

14 June 2024

Mary Garland  
Team Leader, Transport and Water Assessments  
NSW Department of Planning and Environment  
Locked Bag 5022  
Parramatta NSW 2124

Dear Mary,

**Response to Request for Information (DA24/4524)**  
**Static Advertising Signage – Homebush Bay Drive, Homebush West**

This letter has been prepared by *Keylan Consulting Pty Ltd* (Keylan) on behalf of the Applicant, Transport for NSW (TfNSW) to address the Department of Planning, Industry and Housing's (DPHI) Request for Additional Information (RFI) dated 22 April 2024 in relation to Development Application DA24/4524.

Responses to the matters raised in DPHI's RFI are provided in Attachment A. The following attachments should be read in conjunction with this response.

- **Attachment A:** Response to DPHI RFI dated 22 April 2024
- **Attachment B:** Revised Statement of Environmental Effects
- **Attachment C:** Revised Architectural Plans
- **Attachment D:** Structural Feasibility Statement Letter
- **Attachment E:** Revised Signage Safety Assessment

The response reinforces the findings of the SEE and supporting information, that the proposed digital advertising sign:

- demonstrates compliance and meets the objectives of Chapter 3 and Schedule 5 of the Industry and Employment SEPP
- will result in acceptable lighting, road safety and visual impacts
- will provide a public benefit to the community

We trust that this response provides sufficient information required for DPHI to finalise its assessment and approve the application. Please do not hesitate to contact Lauren Donohoe via email [lauren@keylan.com.au](mailto:lauren@keylan.com.au) should you wish to discuss any aspect of this project.

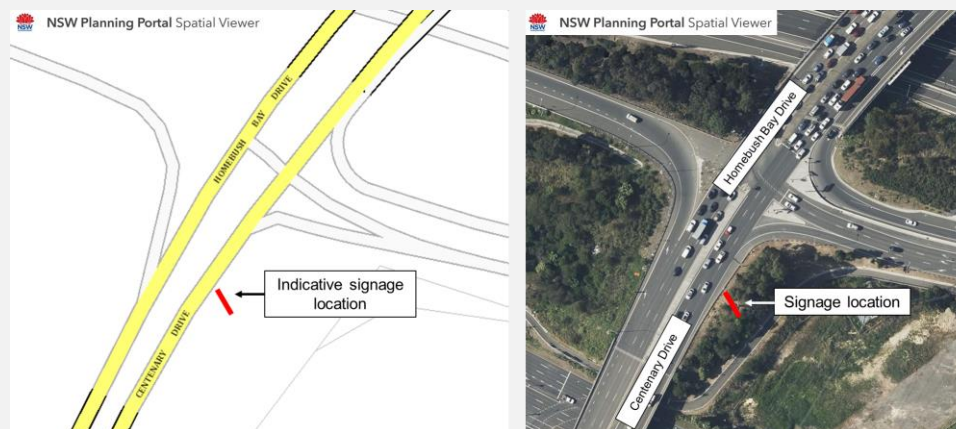
Yours sincerely

*Padraig Scollard*

Padraig Scollard BA MURP  
Associate

## Attachment A

### Response to issues raised by DPHI dated 22 April 2024

Ref.	Issues raised	Response
1	<b>Location of the signage proposal</b>	
1.1	<p>Please confirm the location of the existing sign as the Statement of Environmental Effects (SEE) alternates between the following terms / descriptors:</p> <ul style="list-style-type: none"> <li>Centenary Drive and Homebush Bay Drive</li> <li>Homebush West and Flemington.</li> </ul>	<p><b>Centenary Drive and Homebush Bay Drive</b></p> <ul style="list-style-type: none"> <li>As shown on the figure below, the road east of the site changes from Centenary Drive to Homebush Bay Drive and the sign is located within the middle of this change. Meaning references to the site as east of centenary Drive and/or east of Homebush Bay Drive are both correct.</li> <li>We note the SEE largely refers to the site as 'Homebush Bay Drive'. The only section where 'Centenary Drive' is referenced is within the traffic section (section 6.1) for consistency with the Signage Safety Assessment report. For clarity, we have updated section 6.1 of the SEE (where relevant), see <b>Attachment B</b>.</li> </ul> <div data-bbox="965 834 1917 1264">  </div> <p>Figure 1: NSW Spatial Viewer extracts (Base source: Spatial viewer)</p>

Ref.	Issues raised	Response
		<b>Homebush West and Flemington</b> <ul style="list-style-type: none"> <li>Flemington was the historic suburb name and is now formally known as Homebush West.</li> <li>The correct suburb name (Homebush West) is referred to throughout the SEE.</li> <li>We note the only location 'Flemington' is referred to is the PDF title – we have updated the title of the PDF, see <b>Attachment B</b>.</li> </ul>
1.2	<i>The SEE and the Development Application provide two different locations / addresses for the sign. Please confirm the correct address because 201 Parramatta Road Homebush West 2140, appears to be the address of a warehouse development</i>	<ul style="list-style-type: none"> <li>As stated within the SEE, the site was previously known as Lot 4 DP574549. The site's current legal description is unknown as it is not recognised on NSW Government mapping systems such as Six Maps or NSW Planning Portal Spatial Viewer.</li> <li>Given this, the address 201 Parramatta Road Homebush West (directly adjacent to the site) was used on the Planning Portal purely for administrative purposes to lodge the Development Application. 201 Parramatta Road has not been referenced within the SEE or any appendices as the site address.</li> <li>Any consent should be issued with reference to Lot 4 DP574549 or the current legal description if identified by DPHI.</li> </ul>
<b>2</b>	<b>Miscellaneous comments</b>	
2.1	<i>The SEE makes reference to three different Appendix 1 documents i.e. copy of the existing consent, assessment against the Industry and Employment SEPP and Architectural plans. Please amend the SEE to refer to the relevant appendices.</i>	<ul style="list-style-type: none"> <li>We note this is an administrative error.</li> <li>The dot points below correctly reference the appendices: <ul style="list-style-type: none"> <li>Appendix 1 – Architectural Plans</li> <li>Appendix 6 – SEPP &amp; Signage Guidelines Assessment</li> </ul> </li> </ul>
2.2	<i>The SEE indicates that a copy of the original consent is located in the appendices, however, this document has not been included as part of the SEE documentation.</i>	<ul style="list-style-type: none"> <li>We note this is an administrative error and the consent is not included as part of the package.</li> </ul>
<b>3</b>	<b>Architectural Plans</b>	
3.1	<i>Please update the Architectural Plans to include the location of the advertising company' logo.</i>	The Architectural Plans have been revised to include the company logo and commentary regarding baffles. Refer to <b>Attachment C</b> .

Ref.	Issues raised	Response
3.2	<i>The annotation on the Architectural Plans needs to be updated to indicate that the pivoting lights would have baffles – as referenced and committed to in the SEE.</i>	As above.
<b>4</b>	<b>Lighting Assessment</b>	
4.1	<p><i>Please confirm the current guideline AS/NZS 4282:2023 Control of the obtrusive effects of outdoor lighting was used to undertake the lighting assessment. If not, the lighting assessment must be updated to include assessment against the current standard.</i></p> <p><i>It is noted that during the nighttime lighting test, the right flood light was not working. This meant the illumination assessment was based on the measurements from the left flood light. Please confirm that if the right flood light is operational, the signs illumination impacts would still comply with the relevant standards.</i></p>	<p>A response to this matter has been prepared by Electrolight on 6 June 2024:</p> <p><i>The measurements were undertaken on the half of the sign that had two floodlights working (the middle and left hand lights). The right hand side floodlight was not operational, but it's contribution to the left hand side of would not be overly significant given its location and aiming position. As the spill light levels (vertical illuminance and Threshold Increment) from the signage are well within the maximum limits (less than 20% of the maximum allowable) we can say with confidence that the right hand light being inoperative does not affect overall compliance with the findings of the LIA.</i></p>
<b>5</b>	<b>Structural Condition Report and Structural Statement</b>	
5.1	<p><i>A Structural Engineering Statement has been provided as part of the application. However, the statement makes reference to AS4100-1998.</i></p> <p><i>Please confirm where the statement provided assessed the structural feasibility of the sign in accordance with the Australian Standard for steel structures AS 4100:2020. If not, an updated assessment must be provided. Where the sign does not meet current standard requirements, detail what mitigation measures will be implemented to ensure that the requirements are met.</i></p>	<p>A supplementary Structural Feasibility Statement is provided at <b>Attachment D</b> which concludes:</p> <ol style="list-style-type: none"> <li><i>1. The changes to AS1170.2 between 2002 and 2021 do not affect the determination of the wind load calculation on the signage structure.</i></li> <li><i>2. The changes to AS4100 between 1998 and 2020 do not affect the structural sizing of the members or the connections design.</i></li> <li><i>3. Structurally the signage structure is in accordance with current codes and the structural sections of the NCC</i></li> </ol> <p>On this basis, an amended assessment and additional mitigation measures are not required.</p>

Ref.	Issues raised	Response
<b>6</b>	<b>Signage Safety Assessment</b>	
6.1	<p><i>The Signage Safety Assessment states that the existing signs have been approved and designed in accordance with Australian Standards AS 1170.1 and AS 1170.2 to meet requirements for wind loading.</i></p> <p><i>The current wind loading standard is AS/NZS 1170.2:2021 Structural design actions wind actions. It is not known whether the assessment was against the current standard or a superseded version. Please advise what version of the standard has been used.</i></p>	<p>A revised Signage Safety Assessment is provided at <b>Attachment E</b>. The revised Signage Safety Assessment refers to the conclusions of the Structural Feasibility Statement (discussed above) which concludes:</p> <ol style="list-style-type: none"> <li><i>1. The changes to AS1170.2 between 2002 and 2021 do not affect the determination of the wind load calculation on the signage structure.</i></li> <li><i>2. The changes to AS4100 between 1998 and 2020 do not affect the structural sizing of the members or the connections design.</i></li> <li><i>3. Structurally the signage structure is in accordance with current codes and the structural sections of the NCC</i></li> </ol> <p>Therefore, structural assessment was completed against the relevant criteria and the signage is structurally sound.</p>
6.2	<p><i>If the assessment was not against the current standard, provide an amended assessment against this. Where the sign does not meet current standard requirements, detail what mitigation measures will be implemented to ensure that the requirements are met and that the sign is safe.</i></p>	<p>As described above, the signage structure is in accordance with the current codes and sections of the National Construction Code. Therefore, no additional assessment or mitigation measures are required.</p>
<b>7</b>	<b>Biodiversity</b>	
7.1	<p><i>The SEE indicates that vegetation management is required, however, there is no further detail on what this will entail. Please update the SEE to include details on vegetation management.</i></p> <p><i>Although the SEE states the sign is not located on land identified on Biodiversity Values Map on the NSW Spatial viewer, no other details are provided regarding the type of vegetation that may be impacted.</i></p> <p><i>It is requested that you assess whether undertaking vegetation management at the site is likely (or unlikely)</i></p>	<p>A response to this matter has been prepared by JCDecaux on 3 June 2024:</p> <p><i>The SEE has been amended to notate no works are proposed as part of the application, and it is the applicant's intention that any vegetation management will be conducted on the basis of separate approvals from the responsible authority. This methodology has been adopted for the last 15 years, and successfully allows the applicant to seek removal of the relevant vegetation at the time required for the purpose of visibility to the sign and WHS.</i></p> <p><i>Irrespective the Department has requested we respond to section 1.7 of the Environmental Planning and Assessment Act 1979, Part 7 of the Biodiversity</i></p>

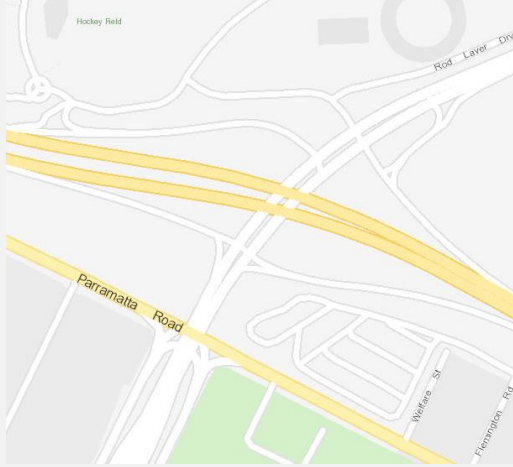
Ref.	Issues raised	Response
	<p><i>to impact threatened species or ecological communities, or their habitats in accordance with section 7.3 of the BC Act. Any test of significance undertaken must be supported by adequate biodiversity site investigations and field data. The assessment must be included in the SEE.</i></p> <p><i>Further information on how to undertake a test of significance can be found at the NSW Department of Climate Change, Energy, the Environment and Water (DCCEEW) (NSW) Threatened Species Test of Significance Guidelines, available at:</i></p> <p><i><a href="https://www.environment.nsw.gov.au/topics/animals-and-plants/biodiversity-offsets-scheme/about-the-biodiversity-offsets-scheme/when-does-bos-apply/test-of-significance">https://www.environment.nsw.gov.au/topics/animals-and-plants/biodiversity-offsets-scheme/about-the-biodiversity-offsets-scheme/when-does-bos-apply/test-of-significance</a></i></p> <p><i><a href="https://www.environment.nsw.gov.au/-/media/OEH/Corporate-Site/Documents/Animals-and-plants/Biodiversity/bulletins/threatened-species-test-significance-guidelines-sept-2018-no1-190371.pdf">https://www.environment.nsw.gov.au/-/media/OEH/Corporate-Site/Documents/Animals-and-plants/Biodiversity/bulletins/threatened-species-test-significance-guidelines-sept-2018-no1-190371.pdf</a></i></p>	<p><i>Conservation Act 2016 (BC Act) applies to the assessment of this development application.</i></p> <p><i>We have conducted a desktop assessment against Section 7.3 of the BC Act as the determining test of impact threatened species or ecological communities, or their habitats, and is included in the table below.</i></p>

### **Biodiversity response from JCDecaux 3 June 2024**

Assessment criteria within Section 7.3 of the BC Act		Assessment
S.7.3 (1)	<i>The following is to be taken into account for the purposes of determining whether a proposed development or activity is likely to significantly affect threatened species or ecological communities, or their habitats—</i>	
s.7.3(1a)	<i>in the case of a threatened species, whether the proposed development or activity is likely to have an adverse effect on the life cycle of the species such that a viable local population of the species is likely to be placed at risk of extinction,</i>	<i>The proposed development does not include any works, excavation or construction. As the proposed development comprises an existing static sign, other than routine vegetation maintenance checks conduct with separate approvals from the relevant authorities, and the changing of the advertising skins, the nature of the proposed development results in little outputs and</i>



Assessment criteria within Section 7.3 of the BC Act		Assessment
		<p>activities that could cause an adverse effect to proximate areas of biodiversity value.</p> <p>The continuation of the static sign (including no works being proposed) will not impact the life cycle of any local species.</p>
s.7.3(1b)	in the case of an endangered ecological community or critically endangered ecological community, whether the proposed development or activity—	
s.7.3(1b(i))	is likely to have an adverse effect on the extent of the ecological community such that its local occurrence is likely to be placed at risk of extinction, or	<p>The proposed development does not include any works, excavation or construction. As the proposed development comprises an existing static sign, other than routine vegetation maintenance checks conduct with separate approvals from the relevant authorities, and the changing of the advertising skins, the nature of the proposed development results in little outputs and activities that could cause an adverse effect to proximate areas of biodiversity value.</p> <p>The continuation of the static sign (including no works being proposed) will not adversely increase the extinction risk of the protected communities and vegetation.</p>
s.7.3(1b(ii))	is likely to substantially and adversely modify the composition of the ecological community such that its local occurrence is likely to be placed at risk of extinction,	
s.7.3(1c)	in relation to the habitat of a threatened species or ecological community—	
s.7.3(1c(i))	the extent to which habitat is likely to be removed or modified as a result of the proposed development or activity, and	<p>The proposed development does not include any works, excavation or construction. As the proposed development comprises an existing static sign, other than routine vegetation maintenance checks conduct with separate approvals from the relevant authorities, and the changing of the advertising skins, the nature of the proposed development results in little outputs and activities that could cause an adverse effect to proximate areas of biodiversity value.</p> <p>There is no intent to remove or modify the habitat area, as such it will not be fragmented or isolated or impact the long-term survival of species or ecological community in the locality.</p>
s.7.3(1c(ii))	whether an area of habitat is likely to become fragmented or isolated from other areas of habitat as a result of the proposed development or activity, and	
s.7.3(1c(iii))	the importance of the habitat to be removed, modified, fragmented or isolated to the long-term survival of the species or ecological community in the locality,	
s.7.3(1d)	whether the proposed development or activity is likely to have an adverse effect on any declared area of	<p>A review of the Biodiversity Values Map and Threshold Tool identifies the site is NOT subject to an area of biodiversity value.</p>

Assessment criteria within Section 7.3 of the BC Act	Assessment
<p><i>outstanding biodiversity value (either directly or indirectly),</i></p>	 <p><i>The proposed development does not include any works, excavation or construction. As the proposed development comprises an existing static sign, other than routine vegetation maintenance checks, and the changing of the advertising skins, the nature of the proposed development results in little outputs and activities that could cause an adverse effect to nearby areas of biodiversity value.</i></p>
<p><i>s.7.3(1e)</i></p> <p><i>whether the proposed development or activity is or is part of a key threatening process or is likely to increase the impact of a key threatening process.</i></p>	<p><i>The key threatening process associated with the proposal is routine maintenance of vegetation. However, impacts resulting from these processes are considered to be minimal and the site is not subject to threatened species or habitats.</i></p>