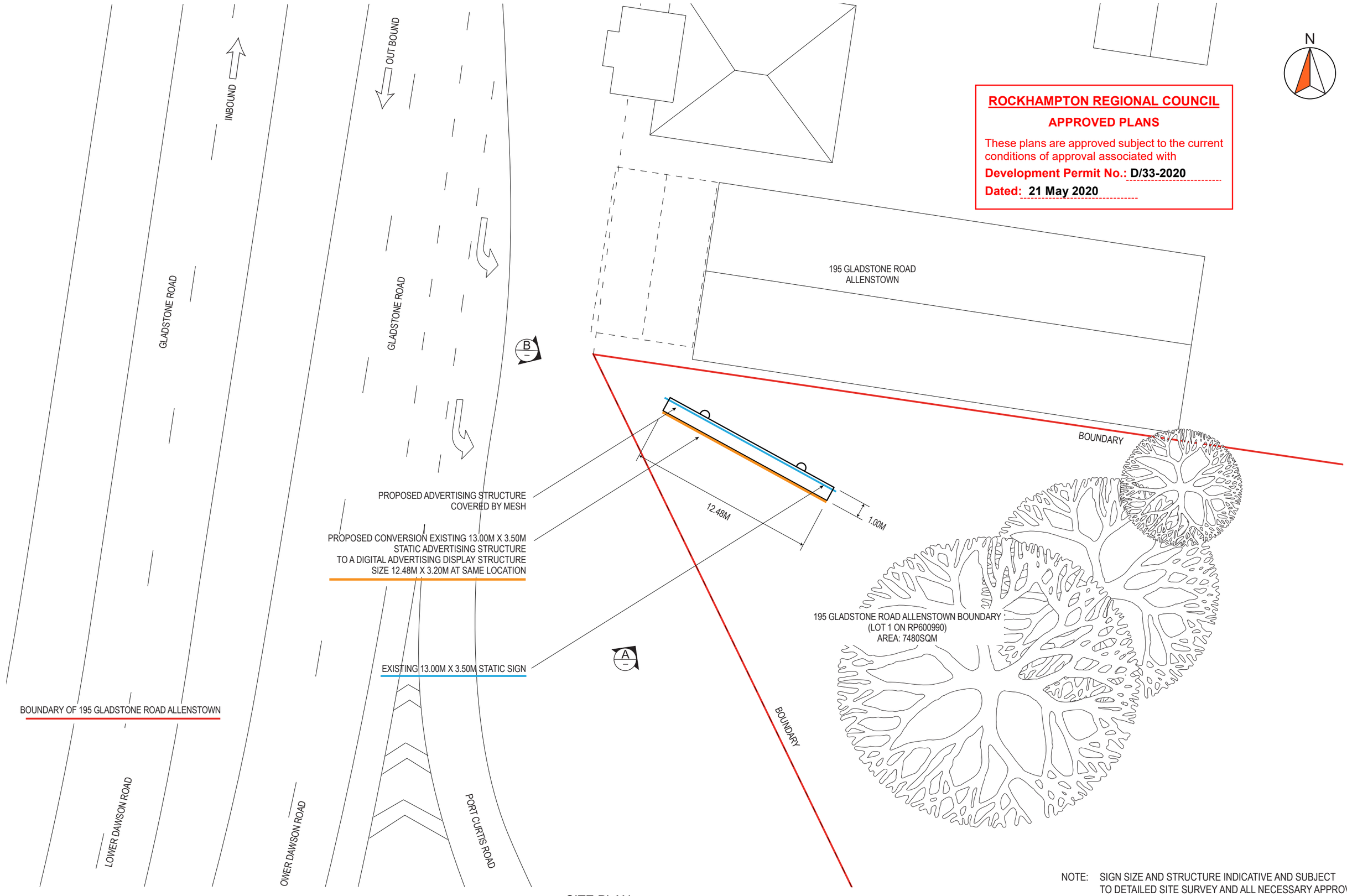


ROCKHAMPTON REGIONAL COUNCIL

APPROVED PLANS

These plans are approved subject to the current conditions of approval associated with

Development Permit No.: D/33-2020

Dated: 21 May 2020

SITE PLAN

NOTE: SIGN SIZE AND STRUCTURE INDICATIVE AND SUBJECT TO DETAILED SITE SURVEY AND ALL NECESSARY APPROVALS.

PROPOSED CONVERSION EXISTING 13.00M X 3.50M STATIC ADVERTISING STRUCTURE TO A DIGITAL ADVERTISING DISPLAY STRUCTURE SIZE 12.48M X 3.20M AT 195 GLADSTONE ROAD, ALLENSTOWN QLD 4700 (LOT 1 ON RP600990)

SITE PLAN

Date	Mar, 2020	PLAN & ELEVATION	
Draw by	LF	Drawing No. Date	Rev Rev
Scale	1:200 (print as A3)	010320-2/4 Mar 20	
Drawing No.	010320-2/4	Drawn: LF	
Job No.	QLD-ROK-0320		

stream outdoor

PROPOSED INBOUND VIEW - LOWER DAWSON ROAD

EXISTING INBOUND VIEW - FROM LOWER DAWSON ROAD

ROCKHAMPTON REGIONAL COUNCIL

APPROVED PLANS

These plans are approved subject to the current conditions of approval associated with

Development Permit No.: D/33-2020

Dated: 21 May 2020

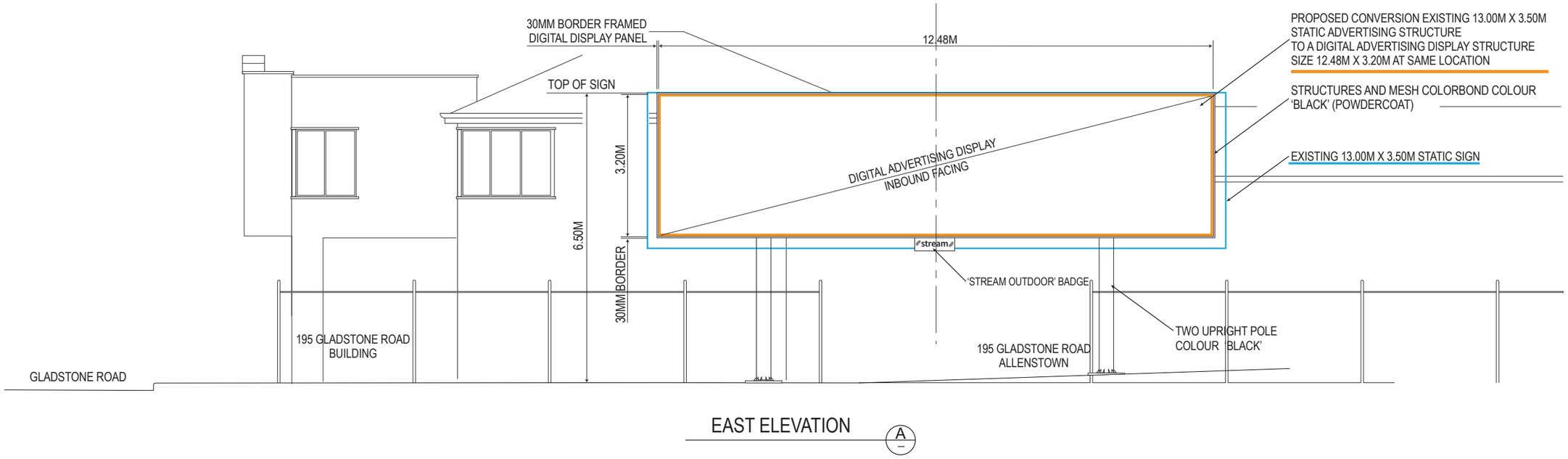
NOTE: SIGN SIZE AND STRUCTURE INDICATIVE AND SUBJECT TO DETAILED SITE SURVEY AND ALL NECESSARY APPROVALS.

stream outdoor

PROPOSED CONVERSION EXISTING 13.00M X 3.50M STATIC ADVERTISING STRUCTURE TO A DIGITAL ADVERTISING DISPLAY STRUCTURE SIZE 12.48M X 3.20M AT 195 GLADSTONE ROAD, ALLENSTOWN QLD 4700 (LOT 1 ON RP600990)

PHOTO AND MOCK UP

Date	Mar, 2020	PLAN & ELEVATION			
Draw by	LF	Drawing No.	Date	Rev	Rev
Scale	NTS	010320-4/4	Mar 20		
Drawing No.	010320-4/4	Drawn: LF			
Job No.	QLD-ROK-0320				



EAST ELEVATION A

EAST ELEVATION B

BOUNDARY OF 195 GLADSTONE ROAD ALLENSTOWN
(LOT 1 ON RP600990)

ROCKHAMPTON REGIONAL COUNCIL

APPROVED PLANS

These plans are approved subject to the current conditions of approval associated with

Development Permit No.: D/33-2020

Dated: 21 May 2020

NOTE: SIGN SIZE AND STRUCTURE INDICATIVE AND SUBJECT TO DETAILED SITE SURVEY AND ALL NECESSARY APPROVALS.

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INDICATIVE DESIGN EXACT FINAL LOCATION TO BE DETERMINED

Date	Mar, 2020	PLAN & ELEVATION		
Draw by	LF	Drawing No.	Date	Rev Rev
Scale	1:100 (print as A3)	010320-3/4	Mar 20	
Drawing No.	010320-3/4	Drawn: LF		
Job No.	QLD-ROK-0320			

stream outdoor

PROPOSED ELECTRONIC ADVERTISING DEVICE
195 GLADSTONE ROAD, ALLENSTOWN
TRAFFIC ENGINEERING ASSESSMENT

16 MARCH 2020

PREPARED FOR:

SKYE DIGITAL

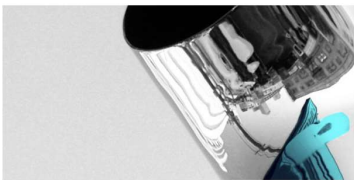
ROCKHAMPTON REGIONAL COUNCIL

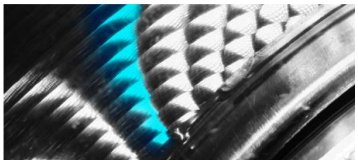
APPROVED PLANS

These plans are approved subject to the current conditions of approval associated with

Development Permit No.: D/33-2020

Dated: 21 May 2020





CTEE
CENTRE FOR TRANSPORT ENERGY & ENVIRONMENT

DOCUMENT CONTROL RECORD

DOCUMENT					
Report Title:	Proposed Electronic Advertising Device – 195 Gladstone Road, Allenstown				
Client:	Skye Digital				
Project Number:	20-342				
VER	**PURPOSE**	**DATE**	**AUTHOR**	**CHECKED**	**APPROVED**
1	FINAL	16/03/20	BH	JPG	 JPG (RPEQ 22233)

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DISCLAIMER

PEKOL TRAFFIC & TRANSPORT

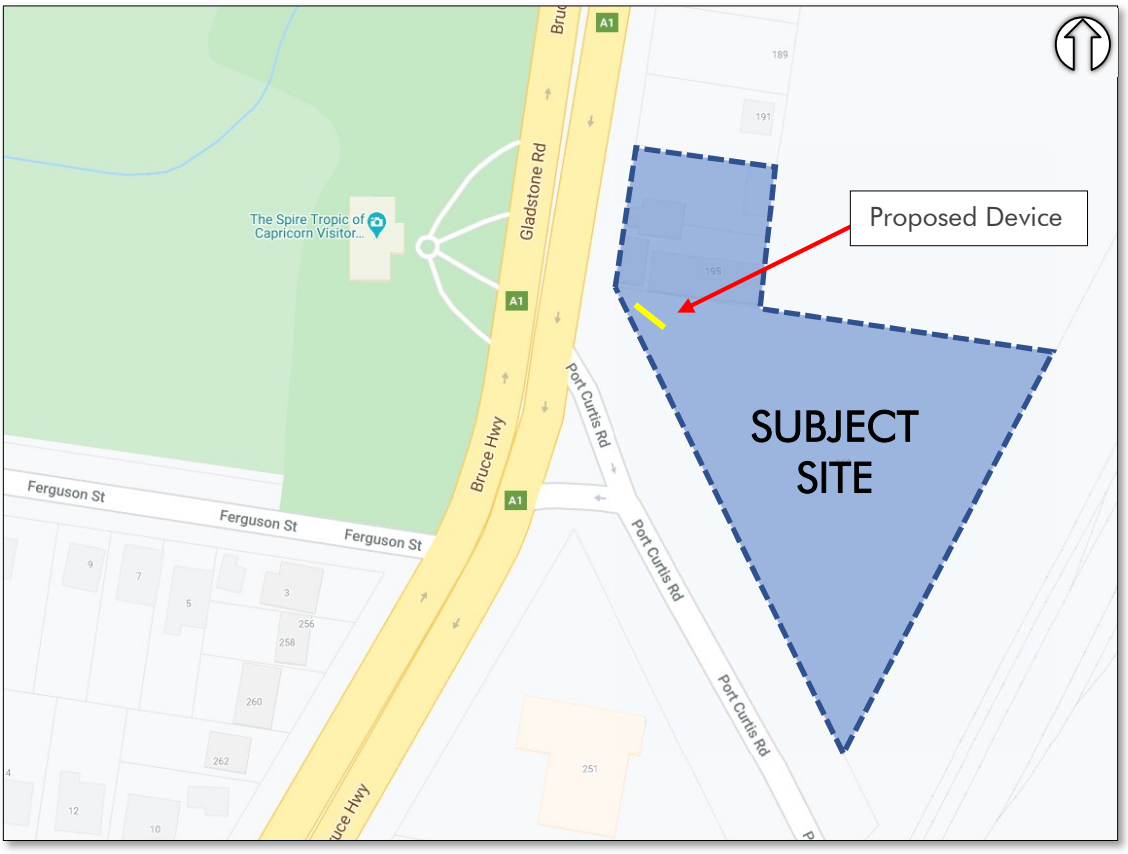
TABLE OF CONTENTS

1.0 INTRODUCTION

1.1 Background

In February 2020, PTT was commissioned by Skye Digital to undertake a traffic engineering assessment for a proposed single-display electronic advertising device at 195 Gladstone Road, Allenstown. The subject site is located adjacent to the Gladstone Road / Port Curtis Road intersection, as shown in Figure 1.1.

Figure 1.1: SITE LOCATION



1.2 Aim

The aim of this assessment was to evaluate the impact of the proposed electronic advertising device in terms of safety and driver distraction with respect to its location, design and operation.

1.3 Documents

The following documents were reviewed to produce this report:

- Department of Transport and Main Roads (TMR) Roadside Advertising Manual (2017) (RAM)
- Rockhampton Regional Council Subordinate Local Law No 1.4 (Installation of Advertising Devices) 2019
- Yannis et al 'A Statistical Analysis of the Impact of Advertising Signs on Road Safety', International Journal of Injury Control and Safety Promotion (2013)
- Jurewicz, C and Bennett, P, 'Casualty Crash Rates for Australian Jurisdictions', Australasian Road Safety Research, Policing and Education Conference, Adelaide, South Australia (2008)

1.4 Methodology

In preparing this report, a desktop assessment has been conducted to determine the existing signage and traffic operations in the area as they apply to TMR's RAM.

Consistent with TMR's RAM, this traffic impact assessment has considered the following criteria when assessing the proposed device:

- location of the device relative to advance visibility requirements
- location of the device relative to restriction notice areas
- average crash rate for the adjacent road network
- killed or seriously injured (KSI) rate for the adjacent road network
- other critical safety issues

In addition to TMR's criteria, this assessment also considers the following factors, as they apply to road safety:

- surrounding land uses and road environment
- surrounding speed environment
- potential driver distraction

1.5 Scope of Report

This report begins by summarising the characteristics of the subject site (Chapter 2), followed by an assessment of the proposed electronic advertising device (Chapter 3). The crash history for the relevant road section is then discussed (Chapter 4). The report concludes with a summary of key findings and recommendations (Chapter 5).

2.0 EXISTING CONDITIONS

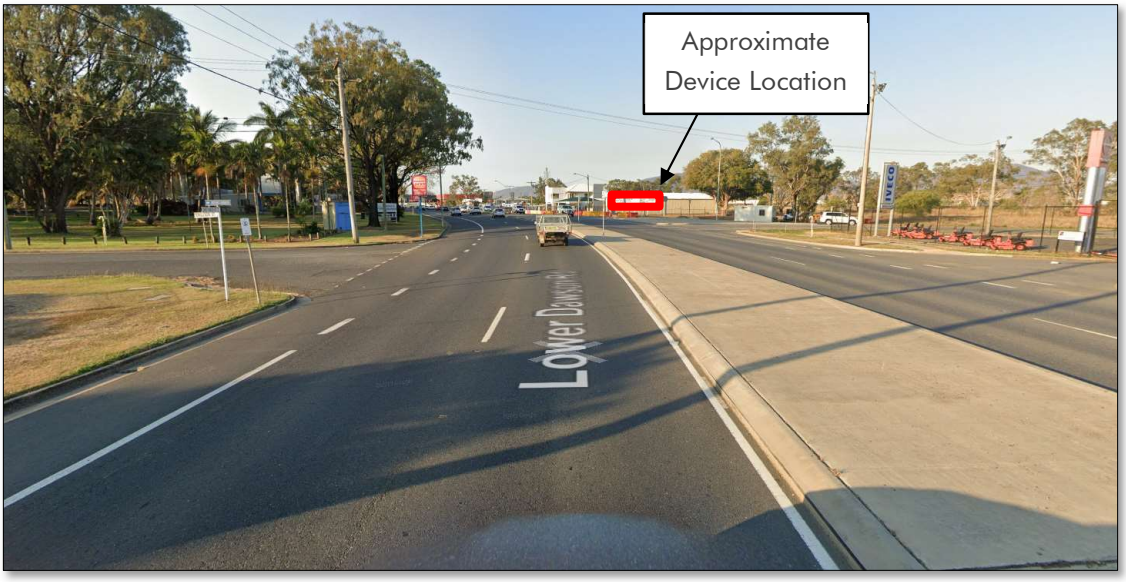
2.1 Site Location

The subject site is formally described as Lot 1 and 2 on RP605544 and Lot 1 on 600990. The site is zoned as specialised centre and rural, according to the Rockhampton Region Planning Scheme 2015. The site is bounded by:

- commercial uses to the north
- vacant land to the east
- Port Curtis Road to the south
- Gladstone Road (Bruce Highway) to the west

The subject site is located in a low speed urban environment, as shown in Figure 2.1.

Figure 2.1: ROAD ENVIRONMENT



2.2 Road Network

The proposed device would be located proximate to the Gladstone Road / Port Curtis Road priority-controlled intersection. This intersection is restricted to left-in / left-out traffic movement with a median along Gladstone Road. Annual Average Daily Traffic (AADT) data from 2018 was obtained from TMR for Gladstone Road from a nearby counter site (identification number 60868). The counter site is located approximately 450m south of the Gladstone Road / Port Curtis Road intersection. On average, approximately 20,210 vehicles enter this intersection each day.

Gladstone Road is a State-Controlled Road (SCR) and is under the jurisdiction of TMR. Key attributes of the surrounding road network in the vicinity of the site are summarised in Table 2.1.

Table 2.1: ROAD ATTRIBUTES

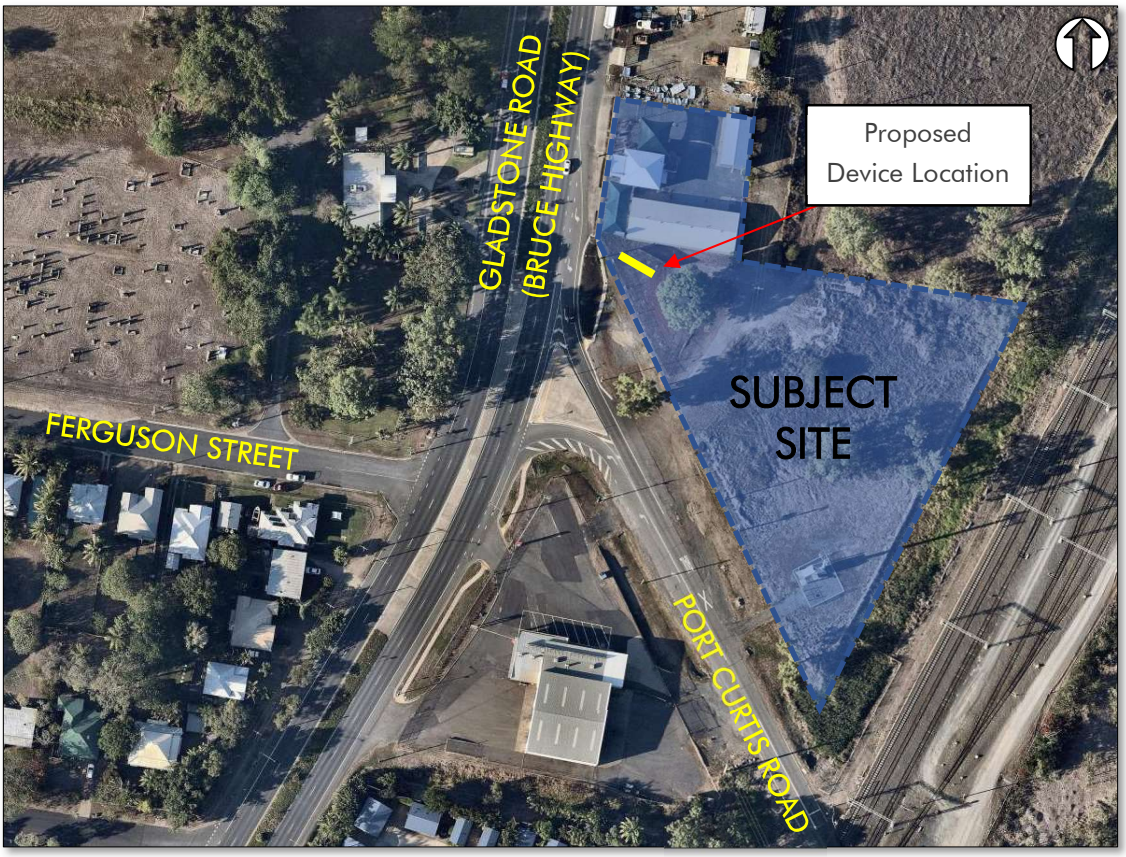
ATTRIBUTE	GLADSTONE ROAD	PORT CURTIS ROAD
Road Hierarchy	Highway	Minor Rural Collector
Directionality	Two-way	Two-way
Number of Lanes	4	2
Speed Limit (Km/h)	60	60
Jurisdiction	TMR	Council

3.0 PROPOSED ELECTRONIC ADVERTISING DEVICE

3.1 Proposed Device

The proposed device is described as a single-sided electronic advertising billboard with a 12.5m x 3.2m (40m^2) electronic display, approximately 3.3m clear of ground level. The device will face the northbound traffic on Gladstone Road. It is understood that the proposed device will replace the existing billboard. The proposed device will be located as per in Figure 3.1. Dimensioned plans of the proposed device are attached in Appendix B.

Figure 3.1: PROPOSED ELECTRONIC ADVERTISING DEVICE



3.2 Restriction Notice Areas

Appendix C of TMR's RAM provides guidance for locating proposed electronic advertising devices in a roadside environment to minimise driver distraction. The RAM designates a 'Restriction Notice Area' for proposed electronic devices located in close proximity to intersections and existing advertising devices. A restriction notice area is defined as an area outside of the road reserve where the installation of an advertising device is not preferred.

The proposed electronic device is located inside the restriction notice area of the Gladstone Road / Port Curtis Road priority-controlled intersection, as demonstrated in Figure 3.2, which is inconsistent with TMR's RAM. However, despite the device being located inside a restriction notice area, northbound traffic along Gladstone Road has no potential points of conflict with the Gladstone Road / Port Curtis Road intersection as the road is divided by a raised median.

Furthermore, in urban road environments, drivers are already overloaded with information (eg traffic signs, shop signage, pedestrians and other vehicles) and additional advertising devices may not distract them further (Yannis et al, 2013). Therefore, the proposed location of the device is not expected to cause significant distraction to drivers.

Figure 3.2: RESTRICTION NOTICE AREA

3.3 Advance Visibility

TMR's RAM requires three seconds (ie approximately 50m at 60km/h) of advanced visibility to view and read the proposed advertising devices. Figure 3.3 shows the available advance visibility (ie in excess of 100m) to the device from the northbound approach on Gladstone Road.

Figure 3.4 shows the view of the device approximately from the available advance visibility distance (100m) on the northbound approach.

Figure 3.3: ADVANCE VISIBILITY NORTHBOUND APPROACH

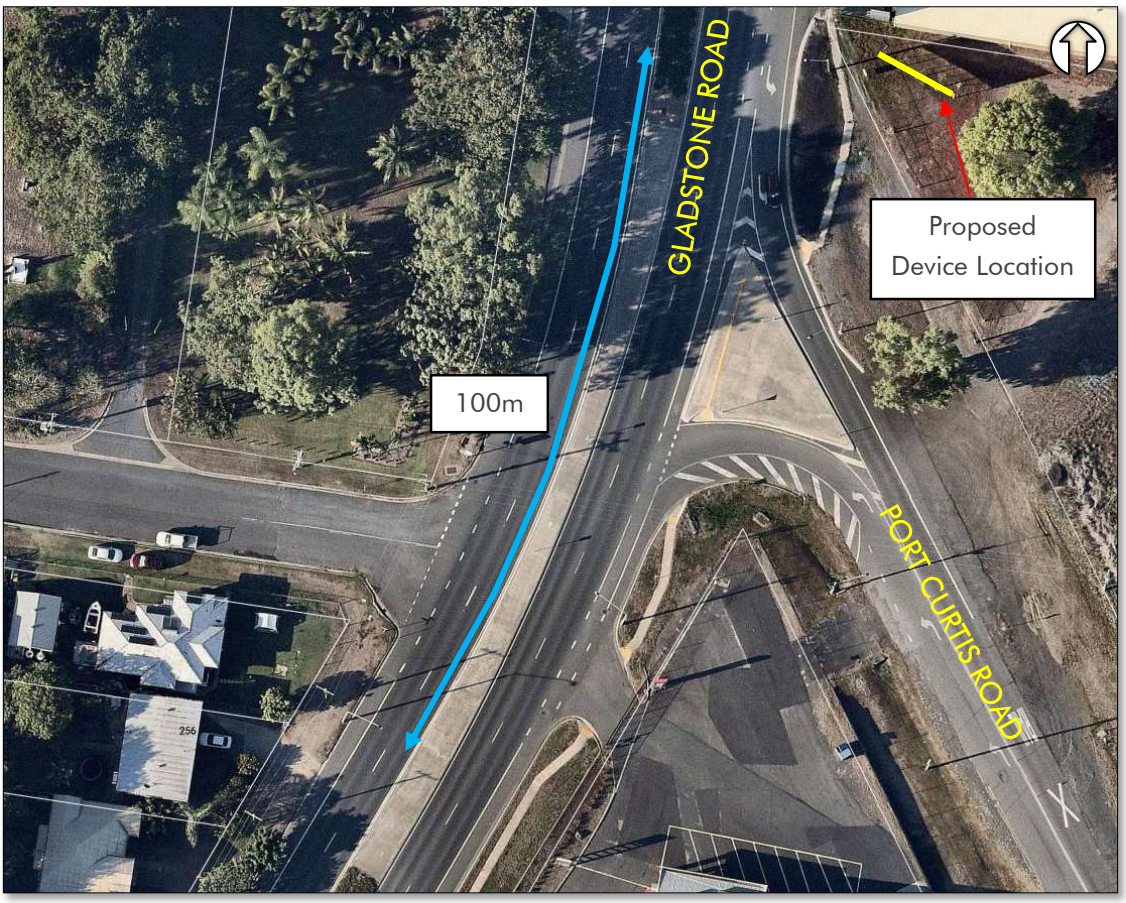


Figure 3.4: VIEW OF DEVICE ON GLADSTONE ROAD NORTHBOUND APPROACH

Based on the above, there is adequate advanced visibility to view and read the advertising device from the Gladstone Road northbound approach.

3.4 Operations

3.4.1 Timing

The proposed device should display one static advertisement at a time (ie no split screens) to reduce driver comprehension time. TMR's RAM requires changes in electronic advertising display to occur instantaneously in less than 0.5 seconds to limit driver distraction.

However, recent research undertaken by CARRS-Q (2019)[1] found that 'drivers are neurophysiologically predisposed to orient to motion and sudden change in the periphery.' This suggests that quick changes in electronic advertising display may intensify driver distraction. CARRS-Q recommends increasing transition times between advertisements to avoid sudden changes or motion.

3.4.2 Brightness

Due to the fast rate of change in ambient lighting between dusk and dawn periods, we recommend particular attention be given to the luminance levels that are output during these periods to ensure a consistent level of brightness is maintained. However, a consistent ratio between ambient lighting

[1] Centre for Accident Research and Road Safety – Queensland (CARRS-Q) (2019), "The impact of road advertising signs on driver behaviour and implications for road safety: A critical systematic review", Queensland University of Technology (QUT), Brisbane, Queensland

and light emitted by the device should also be maintained throughout all hours of the day. Section 3.6.1.1 of TMR's RAM recommends the following maximum luminance's for electronic billboards:

- Daytime: 6,000 cd/m^2
- Dawn/Dusk: 600 cd/m^2
- Night: 300 cd/m^2

Therefore, it is recommended that these brightness levels (or lower) be maintained throughout the appropriate times of the day.

3.4.3 Reflectance

The device should be oriented at least five degrees from right angles with the driver's line of sight to prevent glare from low sunlight reflections.

3.4.4 Display Content

Consistent with good roadside advertising practice, it is recommended that the displayed images:

- are directly and easily interpreted as to convey the required advertising message quickly
- do not give instructions to stop or similar
- do not imitate traffic control devices
- will not go blank between advertisements
- minimise emotional content that may affect emotional biases

3.4.5 Dwell Time

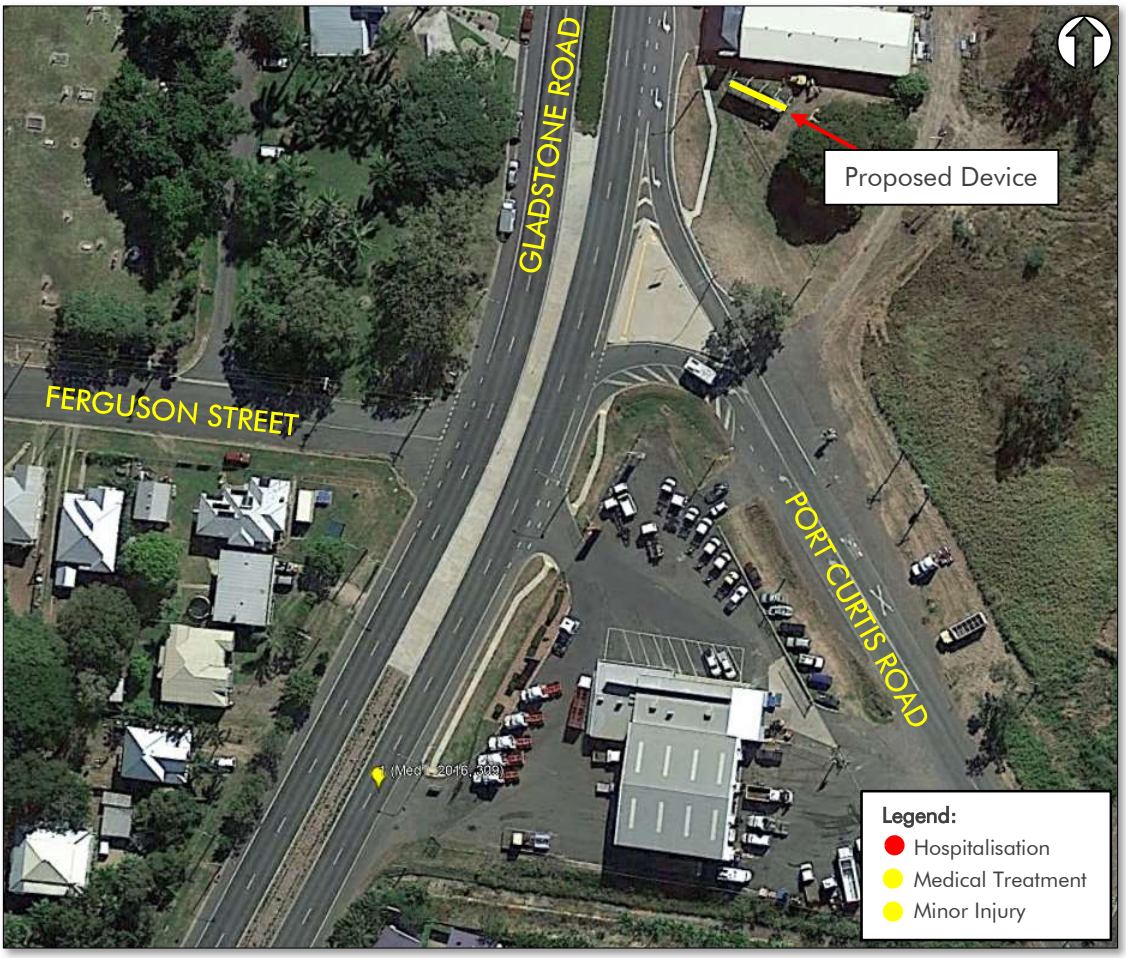
The proposed electronic device should display one static advertisement at a time (ie no split screens) to reduce driver comprehension time and should be displayed for a minimum amount of time (dwell time). Consistent with Section 3.6.1.1 of TMR's RAM, the minimum dwell time for a device visible from a State controlled road with a speed limit less than 80 km/h (ie Gladstone Road) is 10 seconds.

4.0 ROAD SAFETY ASSESSMENT

4.1 Approach

TMR's RAM recommends that the analysis of the crash history in proximity to a proposed advertising device should consider whether the location has a high Killed or Seriously Injured (KSI) rate. The analysis was conducted for 100m sections of approach to the Gladstone Road / Port Curtis Road intersection.

Figure 4.1: CRASH LOCATIONS AND SEVERITY (JUNE 2014 - JUNE 2019)



4.2 Crash History

The most recent available crash data provided by TMR for the past five years (June 2014 - June 2019) was analysed to determine the impact of the electronic advertising device on road safety. Figure 4.1 demonstrates that one crash was reported within 100m of the Gladstone Road / Port Curtis Road intersection.

4.3 Killed or Seriously Injured Rate

TMR's RAM states that a KSI of three or more in the last five years is considered high. The intersection has recorded no hospitalisations or fatalities over the past five years. Therefore, the Gladstone Road / Port Curtis Road intersection has a low KSI rate of zero.

4.4 Average Crash Rate

The Gladstone Road / Port Curtis Road signalised intersection was analysed using the approach detailed by Jurewicz and Bennett (2008) to calculate the crash rate, as shown in Table 4.1. Over the recorded five-year period, one crash was associated with the Gladstone Road / Port Curtis Road priority-controlled intersection. Traffic volumes were obtained from TMR, as outlined in Section 2.2. The results of this analysis show the crash rate of the proposed site to be well below the Queensland average.

Table 4.1: CRASH RATES

SITE	NUMBER OF CRASHES (2014-2019)	AADT (vpd)	CRASH RATE (crashes/10M VE)
Gladstone Road / Port Curtis Road	1	20,210	0.27
Queensland Average (Urban Signalised)			1.89

5.0 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

We have undertaken a review of the proposed electronic advertising device located at 195 Gladstone Road, Allenstown. The impact of the proposed device has been assessed in terms of traffic safety and driver distraction. The main points to note are:

- the device will be located to face the northbound traffic on Gladstone Road
- the device is located in a low speed (ie 60km/h) urban environment
- the device is located within a restriction notice area
- adequate advance visibility is provided to view the device from the northbound approach on Gladstone Road
- the Gladstone Road / Port Curtis Road priority-controlled intersection has a low KSI rate of zero and a below average crash rate

The location of the proposed device is not fully compliant with TMR's RAM, as it is located in a restriction notice area. However, the site is located in a low speed urban environment, provides adequate advance visibility and the adjacent intersection has a low KSI and a below average crash rate.

Therefore, the proposed electronic advertising device is not expected to pose as a significant distraction and an unacceptable risk to traffic safety and operations, provided the below recommendations are taken into account.

5.2 Recommendations

It is recommended that:

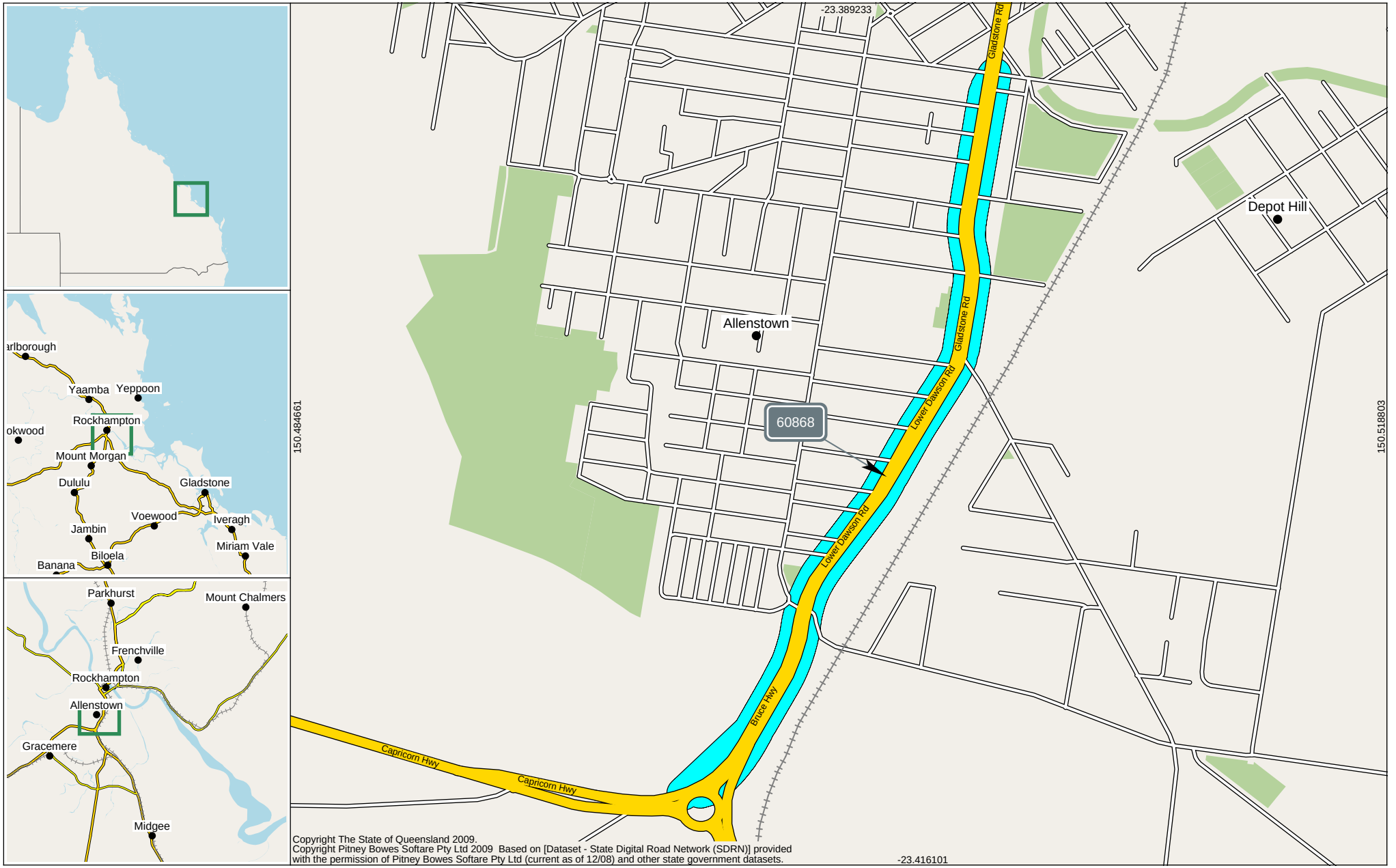
- a minimum dwell time of 10 seconds be maintained
- the device display one static image at a time
- the displayed images are easily interpreted
- brightness levels are consistent with illumination levels outlined in TMR's RAM
- the displayed images cannot be confused with any traffic signs or devices
- the displayed images do not direct traffic to 'stop' or similar

APPENDIX A
TRAFFIC DATA

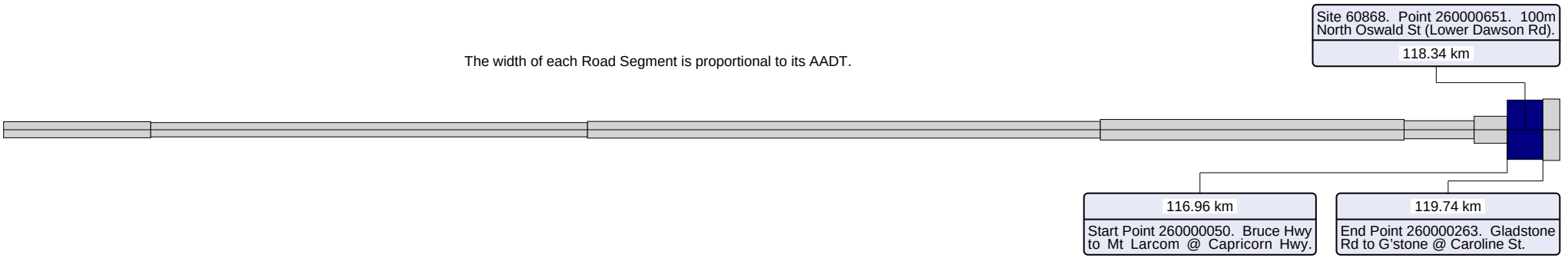
AADT Segment Report

Area 404 - Fitzroy District Road Section 10E - BRUCE HIGHWAY (BENARABY - ROCKHAMPTON)

Road Segment from 116.961km to 119.737km Segment Site 60868 Traffic Year 2018 Data Collection Year 2018



The width of each Road Segment is proportional to its AADT.



This report shows Annual Average Daily Traffic values (AADTs). Because the AADT values are converted to whole numbers, there will be occasional inaccuracies due to rounding. These inaccuracies are statistically insignificant.

All Vehicles (00)		
G	10,103	100%
A	10,110	100%
B	20,213	100%

Light Vehicles (0A)		
G	8,027	79.45%
A	8,401	83.10%
B	16,428	81.27%

Heavy Vehicles (0B)		
G	2,075	20.54%
A	1,708	16.89%
B	3,783	18.72%

Short Vehicles (1A)		
G	8,027	79.45%
A	8,401	83.10%
B	16,428	81.27%

Trucks and Buses (1B)		
G	1,555	15.39%
A	1,122	11.10%
B	2,677	13.24%

Articulated Vehicles (1C)		
G	299	2.96%
A	314	3.11%
B	613	3.03%

Road Trains (1D)		
G	221	2.19%
A	272	2.69%
B	493	2.44%

Short 2-Axle Vehicles (2A)		
G	7,819	77.39%
A	8,130	80.42%
B	15,949	78.90%

Short Vehicles Towing (2B)		
G	208	2.06%
A	271	2.68%
B	479	2.37%

2-Axle Trucks and Buses (2C)		
G	1,410	13.96%
A	969	9.58%
B	2,379	11.77%

3-Axle Trucks and Buses (2D)		
G	124	1.23%
A	132	1.31%
B	256	1.27%

4-Axle Trucks (2E)		
G	21	0.21%
A	21	0.21%
B	42	0.21%

3-Axle Articulated (2F)		
G	38	0.38%
A	24	0.24%
B	62	0.31%

4-Axle Articulated (2G)		
G	59	0.58%
A	52	0.51%
B	111	0.55%

5-Axle Articulated (2H)		
G	29	0.29%
A	37	0.37%
B	66	0.33%

6-Axle Articulated (2I)		
G	173	1.71%
A	201	1.99%
B	374	1.85%

B Double (2J)		
G	215	2.13%
A	264	2.61%
B	479	2.37%

Double Road Trains (2K)		
G	6	0.06%
A	8	0.08%
B	14	0.07%

Triple Road Trains (2L)		
G	0	0%
A	0	0%
B	0	0%

AADT Segment Annual Volume Report
Provides summary data for the selected AADT Segment of a Road Section. Summary data is presented as both directional information and a combined bi-directional figure. The data is then broken down by Traffic Class, when available. The report also includes maps displaying the location of both the AADT Segment and the traffic count site.

Annual Average Daily Traffic (AADT)
Annual Average Daily Traffic (AADT) is the number of vehicles passing a point on a road in a 24 hour period, averaged over a calendar year.

AADT Segments
The State declared road network is broken into Road Sections and then further broken down into AADT Segments. An AADT Segment is a sub-section of the declared road network where traffic volume is similar along the entire AADT Segment.

Area
For administration purposes the Department of Transport and Main Roads has divided Queensland into 12 Districts. The Area field in TSDM reports displays the District Name and Number.

District Name	District
Central West District	401
Darling Downs District	402
Far North District	403
Fitzroy District	404
Mackay/Whitsunday District	405
Metropolitian District	406
North Coast District	407
North West District	409
Northern District	408
South Coast District	410
South West District	411
Wide Bay/Burnett District	412

AADT Values
AADT values are displayed by direction of travel as:

- G Traffic flow in gazettal direction
- A Traffic flow against gazettal direction
- B Traffic flow in both directions

Data Collection Year
Is the most recent year that data was collected at the data collection site.

Please Note:
Due to location and/or departmental policy, some sites are not counted every year.

Gazettal Direction
Is the direction of the traffic flow. It can be easily recognised by referring to the name of the road eg. Road Section: 10A Brisbane - Gympie denotes that the gazettal direction is from Brisbane to Gympie.

Maps
Display the selected location from a range of viewing levels, the start and end position details for the AADT Segment and the location of the traffic count site.

Road Section
Is the Gazetted road from which the traffic data is collected. Each Road Section is given a code, allocated sequentially in Gazettal Direction. Larger roads are broken down into sections and identified by an ID code with a suffix for easier data collection and reporting (eg. 10A, 10B, 10C). Road Sections are then broken into AADT Segments which are determined by traffic volume.

Segment Site
Is the unique identifier for the traffic count site representing the traffic flow within the AADT Segment.

Site
The physical location of a traffic counting device. Sites are located at a specified Through Distance along a Road Section.

Site Description
The description of the physical location of the traffic counting device.

Start and End Point
The unique identifier for the Through Distance along a Road Section.

Vehicle Class
Traffic is categorised as per the Austroads Vehicle Classification scheme. Traffic classes are in the following hierarchical format:

Volume or All Vehicles
00 = 0A + 0B

Light Vehicles
0A = 1A
1A = 2A + 2B

Heavy Vehicles
0B = 1B + 1C + 1D
1B = 2C + 2D + 2E
1C = 2F + 2G + 2H + 2I
1D = 2J + 2K + 2L

The following classes are the categories for which data can be captured:

Volume
00 All vehicles

2-Bin
0A Light vehicles
0B Heavy vehicles

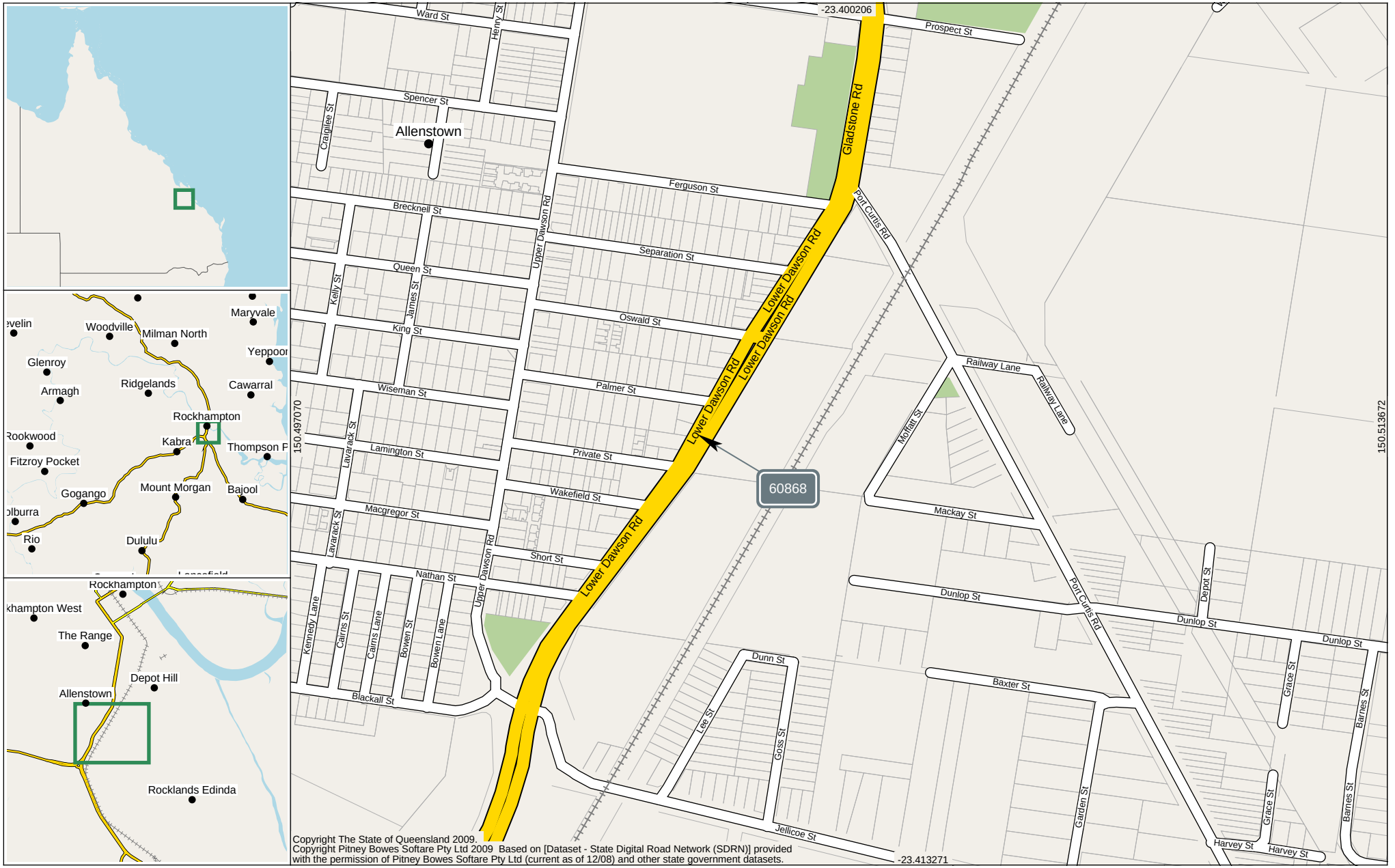
4-Bin
1A Short vehicles
1B Truck or bus
1C Articulated vehicles
1D Road train

12-Bin
2A Short 2 axle vehicles
2B Short vehicles towing
2C 2 axle truck or bus
2D 3 axle truck or bus
2E 4 axle truck
2F 3 axle articulated vehicle
2G 4 axle articulated vehicle
2H 5 axle articulated vehicle
2I 6 axle articulated vehicle
2J B double
2K Double road train
2L Triple road train

Annual Volume Report

Area 404 - Fitzroy District Road Section 10E - BRUCE HIGHWAY (BENARABY - ROCKHAMPTON)

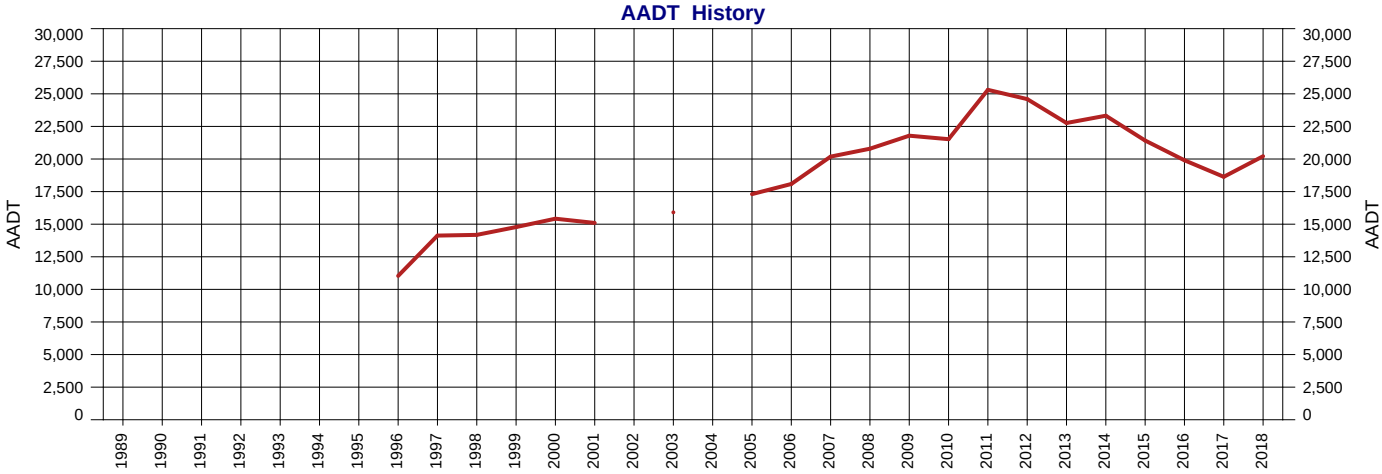
Site 60868 - Bruce Hwy100m N Owald St(Lower Dawson R) TDist 118.341km Speed Limit 70



Area	404 - Fitzroy District
Road Section	10E - BRUCE HIGHWAY (BENARABY - ROCKHAMPTON)
Site	60868 - Bruce Hwy100m N Owald St(Lower Dawson R)
Thru Dist	118.341
Type	C - Coverage
Stream	TB - Bi-directional traffic flow

Year	2018	Growth last Year	8.47%
AADT	20,213	Growth last 5 Yrs	-2.21%
Avg Week Day	21,425	Growth last 10 Yrs	-1.40%
Avg Weekend Day	16,574		

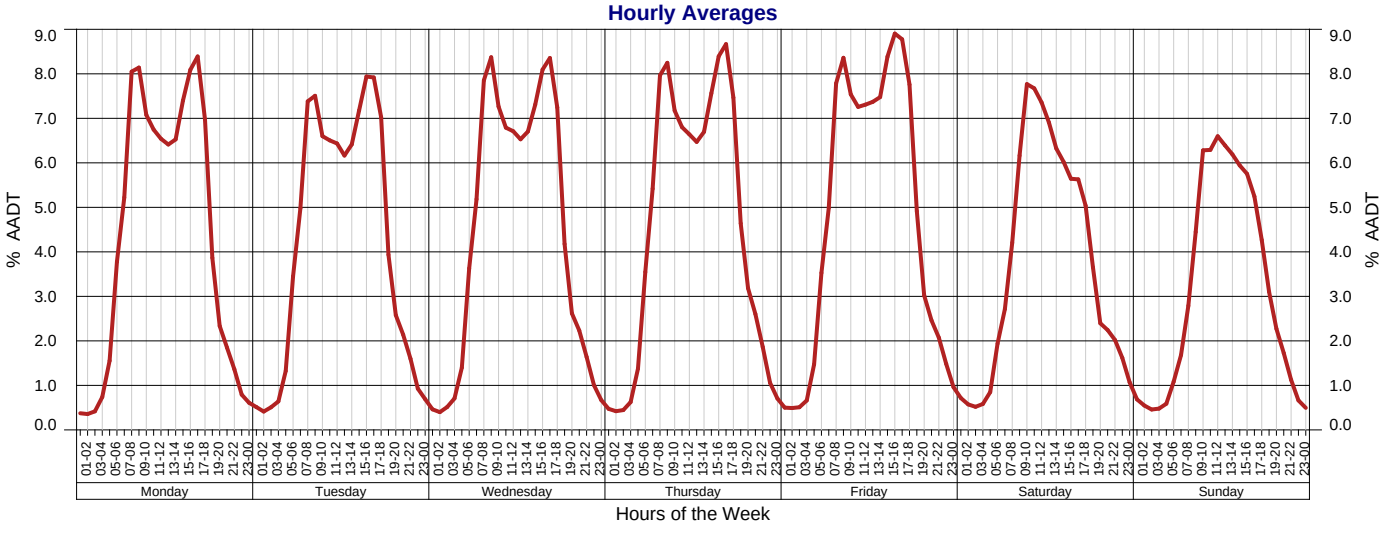
AADT History



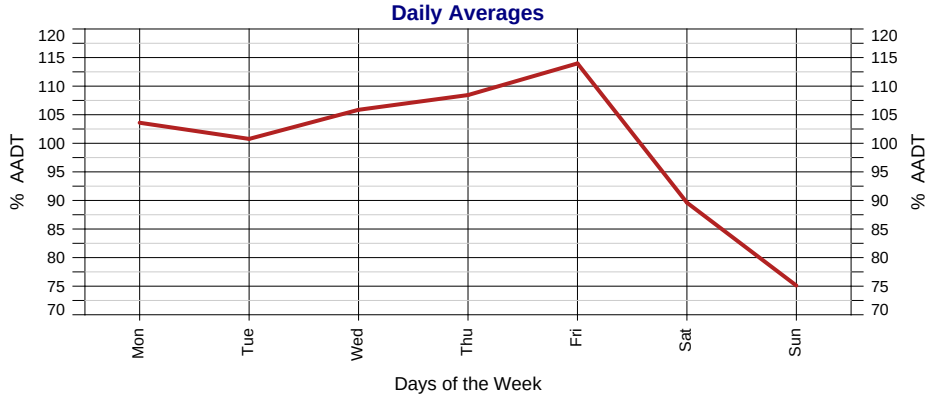
Year	AADT	1-Year Growth	5-Year Growth	10-Year Growth
2018	20,213	8.47%	-2.21%	-1.40%
2017	18,635	-6.37%	-5.66%	-2.33%
2016	19,903	-7.07%	-5.03%	-0.89%
2015	21,418	-8.16%	-2.36%	0.76%
2014	23,321	2.45%	0.61%	
2013	22,763	-7.46%	0.93%	2.87%
2012	24,597	-2.80%	4.20%	
2011	25,306	17.59%	6.83%	5.97%
2010	21,521	-1.23%	3.77%	3.82%
2009	21,789	4.81%		4.44%
2008	20,790	3.00%	5.79%	4.21%
2007	20,184	11.61%		4.14%
2006	18,084	4.49%	3.88%	3.57%
2005	17,307		2.91%	
2004				

Year	AADT	1-Year Growth	5-Year Growth	10-Year Growth
2003	15,909		2.00%	
2002				
2001	15,096	-2.11%	3.78%	
2000	15,421	4.34%		
1999	14,779	4.22%		
1998	14,181	0.39%		
1997	14,126	28.02%		
1996	11,034			
1995				
1994				
1993				
1992				
1991				
1990				
1989				

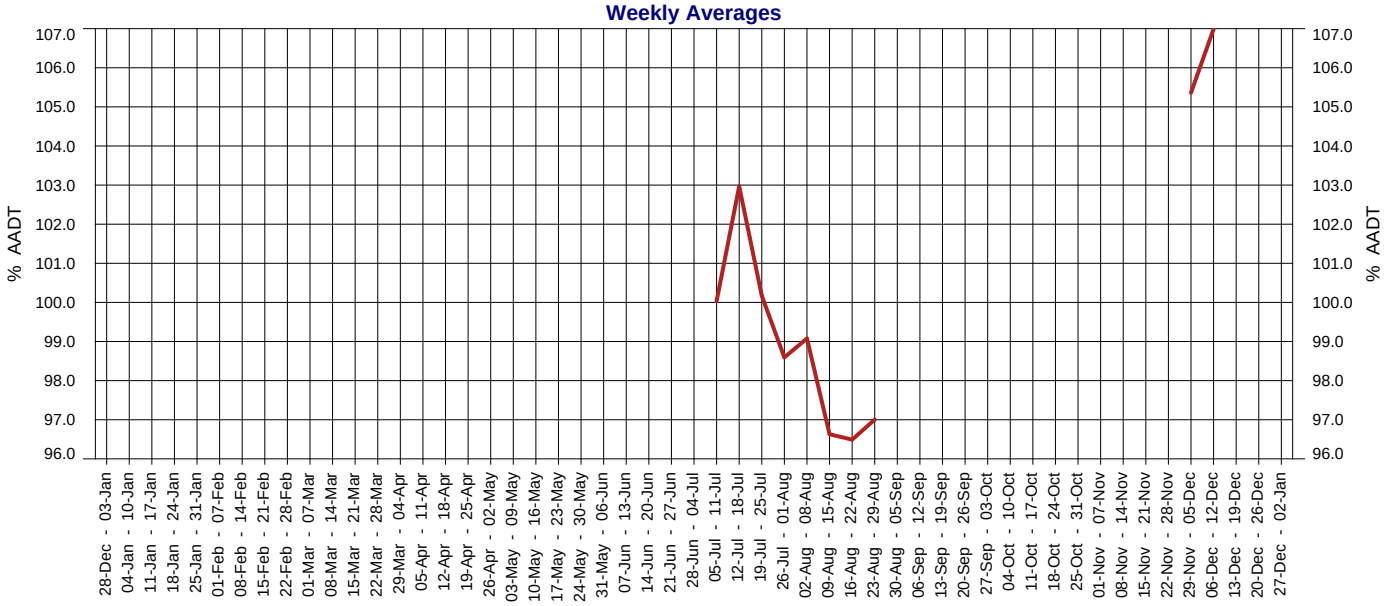
Hourly Averages



Daily Averages



Weekly Averages



2018 Calendar

January

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April

M	T	W	T	F	S	S
30						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

May

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

July

M	T	W	T	F	S	S
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

August

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September

M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December

M	T	W	T	F	S	S
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Days on which traffic data was collected.

Annual Volume Report
Displays AADT history with hourly, daily and weekly patterns by Stream in addition to annual data for AADT figures with 1 year, 5 year and 10 year growth rates.

Annual Average Daily Traffic (AADT)
Annual Average Daily Traffic (AADT) is the number of vehicles passing a point on a road in a 24 hour period, averaged over a calendar year.

AADT History
Displays the years when traffic data was collected at this count site.

Area
For administration purposes the Department of Transport and Main Roads has divided Queensland into 12 Districts. The Area field in TSDM reports displays the District Name and Number.

District Name	District
Central West District	401
Darling Downs District	402
Far North District	403
Fitzroy District	404
Mackay/Whitsunday District	405
Metropolitian District	406
North Coast District	407
North West District	409
Northern District	408
South Coast District	410
South West District	411
Wide Bay/Burnett District	412

Avg Week Day
Average daily traffic volume during the week days, Monday to Friday.

Avg Weekend Day
Average daily traffic volume during the weekend, Saturday and Sunday.

Calendar
Days on which traffic data was collected are highlighted in green.

Gazettal Direction
The Gazettal Direction is the direction of the traffic flow. It can be easily recognised by referring to the name of the road eg. Road Section: 10A Brisbane - Gympie denotes that the gazettal direction is from Brisbane to Gympie.

- G Traffic flowing in Gazettal Direction
- A Traffic flowing against Gazettal Direction
- B The combined traffic flow in both Directions

Growth Percentage
Represents the increase or decrease in AADT, using a exponential fit over the previous 1, 5 or 10 year period.

Hour, Day & Week Averages
The amount of traffic on the road network will vary depending on the time of day, the day of the week and the week of the year. The ebb and flow of traffic travelling through a site over a period of time forms a pattern. The Hour, Day and Week Averages are then used in the calculation of AADT.

Road Section
Is the Gazetted road from which the traffic data is collected. Each Road Section is given a code, allocated sequentially in Gazettal Direction. Larger roads are broken down into sections and identified by an ID code with a suffix for easier data collection and reporting (eg. 10A, 10B, 10C). Road Sections are then broken into AADT Segments which are determined by traffic volume.

Site
The unique identifier and description of the physical location of a traffic counting device. Sites are located at a Through Distance along a Road Section.

Stream
The lane in which the traffic is travelling in. This report provides data for the combined flow of traffic in both directions.

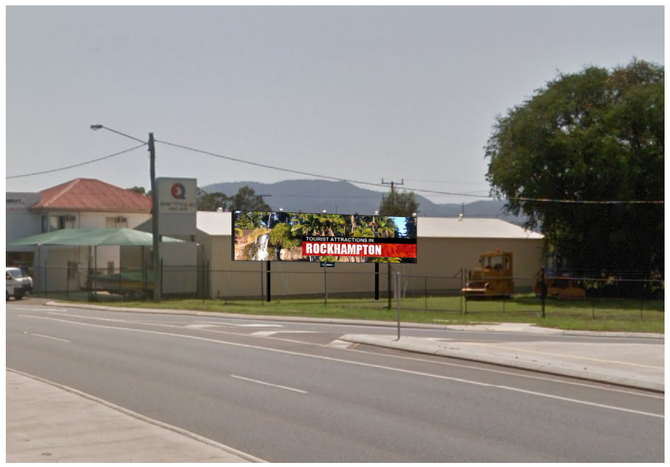
Thru Dist or TDist
The distance from the beginning of the Road Section, in kilometres.

Type
There are two types of traffic counting sites, Permanent and Coverage. Permanent means the traffic counting device is in place 24/7. Coverage means the traffic counting device is in place for a specified period of time.

Year
Is the current year for the report. Where an AADT Year record is missing a traffic count has not been conducted, for that year.

APPENDIX B
ADVERTISING DEVICE PLANS

EXISTING INBOUND VIEW



PROPOSED INBOUND VIEW

BOUNDARY OF 195 GLADSTONE ROAD ALLENSTOWN

AERIAL VIEW

NOTE: SIGN SIZE AND STRUCTURE INDICATIVE AND SUBJECT TO DETAILED SITE SURVEY AND ALL NECESSARY APPROVALS.

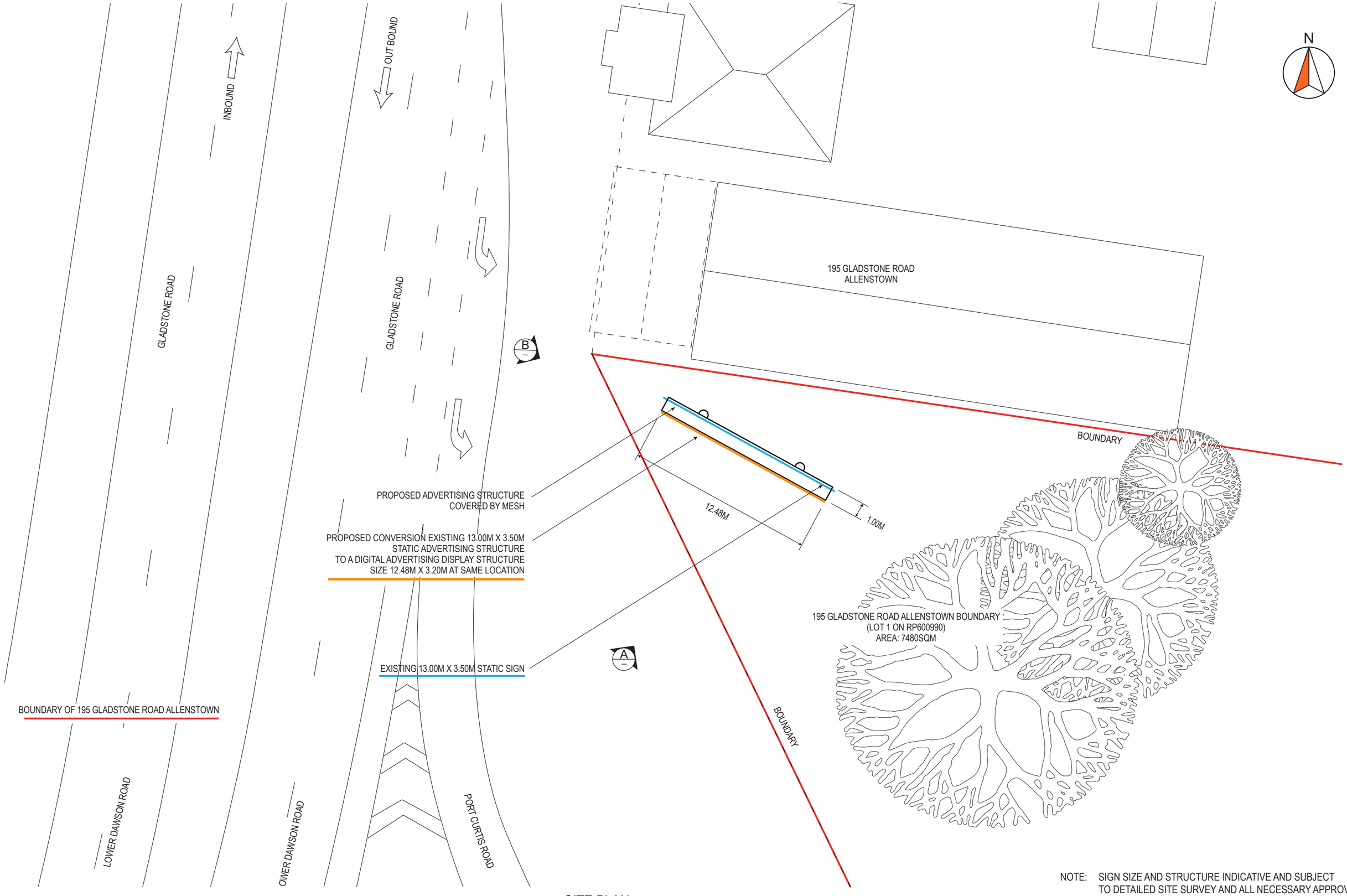
stream outdoor

PROPOSED CONVERSION EXISTING 13.00M X 3.50M STATIC ADVERTISING STRUCTURE TO A DIGITAL ADVERTISING DISPLAY STRUCTURE SIZE 12.48M X 3.20M AT 195 GLADSTONE ROAD, ALLENSTOWN QLD 4700 (LOT 1 ON RP600990) PHOTO AND MOCK UP

Date	Mar, 2020
Draw by	LF
Scale	NTS
Drawing No.	010320-1/4
Job No.	QLD-ROK-0320

PLAN & ELEVATION

Drawing No.	Date	Rev	Rev
010320-1/4	Mar 20		



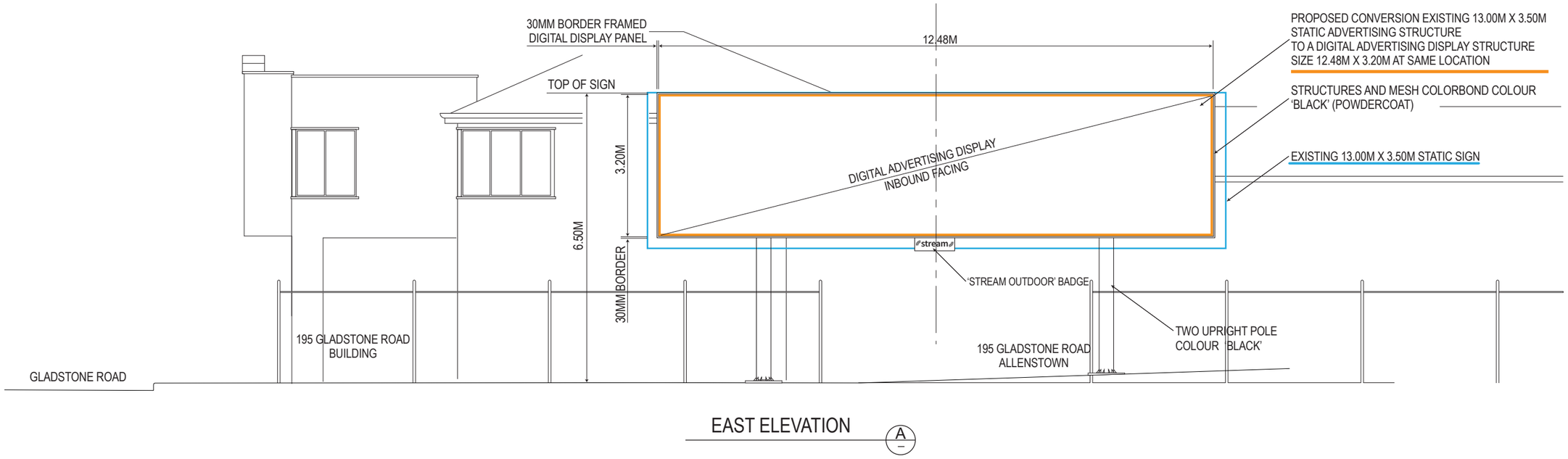
SITE PLAN

NOTE: SIGN SIZE AND STRUCTURE INDICATIVE AND SUBJECT TO DETAILED SITE SURVEY AND ALL NECESSARY APPROVALS.

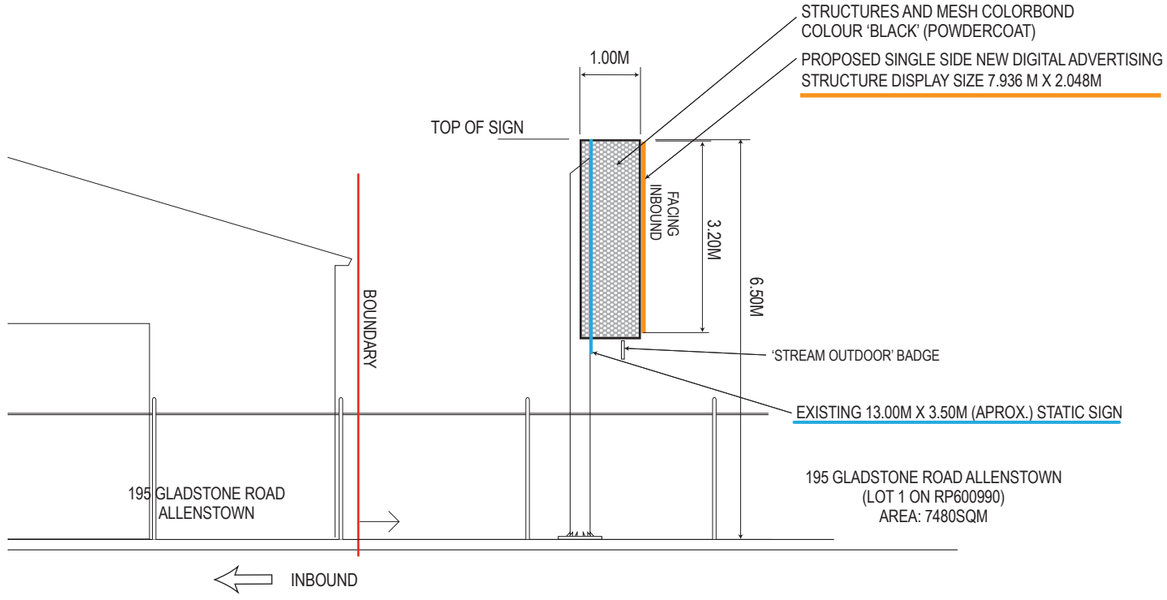
stream outdoor

PROPOSED CONVERSION EXISTING 13.00M X 3.50M STATIC ADVERTISING STRUCTURE TO A DIGITAL ADVERTISING DISPLAY STRUCTURE SIZE 12.48M X 3.20M AT 195 GLADSTONE ROAD, ALLENSTOWN QLD 4700 (LOT 1 ON RP600990)
SITE PLAN

Date	Mar, 2020	PLAN & ELEVATION	
Draw by	LF	Drawing No.	Date Rev Rev
Scale	1:200 (print as A3)	010320-2/4	Mar 20
Drawing No.	010320-2/4		
Job No.	QLD-ROK-0320		



EAST ELEVATION A



EAST ELEVATION B

BOUNDARY OF 195 GLADSTONE ROAD ALLENSTOWN
(LOT 1 ON RP600990)

NOTE: SIGN SIZE AND STRUCTURE INDICATIVE AND SUBJECT TO DETAILED SITE SURVEY AND ALL NECESSARY APPROVALS.

stream outdoor

PROPOSED CONVERSION EXISTING 13.00M X 3.50M STATIC ADVERTISING STRUCTURE TO A DIGITAL ADVERTISING DISPLAY STRUCTURE SIZE 12.48M X 3.20M AT 195 GLADSTONE ROAD, ALLENSTOWN QLD 4700 (LOT 1 ON RP600990)
INDICATIVE DESIGN EXACT FINAL LOCATION TO BE DETERMINED

Date	Mar, 2020
Draw by	LF
Scale	1:100 (print as A3)
Drawing No.	010320-3/4
Job No.	QLD-ROK-0320

PLAN & ELEVATION

Drawing No.	Date	Rev	Rev
010320-3/4	Mar 20		

PROPOSED INBOUND VIEW - LOWER DAWSON ROAD

EXISTING INBOUND VIEW - FROM LOWER DAWSON ROAD

NOTE: SIGN SIZE AND STRUCTURE INDICATIVE AND SUBJECT TO DETAILED SITE SURVEY AND ALL NECESSARY APPROVALS.

stream outdoor

PROPOSED CONVERSION EXISTING 13.00M X 3.50M STATIC ADVERTISING STRUCTURE TO A DIGITAL ADVERTISING DISPLAY STRUCTURE SIZE 12.48M X 3.20M AT 195 GLADSTONE ROAD, ALLENSTOWN QLD 4700 (LOT 1 ON RP600990)
PHOTO AND MOCK UP

Date	Mar, 2020
Draw by	LF
Scale	NTS
Drawing No.	010320-4/4
Job No.	QLD-ROK-0320

PLAN & ELEVATION

Drawing No.	Date	Rev	Rev
010320-4/4	Mar 20		