

Statement of Environmental Effects

Advertising Signage
Homebush Bay Drive, Homebush
West

June 2024

transport.nsw.gov.au



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Appendix 7	Cost of Works
Appendix 8	Land Owners Consent

Project Summary

Project Element	Summary of the project
Background	<ul style="list-style-type: none"> On 26 March 2009, the then Minister for Planning granted approval for the installation of one freestanding static advertising structure on the eastern side of Homebush Bay Drive. The consent was granted for a period of 15 years from the date of commencement of consent. A copy of the existing consent is provided at Appendix 1.
Proposal	<ul style="list-style-type: none"> The proposal seeks to continue the operation of the approved sign for a further 15 years and to include baffles on the signage in accordance with the recommendations of the Lighting Impact Assessment (Appendix 3).
Site Description	<ul style="list-style-type: none"> The site is located within the Strathfield Local Government Area on the eastern side of Homebush Bay Drive, Homebush West in the road reserve (previously identified as Lot 4 DP574549) The sign is orientated towards vehicles travelling northbound on Homebush Bay Drive, Homebush West.
Advertising Display Area	<ul style="list-style-type: none"> The advertising display area is shown on the Architectural Plans (Appendix 1) and has an advertising display area of 42.66m² (12.66m x 3.35m + 0.25m² logo)
Road Safety Impacts	<ul style="list-style-type: none"> A Signage Safety Assessment has been undertaken by TTPP (Appendix 2). The assessment confirms the proposal is acceptable from a road safety perspective given the sign: <ul style="list-style-type: none"> will not obstruct and/or reduce visibility of any traffic control devices, signage, pedestrians or cyclists does not give incorrect information on the alignment of the road does not compromise safety for road users in the vicinity It is noted the sign is located within the safe stopping distance of the M4 Motorway intersection north of the site. However, considered acceptable given: <ul style="list-style-type: none"> the road environment on approach to the sign remains unchanged since approval of the sign crash history indicates the sign has had no negative impacts on road safety motorists will have sufficient reaction and braking time to stop safely on approach to the signalised intersection of Centenary Drive and the M4 Motorway. there are several examples of safe digital and static signs within the minimum safe stopping distance of signalised intersections
Lighting Impacts	<ul style="list-style-type: none"> A Lighting Impact Assessment has been undertaken by Electrolight (Appendix 3). The sign is externally illuminated using three LED floodlights mounted on bracket arms fixed to the top of the sign. The assessment confirms the proposal: <ul style="list-style-type: none"> complies with the relevant illumination criteria subject to the installation of baffles on the floodlights

	<ul style="list-style-type: none"> ○ will not result in unacceptable glare or adversely impact the safety of pedestrians, residents or vehicular traffic ○ will not unreasonably impact on the visual amenity of nearby residences or accommodation
Public Benefit	<ul style="list-style-type: none"> • A Public Benefit Statement has been prepared by Transport for New South Wales (TfNSW) (Appendix 4). • The statement confirms the continued use of the sign will generate revenue which will be used to support essential TfNSW services.
Cost of works	<ul style="list-style-type: none"> • \$46,311.10

Table 1 Project Summary

1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) for JCDecaux on behalf of *Transport for NSW* (TfNSW) (the Applicant) to accompany a Development Application (DA) to continue the operation of the existing, approved advertising signage for an additional 15 years at Homebush Bay Drive, Homebush West within the Strathfield Local Government Area (LGA).

The existing sign has an advertising display area of 42.66m².

As TfNSW is the Applicant, the Minister for Planning and Public Spaces (the Minister) is the consent authority for the application, as prescribed under section 3.10(d)(iii) of *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP). Accordingly, this SEE has been prepared and is submitted to the DPHI pursuant to the provisions of Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Further, as the Applicant is a public authority, the subject application is a Crown DA pursuant to Part 15, Section 294 of the *Environmental Planning and Assessment Regulation 2021* (EP&A Regulation) and Part 4 Division 4.6 of the EP&A Act.

This SEE also includes a detailed assessment of the operation of the proposal against the requirements outlined in the *Transport Corridor Outdoor Advertising and Signage Guidelines, Assessing Development Applications under SEPP 64* (DP&E, 2017) (Signage Guidelines).

The existing development consent (discussed in Section 3) lapses on 26 March 2024. This SEE seeks consent for the operation of the existing advertisement structure on site.

Given this, the estimated cost of works of the development is \$46,311.10 (Appendix 7).

This SEE should be read in conjunction with the following supporting documents:

Supporting documentation	Appendices
Architectural Plans	Appendix 1
Signage Safety Assessment	Appendix 2
Lighting Impact Assessment	Appendix 3
Public Benefit Statement	Appendix 4
Structural Engineering Statement	Appendix 5
SEPP & Signage Guidelines Assessment	Appendix 6
Cost of Works	Appendix 7
Land Owners Consent	Appendix 8

Table 2: List of Appendices

2 The site and locality

2.1 Site Description

The site is located within the Strathfield LGA in the road reserve (previously known as Lot 4 DP574549).

The figure below provides identifies the location of the site relative to the surrounding context.



Figure 1: Site context (Source: NearMaps)

The character of the site is described below and shown within Figure 2 and Figure 3.

- behind a safety barrier on the eastern side of Homebush Bay Drive Homebush
- within a vegetated area (not identified on Biodiversity Values Map on NSW Spatial viewer)
- contains a 42.66m² static monopole advertising sign (subject of this application)



Figure 2: Existing sign as viewed by northbound traffic on Homebush Bay Drive (Source: Keylan)



Figure 3: Existing sign as viewed by southbound traffic on Homebush Bay Drive (Source: Keylan)

2.2 Surrounding Locality

The surrounding locality is shown on the figures below and has a mixed character, comprising:

- Sydney Olympic Park (State Significant Precinct) to the north
- warehousing buildings to the east, including associated carparking facilities
- mixed uses to the south of the site, including warehousing buildings, commercial outlets and residential properties
- Sydney Markets further south
- a pocket of low-medium density residential southwest
- commercial premises to the west on the southern side of Parramatta Road

No existing advertising signs are visible from the subject site.



Figure 4: View from residential dwellings to the southwest facing towards the site (Source: Keylan)



Figure 5: View from commercial premises on Parramatta Road facing towards the site (Source: Keylan)

2.3 Road Environment

The site is adjacent to Homebush Bay Drive which is a state classified road (No. 200) and travels in a general north-south alignment. The portion of Homebush Bay Drive in the vicinity of the site comprises:

- three northbound lanes with a slip lane for vehicles entering the M4 Motorway westbound.
- three southbound lanes with a slip lane for vehicles entering the M4 motorway westbound
- two signalised intersections:
 - Homebush Bay Drive/M4 slip road – approximately 50m north of the site
 - Homebush Bay Drive/M4 slip road – approximately 170m north of the site

A speed limit of 80km/h applies to motorists traveling in both directions approaching the site. Given the nature of the road, no stopping or standing of vehicles permitted on any side of Homebush Bay Drive and no pedestrian footpaths are provided.

2.4 Site conditions – 2009 and 2024

The figures below demonstrate since 2009 (existing consent), the surrounding character of the locality have largely remained the same, consisting of a mixed-use character with warehousing buildings, commercial outlets and residential properties.

A key new development within proximity to the site is 201-203 Parramatta Road which comprises a large-scale warehouse (see Figure 7). The warehouse assists in screening views of the sign for development east of the site.



Figure 6: 14 November 2009 extract of the locality (Source: Nearmaps)



Figure 7: 25 February 2024 extract of the locality (Source: Nearmaps)

In addition, a review of NearMap data confirms:

- no changes to the configuration of the road environment on approach to the signs frontage have occurred since November 2009 (noting November 2009 is the earliest available NearMaps data and the consent was approved 8 months earlier in March).
- changes to the configuration of the road environment north of the site (facing the back of the sign) have occurred approximately 50m north of the site which include removal of access to the M4 Motorway via a right turn and replacement with a slip lane identified in blue on the figure below.

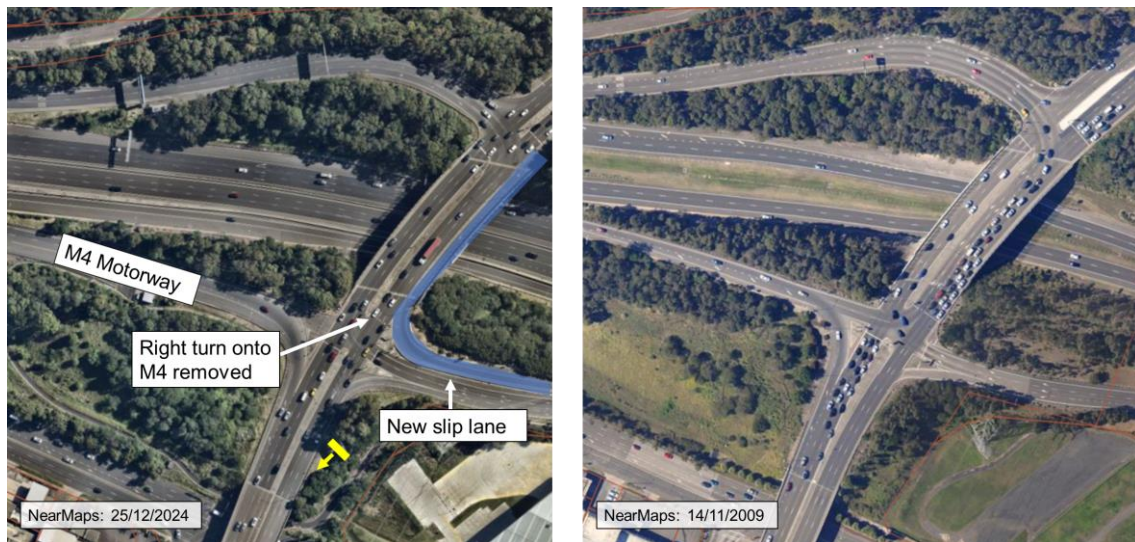


Figure 8: 2024 vs 2009 road configuration comparison (Base source: NearMaps)

3 Background

On 26 March 2009, the Minister for Planning granted approval for the installation of one freestanding static advertising structure on the eastern side of Homebush Bay Drive.

The consent was granted for a period of 15 years from the date of commencement of consent. On this basis, the consent will lapse 26 March 2024.

4 The Proposal

The proposal seeks consent for the operation of the existing static advertising signage structure on the eastern side of Homebush Bay Drive for a 15-year period. The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> On 26 March 2009, the sign was approved by Department of Planning, Housing and Environment. The proposal seeks to continue the operation of the existing signage structure for a further 15 years and include baffles on the signage in accordance with the recommendations of the Lighting Impact Assessment (Appendix 4).
Signage location	<ul style="list-style-type: none"> The signage is located on the eastern side of Homebush Bay Drive, Homebush West. The signage is oriented towards northbound traffic.
Advertising display area	<ul style="list-style-type: none"> 42.66m² (12.66m x 3.35m + 0.25m logo).
Clearance from ground level to top of the sign	<ul style="list-style-type: none"> The signage structure is located 4.9m above ground level (excluding the logo).
Clearance from the road	<ul style="list-style-type: none"> The beginning of the signage structure is 1m east of Homebush Bay Drive. No portion of the sign overhangs the road corridor.
Signage exposure	<ul style="list-style-type: none"> The sign is fully visible from a distance of 280m from the Marlborough Road on ramp and Lane 1, 210m from Lane 2 and 180m from Lane 3. The sign is readable from approximately 110m for all traffic lanes.
Consent time period	<ul style="list-style-type: none"> 15 years

Table 3: Development summary

Architectural drawings for the sign are shown in the figures below and provided within the Architectural package at Appendix 1. A photo of the existing sign as viewed from the Homebush Bay Drive northbound approach is provided in Figure 13.

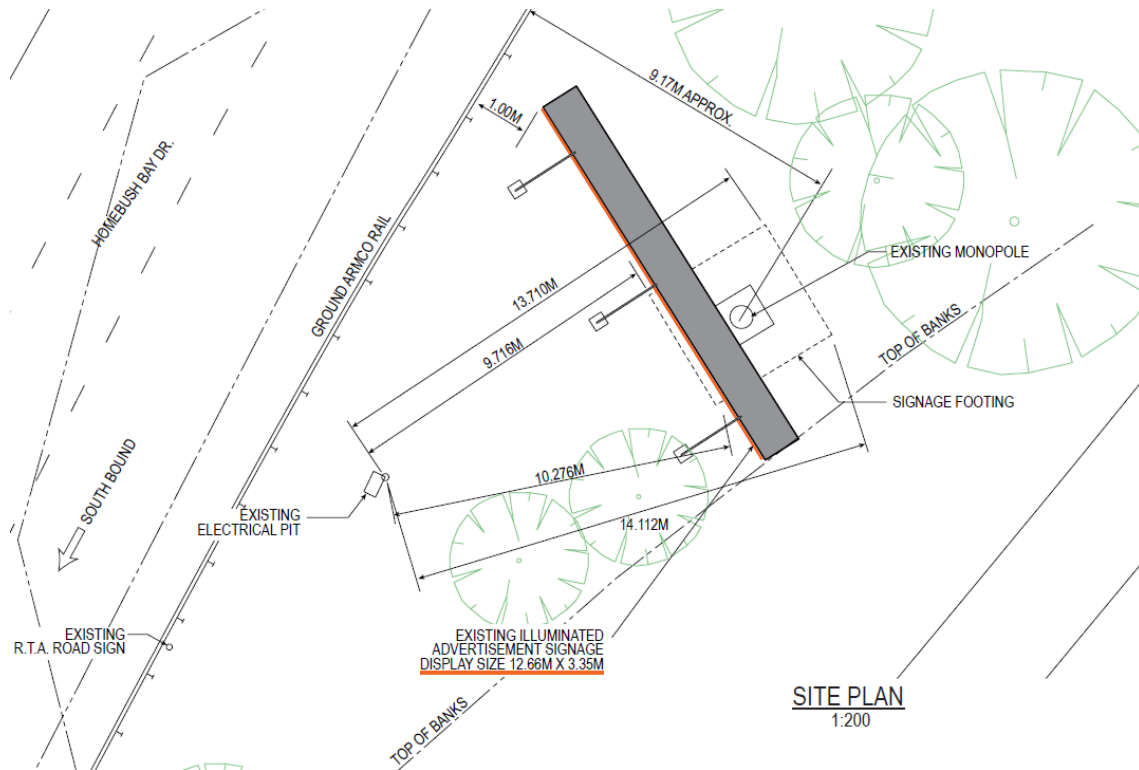


Figure 9: Site Plan (Source: JCDecaux)

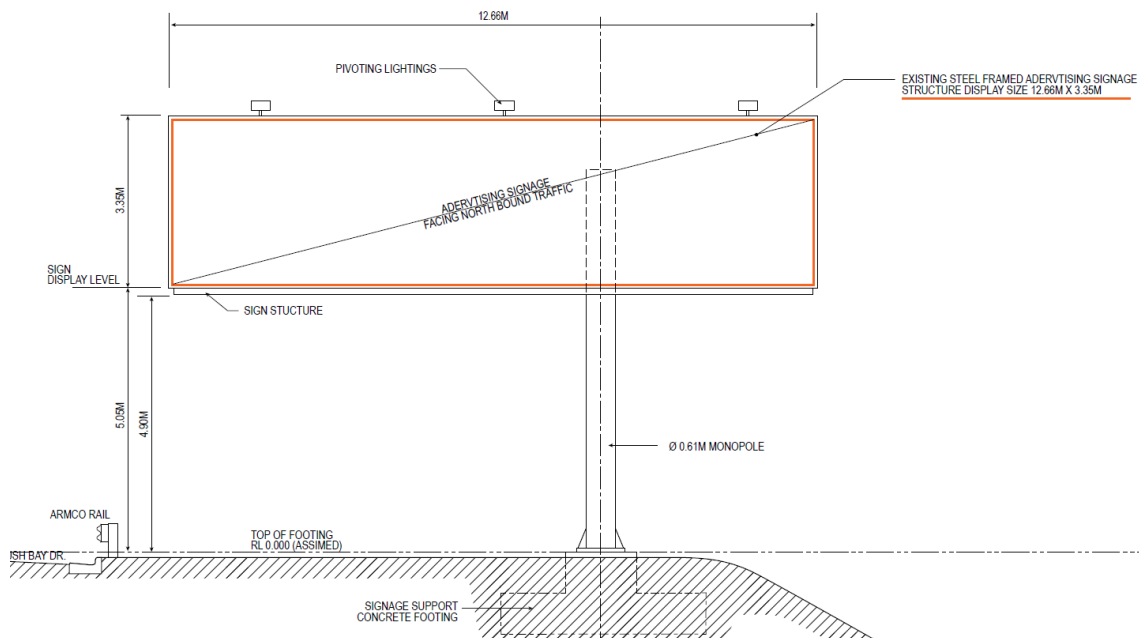


Figure 10: South West Elevation (Source: JCDecaux)

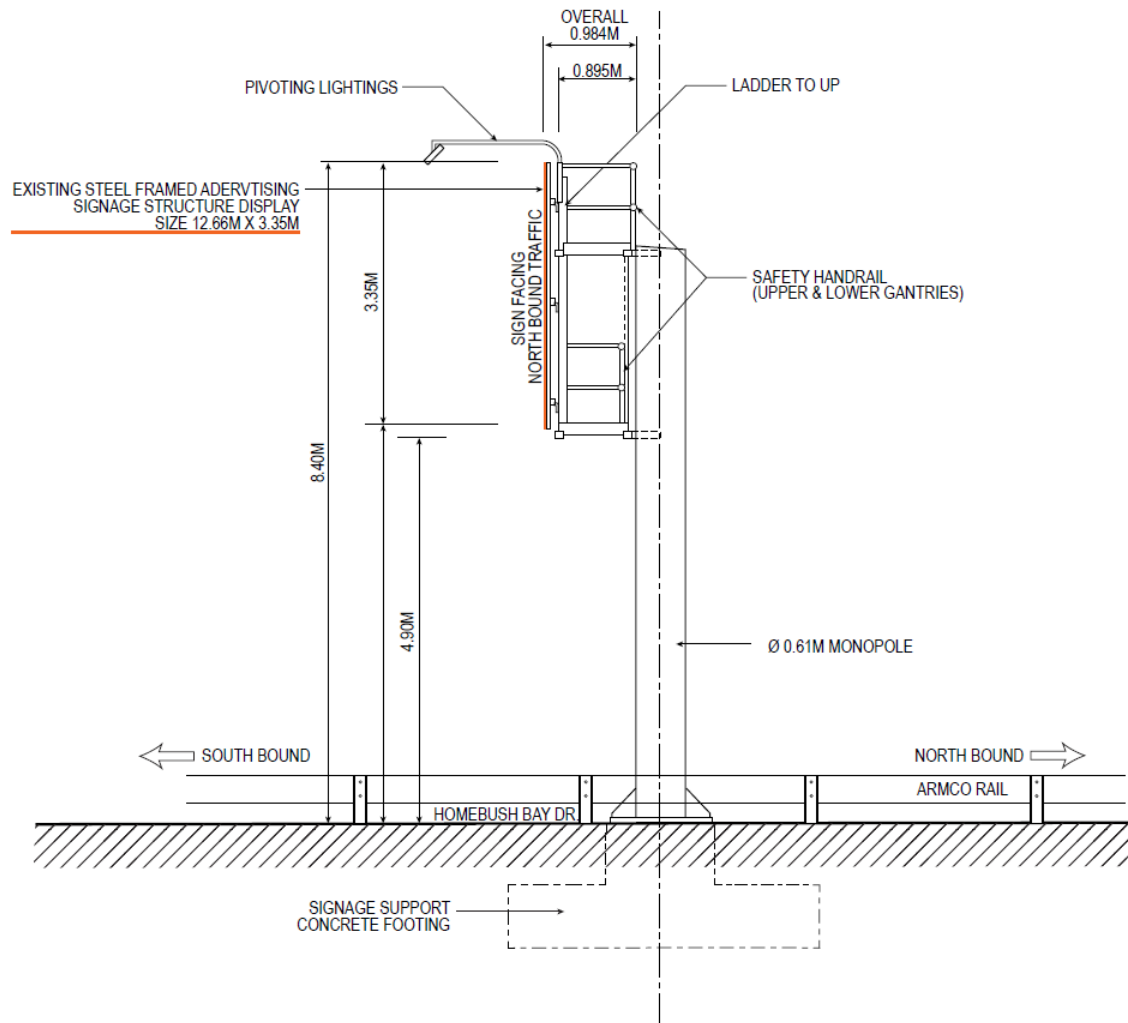


Figure 11: South East Elevation (Source: JCDecaux)

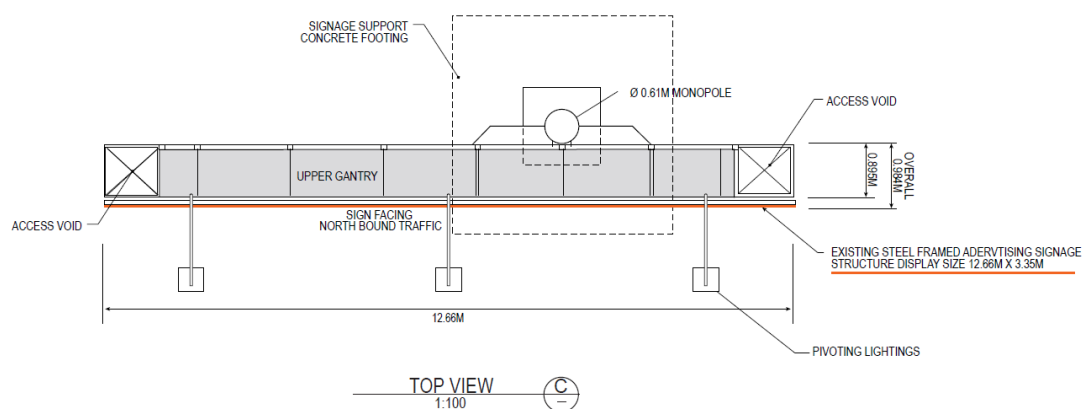


Figure 12: Top View (Source: JCDecaux)



Figure 13: Homebush Bay Drive northbound approach (Base source: JCDecaux)

4.1 Signage Operation and Management

JCDecaux will implement content controls for the signage, including:

- no tobacco products
- no overtly religious advertising
- no advertising that contains overt and sexually graphic images
- no pornography and illegal drugs

Further, all advertising copy material will comply with the following:

- Australian Advertising Industry Code of Conduct
- The Outdoor Media Association (OMA) Code of Conduct

Advertising material will be changed approximately once a month, during daylight hours and generally within the afternoon period.

4.2 Access and Maintenance

As outlined within the Structural Engineering Statement (Appendix 5), the existing walkways at the back of the sign will be used to change the advertisements on the structure. JCDecaux will be responsible for maintenance of the signage structure.

Maintenance of the structure will be undertaken by employees/representatives of JCDecaux during the night to protect the below road environment. The sign is equipped with an access ladder (via the monopole) and platform for the ability to maintain the asset and update the campaign creatives.

5 Statutory Planning Framework

5.1 Environmental Planning and Assessment Act 1979

Crown Development

As the Applicant is a public authority, the subject application is a Crown Development Application pursuant to Part 15 Section 294 of the EP&A Regulations and Part 4 Division 4.6 of the EP&A Act.

Integrated Development

Under section 4.44 of the EP&A Act, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown DAs (other than development that requires a heritage approval). On this basis, the subject application is not integrated development.

Objects of the Act

The proposal is consistent with the objects of the EP&A Act as it is considered to promote the orderly and economic use and development of land without resulting in an adverse impact on the environment. Detailed assessment against the objects of the EP&A act is provided below.

Objective	Comment
(a) <i>To promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources,</i>	The development promotes the social and economic welfare of the community by generating revenue to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.
(b) <i>to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,</i>	This SEE provides information on the relevant economic, environmental and social impacts of the proposed development to enable the consent authority to undertake a thorough environmental assessment and assist in its decision-making on the application.
(c) <i>to promote the orderly and economic use and development of land,</i>	The development promotes the orderly and economic use of the land by proposing an advertising sign within an established road corridor. This will provide public benefits including the generation of revenue that contributes to improving and maintaining the TfNSW road network.
(d) <i>to promote the delivery and maintenance of affordable housing,</i>	Not applicable. Affordable housing does not form part of this application.
(e) <i>to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,</i>	The development is not identified on the NSW Spatial Viewer Biodiversity Values Map and therefore, is not likely to impact on any threatened species or other species of native

Objective	Comment
	animals and plants, ecological communities and their habitats.
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	<p>There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the proposal.</p> <p>It is noted the following state and locally listed heritage items are within proximity to the site. However, given the significant distance, topography and built form elements between the sign, it is unlikely the sign will be visible from these items:</p> <ul style="list-style-type: none"> • State heritage item no 01295 'Hall of Champions (collection)' – approximately 450m from the site • Local heritage item I63 (Former Ford Factory Building – Brick Façade) – approximately 342m from the sign • Item I52 Wentworth Hotel – approximately 350m from the sign • Conservation Area C6 (Welfare Street Conservation Area, Inter-war bungalow style group) – approximately 256m from the sign <p>Heritage impacts are further discussed in sections 5.2, 5.6.2 and 6.3.</p>
(g) <i>to promote good design and amenity of the built environment,</i>	The development is located within an established road corridor. The design of the sign is not proposed to change, and the structures will continue to promote a high quality design that does not have an adverse impact on the amenity of the surrounding area.
(h) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	The development will be maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to health and safety, construction and maintenance.
(i) <i>to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	This SEE is submitted to DPHI to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPHI to other State agencies and Council for further assessment and comment.
(j) <i>to provide increased opportunity for community participation in environmental planning and assessment.</i>	As part of DPHI's assessment of the application, the SEE will be made publicly available and the community, Council and

Objective	Comment
	State agencies will be invited to provide comment via a submission on the proposal.
	Any submissions received will be addressed as part of a Response to Submissions Report.

Table 4: Assessment against Objectives of the EP&A Act

Matters for Consideration

This section of the report provides the planning assessment against the key statutory environmental planning instruments and Development Control Plan relevant to the proposal. The following detailed assessment of the proposal is provided which is based on the heads of consideration contained in section 4.15 of the EP&A Act.

Relevant Provision	Comment
(a) <i>the provisions of:</i>	
(i) <i>any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 5.
(ii) <i>any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	The relevant proposed environmental planning instruments are addressed at Section 5
(iii) <i>any development control plan, and</i>	The <i>Strathfield Consolidated Development Control Plan 2005</i> (SDCP 2005) is addressed at Section 5.7.
(iiia) <i>any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and</i>	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) <i>the regulations (to the extent that they prescribe matters for the purposes of this paragraph),</i>	The application is consistent with the relevant matters of the EP&A Regulation.
(v) <i>(Repealed)</i>	N/A
(b) <i>the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,</i>	The impacts of the proposal are addressed in Section 6.
(c) <i>the suitability of the site for the development,</i>	Site suitability is addressed at Section 6.6.

Relevant Provision	Comment
(d) any submissions made in accordance with this Act or the regulations,	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e) the public interest.	Public interest is addressed at Section 6.7.

Table 5: Section 4.15(1) assessment

5.2 Heritage Act 1977

The *Heritage Act 1977* makes provisions to conserve the State's environmental heritage. It provides for the identification, registration and protection of items of State heritage significance and constitutes the Heritage Council of New South Wales.

The site is not listed on the State Heritage Register. Given this, the proposed works do not require referral to Heritage NSW under S.60(1) of the *Heritage Act 1977*.

The site is however, located approximately 450m south of the 'Hall of Champions' State heritage item, which is listed as item no.01295 on the State Heritage Register. The item is located within the building west. The location of the sign relative to the state heritage item is shown on the figure below.

The proposed signage structure will not impact this State heritage item given:

- the heritage item is located inside of a building and therefore will not have views of the sign
- the building façade containing the heritage item will not have views of the sign due to the significant distance (450m southeast), topography of the land, vegetation and built form elements



Figure 14: Location of the subject site and State heritage item (Base source: Near Maps)

5.3 Roads Act 1993

The Roads Act 1993 (Roads Act) aims to provide a legislative framework for the management, construction, and maintenance of public roads to ensure safety, efficiency, and accessibility for the public.

The proposal does not comprise any works identified within 138 (1) and therefore approval is not required under Section 138 of the Roads Act 1993:

138 Works and structures

- 1) A person must not—
 - a) erect a structure or carry out a work in, on or over a public road, or
 - b) dig up or disturb the surface of a public road, or
 - c) remove or interfere with a structure, work or tree on a public road, or
 - d) pump water into a public road from any land adjoining the road, or
 - e) connect a road (whether public or private) to a classified road, otherwise than with the consent of the appropriate roads authority. Maximum penalty—10 penalty units

5.4 Environmental Planning and Assessment Regulation 2021

As outlined within the table below, the proposal is compliant with the relevant matters of EP&A Regulation.

Relevant Provision	Comment
<i>Section 23 Persons who may make development applications</i>	<ul style="list-style-type: none"> The DA accompanies written consent from the owner of the land (Appendix 8).
<i>Clause 24 Content of development applications</i>	<ul style="list-style-type: none"> The proposal is in the approved form, contains the relevant information and will pay the relevant fees post lodgement It is presumed DPHI, as the consent authority will provide Strathfield Council a copy of the DA.
<i>Clause 25 information about concurrence or approvals</i>	<ul style="list-style-type: none"> Concurrence is not explicitly required as part of the DA.
<i>Clause 36 Consent authority may request additional information from the application</i>	<ul style="list-style-type: none"> The Applicant will appropriately respond to any additional information request issued.
<i>Clause 294 Crown development</i>	<ul style="list-style-type: none"> The proposal is on behalf of a public authority and therefore clause 294(a) applies.

Table 6: Assessment against the EP&A Regulation

5.5 State Environmental Planning Policies

The proposal has been designed with regard to the objectives and standards of the relevant planning instruments and policies that apply to the site. Under the provisions of the EP&A Act, the key applicable state environmental planning policies are:

- State Environmental Planning Policy (Industry and Employment) 2021*
- State Environmental Planning Policy (Transport and Infrastructure) 2021*

The application of the above plans and policies is discussed in detail in the following sections of this SEE.

5.5.1 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 – Advertising and Signage

Chapter 3 of the Industry and Employment SEPP aims to ensure that advertising and signage is well located, compatible with the desired amenity of an area and of high quality. Chapter 3 applies to all signage, advertisements that advertise or promote any goods, services or events and any structure that is used for the display of signage.

Regardless of permissibility under the SLEP 2012, the proposed application is permissible with consent under Section 3.14(1)(b)(iii) of the Industry and Employment SEPP as it is for an advertisement on behalf of TfNSW on land managed by TfNSW and within 250m of Homebush Bay Drive which is a classified road.

Further, under Section 3.10(d)(iii) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is for an advertisement displayed on land managed by TfNSW.

A comprehensive assessment against the provisions of Chapter 3 of the Industry and Employment SEPP that apply to the development is provided at Appendix 1.

Schedule 5 Assessment

Section 3.6 of the Industry and Employment SEPP requires the consent authority to assess the proposal against the criteria within Schedule 5 prior to granting consent to carrying out of any development on that land. An assessment of these matters is provided in the table below.

Schedule 5	Comment	Compliance
1. Character of the Area		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<ul style="list-style-type: none"> As discussed in Section 2, the surrounding locality has remained relatively unchanged since the original approval. 	Yes
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none"> The proposed continued operation of the approved sign is therefore considered to remain consistent with the character of the area. The signage is appropriately located within a highly frequented road corridor in an urbanised area. The scale of the signs is in keeping with surrounding development and it will continue to sit comfortably within the urbanised locality. There is no particular theme for outdoor advertising in the area. 	Yes
2. Special Areas		

Schedule 5	Comment	Compliance
<p><i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i></p>	<ul style="list-style-type: none"> • The existing advertising sign is not visible from any environmentally sensitive areas, waterways or rural landscapes. • As discussed in Section 5.2, the proposal is in proximity to three items of heritage significance (1x local heritage item, 1x local heritage conservation area, 1x state heritage item). • However, these items do not have views of the sign given the significant distance from the sign to each item, topography and built form elements screening the site. • Therefore, the extension of duration of the sign will have no adverse heritage impacts. • The existing advertising sign may be partially visible from a small number of residential properties located in apartments southwest of the site on Marlborough Rd and Courallie Ave Homebush West. • Minimal visual impacts are anticipated for the following reasons: <ul style="list-style-type: none"> ○ there is considerable distance between these properties and the site ○ the immediate environment is highly urbanised and includes a busy transport corridor where signage is not uncommon ○ views towards the sign are obstructed by: <ul style="list-style-type: none"> - elevated road corridors (Century Drive and Homebush Bay Drive) and frequent vehicular traffic - large directional signage on Marlborough Road - existing built form, dense vegetation, power poles and powerlines - orientation of dwellings (properties are not directly orientated towards the signage) • The existing advertising sign is adjacent to a publicly accessible shared path. The sign is 	<p>Yes</p>

Schedule 5	Comment	Compliance
	predominantly screened by existing mature vegetation and therefore the visual impacts on the shared path is insignificant.	
3. Views and vistas		
Does the proposal obscure or compromise important views?	<ul style="list-style-type: none">The proposal does not obscure or compromise any important views as it is located on an arterial road corridor.The proposal is located on the eastern side of Homebush Bay Drive.The proposal is significantly smaller than the adjacent overhead powerline, trees, light poles and therefore, does not dominate the skyline or reduce the quality of vistas.The proposal does not conflict with the viewing rights of other advertisers as there are no nearby advertising signs that are visible from the site.	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?		Yes
Does the proposal respect the viewing rights of other advertisers?		Yes
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<ul style="list-style-type: none">the advertisement is flat and is mounted on a monopole.the scale, proportion and form of the sign is appropriate as the proposal is located wholly within a highly frequented arterial road corridor and does not protrude into the road reservethe proposal enhances the visual interest along the Homebush Bay Road through the display of high-quality advertisements	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?		Yes
Does the proposal reduce clutter by rationalizing and simplifying existing advertising?		Yes
Does the proposal screen unsightliness?		Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?		Yes
Does the proposal require ongoing vegetation management?		No
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	<ul style="list-style-type: none">The sign is compatible with the scale, proportion and characteristics of the site given it consists of an urban environment	Yes

Schedule 5	Comment	Compliance
Does the proposal respect important features of the site or building, or both?	and transport corridor and is significantly smaller than adjacent overhead powerline structure and powerlines, trees, light poles.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	<ul style="list-style-type: none"> The installation of baffles is a mitigates illumination impacts on the site and surrounding locality and therefore important features are respected and maintained. The location of the advertising sign is appropriate as the sign will continue to enhance visual interest along Homebush Bay Drive through the display of high-quality advertisements. 	Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	<ul style="list-style-type: none"> JCDecaux will implement content controls for the signage, including: <ul style="list-style-type: none"> no tobacco products no overtly religious advertising no advertising that contains overt and sexually graphic images no pornography and illegal drugs all advertising copy material will continue to comply with the following: <ul style="list-style-type: none"> Australian Advertising Industry Code of Conduct The Outdoor Media Association (OMA) Code of Conduct. a compliant operator logo will remain at the bottom right of the signs and within the confines of the structure no safety devices, platforms or lighting devices is proposed 	Yes
7. Illumination		
Would illumination result in unacceptable glare?	<ul style="list-style-type: none"> A Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4 and concludes the existing externally illuminated pylon complies with all relevant requirements of AS4282, the Transport Guidelines and SEPP Industry and Employment. In complying with the above requirements, the externally illuminated pylon signage will not result in unacceptable glare nor 	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?		Yes
Would illumination detract from the amenity of any residence or other form of accommodation?		Yes
Can the intensity of the illumination be adjusted, if necessary?		N/A

Schedule 5	Comment	Compliance
<i>Is the illumination subject to a curfew?</i>	shall it adversely impact the safety of pedestrians, residents, or vehicular traffic. <ul style="list-style-type: none"> • Additionally, the signage will not cause any unacceptable amenity impacts to nearby residential dwellings or accommodation. • Therefore, adjustment of the illumination and a curfew is not required. 	N/A
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	<ul style="list-style-type: none"> • The Signage Safety Assessment prepared by TTPP confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists. • The proposal does not obscure sightlines from public areas. 	Yes
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>		
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>		

Table 7: Schedule 5, SEPP (Industry and Employment) 2021 consideration

5.5.2 Transport Corridor Advertising and Signage Guidelines 2017

The *Transport Corridor Outdoor Advertising and Signage Guidelines* (Signage Guidelines) sets out a best practice approach for the planning and design of outdoor advertisements in transport corridors in NSW.

The Signage Guidelines have been established to compliment the provisions of the Industry and Employment SEPP. The DA for any advertising sign that is located in, or adjacent to, a transport corridor to demonstrate how the proposal addresses the Signage Guidelines.

An assessment against the criteria within Signage Guidelines is provided at Appendix 6 and demonstrates the proposal is consistent with:

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Freestanding Signage Criteria
- Road Safety (refer Section 6)
- the Public Benefit Test (refer Section 6)

5.5.3 State Environmental Planning Policy (Transport and Infrastructure) 2021

Chapter 2 of *State Environmental Planning Policy (Transport and Infrastructure) 2021* (Transport and Infrastructure SEPP) identifies the environmental assessment category into which different types of infrastructure and services development fall.

Chapter 2 also identifies those matters that are to be considered in the assessment of development that is adjacent to particular types of infrastructure, including development in and adjacent to road corridors.

An assessment against the relevant provisions of the Transport and Infrastructure SEPP is provided in the table below.

Section	Comment	Compliance
2.119 Development with a frontage to a classified road		
(1) <i>The objectives of this section are—</i> (a) <i>to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i> (b) <i>to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i>	<p>The proposal comprises development with frontage to Homebush Bay Drive which is classified as a State classified road (No. 200).</p> <p>The assessment contained in the SEE and supporting reports concludes that the proposed signage will not compromise safety for road users in the vicinity.</p>	Yes
(2) <i>The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—</i>	A SSA has been prepared as part of the application and is included at Appendix 3.	
(1) <i>where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i>	The SSA considers the ongoing operation and function of Homebush Bay West in context to the proposal and concludes that the proposed sign is acceptable from a road safety perspective.	
(2) <i>the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</i> (i) <i>the design of the vehicular access to the land, or</i> (ii) <i>the emission of smoke or dust from the development, or</i> (iii) <i>the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</i>	Road safety is further discussed at Section 6.1.	
(3) <i>the development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicle emissions within the site of the development arising from the adjacent classified road</i>		

Table 8: Transport and Infrastructure SEPP assessment

5.6 Strathfield Local Environmental Plan 2012

The SLEP 2012 is the principal Environmental Planning Instrument applicable to the land.

5.6.1 Zoning and permissibility

The existing advertising sign is located on land zoned SP2 Infrastructure Zone under the SLEP 2012.

Signage is permissible with consent in the SP2 zone under the SLEP 2012 as it is *ordinarily incidental or ancillary* to the road corridor given it will generate revenue to maintain and improve TfNSW infrastructure.

The signage is also permissible with consent under Clause 3.14(1)(b)(iii) of the Industry and Employment SEPP as the advertisement is by or on behalf of TfNSW and on land managed by TfNSW within 250 metres of a Homebush Bay Drive (classified road no 200).

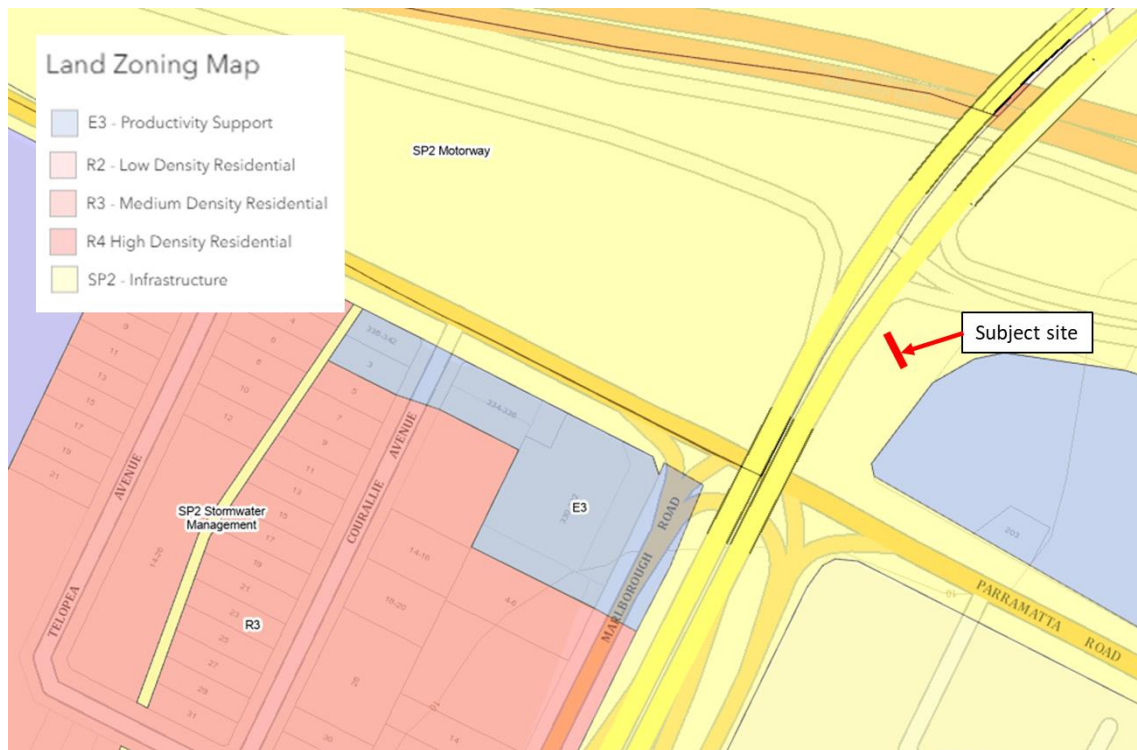


Figure 15: Land use zoning map (Source: Spatial Viewer)

5.6.2 Heritage

The site is not identified as or located adjacent to any heritage items or heritage conservation areas under Schedule 5 of the SLEP 2012.

As identified within the table and figure below, the site is in proximity to two local heritage items and one heritage conservation area listed under the SLEP 2012. The proposal is not visible from these items/areas and therefore, the extensions of the signs duration will have no adverse heritage impacts. Therefore, Section 5.10(5)(c) does not apply.

Heritage type	Listing on SLEP 2012	Distance from site	Proposals impact?
Local heritage item	'Former Ford Factory Building - Brick Façade' – Item 63	240m west	<ul style="list-style-type: none"> No impact. Item 63 is setback 10m from the property boundary. Built form runs along the eastern boundary which obstructs views of the sign.
Local heritage item	Wentworth Hotel – Item 62	350 east	<ul style="list-style-type: none"> No impact. Three storey development west of item 63 blocks views of the sign.
Local heritage conservation area	Welfare Street Conservation Area, Inter-War bungalow style group' – Conservation no C6	270 east	<ul style="list-style-type: none"> No impact. Warehouse development at 201 Parramatta Road, Homebush West blocks views of the sign.

Table 9: Heritage in proximity to the site (Source: SLEP 2012)

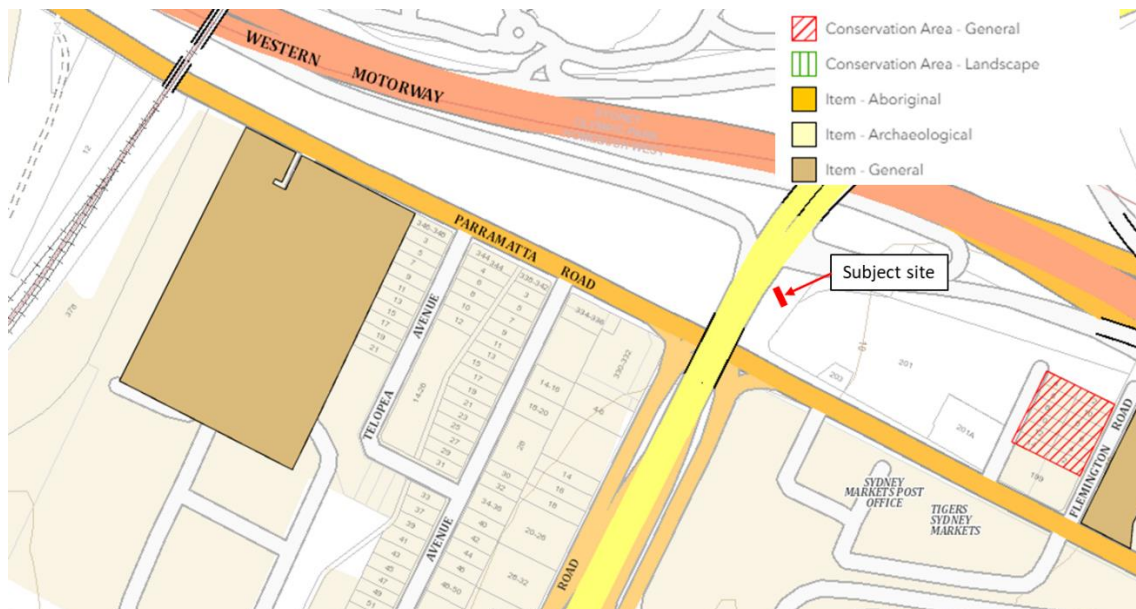


Figure 16: Heritage map (Source: Spatial Viewer)

5.7 Strathfield Consolidated Development Control Plan 2005

The proposal is generally in compliance with the aims, objectives and key provisions of the DCP. In areas of non-compliance the proposal has been well justified as detailed in this SEE.

An assessment of the proposal against the relevant provisions of the DCP is provided in the table below:

Provision	Comment	Complies
Part J – Advertising Signs and Structures		
1.3 Objectives of Part J		
<p>(1) <i>To encourage signage which complements the dominant urban character of an area, including the built and landscape character.</i></p> <p>(2) <i>To provide guidelines for the display of advertisements and ensure that outdoor advertising:</i></p> <p>(a) <i>conveys an advertiser's messages and images while complementing and conforming with the visual appearance of the building or structure on which it is displayed and the amenity of the surrounding environment;</i></p> <p>(b) <i>does not adversely affect the area in which it is located in terms of appearance, size, illumination, overshadowing, loss of amenity, or in any other way;</i></p> <p>(c) <i>does not lead to visual clutter through the proliferation of signs;</i></p> <p>(d) <i>is designed and installed to an acceptable level of safety and serviceability; and</i></p> <p>(e) <i>is designed to have minimal adverse impacts on driver or pedestrian safety</i></p> <p>(3) <i>To implement a plan which enables an assessment of the proposed advertisement to be made</i></p>	<ul style="list-style-type: none"> The proposal is consistent with the highly urbanised character of the area which consists of existing signage and a highly frequented transport corridor. The proposal does not result in any visual clutter as it is the only advertisement signage within the vicinity of the site. The SSA (Appendix 3) and LIA (Appendix 4) conclude the proposal will not result in any adverse safety or amenity impacts. This SEE includes maintenance regime details (Section 4.2) and Architectural Plans (Appendix 1) to assist with the assessment of this proposal. 	Yes
1.6 Matters for Consideration		
<p>(a) <i>The design of the sign including size, type of lettering and the language the sign is written in.</i></p> <p>(b)</p> <p>(i) <i>The visual appearance of the advertisement and whether it is appropriate to the general character of the area.</i></p> <p>(ii) <i>whether the advertisement will dominate or obscure other advertisements.</i></p> <p>(iii) <i>whether the advertisement is in proportion to the architectural features of the adjoining development.</i></p>	<ul style="list-style-type: none"> The proposal is consistent with the matters for consideration as the visual appearance of the advertisement is appropriate to the general character of the area given it is located along a busy arterial road corridor. As there are no advertisements visible from the proposal and no buildings in the immediate vicinity, the sign does not dominate or obscure other advertisements and buildings. The sign does not adversely impact the setting of any heritage 	Yes

Provision	Comment	Complies
<p>(iv) <i>whether the advertisement will dominate the building and whether the building would be a background frame for the proposed advertisement.</i></p> <p>(v) <i>whether the colours of the advertisement complement the colours of the building.</i></p> <p>(vi) <i>whether the advertisement respects buildings of heritage significance.</i></p> <p>(vii) <i>whether the supporting structure of the advertisement will be visually obtrusive and contribute to the streetscape clutter.</i></p> <p>(viii) <i>whether the advertisement would unduly attract a motor vehicle driver's attention.</i></p> <p>(ix) <i>whether the advertisement would dominate or obscure direction signing or identification signing.</i></p> <p>(x) <i>whether the advertisement would obscure a scenic view.</i></p> <p>(xi) <i>whether the advertisement would be an obstruction to vehicles and pedestrians.</i></p> <p>(xii) <i>whether the advertisement complies with traffic safety requirements.</i></p> <p>(xiii) <i>whether the advertisement is structurally safe.</i></p> <p>(c) <i>For a Class of Advertising Structure referred to in Schedule 1 take into consideration whether the structure complies with the requirements of Schedule 2.</i></p> <p>(d) <i>The number of existing signs on the building and adjacent buildings.</i></p>	<p>items and does not cause an obstruction to vehicles, pedestrians or any scenic views.</p> <ul style="list-style-type: none"> • The SSA (Appendix 2) confirms the proposal is acceptable from a traffic perspective. • The Structural Engineering Statement (Appendix 5) confirms the existing signage structure is structurally suitable for 25 years from 14 December 2023. • The monopole structure is not identified within Schedule 1. • The site is not located on a building or adjacent to any buildings. The closest building is 90m east of the site. 	

2.1 Signs in All Areas

Provision	Comment	Complies
i) Zoning <i>Table A indicates the types of signage which are permissible without Development consent, permissible only with development consent and prohibited within various zones under the Strathfield Local Environmental Plan (LEP 2012). Schedule 2 – Exempt Development of SLEP 2012 identifies those advertising signs and structures which do not require development consent.</i>	<ul style="list-style-type: none"> As outlined within Section 5.6.1, the proposal is permissible with consent under the: <ul style="list-style-type: none"> SLEP 2012; and Industry and Employment SEPP 	Yes
ii) General Appearance, Content and Maintenance Provisions <i>Council discourages signs prone to deterioration in appearance and may issue an Order under the EP&A Act for the removal of signage which is redundant, dilapidated, unsightly or objectionable</i>	<ul style="list-style-type: none"> The existing sign is consistent with this criteria as: <ul style="list-style-type: none"> JCDecaux will appropriately maintain the sign as outlined within Section 4.2 the sign will display high quality advertisements which generates visual interest along a busy road corridor 	
iii) Traffic and Pedestrian Safety <i>Advertisements, signs and advertising structures are not to be erected or displayed in a manner which obscures or interferes with road traffic signs or resemble a regulatory or road warning or direction sign, in colour, size, shape or wording. Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to the Roads and Maritime Services (RMS) for comment.</i>	<ul style="list-style-type: none"> The sign is located beyond the road corridor and therefore will not obscure sightlines, interfere or be mistaken as a road traffic sign. The SSA (Appendix 2) confirms the proposal will not result in any adverse traffic and pedestrian safety impacts. 	
v) Language <ul style="list-style-type: none"> All advertising signage must be displayed in English but may be translated in another language All translations must be accurate and complete Wording and/or numbers should be no greater than the English message. 	<ul style="list-style-type: none"> The existing sign will continue to display messages in English. 	
vii) Prohibited Advertisements <i>Development for the purpose of erecting or displaying any of the following types of advertisements and signs is prohibited:</i>	<ul style="list-style-type: none"> Not applicable – the sign will not result in any of the matters listed in (a)-(h). 	

Provision	Comment	Complies
<p>(a) roof sign or wall sign projecting above the roof or wall to which it is affixed;</p> <p>(b) flashing or moving signs or advertisements;</p> <p>(c) signs, not defined as a temporary sign, made of canvas, fabric, similar sheet material, or any type of airborne sign except a temporary sign;</p> <p>(d) fly posters;</p> <p>(e) signs affixed to the surface of a public footway or public roadway;</p> <p>(f) signs which may obscure, obstruct or interfere with any road traffic signs or motorist vision or otherwise adversely affecting road safety;</p> <p>(g) signs prohibited under the Tobacco Advertising Prohibition Act 1992, or any other Act;</p> <p>(h) signs other than a business identification sign, directional sign, real estate sign or temporary sign within the R2 – Low Density Residential, R3 – Medium Density Residential and R4 – High Density Residential zones .</p>		
2.5 Special Use and Open Space Areas		
<p>The aims of Part J relating to special use and open space are as follows:-</p> <p>(i) permit advertisements and advertising structures only where the applicant shows a justifiable need.</p> <p>(ii) ensure the amenity of the area will not be detrimentally affected.</p> <p>Performance Criteria</p> <p>(1) Council permits the erection of advertising structures and signs on open space land only where it has frontage to a classified road, the distance between the classified road and any part of the advertising structure is not greater than 5 metres and the distance between advertising</p>	<ul style="list-style-type: none"> As outlined within Section 5.6.1, the site is zoned SP2 Classified Road under the SLEP 2012 and the proposal will therefore be assessed on its merits. As outlined within Public Benefit Statement (Appendix 4), there is significant need to continue the operation of the sign as it will generate revenue used to support essential TfNSW services including: <ul style="list-style-type: none"> road infrastructure maintenance network management road user compliance activities road safety programs The installation of baffles is a mitigates illumination impacts and is a position outcome for the site. 	Yes

Provision	Comment	Complies
<p><i>structures is not less than 100 metres.</i></p> <p>(2) <i>All signs in Special Use and Open Space zones will be considered on their merits relative to these aims.</i></p>		

Table 10: DCP Assessment

6 Environmental Planning Assessment

As outlined below, the assessment finds there are no adverse impacts as a result of the renewal of the existing sign.

6.1 Road safety

A Signage Safety Assessment (SSA) has been prepared by TTPP Transport Planning (Appendix 2). The SSA considers the signage exposure and road accident history and has been prepared having considered the requirements for road safety set out in the Signage Guidelines and Industry and Employment SEPP.

It is noted the road transitions from Centenary Drive to Homebush Bay Drive and that the sign is located in the middle of this change. The SSA has referenced the site as adjacent to 'Centenary Drive' where as this SEE references the site as adjacent to Homebush Bay Drive.

6.1.1 Road environment

The existing road environment along Homebush Bay Drive in proximity to the proposal is summarised in the table below.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> Homebush Bay Drive is a State classified road (No. 200)
Speed limit	<ul style="list-style-type: none"> the speed limit on Homebush Bay Drive at this location is 80km/h.
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> the existing sign is located approximately 50m from the M4 stop line intersection
Road configuration and geometry	<ul style="list-style-type: none"> three northbound lanes with one slip lane onto the M4 Motorway three southbound lanes with one slip lane onto the M4 Motorway The nearest entry ramp to Homebush Bay Drive in the northbound direction is approximately 200m to the south, which is the entrance from Marlborough Road
Crash data	<ul style="list-style-type: none"> 9 crashes were reported in a 5 year period from 2019 to 2023 – none were fatal. all but one of the incidents occurred at a distance of 150m or greater from the sign. The sign would not be legible and is highly unlikely to be observed at this distance.
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> no pathways or cycle lanes are provided along Homebush Bay Drive
Parking	<ul style="list-style-type: none"> no stopping or car parking is permitted along the Homebush Bay Drive
Stopping sight distance (SSD)	<ul style="list-style-type: none"> 103m at 80km/hr.

Table 11 Existing road environment (Source: TTPP)

6.1.2 Signage exposure

The sign is visible to motorists on Centenary Drive travelling northbound. The northbound road configuration is shown within the figures below.



Figure 17: Aerial image (Source: TTPP)



Figure 18: Northbound road configuration (Source: TTPP)

The anticipated visible and readable distances from each lane to the sign are outlined within the table below.

Lane / ramp	Distance from the sign
Distance at which the sign is <u>partially</u> visible	
Lane 1 (through lane)	550m

Lane / ramp	Distance from the sign
Lane 2 (through lane)	480m
Lane 3 (through lane)	370m
Distance at which the sign is <u>fully</u> visible	
On-ramp from Marlborough Road	280m
Lane 1	280m
Lane 2	210m
Lane 3	180m
Distance at which the sign is <u>readable</u>	
All lanes	110m

Table 12: Visible and readable distances from each lane to the sign (Source: TTPP)



Figure 19: Northbound Approach Sign Exposure – On-ramp (Source: TTPP)



Figure 20: Northbound Approach Sign Exposure - Lane 1 (Source: TTPP)



Figure 21: Northbound Approach Sign Exposure - Lane 2 (Source: TTPP)



Figure 22: Northbound Approach Sign Exposure - Lane 3 (Source: TTPP)

6.1.3 Road accident history

In determining the road accident history in proximity to the site, the SSA has relied upon crash data provided by TfNSW for the 5-year period between 1 January 2019 and 31 December 2023.

The SSA confirms that, during this period:

- 1 crash was recorded within the readable distance of the sign (a rear end collision)
- 8 crashes were recorded within the visible distance of the sign comprising 4 rear end collisions and 1 lane change collision

All but one of the incidents occurred at a distance of 150m or greater from the sign from which the sign would not be legible and is highly unlikely to be observed.

A summary of the crashes and incident severity are shown in the figure below.

		Crash Severity (No. of Crashes)					
Crash Type	No. of Crashes	Fatality	Serious Injury	Moderate Injury	Minor Injury	Non-casualty (tow-away)	Uncategorised
	Within readable distance = 110m						
Rear End (RUM code 30)	1	0	0	0	0	1	0
Total	1	0	0	0	0	1	0
	Within visible distance = 550m						
Rear End (RUM code 30)	4	0	1	0	0	3	0
Lane Change (RUM code 35)	1	0	1	0	0	0	0
Other Same Direction (RUM code 39)	3	0	0	0	0	2	1
Total	8	0	2	0	0	5	1

Table 13: Crash type and severity

The location of the road accidents in proximity to the site is shown in the figure below.



Figure 23: Crash locations in the recent 5 year period

Based on the low volume of incidents within the readable distance, the SSA concludes the existing signage has not had a negative impact on road safety.

6.1.4 Stopping sight distance

Stopping Sight Distance (SSD) is the distance required to enable a normally alert driver travelling at the design speed on wet pavement to perceive, react and brake to a stop before reaching a hazard on the road ahead.

Based on the 80km/h applicable speed limit, TTPP calculated the SSD at 103m in accordance with the Austroads guide.

The nearest intersection stop line is 50m north of the sign and therefore within the SSD.

Notwithstanding, the existing sign is still considered appropriate as:

- The sign was approved under the same road environment conditions and the crash history (described above) indicates the sign has no negative impacts on road safety as only one crash occurred within the readable distance.
- As shown within the figure below, the traffic lights are visible from 360m. The sign is visible from 310m meaning, motorists will have sufficient reaction and braking time to stop safely on approach to the signalised intersection of Centenary Drive and the M4 Motorway.
- There are several examples of digital and static sign boards within minimum SSD's of signalised intersections which include:
 - Existing Digital Sign on King George Road, Beverley Hills
 - Existing Digital Sign on Pacific Highway, Gordon
 - Existing Sign on Devlin Street, Ryde
 - Existing Sign on Parramatta Road, Auburn
 - Existing Sign on Parramatta Road, Leichhardt



Figure 24: Traffic signals visible distance (Source: TTPP)

6.1.5 Road safety criteria – Signage Guidelines

The SSA includes an assessment of the proposal against the criteria for road safety set out under Section 3 of the Signage Guidelines.

Responses provided in the SSA in respect to the TfNSW Advertising Sign Safety Assessment Matrix and the Signage Guidelines are outlined the tables below respectively.

Sign Location Criteria	Response provided by TTPP	Compliance
Road clearance		

Sign Location Criteria	Response provided by TTPP	Compliance
<p>a. The advertisement must not create a physical obstruction or hazard. For example:</p> <p>i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?</p> <p>ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?</p> <p>iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</p>	<p>The sign does not physically obstruct any vehicle, pedestrian and cyclist movements as it is offset from the eastern side of Centenary Drive. There is no pedestrian footpath on either side of Centenary Drive.</p> <p>The sign is located 4.9m above the roadway and does not protrude laterally into the transport corridor, and therefore, would not be hit by trucks or wide vehicles.</p>	✓
<p>b. Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.</p>	<p>The base of the existing sign is located approximately 9m behind an RMS approved crash barrier and is therefore considered to be in an acceptable location.</p>	✓
<p>c. Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.</p>	<p>The lateral clearance with respect to dynamic deflection and working width for the existing static sign was previously approved by TfNSW</p>	✓
<p>d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.</p>	<p>The existing static advertising sign has been approved and designed in accordance with Australian Standards AS1170.2 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for the height of the sign board when under maximum vertical deflection.</p>	✓
Line of sight		

Sign Location Criteria	Response provided by TTPP	Compliance
a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.	The sign is significantly offset from the carriageway and does not obstruct the drivers' view of the road or pedestrians and cyclists.	✓
b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The sign does not obstruct pedestrian and cyclist's view of Centenary Drive as it is offset from the roadway against vegetation. Also, there are no pedestrian footpaths along Centenary Drive in the vicinity of the sign, so pedestrians are not expected to travel through this area	✓
c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.	The sign is offset from the carriageway in a manner that does not have the potential to give incorrect information about the road alignment. This is supported by Figure 2.4 to Figure 2.7.	✓
d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example: <ul style="list-style-type: none"> i. The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/ or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view. ii. The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a 	<p>The sign is positioned within a driver's line of sight. For drivers travelling in the northbound direction, the sign will be located on the other side of the carriageway (east side of Centenary Drive). However, the road is straight on approach such that the sign is within the driver's peripheral view for those travelling in the northbound direction. Drivers are not required to turn their head to view the sign.</p> <p>The height and distance of the sign away from the carriageway is unlikely to cause headlight reflection or glare.</p>	✓

Sign Location Criteria	Response provided by TTPP	Compliance
<i>curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</i>		
Proximity to decision making points and conflict points		
<p>a. <i>The sign should not be located:</i></p> <p>i. <i>less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</i></p> <p>ii. <i>less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment</i></p> <p>iii. <i>so that it is visible from the stem of a T-intersection.</i></p>	<p>As per Austroads Guide to Road Design part 4A, the minimum safe stopping distance (SSD) is based on the travel speed and gradient of the road. At this location, there is a posted speed limit of 80km/h.</p> <p>For the purpose of this assessment, an operating speed of 80km/h has been used to calculate the safe stopping sight distance. It is also the speed at which motorists were observed to be driving during the site inspection. According to the Austroads guide, the minimum safe stopping sight distance for an 80km/h speed zone is 103m.</p> <p>The existing sign is located 50m from the stop line of the signalised intersection with the M4 Motorway. Therefore, the sign would be located within the stopping sight distance of the intersection. However, the sign was originally approved under the same conditions and the crash history in Section 2.4 does not indicate that the existing static advertising sign has had a negative impact on road safety with only one crash within the readable distance.</p> <p>Further to this, the traffic signals are visible from 360m on approach, as shown in Figure 3.1. At this point, the proposed static sign will also be visible at 310m on approach, but not readable until 110m on approach. In this regard, motorists would have sufficient reaction and braking time to stop safely on approach to the signalised intersection of Centenary Drive and the M4</p>	<p>No, acceptable on merit</p>

Sign Location Criteria	Response provided by TTPP	Compliance
	<p>Motorway.</p> <p>Notwithstanding the above, there are several examples of digital and static sign boards located within the minimum safe stopping distance of signalised intersections. These examples are herein provided below.</p> <p>A digital sign is located on the north side of a pedestrian bridge above King Georges Road in Beverley Hills, as shown in Figure 3.2. The digital sign is located 55m north of the King Georges Road and Shorter Avenue signalised intersection. Given that King Georges Road has a speed limit of 60k m/h, the minimum SSD is 64 m as per the Austroads Guide Part 3. The Traffic Control Signal plan for the intersection indicates that there is a downhill slope of 6.1% on the approach to the digital sign (i.e. King Georges Road north approach). Applying a grade correction of an additional 8m to the SSD on King Georges Road north approach is 72 m. As such, the digital sign is located within the minimum SSD as shown in Figure 3.3.</p> <p>...Refer to SSA for minimum SSD examples...</p> <p>Based on the above, there are several instances where there are existing digital and static signage located less than the minimum safe stopping sight distance to traffic signals. Technically speaking, the above examples are also non-compliant with the Transport Corridor Outdoor Guidelines.</p> <p>However, like the existing static sign on Centenary Drive, these signs do not and would not be expected to cause an unsafe level of distraction for motorists on</p>	

Sign Location Criteria	Response provided by TTPP	Compliance
	<p>approach to the respective traffic signals.</p> <p>The sign is not visible from the stem of a T-intersection.</p>	
<p>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</p> <ul style="list-style-type: none"> i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher. 	<p>The existing static advertising sign is fixed on the east side of Centenary Drive. The sign does not obstruct a motorist's view of any traffic signals, signage, and other traffic hazards when travelling on Centenary Drive in the northbound direction.</p>	✓
Sign spacing		
<p>a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</p>	<p>There are no other large format static or digital signs within 150 m of the proposed static advertising sign facing traffic in the northbound direction.</p>	✓

Table 14: Sign location criteria – Section 3.2 of the Signage Guidelines (Source: TTPP)

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
Advertising signage and traffic control devices		
<p>a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.</p>	<p>A Variable Message Sign (VMS) is located approximately 400m prior to the existing static advertising sign as shown in Figure 3.12. There is also a traffic advisory signage located 160m prior to the existing static sign as shown in Figure 3.13. However, both of these signs are located on the opposite side of the carriageway to the proposed static sign, so there is no backdrop issue for either sign.</p>	✓
<p>b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example:</p> <ul style="list-style-type: none"> i. Could the advertisement be construed as giving 	<p>Details of the advertisements would remain consistent with the existing static advertising sign. It is noted that the sign would not display colours and shapes which could be mistaken for traffic signals. Notwithstanding</p>	✓

<p>instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</p> <p>ii. Does the advertisement imitate a prescribed traffic control device?</p> <p>iii. If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?</p>	<p>this, it is recommended that the content of the sign be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device</p>	
Dwell Time and Transition Time		
<p>a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below</p>	<p>The existing sign is not a digital advertising sign and will remain a static advertising sign.</p>	✓
<p>b. Dwell times for image display must not be less than:</p> <p>(i) 10 seconds for areas where the speed limit is below 80km/h</p> <p>(ii) 25 seconds for areas where the speed limit is 80km/h and over.</p>		✓
<p>c. Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.</p>		✓
<p>d. Digital signs must not contain animated or video/movie style advertising or messages of image failure, the default image must be a black screen</p>		✓
Illumination and reflectance		
<p>a. Luminance levels must comply with the requirements in Table 6 in Transport Corridor Outdoor Advertising and Signage Guidelines</p>	<p>Section 3.3.3 of the Guideline details assessment criteria to ensure that illumination and reflectance qualities of the sign do not cause a road safety hazard. It is understood that these criteria would be addressed in a separate specialist report prepared by a qualified consultant.</p>	✓
<p>b. The image displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.</p>		✓

Interaction and sequencing		
c. <i>The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.</i>	<i>The proposed sign is a static advertising sign and would not contain interactive technology or technology that enables opt-in direction communication with motorists.</i>	✓
d. <i>Message sequencing designed to make a driver anticipated the next message is prohibited across images presented on a single sign and across a series of signs</i>		✓

Table 15: Sign design and operation criteria - Section 3.3 of the Signage Guidelines (Source: TTPP)

6.1.6 Road safety summary

Road safety impacts have been comprehensively assessed as part of the application in accordance with the requirements of the Industry and Employment SEPP and the road safety criteria set out in the Signage Guidelines.

In summary the sign is acceptable from a road safety perspective given:

- will not obstruct and/or reduce visibility of any traffic control devices, signage, pedestrians or cyclists
- does not give incorrect information on the alignment of the road
- is located within the safe stopping distance to an intersection with the M4 Motorway. However, minimum visible distance of the sign from the intersection is greater than the safe stopping distance
- does not compromise safety for road users in the vicinity

6.2 Illumination

The proposed signs will continue to be illuminated at night with external floodlights that are fixed to the top of the signage.

A Lighting Impact Assessment has been prepared by Electrolight (Appendix 3) to assess compliance with the relevant illumination criteria under the:

- Industry and Employment SEPP
- NSW Transport Corridor outdoor Advertising and Signage Guidelines
- AS/NZS 4282:2023 Control of the obtrusive Effects of outdoor Lighting

The assessment considered the proposals impact on the nearest dwellings with potential views of the sign. These locations include:

- 4-10 Marlborough Road
- 6-12 Courallie Avenue
- 14-20 Courallie Avenue
- 5-9 Courallie Avenue

In summary, the LIA determines:

- The existing externally illuminated signage will operate at compliant maximum luminance levels:

Complying luminance levels for digital advertisements		
Lighting condition	Maximum permissible luminance (cd/m2)	Compliant
Day	N/A – OFF	✓
Night Time	79	✓

Table 16: Complying luminance levels for digital advertisements (Source: Electrolight)

- Baffles will be installed to comply with Threshold Increment and Upward Light Requirements for southbound drivers.
- The existing sign complies with all relevant requirements of AS4282, the Transport Guidelines and Industry and Employment SEPP.
- The sign will not result in unacceptable glare nor or adversely impact the safety of pedestrians, residents or vehicular traffic.
- The sign will not result in any unacceptable amenity impacts to nearby residential dwellings or accommodation.

6.3 Heritage

As discussed in Sections 5.2 and 5.6.2, the site has no statutory heritage listings, however is within proximity to a three local heritage items listed under Schedule 5 of the SLEP 2012 and one state heritage item listed on the *Heritage Act 1977*.

The assessment within Sections 5.2 and 5.6.2 conclude no adverse heritage impacts are anticipated as the sign cannot be viewed from the items of heritage significance given the:

- significant distance from the sign to the sites
- the highly urbanised environment comprising an established arterial road corridor, large directional signs, high density/warehouse uses and vegetation all screen the proposal

Therefore, it can be considered that there are no impacts on the heritage significance of surrounding heritage items and conservation areas.

6.4 Structural Integrity

A Structural Engineering Statement will be submitted post lodgement which assesses the signage structure in accordance with the relevant requirements.

6.5 Visual Impacts

The minor physical changes proposed mitigate illumination impacts (installation of baffles in accordance with the LIA recommendations) and the existing sign will remain oriented to northbound motorists travelling along Homebush Bay Drive.

Notwithstanding, an assessment of the visual impacts of the existing sign is outlined below.

Residential properties

There is a pocket of low-medium density residential dwellings located approx 170m southwest of the site characterised by:

- 4 storey residential flat buildings along the western side of Marlborough Road
- mixture of 3-4 storey residential flat buildings and dwellings on Courallie and Telopea Avenues (Figure 25 and 19).

Additionally, there are 2 development applications which have been recently approved in the vicinity of the proposal and are currently under construction (at the time of this report), including:

- DA 2020/106/2, approved for the construction of a 5 storey boarding house with 52 lodger rooms at 14 Marlborough Road, Homebush West (approximately 240m southwest of the proposal)
- DA 2017/194/3, approved for the construction of a 4-5 storey boarding house with 44 lodger rooms at 18 Marlborough Road, Homebush West (Approximately 270m southwest of the proposal)

It is expected that only the upper-level apartments of the properties located on Marlborough Road and the north facing apartments of the residential flat building at 6-12 Courallie Avenue will have partial views of the existing advertising sign.

However, visual impacts are predicted to be minimal due to the following reasons:

- there is considerable distance (approximately 170m) between these properties and the subject site
- the surrounding locality is highly urbanised, consisting of established arterial road corridors with limited visual quality
- existing mature vegetation and trees are located between Marlborough Road and Homebush Bay Drive, screening direct views of the sign from the residential properties
- there are numerous existing signage typologies in the area, including business identification, traffic and wayfinding signage. Specifically, there is a large wayfinding sign located on the eastern side of Marlborough Road, obscuring direct views towards the proposal from the properties on Marlborough Road

On this basis, a proposal to extend the duration of the existing sign is not expected to detract from the views of these residential properties.



Figure 25: View towards proposal from residential properties on Marlborough Road (Source: Keylan)



Figure 26: View towards proposal from RFB at 6-12 Courallie Avenue (Source: Keylan)

AMPOL Petrol Station– 334-336 Parramatta Road, Homebush West

A service station is located approximately 150m southwest of the advertising sign (334-336 Parramatta Road). This property is located on the southern side of the Parramatta Road corridor and a view from the site towards the existing advertising sign is shown at Figure 27 below.

While the service centre does have partial views of the existing advertising signage, visual impacts are expected to be minimal for the following reasons:

- the use of the site as a petrol station service centres are not considered to be a sensitive receiver given potential receivers from this viewpoint are transient
- an existing transmission line, light post and mature vegetation located on the northern side of Parramatta Road obscures direct views of the advertising sign
- the immediate environment to which the heritage item is located is highly urbanised and consists of a busy transport corridor where signage is common



Figure 27: View of proposal from service station on Parramatta Road (Source: Keylan)

Summary

This SEE has considered the visual impacts of the proposal and in summary, the proposal is assessed as having a minor and acceptable visual impact on the surrounding area, on the basis that:

- the proposal has negligible visual impacts on the nearest residential development and items of heritage
- the presence of mature trees, vegetation and the built form along the road corridor and the surrounding locality restricts views of the sign from surrounding land uses
- the proposal is integrated within the visual envelope of the Homebush Bay Drive corridor and does not dominate the skyline or reduce the quality of vistas as it is consistent with the height of surrounding traffic and road signage
- the advertising sign will enhance the visual interest of the Homebush Bay Drive corridor through the presentation of high resolution static advertisements
- the existing advertising sign is considered to remain appropriate for its setting as no structural or design changes are proposed and it will remain located within an established arterial road corridor

6.6 Site suitability

The site is a suitable location for the provision of advertising signage on the basis that:

- the proposal is compatible with the character of the area, noting that the advertising sign is located on an existing arteria road corridor
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive land uses as the sign is oriented and screened to ensure there are no tangible impacts
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of the Homebush Bay Drive in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items (subject to installation of baffles)
- the development fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

Further to the above, the site is an effective location for outdoor advertising that will generate revenue to the benefit of the local community. The public benefits of the proposal are discussed in further detail at Section 6.7.

6.7 Public benefit

In accordance with the Signage Guidelines, an application for advertising that is proposed by TfNSW is to demonstrate how the revenue raised from outdoor advertising is directly linked to a public benefit, such as road upgrades or amenity improvements along road corridors including landscaping, litter removal or vandalism and graffiti management.

A Public Benefit Statement prepared by TfNSW is included as part of the application (Appendix 4). The statement confirms that all revenue generated by the proposal will help fund essential TfNSW services to the benefit of the whole of NSW, including:

- road infrastructure maintenance
- network management
- road user compliance activities
- road safety programs

In addition to the above, the advertising signs provide affordable advertising space for road safety messages in prime locations, contributing to the reduction in the number of deaths on NSW roads.

Accordingly, the application addresses the public benefit test outlined in the Signage Guidelines through the provision of funding toward improvements to the TfNSW network and direct messaging to the community.

7 Conclusion

This SEE supports a DA to extend the duration of a static advertising sign on the eastern side of Homebush Bay Drive, Homebush West, for a further 15-year period.

The sign is visible to motorists travelling northbound along Homebush Bay Drive. The sign comprises an advertising display area of approximately 42.66m².

Following a detailed consideration of the proposal in its legislative and physical context, this SEE determines that the proposal:

- will have negligible impacts on the surrounding locality given consent is sought for the continued operation of existing approved signage and minor physical works are proposed which mitigate illumination impacts (installation of baffles in accordance with the recommendations of the LIA)
- meets the objectives of Chapter 3 of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 5 of the Industry and Employment SEPP
- demonstrates compliance with the criteria set out in the Signage Guidelines in regard to land use compatibility, freestanding signage and illumination requirements and the public benefit test
- is largely compliant with road safety requirements – areas of non compliance have been well justified
- will not impact on any items of European or Aboriginal heritage
- will be of high quality design and finish and will provide visual interest for motorists using Homebush Bay Drive
- will be in the public interest as the revenue that is generated by the advertising signage will be used by TfNSW to improve the network through projects such as road upgrades or amenity improvements along road corridors including landscaping, litter removal or vandalism and graffiti management

In consideration of the above, it is considered that the advertising sign will not have an adverse impact on the environment or on the safety of road users and therefore warrants approval.