

PTG/02481

Road Safety Assessment Proposed Large Format Digital Sign at Midland Gate Shopping Centre

9 June 2026 | Revision B

Prepared for Digital Place Solutions

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REPORT DETAILS

Unique Document Identification

	Information
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Project Number	PTG/02481
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PTG Consulting Office Details

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Rev A	09/06/2026	For Issue	SB	SL
Rev B	09/06/2026	Final	SB	SL

1 INTRODUCTION

PTG Consulting Pty Ltd (PTG) has been commissioned by Digital Place Solutions ('the Client') to undertake a road safety assessment for a proposed digital advertising sign to be located adjacent to the signalised intersection of Great Eastern Highway / Victoria Street / Padbury Terrace / Shopping Centre Access in Midland. The location of the proposed digital sign is shown in **Figure 1**. The proposed digital advertising sign will face eastbound traffic on Great Eastern Highway.

Figure 1 – Sign Location



Source: Metro Map

This report aims to assess the proposed digital advertising sign against Main Roads' *Policy and Assessment Guidelines for Digital Advertising Signs* ('the Policy'). In summary, the goal of the report is to analyse whether the proposed digital advertising sign complies with the guidelines specified in the policy and identify any potential safety concerns that may arise due to the installation of the proposed sign.

2 APPLICABILITY OF MAIN ROADS' POLICY

Main Roads' policy applies to new digital signs or the conversion of existing static signs:

- » within state roads (approval required).
- » within 500 m of a state road and visible from a state road (approval required), or
- » within 100 m of a TCS on all roads, including local roads (approval recommended).

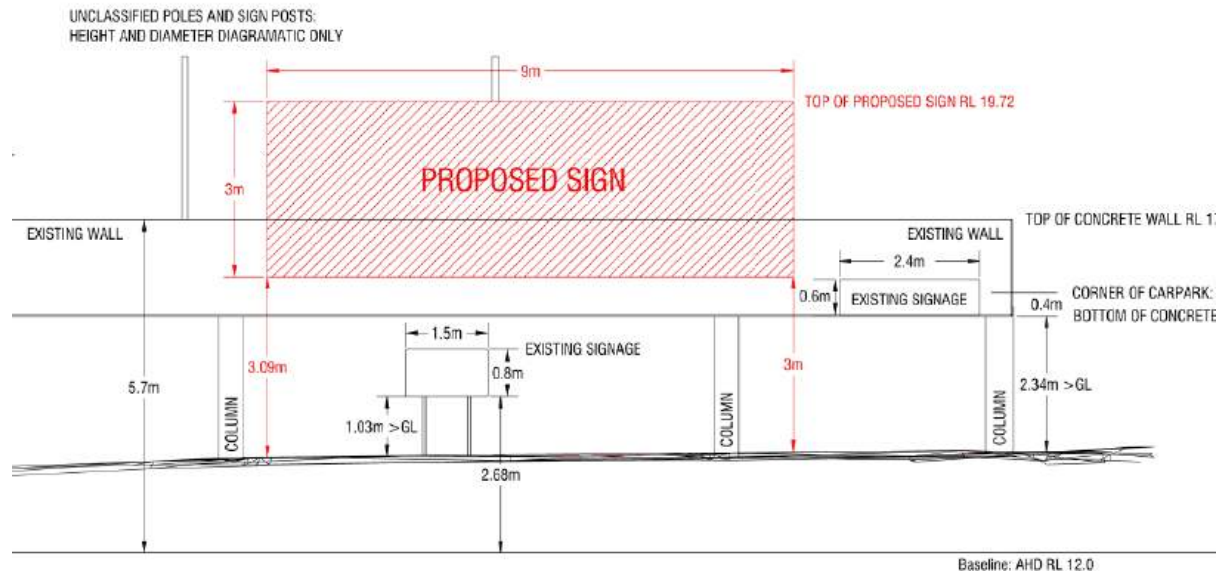
The proposed digital advertising sign will be located within 500m of the Great Eastern Highway, a state road, and within 100m of the signalised intersection of Great Eastern Highway / Victoria Street / Padbury Terrace / Shopping Centre Access. Thus, an approval from Main Roads is required.

3 SIGNAGE PROPOSAL

The proposed digital advertising sign is to be mounted on the western wall of the shopping centre car park structure. It is proposed to comprise a single-sided LED panel, which will be 9.0m wide and 3.0m high. Overall, the display area of the proposed LED panel is 27.0m².

Figure 2 shows the location of the proposed digital sign. The signage plans are included in **Appendix A** for reference.

Figure 2 – Location of the Proposed Sign



Source: Digital Place Solutions

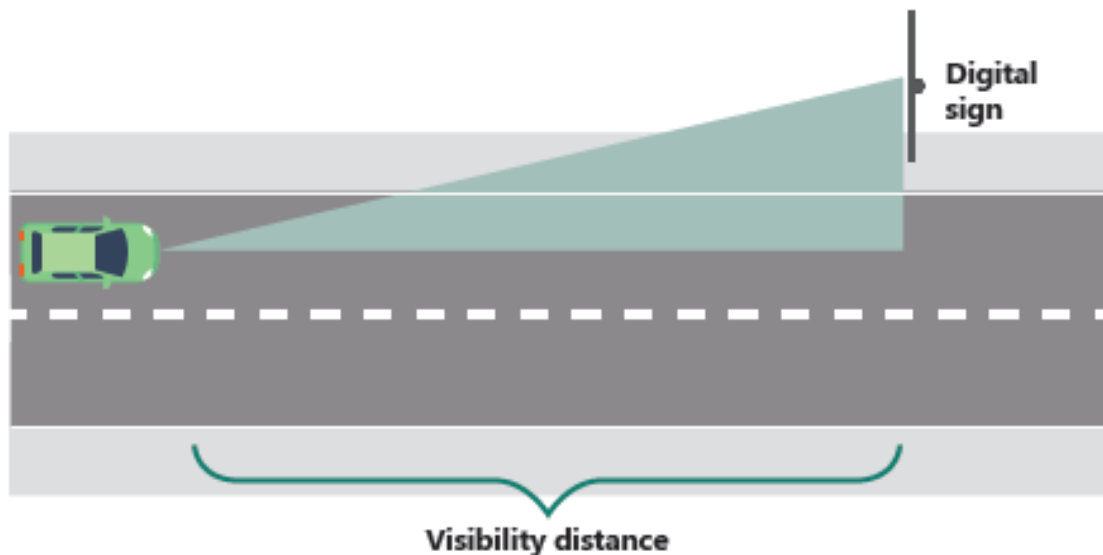
4 LOCATION ASSESSMENT

4.1 Visibility Distance

4.1.1 Policy Requirement

The Main Road WA's policy states, "A minimum of 6 seconds visibility is required" for a digital advertising sign. These visibility distances are shown in **Figure 3** and **Table 1**.

Figure 3 – Sign Visibility Distance from a Road



Source: Main Roads' Policy (Figure 4)

Table 1 – Minimum Required Visibility Distance

Speed limit (km/h)	Minimum visibility distance required (m)
50	83
60	100
70	117
80	133
90	150
100	167
110	183

Source: Main Roads' Policy (Table 2)

Main Road WA's policy further states, "A digital sign will be deemed visible from a roadway if the orientation of the display area (or part thereof) is more than 20 degrees to the through-traffic alignment." The extract for a sign orientation visible from a road is shown in **Figure 4**.

Figure 4 – Sign Orientation Visible from a Road



Source: Main Roads' Policy (Figure 5)

4.1.2 Assessment

The posted speed limit on this section of Great Eastern Highway is 60 km/h, as shown **Figure 5**. According to the guidelines, the required minimum visibility distance at a 60 km/h speed limit is 100 metres to achieve 6 seconds of minimum visibility.

As shown in **Figure 6**, no obstacles are present within the visibility distance on the eastbound approach on Great Eastern Highway. The visualisations of the signs from the left and right lanes on the Great Eastern Highway eastbound approach are shown in **Figure 7** and **Figure 8**, respectively.

As shown in **Figure 9** and **Figure 10**, the proposed digital advertising sign is not considered to be visible from Padbury Terrace and Shopping Centre Access, respectively. It will also not be visible to the westbound traffic on Great Eastern Highway / Victoria Street.

Figure 5 – Speed Limits on the Surrounding Road Network



Source: Main Roads WA – Road Information Mapping System

Figure 6 - Visibility Distance Check from Great Eastern Highway - Eastbound



Figure 7 - Visualisation of the Proposed Digital Advertising Sign from Left Lane at 100m Distance on Great Eastern Highway Eastbound



Figure 8 - Visualisation of the Proposed Digital Advertising Sign from Right Lane at 100m Distance on Great Eastern Highway Eastbound



Figure 9 - Proposed Digital Advertising Sign Orientation with Padbury Terrace Northbound Approach



Figure 10 – Proposed Digital Advertising Sign Orientation with Shopping Centre Access Southbound Approach



4.2 Crash Risk Category

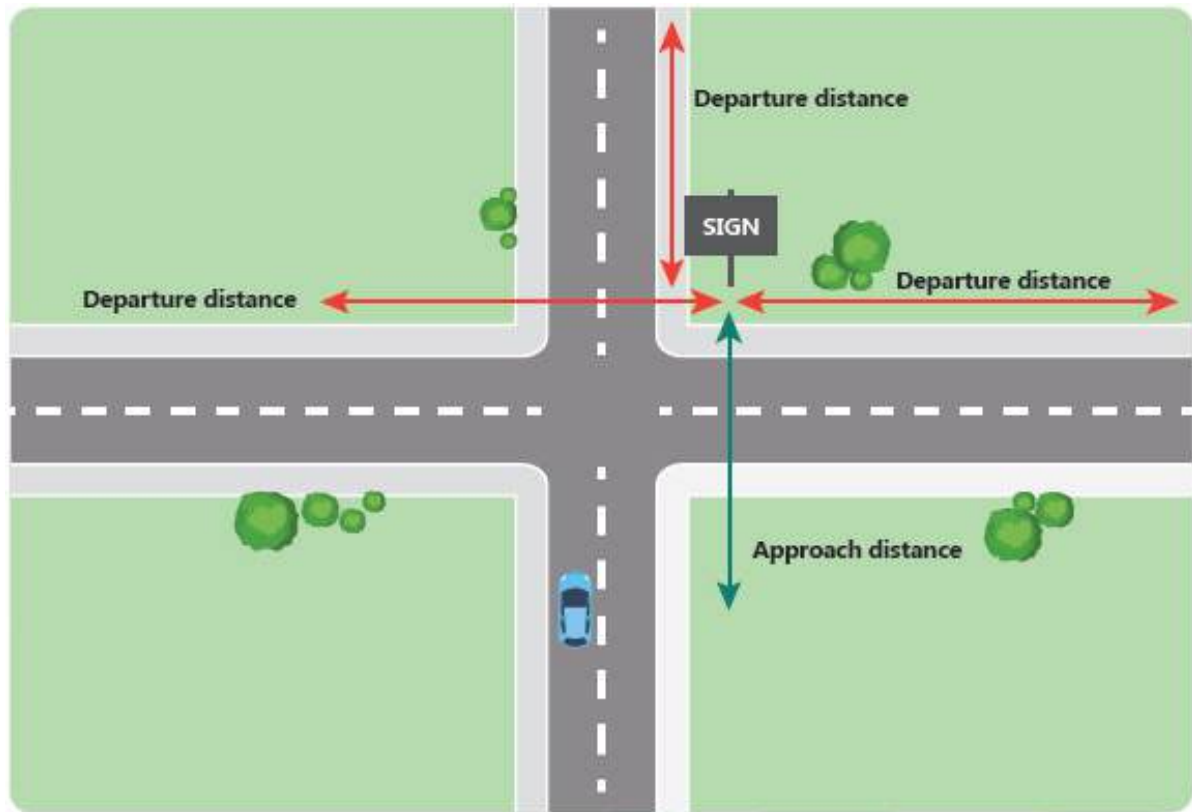
4.2.1 Policy Requirement

The Main Road WA's policy categorises the road sections and intersections in a crash risk category of level 1, 2, 3 or 4. The approach and departure distance diagram for crash risk category determination is shown in **Figure 11** and the applicable approach and departure distances are shown in **Table 2** and **Table 3**, respectively. The consequences of the various levels as specified in the MRWA policy are as follows:

- » Digital signs are likely to be acceptable within level 1 intersections or road segments.
- » Digital signs within level 2 intersections or road segments have longer dwell times applied.
- » For a digital sign to be approved within a level 3 intersection or road segment, Main Roads must be satisfied that the digital sign will not increase the risk of a casualty crash. Approval may be contingent on various conditions and restrictions being met such as:
 - » limited hours of operation
 - » extended dwell times
 - » reduced luminance
 - » restricting visibility from high-risk road sections
 - » other installation requirements and operating conditions as determined by Main Roads.
- » No digital signs will be permitted if they are classified as a level 4 site. (Exception: Digital signs with a display area equal to or less than 6 m² will be allowed in level 4 locations, subject to extended dwell time conditions.)

The crash risk category to be used for assessment of the proposed digital sign is the highest crash risk category of any road section or intersection on the approach to and departure from the digital sign. The approach assessment extends to 6 seconds visibility distances as shown in Table 2. The departure assessment extends to the distances shown in Table 3.

Figure 11 – Approach and Departure Distances for Crash Risk Category Determination



Source: Main Roads' Policy (Figure 6)

Table 2 – Minimum Required Visibility Distance

Speed limit (km/h)	Minimum visibility distance required (m)
50	83
60	100
70	117
80	133
90	150
100	167
110	183

Source: Main Roads' Policy (Table 2)

Table 3 – Digital Sign Departure Distance to be Used for Crash Risk Category Determination

Speed zone (speed limit)	Digital sign departure distance
60 km/h and below	50 m
70 km/h or 80 km/h	100 m
90 km/h and above	150 m

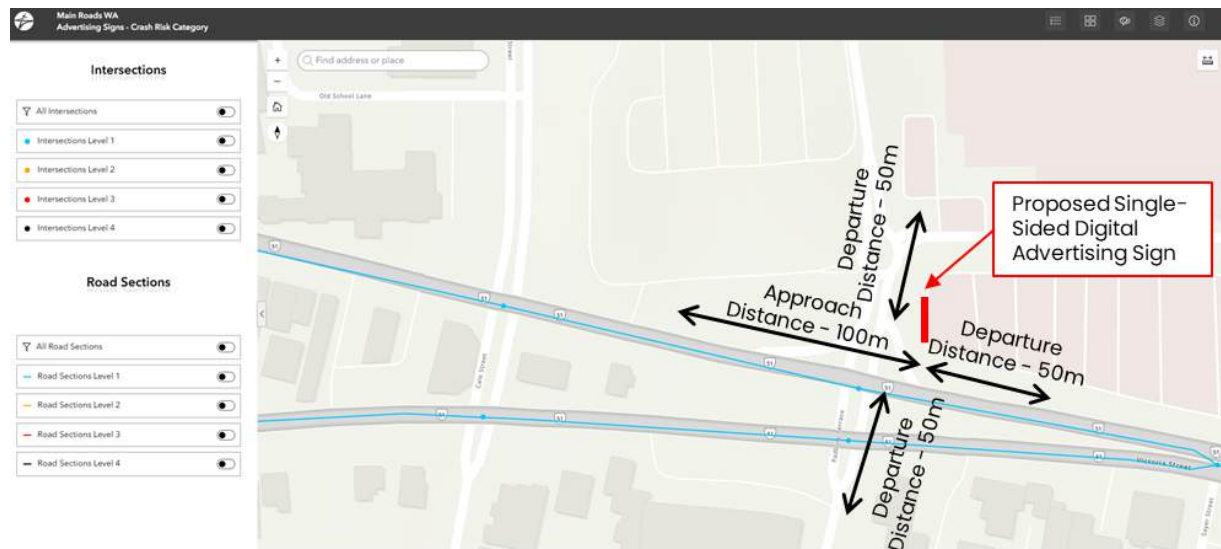
Source: Main Roads' Policy (Table 3)

4.2.2 Assessment

The approach and departure distances for crash risk category determination applicable to the proposed digital advertising sign as per Main Roads WA policy, are 100m and 50m, respectively. The location of the proposed digital advertising sign on the Crash Map is shown in **Figure 12**. The proposed digital advertising sign is located within Level 1 intersection and Level 1 road segments.

As indicated in the *Policy*, Level 1 intersections and road segments are typically found in low-complexity environments with simple driving conditions and below-average crash rates, and are generally suitable for the installation of digital signs.

Figure 12 - Crash Risk Category of Intersections and Road Segments in the Vicinity of the Proposed Digital Advertising Sign



Source: Main Roads WA Advertising Signs – Crash Risk Category Map

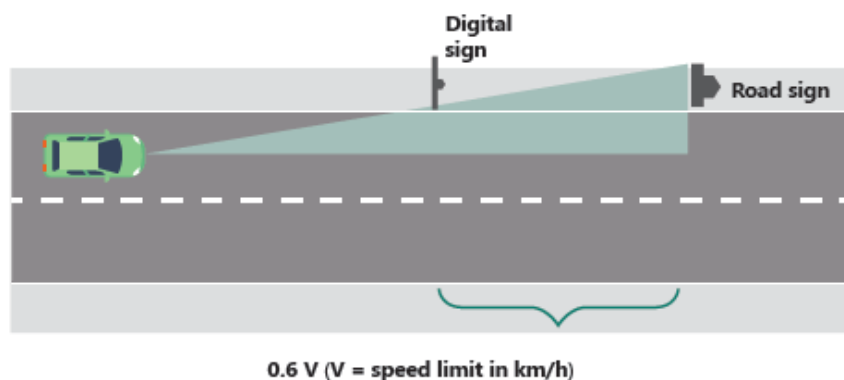
4.3 Prohibition Zones

4.3.1 Obstruction of a road sign

4.3.1.1 Policy Requirement

The Main Road WA's policy states, "Digital signs must not obstruct a driver's view at a point where they may need to react (brake or change lanes). The minimum distance between the digital sign and a road sign should be $0.6V$, where V = posted speed limit in km/h." The diagram showing the overview of this requirement is shown in **Figure 13**.

Figure 13 – Obstruction of Road Sign



Source: Main Roads' Policy (Figure 8)

4.3.1.2 Assessment

The location of the road traffic signs in the immediate vicinity of the proposed digital advertising sign is shown in **Figure 14**. The proposed digital advertising sign will be located within the 0.6V i.e. 36m (60km/h speed limit) of an existing road traffic sign ('Give Way Sign' relevant to eastbound traffic on Great Eastern Highway), however, the digital advertising sign is behind the 'Give Way Sign' and thus will not obstruct the driver's view of the existing road sign.

Figure 14 – Road Traffic Signs in the Immediate Vicinity of the Proposed Digital Advertising Sign



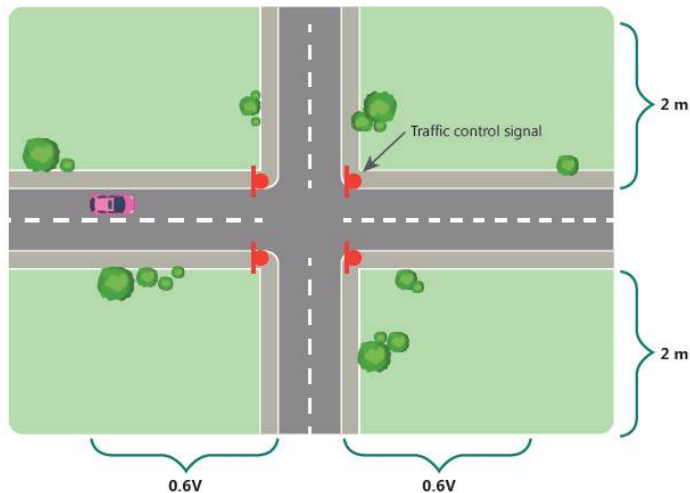
Source: Metro Map & Google Street View

4.3.2 Interference with a traffic control signal (TCS)

4.3.2.1 Policy Requirement

The Main Road WA's policy states, "A digital advertising sign must not be positioned where it may be too close (in front besides, above, or behind) to a TCS. The resulting offset adjacent, above and behind the TCS is called the TCS prohibition zone (TPZ)." The applicable prohibition distances are 0.6V front and behind a TCS and 2m on either side of a TCS as shown in the **Figure 15**.

Figure 15 - Traffic Control Signal Prohibition Zone



Source: Main Roads' Policy (Figure 10)

4.3.2.2 Assessment

The extent of the TCS prohibition zone is shown in **Figure 14**. The proposed advertising sign will not be located in a Traffic Signal Control Prohibition Zone (TPZ).

Figure 16 - TCS Prohibition Zone



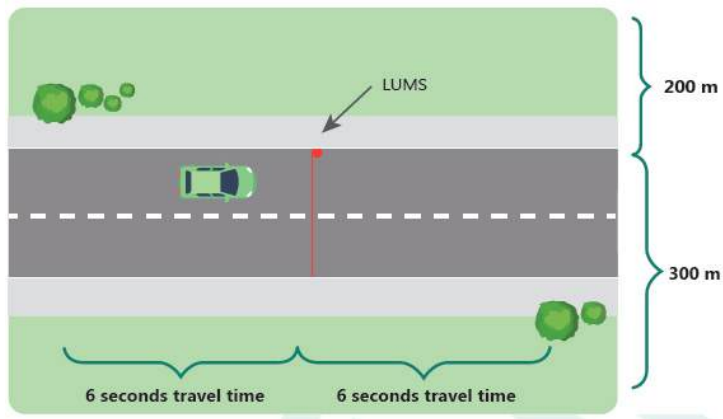
Source: Metro Map

4.3.3 Lane use management signs (LUMS)

4.3.3.1 Policy Requirement

The Main Road WA's policy states, "A digital sign must not be close to lane use management signs on a freeway where a driver may need to make a critical decision such as reduce the speed, change lanes, etc. A prohibition zone is provided to exclude digital signs from these sections of the road network. The prohibition zone extends vertically indefinitely." The applicable prohibition zone distances are shown in **Figure 17**.

Figure 17 – LUMS Prohibition Zone



Source: Main Roads' Policy (Figure 13)

4.3.3.2 Assessment

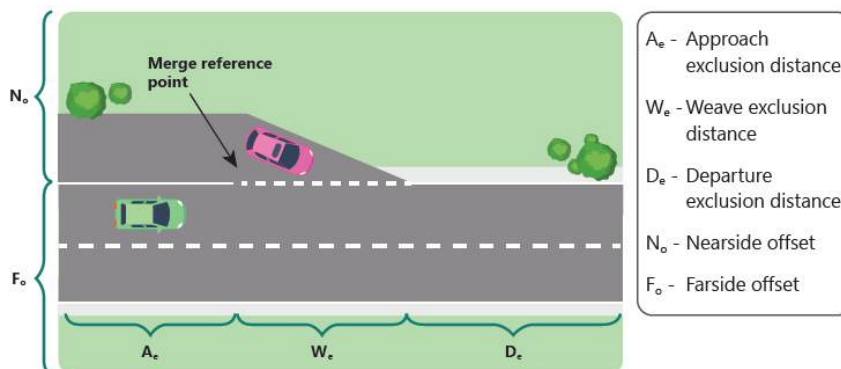
No LUMS are located in the above required distance from the proposed advertising sign, and thus, it will not be located in a prohibition zone for LUMS.

4.3.4 Critical movement prohibition zone

4.3.4.1 Policy Requirement

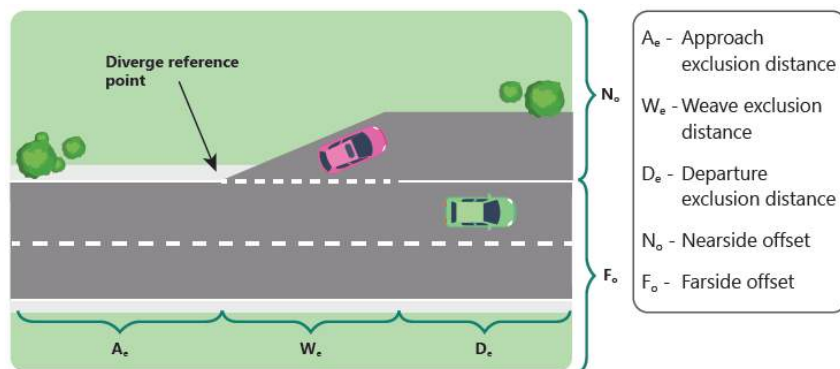
The Main Road WA's policy states, "A critical movement prohibition zone (CMPZ) is provided to exclude digital signs from these (merge and diverge) sections of the road network. The CMPZ extends vertically, indefinitely. The CMPZ for diverge does not apply on single-lane carriageways, or roads with a speed zone of 70 km/hr or lower. The CMPZ for merge and diverge does not apply on roads with a speed zone of 50 km/hr or lower. A digital sign must not be located within the CMPZ" for merge and diverge as shown in **Figure 18** and **Figure 19**, respectively. The applicable CPMZ dimensions for merge and diverge sections are shown in **Table 4**.

Figure 18 – Control Movement Prohibition Zone for Merge



Source: Main Roads' Policy (Figure 14)

Figure 19 – Control Movement Prohibition Zone for Diverge



Source: Main Roads' Policy (Figure 15)

Table 4 – Control Movement Prohibition Zone Dimensions for Merge and Diverge Road Sections

Speed zone (speed limit)	A_e (approach exclusion distance)	W_e (weave exclusion distance)	D_e (departure exclusion distance)	N_o (nearside offset)	F_o (farside offset)
	m	m	m	m	m
60 km/h	100	As marked	100	40	200
70 km/h	115	As marked	115	40	200
80 km/h	135	As marked	135	200	300
90 km/h	150	As marked	150	200	300
100 km/h	170	As marked	170	200	300
110 km/h	185	As marked	185	200	300

Source: Main Roads' Policy (Table 4)

4.3.4.2 Assessment

- » The proposed digital advertising sign is not located in the vicinity of a merge lane.
- » According to the guidelines, the CPMZ for diverge lane does not apply on roads with a speed limit of 70km/h or lower.

Thus, the proposed digital advertising sign will not be located in a Critical Movement Prohibition Zone (CPMZ) for either merge or diverge.

4.4 Summary

The location assessment of the proposed digital advertising sign can be summarised as follows:

- » The proposed digital advertising sign is visible from the required 100m visibility distance, and no obstacles are present within the visibility distance on the eastbound approach on Great Eastern Highway.
- » The proposed digital advertising sign will not be visible from Padbury Terrace, Shopping Centre Access and westbound traffic on Great Eastern Highway / Victoria Street because the angle it makes with any of these approaches is not more than 20 degrees.
- » The proposed digital advertising sign is located within Level 1 intersection and Level 1 road segments. As indicated in the *Policy*, Level 1 intersections and road segments are typically found in low-complexity environments with simple driving conditions and below-average crash rates, and are generally suitable for the installation of digital signs.
- » The proposed digital advertising sign will be located within the 0.6V i.e. 36m of an existing road traffic sign ('Give Way Sign' relevant to eastbound traffic on Great Eastern Highway), however, the digital advertising sign is behind the 'Give Way Sign' and thus will not obstruct the driver's view of the existing road sign.
- » The proposed advertising sign will not be located in a Traffic Signal Control Prohibition Zone (TPZ).
- » The proposed advertising sign will not be located in a prohibition zone for LUMS.
- » The proposed digital advertising sign will not be located in a Critical Movement Prohibition Zone (CPMZ) for either merge or diverge.

4.5 Amenity Assessment

4.5.1 Policy Requirement

The Main Road WA's policy states the locations where advertising signs will not be supported:

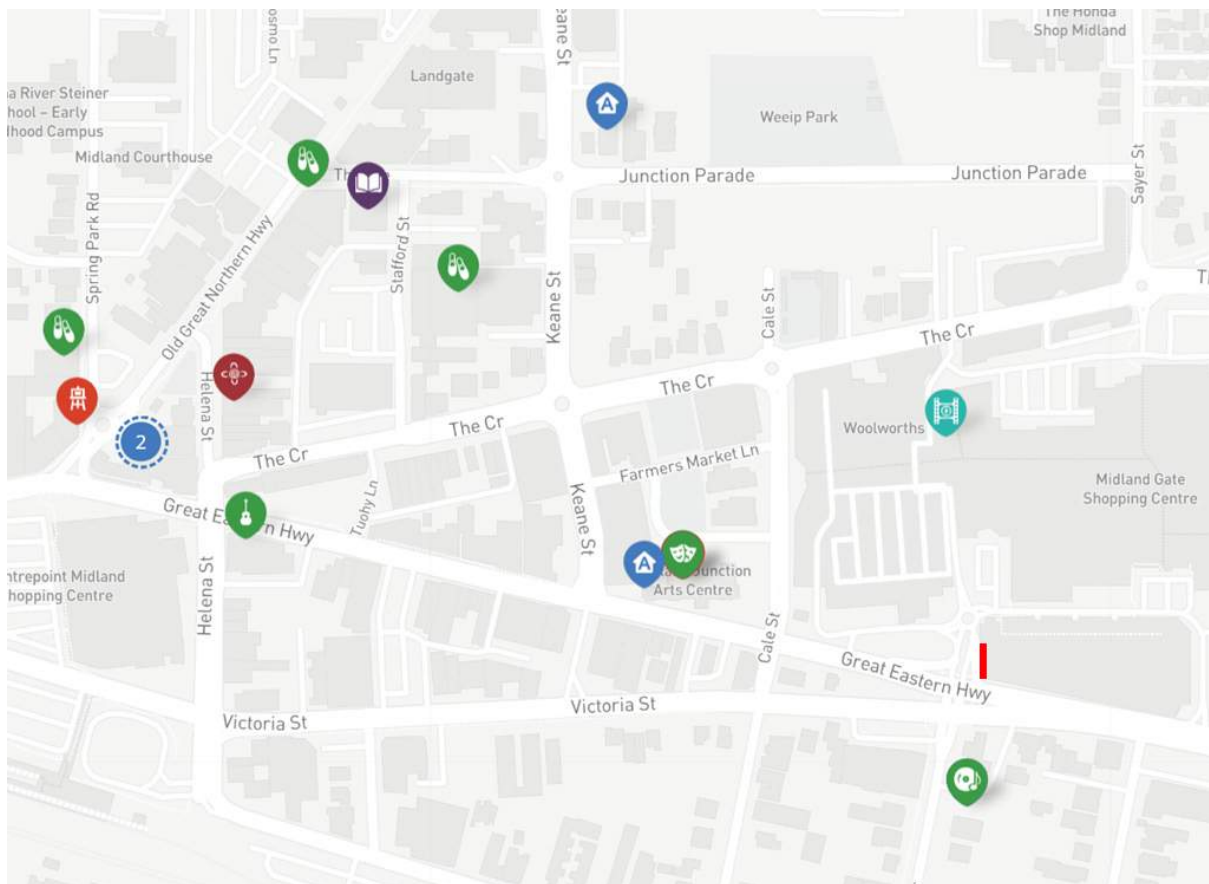
- » Landscapes and views valued by the community i.e., scenic, city, rural, water bodies and/or foreshores.
- » Visually prominent landforms such as rock outcrops and elevated features such as ridges, hills, and escarpments.
- » Cultural and heritage sites, features or designations, including Aboriginal heritage sites.
- » Roadside vantage points, road sections and structures such as designated tourist, scenic, flora or other tourism routes.
- » Roadsides that feature urban design treatments, structures, public art, or landscaping.

4.5.2 Assessment

The landmarks in the vicinity of the subject site are shown in **Figure 20** and the visual environment surroundings of the site is shown in **Figure 21**. Also, there are already other installations on the car park structure along Great Eastern Highway frontage, as shown in **Figure 22** and **Figure 23**. Thus, the existing road environment is characterised by advertising.

Considering the following landmarks, visual environment and other sign installations, the proposed digital advertising sign is not considered obtrusive to the character of the area.

Figure 20 - Landmarks in the Vicinity of the Proposed Digital Advertising Sign



Source: WA Cultural Map

Figure 21 – Visual Environment Surrounding the Proposed Digital Sign



Figure 22 – Existing Sign on The Southern Wall of the Midland Shopping Centre Carpark



Figure 23 – Multiple Existing Signs along the Southern Wall of the Midland Shopping Centre Carpark



5 CONDITIONS AND RESTRICTIONS

5.1 Introduction

The Main Road WA's policy provides conditions under which a digital sign cannot be approved. These conditions and the assessment of the proposed digital advertising sign against these conditions are shown in **Table 5**.

Table 5 - Conditions Under Which a Digital Sign Cannot Be Approved

Policy Requirement	Assessment
1. It has a display area greater than 6 m ² and is on a road section or intersection that has a crash risk category of level 4.	COMPLIANT It is proposed to be located in Level 1 road section and Level 1 intersection. Refer to Section 4.2 .
2. The visibility distance is less than six seconds travel time.	COMPLIANT The visibility distance is more than six seconds. Refer to Section 4.1 .
3. It is within any prohibition zone.	COMPLIANT It is not within any prohibition zone. Refer to Section 4.3 .
4. The display area exceeds 100 m ² (may be assessed on a case-by-case basis in locations where the speed is 40 km/h or lower).	COMPLIANT The display area is 27m ² , which is less than 100 m ² .
5. The top of the display area is greater than 20 m above the nearest road pavement - unless the sign is attached to a building façade. If the sign is attached to a building façade, it should not be higher than the top of the building façade.	COMPLIANT The top of the display area is only 6.09m above road level and thus, not greater than 20 m above the nearest road pavement.
6. The display content includes animation, movement, pulsing, flashing or similar lighting variations.	COMPLIANT The display content does not include animation, movement, pulsing, flashing or similar lighting variations
7. It has a display area less than 6 m ² and is within 30 m of an existing digital sign, unless the sign is not directed towards drivers.	NOT APPLICABLE The area of the proposed sign is more than 6m ² and thus, this condition is not applicable.
8. It has a display area greater than 6 m ² and is visible from the same vantage point of an existing digital sign greater than 6 m ² .	COMPLIANT There are no digital signs in the vicinity of the proposed digital advertising sign. Thus, it is not visible from the same vantage point of an existing digital sign greater than 6m ² .
9. It is otherwise contrary to this policy.	COMPLIANT It is not contrary to this policy.

5.2 Installation Requirements and Conditions

The Main Road WA's policy provides installation requirements and conditions for a digital sign to be approved. These conditions and the assessment of the proposed digital advertising sign against these conditions are shown in **Table 6**.

Table 6 - Installation Requirements and Conditions

Policy Requirement	Assessment
1. Digital signs less than 4 m ² installed within the road reserve must be integrated with / designed in sympathy with facilities providing public benefit e.g., bus shelters, illuminated street name signs, seating, rubbish bins and similar.	NOT APPLICABLE The area of the proposed sign is more than 4m ² and thus, this condition is not applicable.
2. Digital signs and supporting structures must not cause any obstruction to pedestrians, cyclists or eRideable users.	COMPLIANT The proposed advertising sign will be attached to an existing car park structure with no ground supports, and the bottom of the sign is >3m above ground level. Thus, the proposed digital sign does not cause any obstruction to pedestrians, cyclists or eRideable users.
3. Digital signs must not be placed within the clear zone of a road carriageway or cycleway. (Note: this may be a larger offset for oversize overmass vehicle routes.)	COMPLIANT The proposed digital sign is not placed within the clear zone of a road carriageway or cycleway.
4. Digital signs must not obstruct a road users' view (including pedestrians, cyclists and eRideable users) of adjacent road carriageways, cycleways, and footpaths.	COMPLIANT The proposed digital sign does not obstruct a road users' view (including pedestrians, cyclists and eRideable users) of adjacent road carriageways, cycleways, and footpaths.
5. Digital signs must not obstruct pedestrian access along a road verge, even if no formal path is present.	COMPLIANT The proposed digital sign does not obstruct pedestrian access along a road verge.

5.3 Sign Operating Conditions

The Main Road WA's policy provides sign operating conditions for a digital sign to be approved. These conditions and the assessment of the proposed digital advertising sign against these conditions are shown in Table 7.

Table 7 - Sign Operating Conditions

Policy Requirement	Assessment
1. Where a digital sign is adjacent to a TCS, the owner and operator of the digital sign may be notified to rectify the device where it is the opinion of Main Roads that a digital sign is likely to confuse a driver, adversely affect traffic, or increase risk.	The proponent acknowledges these conditions and will adhere to these conditions unless otherwise specified by Main Roads WA.
2. The transition between images or messages should change instantaneously. As a maximum, the transition must occur within 100 milliseconds.	
3. Transitions between messages or images must not include any effects such as fade, zoom or fly-in effects, and no blank screen between messages.	
4. The brightness of a digital sign should be managed when content changes from primarily dark shades to light shades to ensure contrast is transitioned. This will ensure the sign does not appear to flash.	
5. No portion of the digital sign display should emit a flashing, pulsing, or strobing effect.	
6. Digital signs should not display moving images (or lighting) or change in a way that produces an impression of movement.	
7. Animation of any sort shall not be displayed on a digital sign that can be seen by a driver on a roadway or cycleway.	

5.3.1 Dwell Time

5.3.1.1 Policy Requirement

The Main Road WA's policy provides dwell time requirements, which are shown in **Table 8**.

Table 8 – Dwell Time

	Level 1			Level 2			Level 3		
	<70 km/h	80-90 km/h	>100 km/h	<70 km/h	80-90 km/h	>100 km/h	<70 km/h	80-90 km/h	>100 km/h
Offset (0m-50m)	10	15	20	15	20	30	20	30	60
Offset (50m-100m)	15	20	25	20	25	35	25	35	70
Offset (>100m)	20	25	30	25	30	40	35	45	80

Source: Main Roads' Policy (Table 6)

5.3.1.2 Assessment

The speed limit on Great Eastern Highway is 60km/h, and the offset of the advertising sign is less than 50m. Thus, a dwell time of 10 seconds applies to the proposed digital advertising sign. The proponent will adhere to the dwell time requirement unless otherwise specified by Main Roads WA.

5.3.2 Luminance and Illumination

5.3.2.1 Policy Requirement

The Main Road WA's policy states, "At commissioning, the digital sign luminance shall be set to 50 cd/m² and gradually increased to an appropriate level, as agreed in consultation with Main Roads." The maximum allowable luminance specified in the Main Road WA's policy is as follows.

Table 9 – Maximum Allowable Luminance in Various Road Environments Based on AS-NZS 4282

Environmental zone*	Description	Day cd/m ²	Night cd/m ²
A4	Town and city centres and other commercial areas with generally high off-street ambient lighting e.g., major shopping/commercial centres	500	350
A3	Suburban areas in towns and cities with generally medium off-street ambient lighting e.g., shopping/café strips	400	250
A2	Sparsely inhabited rural and semi-rural areas with occasional off-street ambient lighting	400	150
A1	Relatively uninhabited rural areas with no off-road lighting	300	zero
A0	Intrinsically dark	zero	zero

* Environmental zone as defined in AS-NZS 4282 Table 3.1

Source: Main Roads' Policy (Table 7)

5.3.2.2 Assessment

The proponent acknowledges these conditions and will adhere to relevant luminance and illumination conditions unless otherwise specified by Main Roads WA.

5.4 Displayed Content

The Main Road WA's policy provides conditions regarding the displayed content. These conditions and the assessment of the proposed Digital Advertising Sign against these conditions are shown in **Table 10**.

Table 10 – Displayed Content Conditions

Policy Requirement	Assessment
1. The digital sign must not display images of road signs or traffic control signals.	The proponent acknowledges these conditions and will adhere to these conditions unless otherwise specified by Main Roads WA.
2. Generally, digital signs must not show messages that are conveyed through a sequence of displayed content. However, community information messages may display sequential text to a maximum of three (3) panels displayed at three (3) second intervals.	
3. Text displayed on a digital sign intended for a driver to read whilst passing must be large enough to be legible and not require the driver to strain to focus on the text.	
4. All other text displayed on the digital sign must be small enough that it is not a distraction to a driver and may be read only from a stationary vehicle, or by other road users (such as pedestrians).	
5. The number of elements displayed on a digital sign should generally be no more than 10. Where a word, object, or logo may be counted as an element.	
6. The content displayed on a digital sign should not include any instructions to drivers or images that may be interpreted as directions.	
7. Words that convey directions, such as turn, stop, enter or similar, should not be displayed.	

5.5 Advertising Standards and Community Expectations

The Main Road WA's policy provides conditions regarding the advertising standards and community expectations. The full information can be found at www.adstandards.com.au. These conditions and the assessment of the proposed Digital Advertising Sign against these conditions are shown in **Table 11**.

Table 11 – Advertising Standards and Community Expectations

Policy Requirement	Assessment
1. Advertising content determined to breach any advertising code administered by the Bureau, or any state or national legislation, must not be displayed on a roadside advertising sign/digital sign.	The proponent acknowledges these conditions and will adhere to these conditions unless otherwise specified by Main Roads WA.
2. Advertising signs should not display extreme emotional material, especially content that could be threatening or anxiety-provoking.	
3. Themes and messages in juxtaposition to the surrounding land-use should not be displayed.	
4. Advertising content should meet community standards and expectations in all settings.	

5.6 Period of Approval

5.6.1 Policy Requirement

5.6.1.1 Expiry

The Main Road WA's policy states, "All approvals granted to operate a digital advertising sign under this policy will have an expiry timeframe. The approval will expire on the following (whichever comes first):

- I. 15 years; or
- II. the date a revocation becomes effective under Regulation 10 of the Main Roads (Control of Advertisements) Regulations 1996 (WA); or
- III. 6 months after the date on which the Proponent receives notice in writing from Main Roads that the removal of the advertisement is necessary or convenient for the exercise of Main Roads' functions under the Main Roads ACT 1930 (WA) or the Land Administration Act 1997 (WA).

5.6.1.2 Post-operation review

A post operation audit (POA) may be undertaken by an independent accredited road safety auditor after 18 months of operation. If the POA findings highlight a safety issue that is linked directly to the advertising sign, the crash risk level and associated dwell times will be reassessed.

Following the safety assessment, the applicant may seek approval to continue operating the sign. However, Main Roads may also require changes to the operating conditions or installation requirements.

5.6.2 Assessment

The proponent acknowledges these conditions and will adhere to these conditions unless otherwise specified by Main Roads WA.

6 SUMMARY AND CONCLUSION

The road safety assessment report is prepared for a proposed digital advertising sign to be located adjacent to the signalised intersection of Great Eastern Highway / Victoria Street / Padbury Terrace / Shopping Centre Access in Midland.

The proposed digital advertising sign is to be mounted on the western wall of the shopping centre car park building and will face the eastbound traffic on Great Eastern Highway. It is proposed to comprise a single-sided LED panel, which will be 9.0m wide and 3.0m high. Overall, the display area of the proposed LED panel is 27.0m².

The assessment undertaken in this report can be summarised as follows:

- » The proposed digital advertising sign will be located within 500m of Great Eastern Highway, a state road, and within 100m of a signalised intersection. Thus, an approval from Main Roads is required.
- » The proposed digital advertising sign is visible from the required 100m visibility distance, and no obstacles are present within the visibility distance on the eastbound approach on Great Eastern Highway.
- » The proposed digital advertising sign will not be visible from Padbury Terrace, Shopping Centre Access and westbound traffic on Great Eastern Highway / Victoria Street because the angle it makes with any of these approaches is not more than 20 degrees.
- » The proposed digital advertising sign is located within Level 1 intersection and Level 1 road segments. As indicated in the *Policy*, Level 1 intersections and road segments are typically found in low-complexity environments with simple driving conditions and below-average crash rates, and are generally suitable for the installation of digital signs.
- » The proposed digital advertising sign will be located within the 0.6V i.e. 36m of an existing road traffic sign ('Give Way' sign relevant to eastbound traffic on Great Eastern Highway), however, the digital advertising sign is behind the 'Give Way Sign' and thus will not obstruct the driver's view of the existing road sign.
- » The proposed advertising sign will not be located in a Traffic Signal Control Prohibition Zone (TPZ).
- » The proposed advertising sign will not be located in a prohibition zone for LUMS.
- » The proposed digital advertising sign will not be located in a Critical Movement Prohibition Zone (CPMZ) for either merge or diverge.
- » The proposed sign satisfies amenity assessment requirements by demonstrating that the proposed sign does not interfere with the character of the area.
- » The proponent acknowledges the operational conditions specified by the *Policy* and will adhere to these conditions unless otherwise specified by Main Roads WA.

Overall, the proposed digital advertising sign satisfies location assessment requirements by demonstrating adequate visibility distance, appropriate placement within a low-crash risk area, and appropriate placement outside of prohibition zones. Therefore, the proposed digital advertising sign is capable of approval at the proposed location.

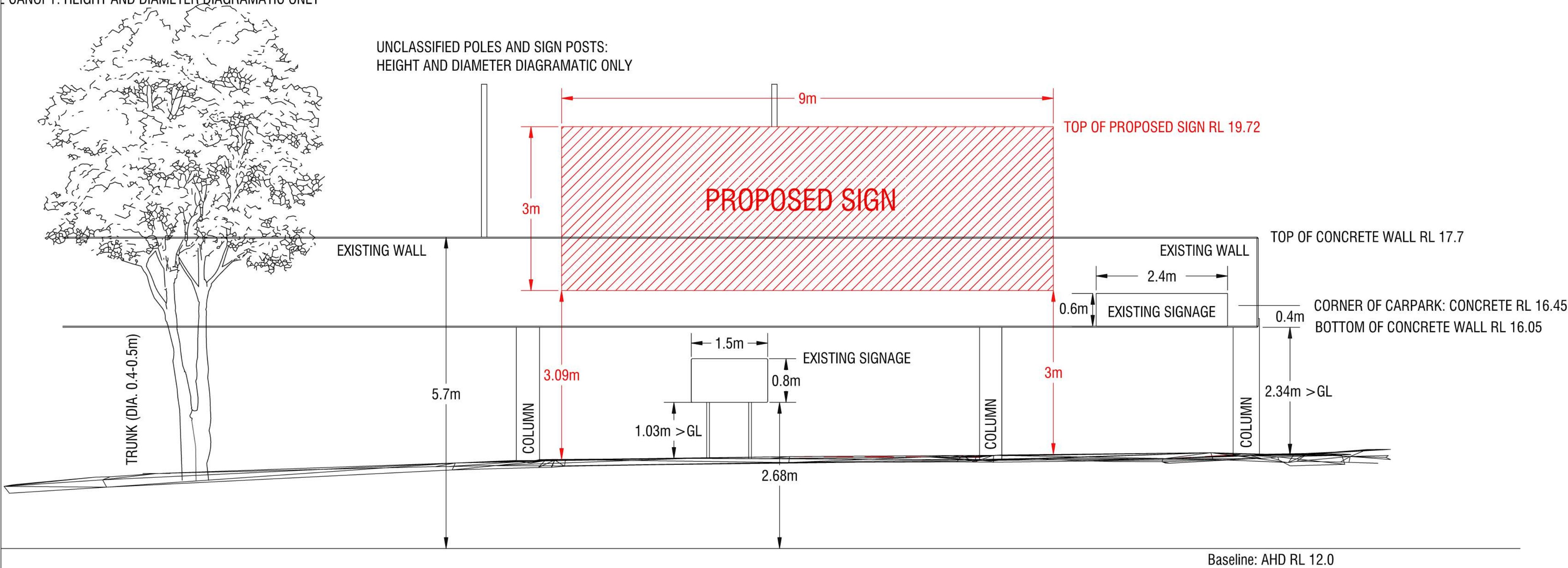
Appendix A

Proposed Digital Advertising Sign Plans



E CANOPY: HEIGHT AND DIAMETER DIAGRAMATIC ONLY

UNCLASSIFIED POLES AND SIGN POSTS:
HEIGHT AND DIAMETER DIAGRAMATIC ONLY



EAST ELEVATION

SYMBOLS AND LINETYPES:

	BOLLARD		UNK POLE		LINEMARKING
	CAMERA		WATER PIT		PAVING EDGE
	COMMS PIT		WATER RETIC		WALL EDGE
	DRAIN GRATE		CAD BDY		ELEC PERIMETER
	LIGHT POLE		CONT MAJOR		WATER PERIMETER
	ELEC PIT		CONT MINOR		COMMS PERIMETER
	SIGN		CENTERLINE		TREE RAD SCALE
	SH NAIL		KERB IL		
	TEXTA MARK		KERB BACK		

	BITUMEN
	PAVING
	CONCRETE
	GARDEN

REV	INITIAL	DATE	C&H VERSION	REVISION DETAILS
0	RW	25-08-2025	VERS 01	INITIAL PLAN RELEASE
A	DM	18-09-2025	VERS 01	SECTION AND PLAN VIEWS SPLIT ONTO DIFFERENT SHEETS
B	DM	22-05-2026	VERS 01	SOUTH ELEVATION ADDED, OTHER MINOR ANNOTATION CHANGES

PROPOSED SIGN POSITION
EAST ELEVATION PLAN
Midland Gate Shopping Center Carpark,
274 Great Eastern Hwy, Midland WA 6056.

CROSSLAND & HARDY PTY LTD
CONSULTING LICENSED SURVEYORS
177 RAILWAY PARADE, MAYLANDS 6051
TEL 08 9272 2214 FAX 08 9370 3547
EMAIL info@chsveys.com.au
A.B.N. 46 008 745 542

REF: 973001
SURVEYOR: RW
DWG SIZE: A2

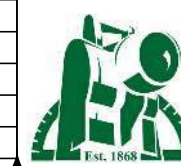
Prepared for: DIGITAL PLACE SOLUTIONS	
VERTICAL DATUM: AHD ORIGIN: SSM BELLEVUE 46 CONTOUR INTERVAL: 0.1m	CO-ORD SYSTEM: PCG2020 ORIGIN: SSM BELLEVUE 46
CAD 973001 - MIDLAND GATE CARPARK - FEATURE SURVEY - COMBINED.dwg	
DATE: 25/08/2025	PLAN: 9730-01
SCALE 1: 50	REVISION: A



AERIAL IMAGE:
* AERIAL IMAGE (NEARMAP 2025). POSITION AND SCALE IS APPROXIMATE.
COPYRIGHT NEARMAP.

● BOLLARD	⊙ UNK POLE	— LINEMARKING	 BITUMEN
 CAMERA	⊙ WATER PIT	— PAVING EDGE	
● COMMS PIT	⊙ WATER RETIC	— WALL EDGE	 PAVING
● DRAIN GRATE	— CAD BDY	— ELEC PERIMETER	
● LIGHT POLE	— CONT MAJOR	— WATER PERIMETER	 CONCRETE
● ELEC PIT	— CONT MINOR	— COMMS PERIMETER	
● SIGN	— CENTERLINE	● TREE RAD SCALE	 GARDEN
● SH NAIL	— KERB IL		
● TEXTA MARK	— KERB BACK		

FEATURE SURVEY
Midland Gate Shopping Center Carpark,
274 Great Eastern Hwy, Midland WA 6056.



REF: 973001
SURVEYOR: RW
DWG SIZE: A2

VERTICAL DATUM: AHD ORIGIN: SSM BELLEVUE 46 CONTOUR INTERVAL: 0.1m	CO-ORD SYSTEM: PCG2020 ORIGIN: SSM BELLEVUE 46
--	---

PLAN: 9730-01
REVISION: B



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