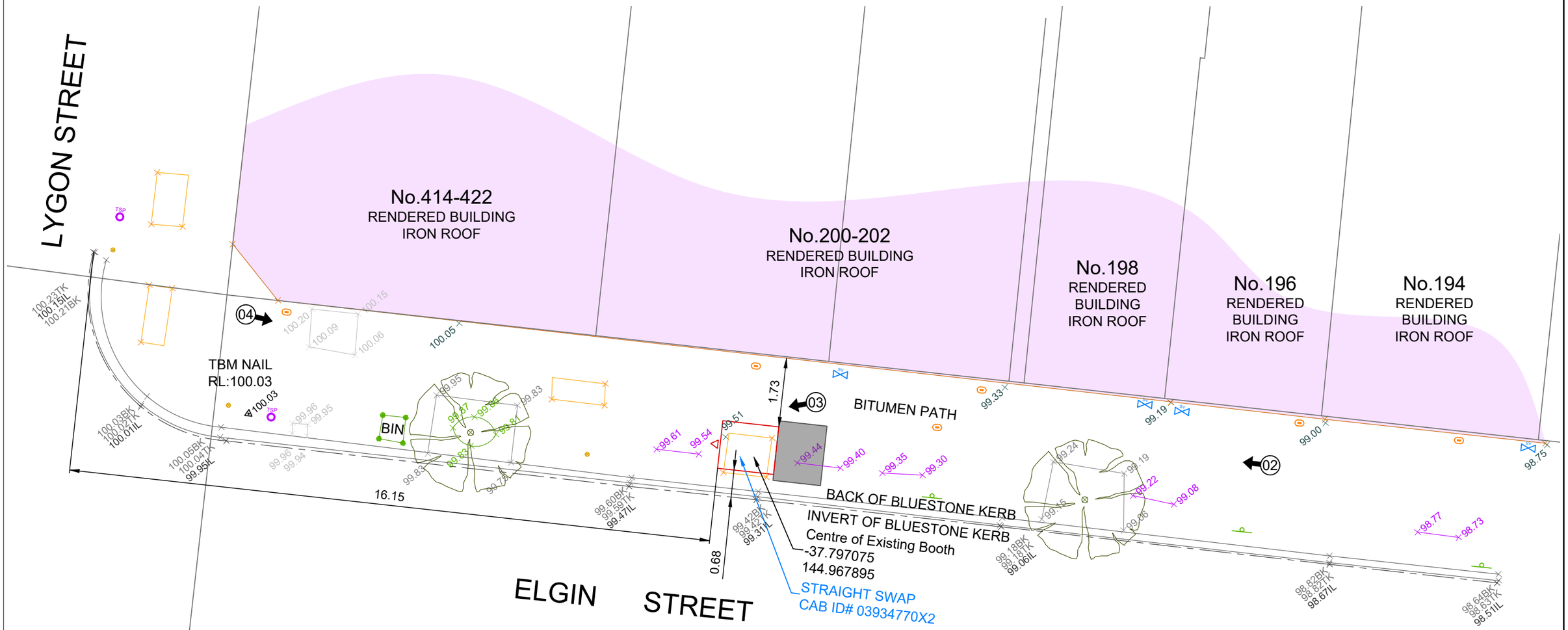


PHOTO 01

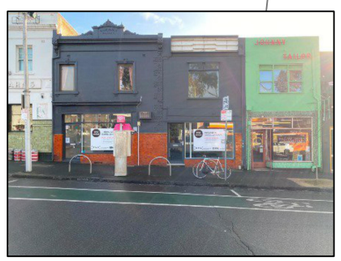


PHOTO 02

PHOTO 03

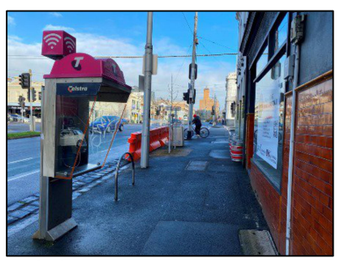


PHOTO 04

Survey Code Legend

Code	Description	Sym	Line Style
017	Nail	+0.00	
105	Existing_Surface	+0.00	
201	Tree		
403	Edge_of_Bitumen	+0.00	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
409	Top_of_Kerb	+TK0.00	
410	Pedestrian_Path	+0.00	
501	Guard_Rail	+0.00	
505	Sign		
507	Traffic_Signal_Pit	OS	
509	Bike Racks	+0.00	

Code	Description	Sym	Line Style
522	Rubbish_Bin		
523	Seat	SEAT	
603	Major_Building		
712	Electricity_Pole		
716	Electricity_Pit		
721	Communications_Pit		
725	Existing Phone Booth (900mmx900mm)	+0.00	
726	Communications_Pit_Large		
751	Stop_Valve	PV	
762	Unclassified_Pit	+0.00	

New Digital Booth
L 1019mm X W 1200mm
(Triangle indicates Ad Panel direction)

Exclusion Zone
1200mm x 1500mm

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

Data in this drawing has been hidden for clarity of the plan. Hidden data can be found on the 'Hidden' layer.

This drawing is a compilation of survey information and data obtained from external sources. Swanson Surveying takes no responsibility for the accuracy of externally sourced data.

Title boundaries in this plan are approximate only, based on DCMB and best fit of buildings. It is recommended that a title re-establishment survey be undertaken prior to construction if buildings are located on or near title boundaries.

Construction to be undertaken in accordance with the requirements of:
AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

APPROX. MGA2020 ZONE 55

SWANSON SURVEYING PTY. LTD.
ABN 53 626 291 647
GEELONG - MELBOURNE - BALLARAT
1300 990 075 *info@swansonsurveying.com.au*
www.swansonsurveying.com.au

FILE REF: 11957 FS22V1 (200 Elgin Street)

SHEET 1 OF 1

SCALE 1:100 @ A3

1 0 1 2 3 4
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 29/07/2022
SURVEYOR: GW
DRAFTED: FG

HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: GW

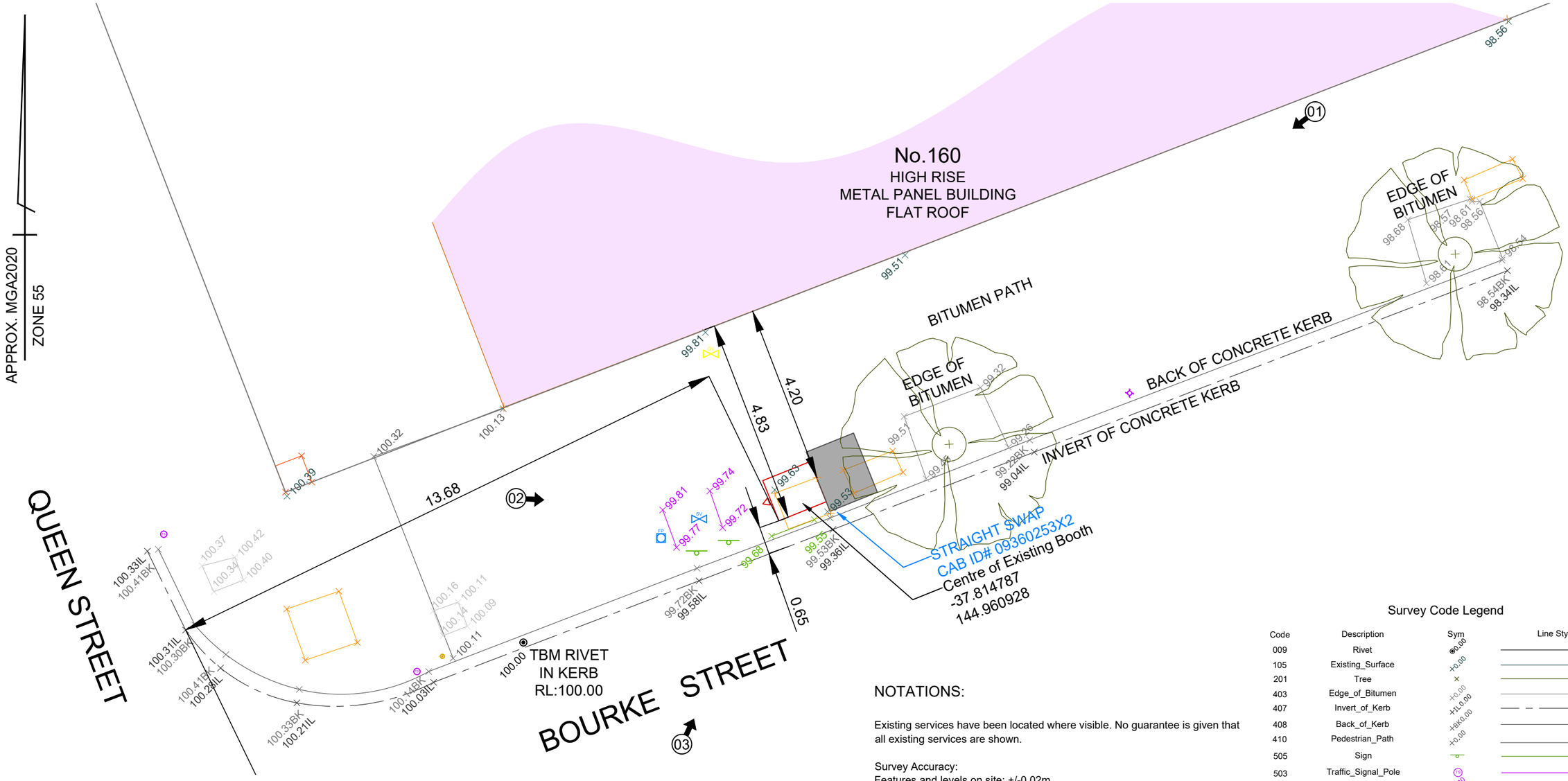
NOTATIONS

This plan has been prepared for design and planning purposes.
It should not be used for any other purpose.

All dimensions are in metres

160 QUEEN STREET, MELBOURNE, 3000

PLAN OF SURVEY:



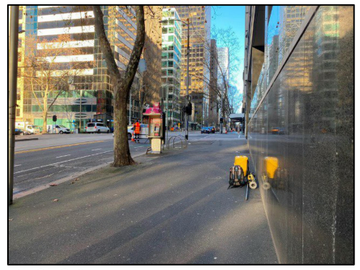


PHOTO 01

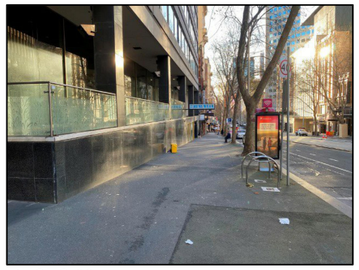


PHOTO 02

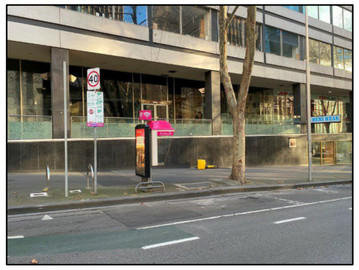


PHOTO 03

NOTATIONS:

Existing services have been located where visible. No guarantee is given that all existing services are shown.

Survey Accuracy:
Features and levels on site: +/-0.02m
Roof & building details measured by indirect methods: +/-0.05m

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Construction to be undertaken in accordance with the requirements of: AS1428. 1 - 4 Design for Access and Mobility.

All works shall comply with the ACCESSIBILITY OF PAYPHONES INDUSTRY GUIDELINE 2006

Survey Code Legend

Code	Description	Sym	Line Style
009	Rivet	+0.00	
105	Existing_Surface	+0.00	
201	Tree	×	
403	Edge_of_Bitumen	+0.00	
407	Invert_of_Kerb	+IL0.00	
408	Back_of_Kerb	+BK0.00	
410	Pedestrian_Path	+0.00	
505	Sign		
503	Traffic_Signal_Pole		
509	Bike rack	+0.00	
516	Flag_Pole		
603	Major_Building	×	
608	Pier_Column	+0.00	
711	Light_Pole		
716	Electricity_Pit		
725	Existing Phone Booth (900mmx900mm)	+0.00	
726	Communications_Pit_Large	×	
731	Gas_Valve		
732	Gas_Pit	×	
751	Stop_Valve		
752	Fire_Plug		
762	Unclassified_Pit	+0.00	
	New Digital Booth L 1019mm X W 1200mm (Triangle indicates Ad Panel direction)		
	Exclusion Zone 1200mm x 1500mm		

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www.swansonsurveying.com.au

FILE REF: 11957 FS02V3 (160 QUEEN ST)

SHEET 1 OF 1

SCALE 1:100 @ A3

1 0 1 2 3 4
LENGTHS ARE IN METRES

CLIENT: JCDECAUX AUSTRALIA & NEW ZEALAND
DATE OF SURVEY: 25/06/2022
SURVEYOR: GW
DRAFTED: FG

HEIGHT DATUM: ARBITRARY
CO-ORDINATE DATUM: APPROX. MGA2020 ZONE 55
CONTOUR INTERVAL: -
QA: GW

NOTATIONS

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All dimensions are in metres

Appendix B

Example Message Content Displayed

Figure 1: Digital Sign Advertisement

Figure 2: Digital Sign Advertisement

Figure 3: Digital Sign Advertisement

Figure 4: Digital Sign Advertisement

Figure 5: Digital Sign Advertisement

Figure 6: Digital Sign Advertisement

Figure 7: Digital Sign Advertisement

Figure 8: Digital Sign Advertisement

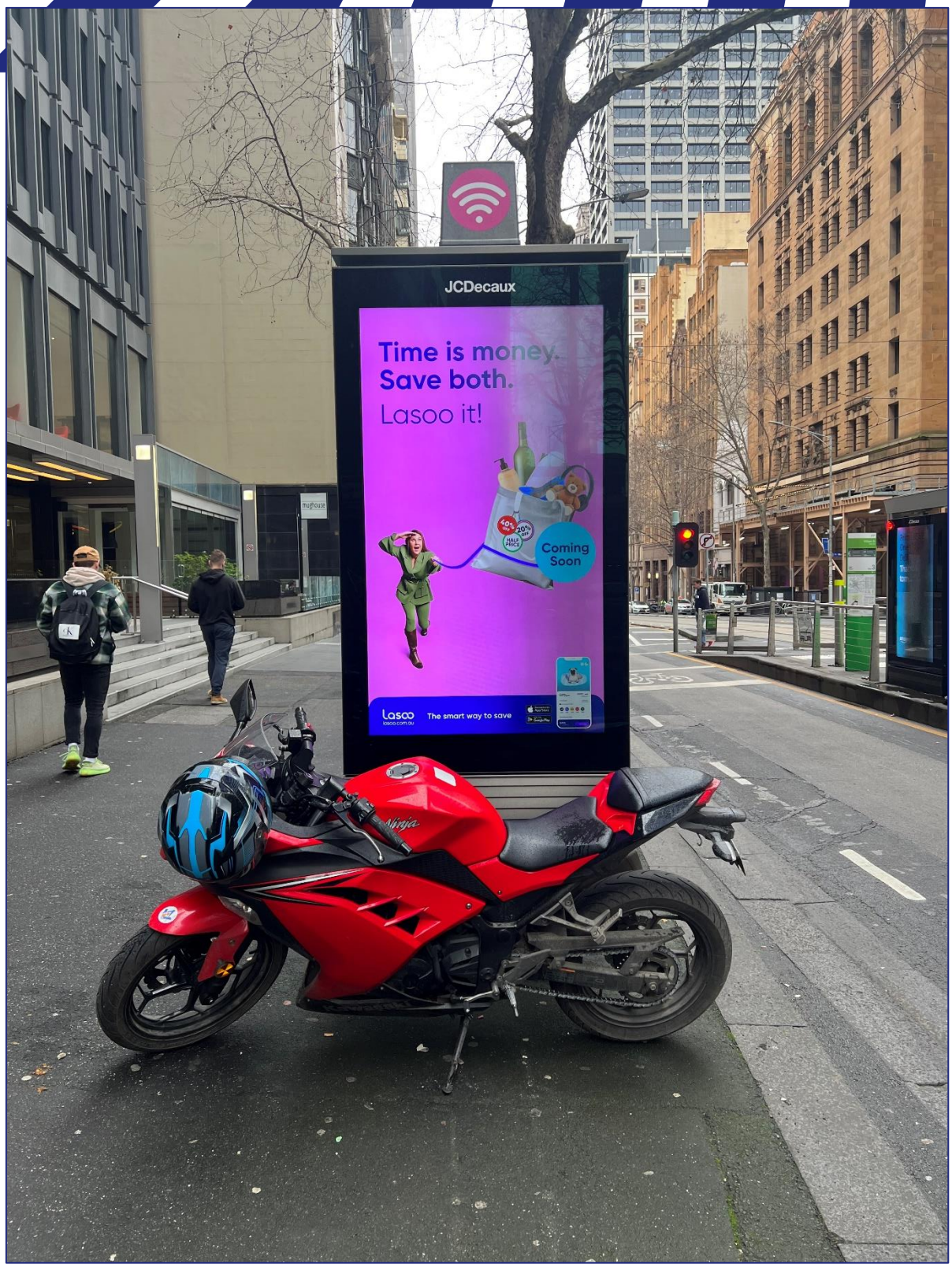

Figure 9: Digital Sign Advertisement

Figure 10: Digital Sign Advertisement

Figure 11: Digital Sign Advertisement

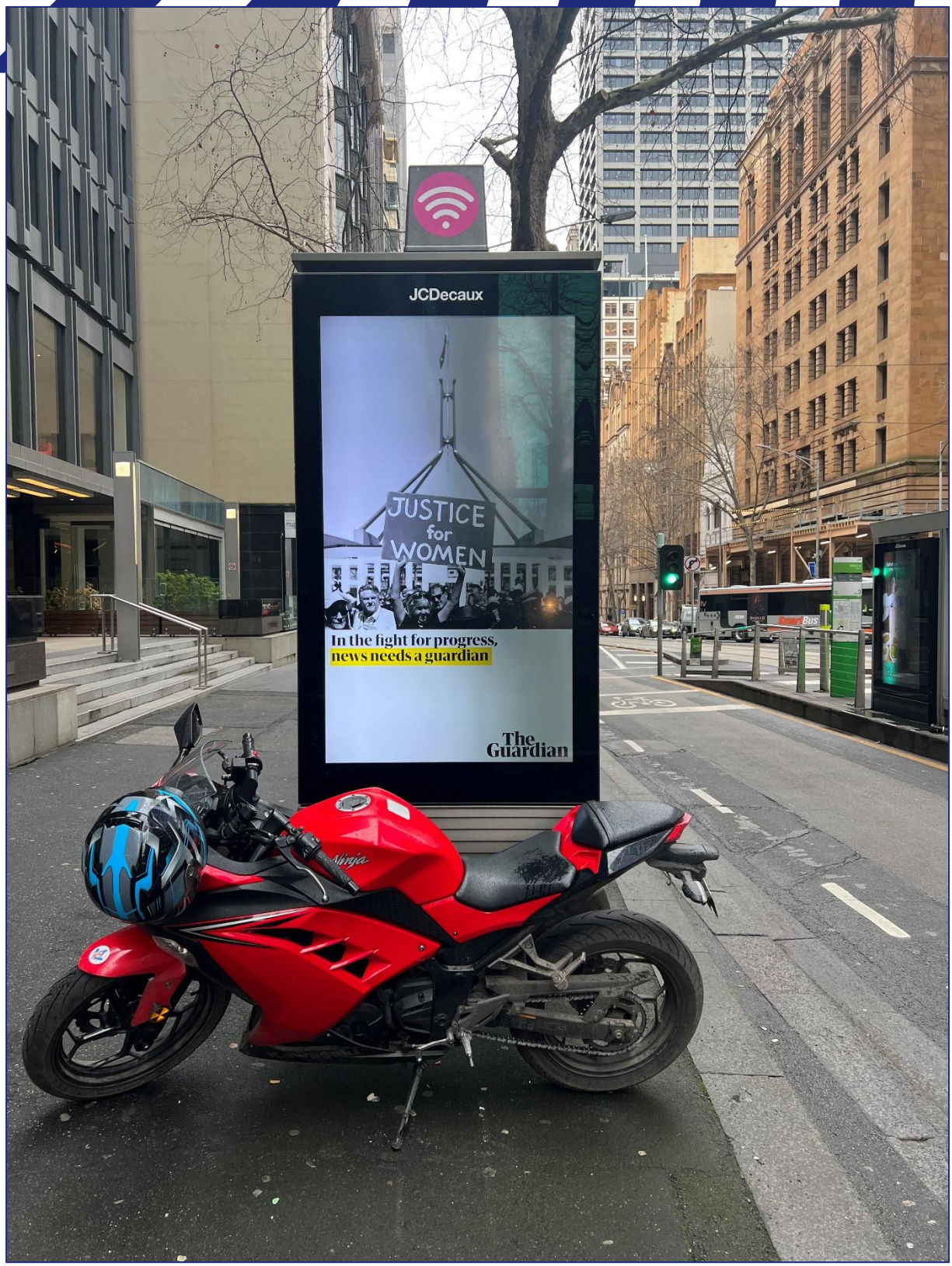

Figure 12: Digital Sign Advertisement