

Statement of Environmental Effects

Existing Advertising Signage
TfNSW Pedestrian Bridge
Canterbury Road, Canterbury

September 2024,
amended November 2024

transport.nsw.gov.au

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Appendix 3	Signage Safety Assessment
Appendix 4	Lighting Impact Assessment
Appendix 5	Structural Feasibility Statement
Appendix 6	Public Benefit Statement
Appendix 7	Estimated Development Cost Statement
Appendix 8	Copy of existing Development Consent

Project Summary

Project Element	Summary of the project
Proposal	<ul style="list-style-type: none"> the proposal seeks to continue the operation of the two existing approved static internally illuminated advertising signs on the pedestrian bridge at Canterbury Road for a further 15-years no physical works are proposed to the two signage structures
Background	<ul style="list-style-type: none"> the two signs were approved by the Department of Planning, Housing and Infrastructure (DPHI) on 24/07/2009 (DA 068-05-2009) for a period of 15 years (refer Appendix 8) the consent therefore lapsed on 24/7/2024
Site Description	<ul style="list-style-type: none"> the signs are located on the north-eastern and south-western elevations of a TfNSW pedestrian bridge (-33.909560, 151.123013) the signs are oriented towards vehicles travelling north-east and south-west on Canterbury Road the site is located within the Canterbury-Bankstown LGA
Advertising Display Area	<ul style="list-style-type: none"> Signage structure dimensions: 22.68m x 1.98m per sign (44.9m²) Panel dimensions: 22.5m x 1.8m per sign (40.5m²) Logo area: 0.26m² per sign Advertising area: 45.17m² per sign (sign and logo)
Road Safety Impacts	<ul style="list-style-type: none"> a Signage Safety Assessment (SSA) has been prepared (Appendix 3) the SSA confirms the existing signage: <ul style="list-style-type: none"> the distance at which the sign is legible from both directions is approximately 110m is not located within the safe stopping distance to any key decision points or conflict points complies with the relevant road safety criteria will not compromise safety for road users
Lighting Impacts	<ul style="list-style-type: none"> a Lighting Impact Assessment (LIA) has been prepared (Appendix 4) the findings of the LIA demonstrate that if the existing signage operates in accordance with the maximum permitted luminance, it will not result in: <ul style="list-style-type: none"> unacceptable glare, nor shall it adversely impact the safety of pedestrians, residents or vehicular traffic any unacceptable amenity impacts to nearby residential dwellings, or accommodation or environmental receivers
Residential Impacts	<ul style="list-style-type: none"> the site is located in close proximity to low density residential properties, predominantly in the form of dwelling houses. an assessment of the visual impacts on these properties is provided at Section 6 which concludes that the continued operation of the existing signage is not anticipated to adversely impacts on nearby residential properties
Heritage Impacts	<ul style="list-style-type: none"> the site is located in proximity to a number of local heritage items no adverse impacts on these items are anticipated as a result of the continued operation of the sign and the sign will not compromise the significance, associated fabric, settings, or views further assessment is provided at Section 6
Public Benefit	<ul style="list-style-type: none"> a Public Benefit Statement prepared by TfNSW (Appendix 6) confirms the revenue will support essential TfNSW services
EDC	<ul style="list-style-type: none"> \$36,391.75

Table 1 Project Summary

1 Introduction

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

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(c) & (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 Department of Planning, Housing and Infrastructure (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 Development Application 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 proposed application 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 (DA 068-05-2009) was granted 24 July 2009 for a period of 15 years. Therefore, this consent lapsed on 24 July 2024. This application seeks to continue the operation of the existing approved advertising signage for a period of 15 years.

No physical works are proposed to the approved advertising structures. Given this, the estimated development cost is limited to consultant fees which totals \$36,391.75 (Appendix 7).

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

Supporting documentation	Appendices
SEPP & Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Signage Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Structural Feasibility Statement	Appendix 5
Public Benefit Statement	Appendix 6
Estimated Development Cost Statement	Appendix 7
Copy of existing Development Consent	Appendix 8

Table 2: List of Appendices

2 The Site and Locality

2.1 Site Description

The two existing signs are located on either side of the TfNSW Canterbury Road pedestrian bridge. The signs are oriented towards north-east bound, and south-west bound traffic.

The bridge allows pedestrians to safely cross Canterbury Road and also provides access to Canterbury Public School and Canterbury Girls High School from the residential areas on the southern side of the road (and vice versa).

Canterbury Road is a state classified road (no. 167) which travels in a general east-west direction. There are a number of intersections located in proximity to the signs as outlined below:

- Church Street (north) / Canterbury Road – 5m north of the site
- Unwin Street / Canterbury Road – 5m south-west of the site
- Church Street (south) / Canterbury Road – 20m south of the site
- Floss Street / Canterbury Road – 150m north-east of the site
- Minter Street / Canterbury Road – 200m south-west of the site

The context of the surrounding area is shown at Figure 1.

The pedestrian bridge as viewed from Canterbury Road north-east bound and south-west bound is shown at Figures 2 and 3.



Figure 1: Site context (Source: Near Maps)



Figure 2: Existing sign as seen from Canterbury Road – North-east elevation (Source: Keylan)



Figure 3: Existing sign as seen from Canterbury Road – South-west elevation (Source: Keylan)

2.2 Surrounding Locality

The existing advertising sign is located and visible within an established TfNSW road corridor. The surrounding locality comprises a mixed use character, consisting of:

- Canterbury Public School to the immediate north
- Canterbury Girls High School and low density residential development further north
- Vacant commercial premises and a mix of low and medium density residential development to the immediate east of the site along Canterbury Road
- Low density development to the south
- A mix of low density residential development and commercial/retail development to the south-west of the sign along Canterbury Road
- Low density development to the west along Unwin Street

A review of aerial and street view photography confirms that the surrounding locality has remained relatively unchanged since the original approval.

An aerial comparison of the site from 2010 to 2024 is provided at Figure 4 & 5 below. The area as viewed from the site today is provided at Figures 6 and 7.



Figure 4: Aerial view of the site in 2010 (Base source: Near maps)



Figure 5: Aerial view of the site in 2024 (Base source: Near maps)



Figure 6: View from the Canterbury pedestrian overpass looking south-west along Canterbury Road (Source: Keylan)



Figure 7: View from the Canterbury pedestrian overpass looking north-east along Canterbury Road (Source: Keylan)

2.3 Existing Road Environment

Canterbury Road is an established, arterial road corridor. At the location of the site the corridor comprises two lanes travelling north-east and two lanes travelling south-west. There is no stopping or standing of vehicles permitted on either side of Canterbury Road.

On approach to the site, a speed limit of 60km/hr applies in both directions.

On road cycling is permitted on Canterbury Road, however no formal cycling facilities are provided in this location.

3 Background

On 24 July 2009, the Minister for Planning granted approval to DA 68-05-2009 (original application) for the installation of two backlit static advertising structures and the display of advertisements on these structures on the north-east and south-west elevations of the pedestrian bridge on Canterbury Road.

The consent was granted for a period of 15 years from the date of commencement of consent. On this basis, the consent lapsed on 24 July 2024.

A copy of the original consent is provided at Appendix 8 and extracts of the approved plans are shown in Figures 8 and 9 below.

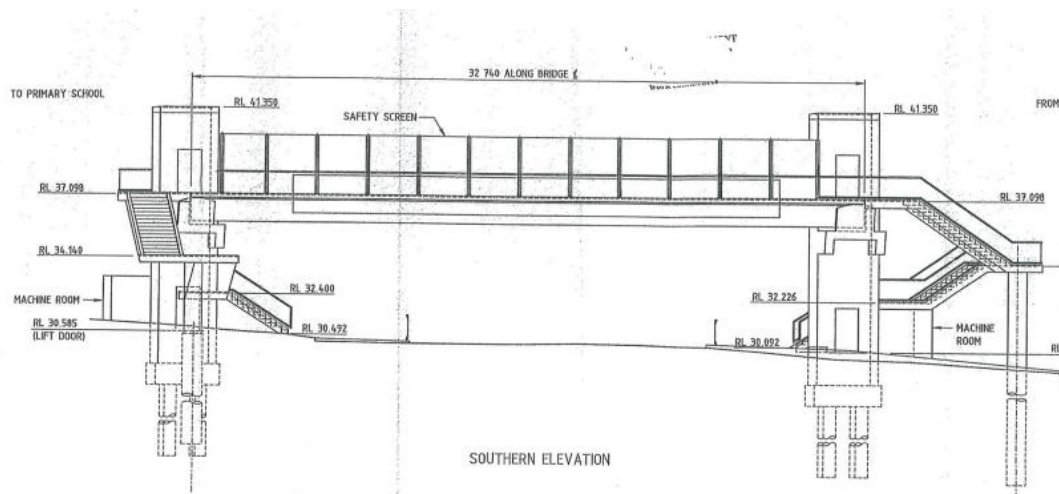


Figure 8: Stamped Plans – southern elevation (Source: DPHI)

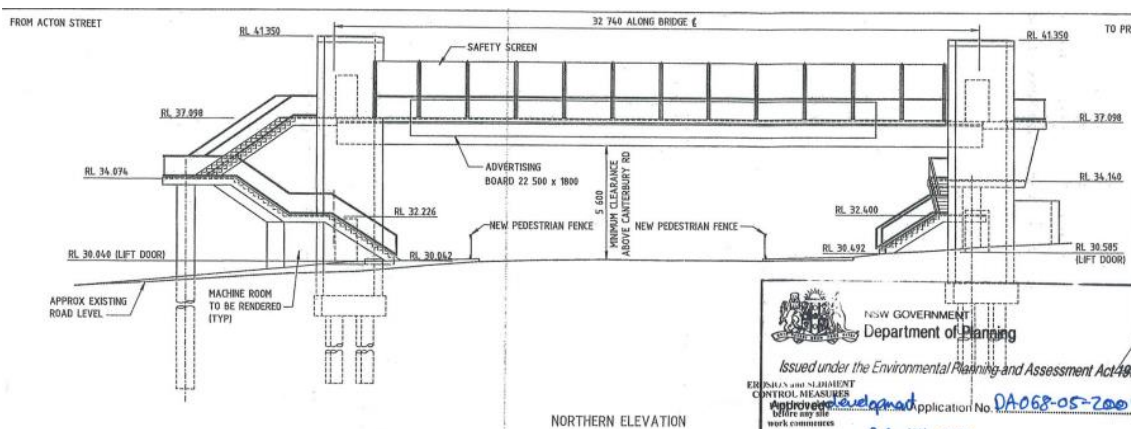


Figure 9: Stamped Plans – northern elevation (Source: DPHI)

4 The Proposal

The proposal seeks approval to continue the operation of the two existing static advertising signs on the TfNSW pedestrian bridge at Canterbury Road, Canterbury, for a further 15 year period.

The development is summarised in the table below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> on 24 July 2009, two static backlit signs on the pedestrian bridge were approved by the Department of Planning and Environment (now Department of Planning, Housing and Infrastructure) the proposal seeks to continue the operation of the existing approved advertising signage for a further 15 years no physical works are proposed to the signage structure
Signage location	<ul style="list-style-type: none"> the signs are located on the north-east and south-west elevations of the Canterbury Road pedestrian bridge located adjacent to Canterbury Public School
Advertising display area	<ul style="list-style-type: none"> 45.17m² (22.68m x 1.98m + 0.26m² logo)
Road clearance from ground level to the sign	<ul style="list-style-type: none"> 6.43m clearance from bottom of signage to existing ground level (Canterbury Road) it is noted the clearance of the bridge to the road is lower than the signage structures
Signage exposure	<ul style="list-style-type: none"> the sign on the north-eastern elevation is legible from a distance of 110m on the westbound approach the sign on the south-western elevation is legible from a distance of 110m on the eastbound approach
Consent time period	<ul style="list-style-type: none"> 15 years

Table 3: Development summary

Architectural drawings for the sign are shown in figures below and provided within the Architectural package at Appendix 2.

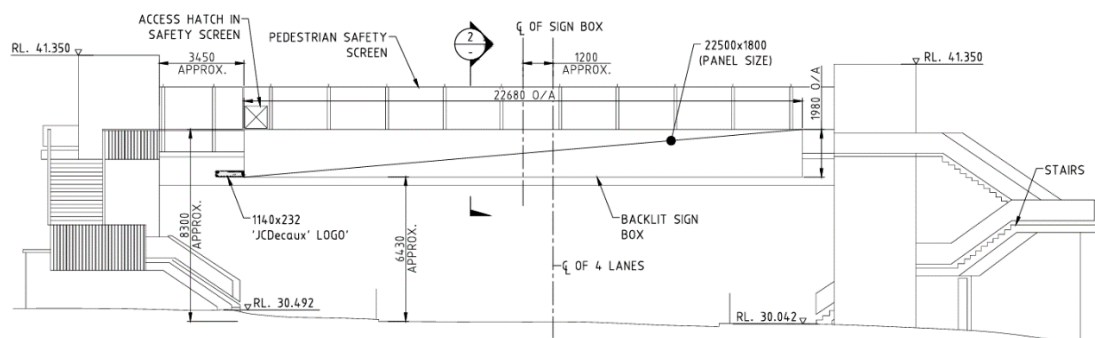


Figure 10: Sign elevation - west (Source: Dennis Bunt Consulting Engineers)

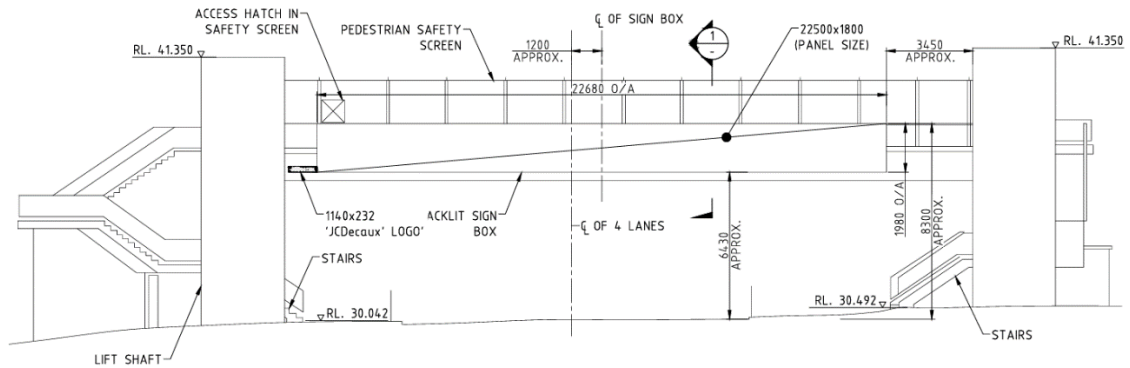


Figure 11: Sign elevation - east (Source: Dennis Bunt Consulting Engineers)

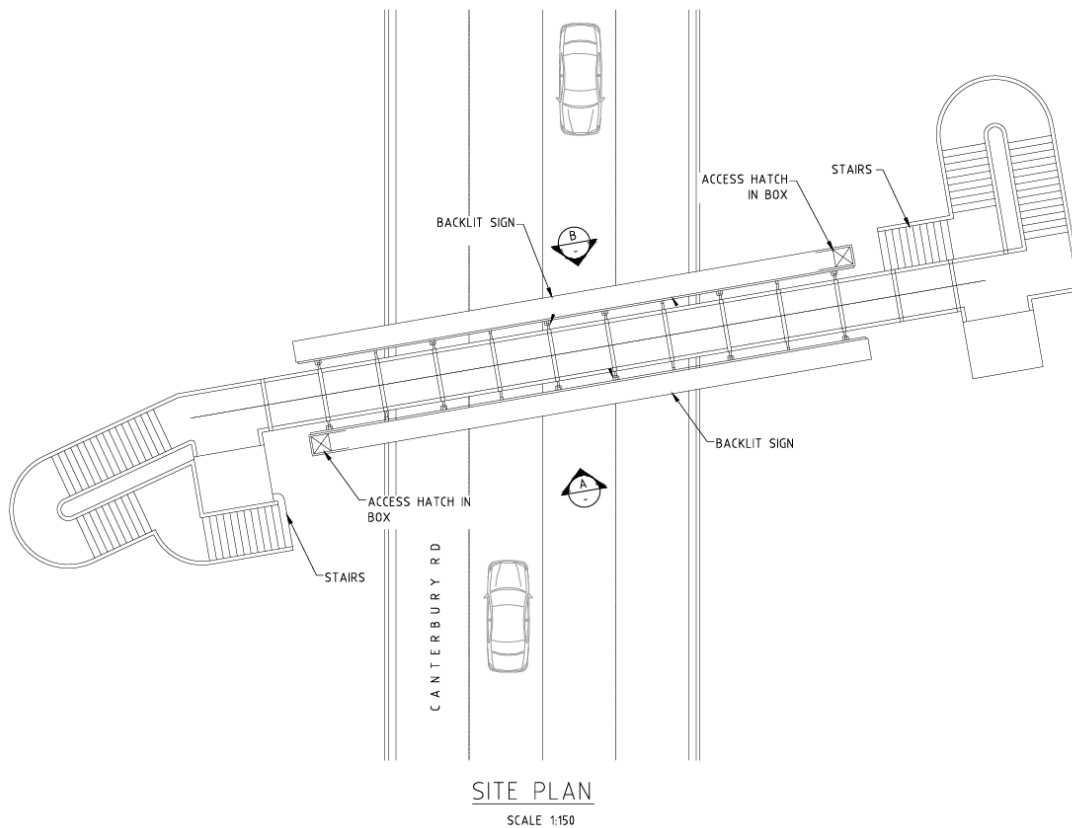


Figure 12: Site plan (Source: Dennis Bunt Consulting Engineers)

4.1 Signage Operation and Management

Content is managed by the lessee who will ensure that unapproved content is not displayed.

TfNSW implement content controls for the signage which operators are responsible for adhering to, 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 continue to 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. The material change over will be carried out from the walkway inside the signage box without having to stop the traffic below the sign. This approach is the existing practice at the site.

4.2 Sign Access and Maintenance

The site will continue to be accessed from hatches on the side of the safety screen. Refer to photo 1 and 7 in the Structural Feasibility Statement at Appendix 5.

When the advertising skin is replaced, it is done from a walkway inside the box without having to stop the traffic below the sign. There is a horizontal cable running the length of the box that workers replacing the advertising skin can fix their harnesses to during the skin change. Refer to photo 9 in the Structural Feasibility Statement at Appendix 5.

TfNSW/operator will ensure appropriate maintenance of the signage structure.

The maintenance of the advertising signs is under an inspection program managed by the operator of the signage.

5 Statutory Planning Framework

5.1 Environmental Planning and Assessment Act 1979

Crown Development

As the Applicant (TfNSW) 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, the 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. A 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 application 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 continuing the operation of the existing approved static advertising signage within an established road corridor. This will allow the signs to continue to 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>	N/A. 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,</i>	The proposal is limited to the continued use of existing static advertising signage and will not impact on any threatened species or other species of native

Objective	Comment
<i>ecological communities and their habitats,</i>	animals and plants, ecological communities and their habitats.
<i>(f) 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>However, the existing sign is in close proximity to a number of local heritage items, including:</p> <ul style="list-style-type: none"> • Victorian villa, 'Beulah Vista' (item I96) • Victorian stone church, buildings and churchyard (item I97) • Victorian stone school building (item I98) • Colonial brick and stone house and stable (item I86) • Federation police station (item I87) • Inter war motor garage (item I88) <p>It is anticipated that there will be no adverse impact to the built and cultural heritage of these items as most of these items have limited views of the sign and the sign will remain oriented towards the road corridor which is further discussed in Section 6.3.</p> <p>Further to the above, the immediate environment consists of a busy transport corridor. As the application only proposes to continue the operation of the existing approved advertising signs, there will be no physical alterations to the signage and the site will remain as is.</p>
<i>(g) to promote good design and amenity of the built environment,</i>	The development will continue to be located within an established road corridor. The sign designs are 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.
<i>(h) 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.
<i>(j) to provide increased opportunity for community participation in environmental planning and assessment.</i>	As part of DPHI's assessment of the application, it will be made publicly available and the community,

Objective	Comment
	Council and 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 Plans (DCP) relevant to the development. The following detailed assessment of the proposal is provided, and which is based on the heads of consideration contained in Section 4.15 of the EP&A Act.

Relevant Provision	Comment
(a) the provisions of:	
(i) any environmental planning instrument, and	The relevant environmental planning instruments are addressed at Section 5.
(ii) 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	Not applicable.
(iii) any development control plan, and	The <i>Canterbury-Bankstown Development Control Plan 2023</i> (CBDPCP 2023) is addressed at Section 5.5.
(iiia) 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	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph),	The application is consistent with the relevant matters of the EP&A Regulations as outlined at Section 5.2.
(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The impacts of the proposal are addressed in Section 6.
(c) the suitability of the site for the development,	Site suitability is addressed at Section 0.
(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 Environmental Planning and Assessment Regulations 2021

The proposal is compliant with the relevant matters of the *Environmental Planning and Assessment Regulation 2021* as outlined below:

- *Clause 23 Persons who may make development applications*
 - the DA accompanies written consent from the owner of the land
- *Clause 24 Content of development applications*
 - the proposal is in the approved form, contains the relevant information and paid the relevant fees
 - it is presumed DPHI, as the consent authority have given Council a copy of the DA
- *Clause 25 information about concurrence or approvals*
 - concurrence is not explicitly required to undertake concurrence as part of the DA, given it is a crown DA
- *Clause 36 Consent authority may request additional information from the application*
 - this letter forms part of a response to request for additional information from the consent authority
- *Clause 294 Crown development*
 - the proposal is on behalf of a public authority and therefore clause 294(a) applies

5.3 Roads Act 1993

The proposal is located above a public road and therefore requires approval under Section 138 of the *Roads Act 1993* (Roads Act):

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.*
- (2) *A consent may not be given with respect to a classified road except with the concurrence of TfNSW.*
- (3) *If the applicant is a public authority, the roads authority and, in the case of a classified road, TfNSW must consult with the applicant before deciding whether or not to grant consent or concurrence.*
- (4) *This section applies to a roads authority and to any employee of a roads authority in the same way as it applies to any other person.*

Section 138(3) states that the applicant must consult with TfNSW prior to deciding whether or not to grant concurrence. This is also outlined in Section 4.46 of the EP&A Act.

As detailed in Section 5.1 above, the proposal is not integrated development as it is a Crown DA, and therefore, concurrence from TfNSW is not required.

5.4 State Environmental Planning Policies

The proposal has been assessed in 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 report.

5.4.1 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 *Canterbury Bankstown Local Environmental Plan 2023* (CBLEP 2023), the proposed application is permissible with consent under Section 3.14(1)(b) of the Industry and Employment SEPP as it is for an advertisement on behalf of TfNSW, on land managed by TfNSW and is within 250m of a classified road.

Further, under Section 3.10(c) & (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"> • The proposed continuation will remain compatible with the existing and desired future character of the area as: <ul style="list-style-type: none"> ○ The surrounding locality has remained relatively unchanged since the original approval under DA 68-05-2009 as discussed in Section 2. ○ The character of the area is expected to remain as a highly frequented road 	Yes

Schedule 5	Comment	Compliance
	<p>corridor with a variety of uses adjacent. The character of this area was assessed as part of DA 68-05-2009 and deemed suitable for signage.</p> <ul style="list-style-type: none"> ○ The proposal remains the same as that assessed under DA 68-05-2009 as it only seeks to continue the operation of the approved signage, and no physical works are proposed. ○ The scale of the signs is not proposed to change, and it will continue to sit appropriately within the structure of the existing bridge. 	
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none"> • There is no identified theme for third party, outdoor advertising in the area, and there is no large format advertising in proximity to the site. • Notwithstanding, and as outlined above, the area is characterised by a highly frequented road corridor and is therefore appropriate for the continued operation of signage. 	Yes
2. Special Areas		
<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>	<ul style="list-style-type: none"> • The existing advertising signs are not visible from any environmentally sensitive areas, waterways, open space areas or rural landscapes. • While the existing advertising signs are partially visible from some of the local heritage items in the vicinity, the continued operation of the approved signage will not result in any adverse impacts for the following reasons: <ul style="list-style-type: none"> ○ There will be no physical alterations to the existing signage and the site will remain as is. ○ The immediate environment comprises a busy transport corridor. ○ The continued operation of the advertising signs does not have any tangible impacts to the heritage fabric of nearby heritage items given the separation distances between the site and these items. • The existing advertising signs are visible from a number of residential properties located along both sides of Canterbury Road, as well as the nearby streets of Church Street, Unwin Street, Acton Street and Floss Street. Despite this, minimal visual impacts are anticipated for the following reasons: 	Yes

Schedule 5	Comment	Compliance
	<ul style="list-style-type: none"> No physical changes are proposed to the existing signs, and they are proposed to remain attached to the existing pedestrian bridge. The signs have already been in place at the site for 15 years. The immediate environment is highly urbanised and consists of a busy transport corridor; the proposal to extend the duration of the existing signs will not change the current context in which the properties are located. The existing signage is internally illuminated during the evening (not digital sign), and it has been found to be compliant with the relevant Australian Standards and Signage Guidelines as outlined in the LIA at Appendix 4 in regard to luminance impacts on nearby properties (if the existing signage operates in accordance with the maximum permitted luminance). 	
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none"> The proposal does not obscure or compromise important views given it is located within the structure of an existing bridge and on an arterial road corridor in a position that is not located on a high vantage point or where there are important views. No additional impacts to views or vistas result from the proposal given all structures are existing. 	Yes
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<ul style="list-style-type: none"> The proposal does not dominate the skyline or reduce the quality of vistas as it is located within the structural boundaries of an existing bridge structure. 	Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<ul style="list-style-type: none"> The signage will continue to be located within the structure of an existing pedestrian bridge and therefore cannot obscure any other advertisements. 	Yes
4. Streetscape, Setting or Landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<ul style="list-style-type: none"> The scale, proportion and form of the advertising signs remain appropriate as: <ul style="list-style-type: none"> the proposal seeks to extend the duration of two existing advertising signs that are wholly contained within the structure of an existing bridge; and 	Yes

Schedule 5	Comment	Compliance
	<ul style="list-style-type: none">the site consists of a bridge located within a highly frequented arterial road corridor.	
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	<ul style="list-style-type: none">The proposal will continue to contribute positively to the visual interest along Canterbury Road through the display of high-quality advertisements.	Yes
<i>Does the proposal reduce clutter by rationalizing and simplifying existing advertising?</i>	<ul style="list-style-type: none">No physical changes are proposed to the existing signs. No additional advertising is proposed. Therefore, the proposal will not result in unnecessary clutter.	Yes
<i>Does the proposal screen unsightliness?</i>	<ul style="list-style-type: none">The proposal will continue to conceal blank facades of an existing bridge structure, thereby contributing positively to the visual interest along Canterbury Road.	Yes
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	<ul style="list-style-type: none">The proposal seeks to extend the duration of two existing advertising signs that are wholly contained within the structure of an existing bridge. The bridge existed at the site prior to the signage construction. The bridge is an important piece of infrastructure as it allows pedestrians to cross over the Canterbury Road.	Yes
<i>Does the proposal require ongoing vegetation management?</i>	<ul style="list-style-type: none">The proposal will not require ongoing vegetation management.	Yes
5. Site and Building		
<i>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?</i>	<ul style="list-style-type: none">The existing advertising signs will remain compatible with the scale, proportion and characteristics of the site given the signage is located on an existing pedestrian bridge in a highly urbanised environment, above a major road corridor.The existing advertising signs will continue not to adversely impact any important features of the site and will remain located entirely within the structural boundaries of the bridge.The signage will continue to provide visual interest along Canterbury Road through the display of high-quality advertisements, whilst ensuring minimal impacts on surrounding development.	Yes
<i>Does the proposal respect important features of the site or building, or both?</i>		Yes
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>		Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
<i>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?</i>	<ul style="list-style-type: none">TfNSW implement content controls for the signage which operators are responsible for adhering to, including:<ul style="list-style-type: none">No tobacco productsNo overtly religious advertisingNo advertising that contains overt and sexually graphic imagesNo pornography and illegal drugs	Yes

Schedule 5	Comment	Compliance
	<ul style="list-style-type: none">All advertising copy material will continue to comply with the following:<ul style="list-style-type: none">Australian Advertising Industry Code of ConductThe Outdoor Media Association (OMA) Code of ConductAn operator logo will remain at the bottom right of the signs and within the confines of the bridge.	
7. Illumination		
Would illumination result in unacceptable glare?	<ul style="list-style-type: none">A Lighting Impact Assessment (LIA) has been prepared by Electrolight and is included at Appendix 4.As physical testing has not been conducted, the LIA does not confirm compliance with the Australian Standards and Signage Guidelines, rather outlines the operational requirements to which the sign should operate within.The LIA found the luminance of the existing signage to be acceptable if the maximum permissible luminance is complied with, and that it will not result in:<ul style="list-style-type: none">unacceptable glare, nor shall it adversely impact the safety of pedestrians, residents or vehicular trafficany unacceptable amenity impacts to nearby residential dwellings, or accommodation or environmental receiversIt is further noted that under the original consent for the sign (DA 68-05-2009, refer Appendix 8), Condition A5 required the sign to comply with the relevant illumination prescribed under Table 5 of the RTA's Road Safety Advisory Guidelines for Sign Content. The applicant is not aware of any notices of non-compliance with this condition.	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?		Yes
Is the illumination subject to a curfew?		Yes
8. Safety		
Would the proposal reduce the safety for any public road?	<ul style="list-style-type: none">A Signage Safety Assessment (SSA) has been prepared by TTPP and is included at Appendix 3.The SSA confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists.The signage does not obscure sightlines from public areas	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?		
Would the proposal reduce the safety for pedestrians, particularly children, by		

Schedule 5	Comment	Compliance
<i>obscuring sightlines from public areas?</i>		

Table 6: Schedule 5, SEPP (Industry and Employment) 2021 consideration

5.4.2 Transport Corridor Advertising and Signage Guidelines 2017

The *Transport Corridor Outdoor Advertising and Signage Guidelines* (Signage Guidelines) set 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. A DA for any advertising sign that is located in, or adjacent to, a transport corridor is required to demonstrate how the proposal addresses the Signage Guidelines.

On this basis, an assessment against the criteria concluded that the proposal is consistent with the Signage Guidelines (Appendix 1).

5.4.3 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. In addition, Chapter 2 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>	The proposal comprises development above the road corridor and with frontage to Canterbury Road which is classified as a State classified road (no. 167). The assessment contained in this application concludes that the proposed signage would not compromise safety for road users in the vicinity of the signage and is not sensitive to traffic noise or emissions.	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) <i>where practicable and safe, vehicular access to the land is</i>	A Signage Safety Assessment (SSA) has been prepared as part of the application and is included at Appendix 3.	

Section	Comment	Compliance
<p><i>provided by a road other than the classified road, and</i></p> <p><i>(b) the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</i></p> <p><i>(i) the design of the vehicular access to the land, or</i></p> <p><i>(ii) the emission of smoke or dust from the development, or</i></p> <p><i>(iii) the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</i></p> <p><i>(c) 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></p>	<p>The SSA considers the ongoing operation and function of Canterbury Road in context to the development and concludes that the signage continues to be acceptable from a road safety perspective.</p> <p>The signs are not a type of development that is sensitive to traffic noise or vehicle emissions.</p> <p>Road safety is further discussed at Section 6.</p>	

Table 7: Transport and Infrastructure SEPP assessment

5.5 Canterbury-Bankstown Local Environmental Plan 2023

The CBLEP 2023 is the principal environmental planning instrument applicable to land within the Canterbury-Bankstown LGA. However, as discussed above, the provisions of the Industry and Employment SEPP make the proposal permissible as the display of the advertisement is by or on behalf of TfNSW.

Notwithstanding, an assessment against the provisions of the CBLEP 2023 is provided below to demonstrate the consistency of the proposal with local planning provisions.

5.5.1 Zoning

The existing advertising signs are located on land zoned SP2 Infrastructure under the CBLEP 2023. Signage is permissible with consent in the SP2 zone as it is ordinarily incidental or ancillary to the road corridor and noting it will generate revenue to maintain and improve TfNSW infrastructure.

As detailed above, the signage is also permissible with consent under Section 3.14(1)(b) of the Industry and Employment SEPP as the display of the advertisement is by or on behalf of TfNSW.

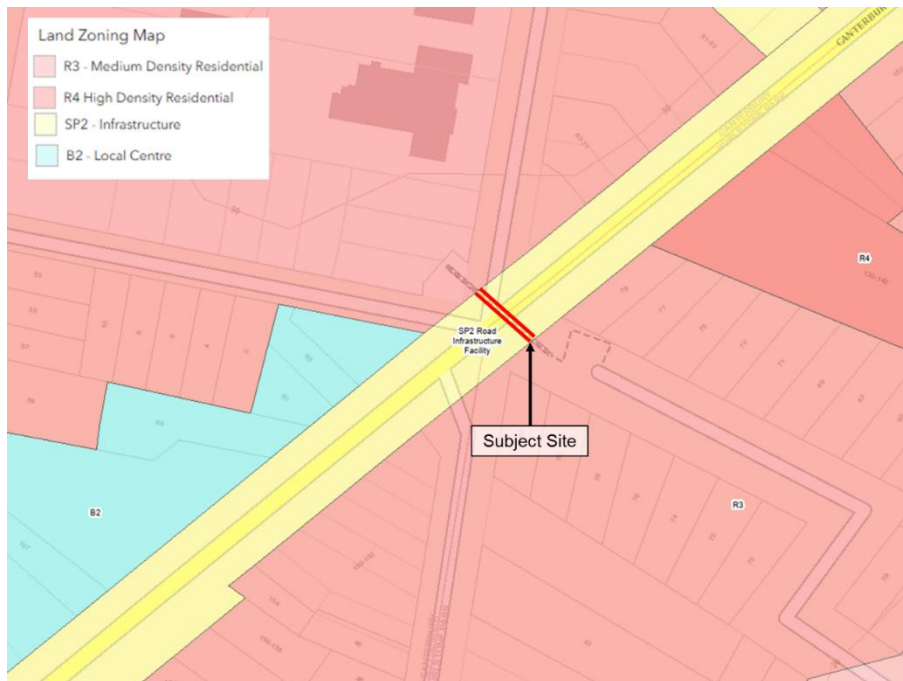


Figure 13: Land use zoning map (Source: E Spatial Viewer)

5.5.2 Heritage

A review of the Section 170 Heritage and Conservation Register has been conducted which confirms that the site and adjacent sites do not contain State heritage listed items.

The site is also not identified as a local heritage item nor is it within a heritage conservation under CBLEP 2023.

Notwithstanding, the site is located in proximity to several local heritage items listed under CBLEP 2023. These items are shown in the figure below and consist of:

- Victorian stone church, buildings and churchyard - St Paul's Anglican Church (item I97), 17–33 Church Street
- Victorian stone school building (item I98), within Canterbury Public School, 44–44A Church Street (Canterbury Public School)
- Colonial brick and stone house and stable (former Timothy Daniel's House) (item I86), 1–11 Canterbury Road
- Federation police station (former) (item I87), 150–152 Canterbury Road
- Inter war motor garage—Holly's Garage (item I88), 184 Canterbury Road

The closest heritage item is the Victorian stone school building (item I98), within Canterbury Public School. However, this item is over 50m from the site.

Given the separation distance of the signs from the above heritage items, there will be no adverse impacts to the heritage fabric of these items.

The impact of the continuation of the existing advertising signs on heritage is discussed in further detail at Section 6.3.

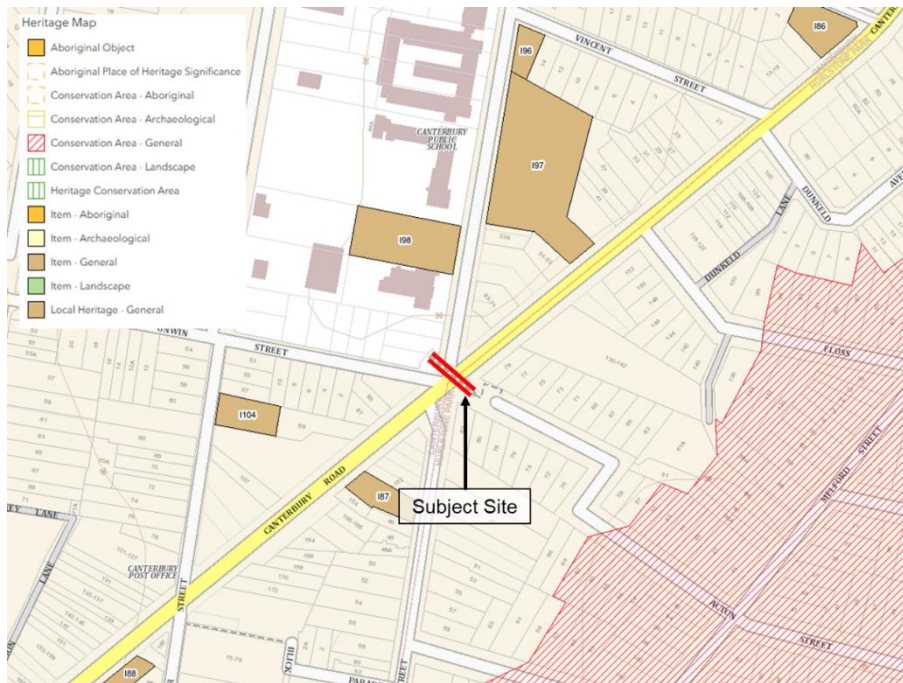


Figure 14: Heritage map (Source: E Spatial Viewer)

5.6 Canterbury Bankstown Development Control Plan 2023

The proposal generally complies with the aims, objectives, and key provisions of the DCP. A detailed assessment of the proposal against the relevant provisions of the DCP is provided in the table below:

Provision	Comment	Capable of compliance
Chapter 3 – General Requirements		
Chapter 3.6 – Signs		
Prohibited signs		
<p>2.8 Council prohibits the following signs:</p> <p>(a) flashing signs, flashing lights, signs which incorporate devices which change colour, a sign where movement can be recognised by a passing motorist;</p> <p>(b) signs that extend over street boundaries, other than those permitted in conjunction with shops, or the like, where such buildings are erected on the street alignment;</p> <p>(c) signs which would adversely affect existing traffic lights;</p> <p>(d) signs which are not permanently fixed to the site;</p> <p>(e) signs made of canvas, calico or the like.</p>	<ul style="list-style-type: none"> The existing advertising signage is not a prohibited sign listed in this section. 	Yes
Design		

Provision	Comment	Capable of compliance
2.9 Corporate colours, logos and other graphics must achieve a high degree of compatibility with the architecture, materials, finishes and colours of the building and streetscape.	<ul style="list-style-type: none"> No physical changes are proposed to the existing approved signage. The proposal will continue to display high quality advertisements. 	Yes
2.10 Building identification signs and business identification signs that are painted or attached to a building must not screen windows and other significant architectural features of the building.	<ul style="list-style-type: none"> N/A 	N/A
2.11 Signs are not to dominate in terms of scale, number, proportion and form or any other attributes.	<ul style="list-style-type: none"> No physical changes are proposed to the existing approved signage. The signage will continue to be located within the structure of an existing bridge and be an appropriate size and proportion for the site. 	Yes
2.12 The amount of signs may be limited due to the cumulative impact on a locality or a building.	<ul style="list-style-type: none"> No additional signage is proposed as part of this application, the proposal is limited to continue the use of two existing signs. 	Yes
2.13 The design and place of signs are not to adversely impact on the amenity of residential sites.	<ul style="list-style-type: none"> The existing advertising signs are partially visible from residential properties located along both sides of Canterbury Road as well as the nearby streets of Church Street, Unwin Street, Acton Street and Floss Street. Despite this, minimal amenity impacts are anticipated for the following reasons: <ul style="list-style-type: none"> The design and siting of the existing signage is proposed to remain unchanged. The proposal will not change the current context of the nearby residential properties noting the sign has already been in place at the site for 15 years and the immediate environment will remain highly urbanised and a busy transport corridor. Further, the existing lighting is not proposed to 	Yes

Provision	Comment	Capable of compliance
	<p>change, and the current illumination will remain. The LIA found the existing signage luminance is considered acceptable from a lighting perspective if the maximum permissible luminance is complied with.</p> <ul style="list-style-type: none"> ○ Lastly, the existing signage will continue to provide an innovative solution to advertising, whilst improving a currently blank bridge facade. 	
2.14 Signs are to be designed for easy maintenance.	<ul style="list-style-type: none"> • The site will be accessed for maintenance from an existing access hatch located on the side of the safety screen. • TfNSW/operator will ensure the appropriate maintenance of the signage structure. • The maintenance of the advertising signs is under an inspection program managed by the operator of the signs. 	Yes
2.15 Development must remove signs that are no longer necessary or unsightly to avoid clutter.	<ul style="list-style-type: none"> • N/A 	Yes
2.16 Signs are not to include offensive or objectionable material in the content of an advertisement (such as discriminatory messages, promotion of unlawful or anti-social behaviour, encouraging excessive consumption of alcohol, pornography, or offensive language).	<ul style="list-style-type: none"> • Content is managed by the lessee who will ensure that unapproved content is not displayed. • TfNSW implement content controls for the signage which operators are responsible for adhering to, 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 	Yes

Provision	Comment	Capable of compliance
	<ul style="list-style-type: none"> The Outdoor Media Association (OMA) Code of Conduct. 	
Illumination and reflectance criteria for non-digital signs		
<p>3.1 The following criteria apply to non-digital illuminated signs illuminated by fluorescent and/or incandescent bulbs whether internally illuminated or lit from the exterior:</p> <p>(a) Signs must comply with the luminance requirements in Table 3a (of CBDCP 2023).</p> <p>(b) For night time use, signs (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings.</p> <p>(c) The light sources for illuminated signs must focus solely on the sign and:</p> <p>(i) be shielded so that glare does not extend beyond the sign</p> <p>(ii) with the exception of back lit neon signs, have no light source visible to passing motorists with a light output greater than that of a 15W fluorescent/ LED bulb.</p> <p>(d) The level of reflectance of a sign, and its content, is not to exceed the 'minimum coefficients of Luminous intensity per unit area for Class 2A material', as set out in the Australian Standard AS/NZS 1906.1, Retroreflective materials and devices for road traffic control purposes will not be approved.</p>	<ul style="list-style-type: none"> The LIA prepared in support of this application (Appendix 4), found the site to be located within Zone A4 as per the Signage Guidelines. On this basis, the existing sign is required to continue to comply with 350cd/m². The LIA modelling found if the sign were to comply with this limit, impacts on surrounding land uses would be acceptable and compliant with the Australian Standards and Signage Guidelines. No physical changes are proposed to the existing signs, and they will continue to be located on the existing pedestrian bridge. On this basis, no additional shadows will be generated from the signage, or the bridge are anticipated. The existing signs will continue to be internally lit with no light output visible to passing motorists. Images of the existing lighting system is shown within the Structural Feasibility Statement at Appendix 5. It is further noted that under the original consent for the sign (DA 68-05-2009, refer Appendix 8), Condition A5 required the sign to comply with the relevant illumination prescribed under Table 5 of the RTA's Road Safety Advisory Guidelines for Sign Content. The applicant is not aware of any notices of non-compliance with this condition. 	Yes
3.2 The following criteria apply to digital illuminated signs illuminated by fluorescent and/ or incandescent bulbs	<ul style="list-style-type: none"> N/A – The existing sign is not currently (or proposed to be) digitally illuminated. 	N/A

Provision	Comment	Capable of compliance
<i>whether internally illuminated or lit from the exterior: (a) Signs must comply with the luminance requirements in Table 3b. (b) The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.</i>		

Table 8: DCP Assessment

6 Environmental Planning Assessment

6.1 Road safety

A Signage Safety Assessment (SSA) has been prepared by The Transport Planning Partnership (TTPP) (Appendix 3). 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.

6.1.1 Road environment

The existing road environment along Canterbury Road in proximity to the site is summarised in the table below.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> State classified road (no. 167)
Speed limit	<ul style="list-style-type: none"> 60km/h (both directions)
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> The signs are located near the following intersections: <ul style="list-style-type: none"> Church Street and Canterbury Rd – approximately 5m north; and Unwin Street and Canterbury Road – approximately 5m west. The closest signalised intersection is approx. 300m south-west of the site at Aldi St / Canterbury Rd.
Road configuration and geometry	<ul style="list-style-type: none"> Canterbury Rd eastbound – two lanes, slight uphill Canterbury Rd westbound – two lanes, flat
Crash data	<ul style="list-style-type: none"> In the five-year period between January 2019 and December 2023, there were four casualty incidents on the eastbound approach within the legible distance to the existing static signage, and no casualty incidents on the westbound approach within the legible distance.
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> Pedestrian footpaths are located on both sides of Canterbury Road. The signs are located on a pedestrian bridge which allows pedestrians and cyclists to cross over Canterbury Road without affecting traffic safety. A pedestrian crossing is located to the north on Church Street. No cyclist infrastructure is provided along either side of Canterbury Road, however, on road cycling is permitted. The sign does not physically obstruct any vehicle, pedestrian, and cyclist movements as it is located entirely within the structural boundaries of the pedestrian bridge.
Parking	<ul style="list-style-type: none"> Both kerbside lanes are clearways from 6am-7pm on weekdays and from 9am-6pm on the weekend and public holidays.
Stopping sight distance (SSD)	<ul style="list-style-type: none"> Canterbury Road – 64m (both sides) Church Street (northbound) – 42m Church Street (southbound) – 42m

Table 9: Existing road environment

6.1.2 Road accident history

In determining the road accident history in proximity to the site, the SSA has relied upon crash data provided by TfNSW from 1 January 2019 to 31 December 2023. The SSA confirms that, during this period, no crashes occurred within the legible distance of the westbound sign and four crashes occurred within the legible distance of the eastbound sign.

A summary of the crashes and incident severity is provided in the figures below.



Figure 15: Crash history – westbound approach (Source: TTPP)

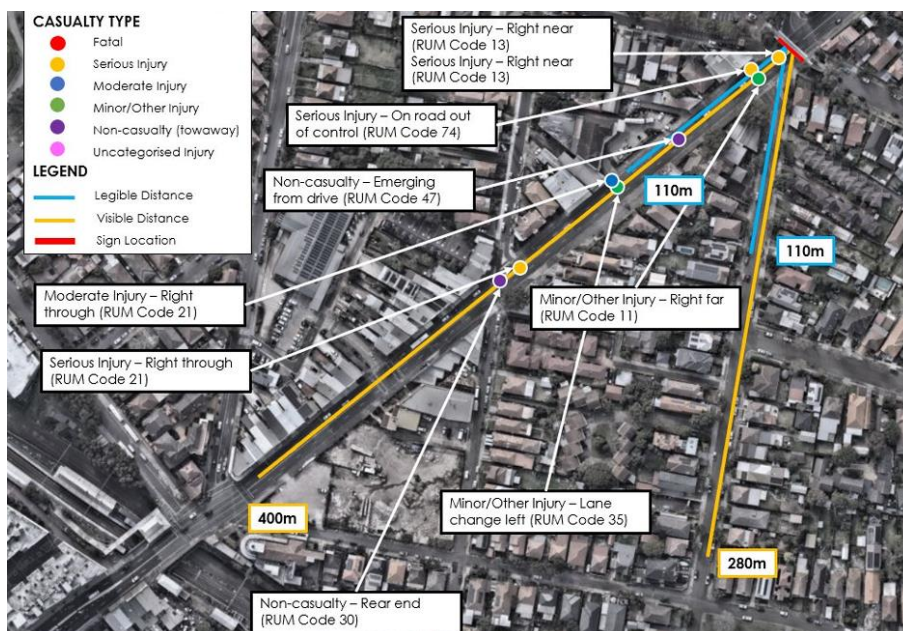


Figure 16: Crash history – eastbound approach (Source: TTPP)

The SSA found the above crash history not unusual for an arterial road in this setting given the high volume of traffic and highly urbanised road environment.

The crash data does not indicate that the existing sign has had a negative impact on road safety, nor resulted in any decrease in road safety in the immediate vicinity of the site.

6.1.3 Stopping sight distance

Stopping Sight Distance (SSD) is defined in the *Guide to Road Design, Part 3: Geometric Design* (Austroads, 2016) as 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.

Canterbury Road

The SSA found the minimum SSD for Canterbury Road (both approaches) in proximity to the site to be 64m.

The SSA found the existing signage is not located within the SSD of any decision making or conflict points on Canterbury Road (both approaches) and is therefore compliant with the SSD criteria in Section 3.3.1.3 of the Signage Guidelines.

Church Street northbound approach

The SSA found the minimum SSD for Church Street northbound in proximity to the site to be 42m.

The SSA found the existing signage is not located within the SSD of any decision making or conflict points on Church Street northbound and is therefore compliant with the SSD criteria in Section 3.3.1.3 of the Signage Guidelines. The figure below shows the SSD marked up on an aerial image of the site.



Figure 17: SSD Church St northbound (Source: TTPP)

Church Street southbound approach

The SSA found the minimum SSD for Church Street southbound in proximity to the site to be 42m.

The SSA found the existing signage is not located within the SSD of any decision making or conflict points on Church Street southbound and is therefore compliant with the SSD criteria in Section 3.3.1.3 of the Signage Guidelines. The figure below shows the SSD marked up on an aerial image of the site.



Figure 18: SSD Church St southbound (Source: TTPP)

6.1.4 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 in the tables below.

Signage Guidelines - Section 3.3.1 Sign Location Criteria

Sign Location Criteria	Response provided by TTPP	Compliance
Road clearance		
a. The advertisement must not create a physical obstruction or hazard. For example:	The existing signage does not physically obstruct any vehicle, pedestrian and cyclist movements as it is placed on both sides of the pedestrian bridge above Canterbury Road. The signage does not protrude below the underside of the overhead bridge and hence the vertical clearance from the roadway to the bridge is maintained.	Yes
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)?		
ii. Does the sign protrude below a bridge or other structure so it could be hit by		

Sign Location Criteria	Response provided by TTPP	Compliance
<p>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>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 signage is installed on both sides of the pedestrian bridge, which is positioned above the carriageway and outside of the clear zone. Hence, it would not require an RMS-approved crash barrier.</p>	Yes
<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 signage is not located within the clear zone. The available vertical clearance between the road surface and the underside of the pedestrian bridge would be maintained.</p>	Yes
<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 signage has been approved and designed in accordance with Australian Standards AS1170.1 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for the height of the sign boards when under maximum vertical deflection. An assessment of the existing sign against the current codes is included in Appendix C which demonstrates the signage structure is in accordance with current codes.</p>	Yes
Line of sight		
<p>a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.</p>	<p>The signage is positioned on the pedestrian bridge above Canterbury Road completely within the structure of the bridge. Therefore, the signage does not obstruct the drivers' view of the road or pedestrians and cyclists.</p>	Yes
<p>b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.</p>		

Sign Location Criteria	Response provided by TTPP	Compliance
c. <i>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.</i>	<i>The position of the existing static advertising signage would not change. The proposed static advertising signage would remain at the same height as the existing overhead bridge which would not impede a driver's visibility on the alignment of the road. The signage does not indicate misleading information or information contrary to the existing roadway.</i>	Yes
d. <i>The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</i> i. <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.</i> ii. <i>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 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>	<i>The signs are located above the road and well within a driver's peripheral vision whilst travelling eastbound and westbound on Canterbury Road and southbound and northbound on Church Street. Motorists are not required to turn their heads when observing the signage, and all motorists are able to see the road simultaneously when viewing the signage.</i> <i>The positioning and angle of the signage is not expected to result in headlight reflection or glare.</i>	Yes
Proximity to decision making points and conflict points		
a. <i>The sign should not be located:</i> i. <i>less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</i>	Refer detailed response in SSA at Appendix 3.	Yes

Sign Location Criteria		Response provided by TTPP	Compliance
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>		
iii.	<i>so that it is visible from the stem of a T-intersection</i>		
b.	<p><i>The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</i></p> <ul style="list-style-type: none"> <i>i. of a road hazard</i> <i>ii. to an intersection</i> <i>iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)</i> <i>iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.</i> 	<p><i>A "critical time" is understood to refer to a point in time when a driver's decision is required implying that a road safety implication could occur if a driver was distracted at this time.</i></p> <p><i>The signage is fixed on the pedestrian bridge and is completely within the structure of the bridge, therefore, the signage does not obstruct a motorist's view of any traffic signals, signage, and other traffic hazards when travelling on Canterbury Road in the westbound or eastbound direction and Church Street in the southbound or northbound direction.</i></p>	Yes
Sign spacing			
a.	<i>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.</i>	<i>There are no other large format static or digital signs within 150 m of the static sign.</i>	Yes

Table 10: Sign location criteria – Section 3.2 of the Signage Guidelines

Signage Guidelines – Section 3.3.2 Sign Design & Operation Criteria

Sign Design and Operation Criteria	Response provided by TTPP	Capable of compliance
Advertising signage and traffic control devices		
a. <i>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.</i>	<p><i>The existing static signage is located above the carriageway and is a considerable distance from any traffic signals. Hence, it does not distract motorists nor obstruct or reduce the visibility and effectiveness of any directional signs, traffic signals, traffic control devices, regulatory signs or advisory signs.</i></p> <p><i>The signage does not obscure information about the road alignment.</i></p>	Yes
b. <i>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:</i> <ol style="list-style-type: none"> <i>Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</i> <i>Does the advertisement imitate a prescribed traffic control device?</i> <i>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?</i> 	<p><i>Details of the advertisement/s would remain consistent with the existing advertising. It is noted that the signage would not display colours and shapes which could be mistaken for traffic signals. Notwithstanding this, it is recommended that the content of the signage be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device.</i></p>	Yes

Table 11: Sign design and operation criteria – Section 3.3 of the Signage Guidelines (Source: TTPP)

6.1.5 Road safety summary

Road safety impacts have been comprehensively assessed as part of the application and the SSA concludes that the existing static signage would satisfy the traffic safety criteria, requirements and guidelines in the Industry and Employment SEPP and NSW Guidelines as summarised below:

- In the past 5 years there have been only four incidents within the legible distance of the signage.
- The signage is appropriately located (within the existing bridge structure) so not to obstruct or reduce visibility of traffic controls devices, signage, pedestrians or cyclists, or require motorists to turn their head away from the road.
- The signage is controlled and managed so as not to display incorrect information on the alignment of the road.
- The existing signage is not located within the SSD to any key decision points or conflict points.

In summary, based on the findings of TTPP in its SSA, the existing signage on both sides of the pedestrian bridge above Canterbury Road are considered acceptable from a road safety perspective.

6.2 Illumination

The existing signs are internally illuminated at night with fluorescent lights fixed to the inside back of the signage box.

A Lighting Impact Assessment (LIA) has been prepared by Electrolight (Appendix 4) to outline the maximum permitted luminance for the sign pursuant to the Australian Standards and Signage Guidelines. As physical testing has not been conducted, the LIA does not confirm compliance with these standards, rather outlines the operational requirements to which the sign should operate within. These operational requirements could form part of a condition of consent, to ensure the sign operates in accordance with the LIA.

The LIA found that if the existing signage operates in accordance with the maximum permitted luminance, it will not result in:

- unacceptable glare, nor shall it adversely impact the safety of pedestrians, residents or vehicular traffic
- any unacceptable amenity impacts to nearby residential dwellings, or accommodation or environmental receivers

It is further noted that under the original consent for the signs (DA 68-05-2009), Condition A5 required that the signs comply with the relevant illumination prescribed under Table 5 of the RTA's Road Safety Advisory Guidelines for Sign Content (Appendix 8). The applicant is not aware of any notices of non-compliance with this condition.

In summary, the existing signage is considered acceptable from a lighting perspective if the maximum permissible luminance is complied with as confirmed in the supporting LIA.

6.3 Heritage

The site has no statutory heritage listings; however, it is located in proximity to a number of local heritage items, as outlined in Section 5.5.2.

No adverse heritage impacts on these items are anticipated as a result of the continued operation of the existing signage for the following reasons:

- The heritage items do not have direct views of the existing sign as the items are:
 - orientated towards the road, not towards the signage
 - many are set back from the road, and therefore their views are restricted by other built form
 - located a considerable distance from the signage
- No physical changes are proposed to the existing sign, and it is proposed to remain attached to the existing pedestrian bridge.
- The immediate environment is highly urbanised and consists of a busy transport corridor; the proposal to extend the duration of the existing signs is not expected to change this context or detract from the contextual significance of the heritage items.
- The existing operation of the signage does not have any impact on the heritage fabric of any of the local heritage items within the vicinity of the signs.

On the basis of the above, the proposed application will have a minimal and acceptable impact on the heritage significance of the surrounding locality.

Views from nearby heritage items towards the signage demonstrating the above are shown below.

Victorian stone church, buildings and churchyard - St Paul's Anglican Church (item I97), 17–33 Church Street

This heritage item is located approximately 100m north (Church St address) and 100m north-east (Canterbury address) of the existing signage. The figures below show views from this property towards the sign, noting these have been taken from the public footpath.

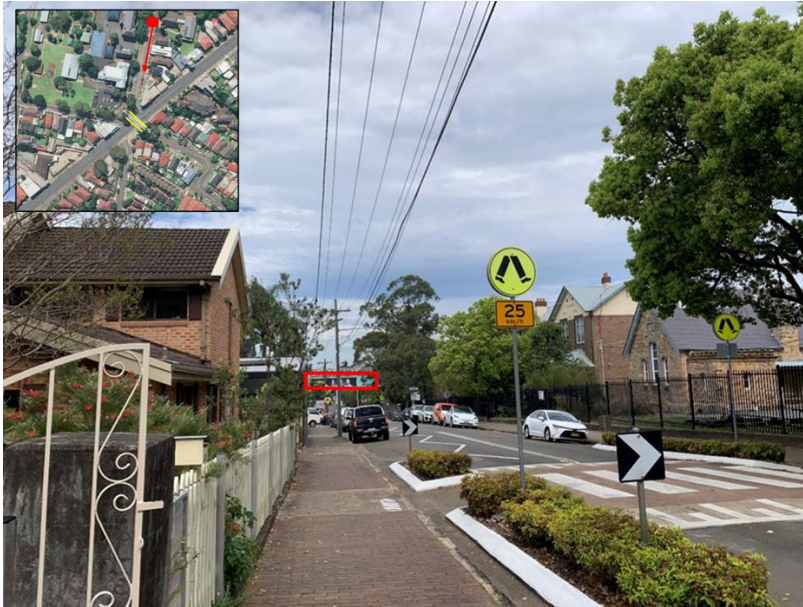


Figure 19: Looking south on footpath on Church Street looking towards the existing sign. Photo taken from the foot path on Church Street Victorian stone church, buildings and churchyard - St Paul's Anglican Church (item I97), 17–33 Church Street (Source: Keylan)



Figure 20: Looking south-west on Canterbury Rd towards the existing sign. Photo take from the footpath in front of Victorian stone church, buildings and churchyard - St Paul's Anglican Church (item I97), 17–33 Church Street (Source: Keylan)

Victorian stone school building (item I98), within Canterbury Public School, 44–44A Church Street (Canterbury Public School)

This heritage item is located approximately 75m north of the existing signage. The figure below shows the view from this heritage item towards the sign, noting this has been taken from the public footpath.



Figure 21: Looking south on Church Street towards the existing sign. Photo taken from footpath in front of Victorian stone school building (item I98), within Canterbury Public School, 44–44A Church Street (Canterbury Public School) (Source: Keylan)

Colonial brick and stone house and stable (former Timothy Daniel's House) (item I86), 1–11 Canterbury Road

This heritage item is located approximately 330m north-east of the existing signage. The figure below shows the view from this heritage item towards the sign, noting this has been taken from the public footpath.



Figure 22: Looking south-west on Canterbury Rd towards the existing sign. Photo taken from the footpath in front of the Colonial brick and stone house and stable (former Timothy Daniel's House) (item I86), 1–11 Canterbury Road (Source: Keylan)

Federation police station (former) (item I87), 150–152 Canterbury Road

This heritage item is located approximately 70m south-west of the existing signage. The figure below shows the view from this heritage item towards the sign, noting this has been taken from the public footpath.



Figure 23: Looking north-east on Canterbury Rd towards the existing sign. Photo taken from the footpath in front of the Federation police station (former) (item I87), 150–152 Canterbury Road (Source: Keylan)

Inter war motor garage—Holly's Garage (item I88), 184 Canterbury Road

This heritage item is located approximately 265m south-west of the existing signage. The figure below shows the view from this heritage item towards the sign, noting this has been taken from the public footpath.



Figure 24: Looking north-east on Canterbury Rd towards the existing sign. Photo taken from the footpath in front of the Inter war motor garage—Holly's Garage (item I88), 184 Canterbury Road (Source: Keylan)

6.4 Structural Integrity

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 5). This report confirms there are no structural issues associated with the existing signage structures and that they are fit to remain on the pedestrian bridge.

6.5 Visual Impacts

The existing signage is located in close proximity to residential areas and is likely to be visible from a number of properties. An assessment of the visual impacts of the existing signs on the closest properties is provided below.

6.5.1 Methodology

The visual impact assessment has been informed by the following best practice guidelines and our extensive experience specialising in visual impact assessment across many advertising signage applications and other state significant development:

- Land & Environment Court Planning Principles relating to visual impacts
- Transport for NSW's *Guideline for Landscape Character and Visual Impact Assessment*, *Environmental Impact Assessment Practice Note EIA-N04*

The visual impacts assessed for the closest sensitive receivers identified within the visual catchment of the proposal. These receivers represent the most impacted properties with views of the existing sign.

A separate visual impact assessment report is not submitted given the nature of the proposal and following discussions with DPHI on 22 August 2024.

In this assessment, each identified sensitive receiver has been assessed in accordance with the following criteria:

1. Establish the existing visual character and likely extent of change to locality and surrounds.
2. Identify the visual sensitivity, based on existing visual character, key views and other significant visual features.
3. Consider visual exposure of site under current situation and following development of the site and surrounding area
4. Consider the likely visibility of proposed development.
5. Determine level of impact (low, moderate or high).

Our assessment follows *Landscape character and visual impact* rating matrix by TNSW in relation to the effects and impacts of the proposed development on each receiver.

		Magnitude			
Sensitivity		High	Moderate	Low	Negligible
	High	High	High-Moderate	Moderate	Negligible
	Moderate	High-Moderate	Moderate	Moderate-low	Negligible
	Low	Moderate	Moderate-low	Low	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible

Figure 25: Landscape character and visual impact rating matrix (Source: TfNSW)

The following limitations have been encountered while preparing this assessment:

- the photographs do not replicate the experience of viewing the proposal with the human eye
- the photographs have not been taken from private property and therefore this assessment cannot provide an exact analysis of impacts to private property

6.5.2 Visual catchment

The extent of the visual catchment is shown in the figure below. The visual catchment is based on a site visit undertaken by Keylan Consulting on 5 September 2024.



Figure 26: Visual catchment (Source: Keylan)

6.5.3 Selection of viewpoints

Our assessment concludes that four viewpoints (indicated by yellow circle) on the visual catchment map above represent the closest residential receivers with direct view lines towards the sign.

These properties have been assessed in accordance with the matrix at Figure 25 and provided at Section 6.5.4 below.

Although the visual catchment may extend beyond these four properties, an in-depth assessment for these areas is not required as:

- The majority of the views of the existing sign from surrounding areas are only possible from the public footpath or the front yards of properties. This is due to the orientation of properties, the road configuration and vegetation along street verges.
- Properties along the northern side of Canterbury Road (77 to 115 Canterbury Rd) are not considered sensitive receivers as they are retail premises. Notwithstanding, only partial views of the sign are expected as these properties are predominantly oriented to face south (and not east towards the site).
- The distance between the sign and most properties along Canterbury Road, restricts views towards the sign.
- The sign is viewed in conjunction with other built form, including the bridge to which it is located, lift shaft, stairs, road reserve and other properties. On this basis, it is not a stand alone signage structure and is well located amongst other built form that has been in place since its construction more than 15 years ago.

The figures below demonstrate the view towards the existing signage from surrounding areas which reflects the justification provided above. The number references in the captions correlate to the numbers on the map at Figure 26 above.



Figure 27: Site 1 – View of the site from end of Acton Street looking north (Source: Keylan)



Figure 28: Site 2 – View of the site from Church St (south) looking north (Source: Keylan)



Figure 29: Site 3 – View of the site from Unwin Street looking south (Source: Keylan)



Figure 30: Site 4 – View of the site from Canterbury Rd looking west (Source: Keylan)



Figure 31: Site 5 – View of the site from Canterbury Rd looking east (Source: Keylan)



Figure 32: Site 6 – View of the site from Church St (north) looking south (Source: Keylan)

6.5.4 Assessment

An assessment against the four identified properties is provided in this section.

In addition to the justification provided for each property, the following points should also be considered in regard to the nature of the proposal and any visual impacts:

- No physical changes are proposed to the existing sign, and it is proposed to remain attached to the existing pedestrian bridge. The sign has already been in place at the site for 15 years.
- The immediate environment is highly urbanised and consists of a busy transport corridor; the proposal to extend the duration of the existing signs will not change the current context to which each property is located.
- The existing signage is only internally illuminated during the evening (is not a digital sign) and has been found to be compliant with the relevant Australian Standards and Signage Guidelines if the maximum permitted luminance is complied with as outlined in the LIA at Appendix 4.

This section does not address visual impacts on heritage items as this is provided at Section 6.3 above.

82 Acton Street, Hurlstone Park

This property is located approximately 20m south west of the existing signage. The figures below provide photographs of this property as well as views from this property towards the sign, noting these have been taken from the public footpath.

The visual impact of the proposed continuation of the existing sign is considered to be **moderate-low** for this viewpoint as:

- The visual sensitivity of this viewpoint is **moderate** based on the existing visual character, key views and other significant visual features. This rating considers the viewpoint reflects the view from a residential property which has existing views of the sign. It also considers the visual character which is highly urbanised and predominately made up of views of the road reserve.
- The visual exposure of the sign is high as the west facing panel of the sign is visible from the front windows and yard of this property. Figure 33 provides a photograph of the front of the property (that faces towards the sign). Notwithstanding, the following should be considered:
 - The existing sign is not orientated directly towards the property as the sign faces south-west, and the property faces north.
 - There is mature vegetation that partially screens the existing sign from view as shown in Figure 35.
- When visual sensitivity is considered in conjunction with the extent of change (which is nil, noting no physical works are proposed), the magnitude of the proposal is considered **low**.
- The property does not experience illumination greater than that permitted by the Australian Standards. Specifically, the LIA found:

...Under AS4282, the maximum allowable vertical illuminance to dwellings is 5 lux for Zone A4...It can be seen from the lighting model that the maximum illuminance for Zone A4 properties is 4.12 lux at 82 Acton St...



Figure 33: Photo of front of 82 Acton Street, Hurlstone Park (Source: Keylan)



Figure 34: Looking north towards the existing sign. Photo taken from the footpath on Church Street at side/rear of 82 Acton Street, Hurlstone Park (Source: Keylan)



Figure 35: Looking north towards the existing sign. Photo taken from the footpath in front of 82 Acton Street, Hurlstone Park (Source: Keylan)

79 Acton Street, Hurlstone Park

This property is located approximately 12m east of the existing signage. The figures below provide photographs of this property as well as views from this property towards the sign, noting these have been taken from the public footpath.

The visual impact of the proposed continuation of the existing sign is considered **low** for this viewpoint as:

- The visual sensitivity of this viewpoint based on the existing visual character, key views and other significant visual features is **low**. This rating considers:
 - The property is residential however the elevation of the property that faces the road reserve is likely to be a former retail premise.
 - The southern part of the property is likely to be residential, however no views of the sign are anticipated as shown in the figures below.
 - The visual character of the viewpoint is highly urbanised and predominately made up of views of the road reserve.
- The visual exposure to the sign is moderate as there are limited windows oriented toward the sign. Where there are windows, these do not have direct views of the sign (face north, rather than west) and are currently boarded up (indicating the northern part of the property is closed/vacant).
- When visual sensitivity is considered in conjunction with the extent of change (which is nil, noting no physical works are proposed), the magnitude of the proposal is considered **low**.
- Illumination is acceptable, noting the LIA found that the maximum luminance at the property would be 2.25 lux (significantly lower than the 5 lux maximum for Zone A4).



Figure 36: Looking south- west towards the existing sign. Photo taken from the footpath on Canterbury Road in front of 79 Acton Street, Hurlstone Park (Source: Keylan)



Figure 37: Looking west towards the existing sign. Photo taken from end of Acton Street in front of 79 Acton Street, Hurlstone Park (Source: Keylan)



Figure 38: Looking south towards the existing sign. Photo taken from the footpath on Canterbury Road in front of 73 Canterbury Road, Canterbury (Source: Keylan)

146-150 Canterbury Road, Canterbury

This property is located approximately 45m south west of the existing signage. The figures below provide photographs of this property as well as views from this property towards the sign, noting these have been taken from the public footpath.

The visual impact of the proposed continuation of the existing sign is considered **low** for this viewpoint as:

- The visual sensitivity of this viewpoint based on the existing visual character, key views and other significant visual features is **low**. This is considering:
 - The existing sign is unlikely to be visible from within the property as there does not appear to be any windows oriented toward the sign.
 - The property has a high fence and mature vegetation that blocks views toward the sign.
 - The visual character is highly urbanised and predominately made up of the road reserve.
- The visual exposure to the sign is low as there does not appear to be views of the sign from this property despite its proximity. This is due to the position of the building (setback from the eastern boundary,) orientation of the property, high fencing and mature vegetation.
- When visual sensitivity is considered in conjunction with the extent of change (which is nil, noting no physical works are proposed), the magnitude of the proposal is considered **low**.
- Illumination is acceptable, noting the LIA found that the maximum luminance at the property would be 1.53 lux (significantly lower than the 5 lux maximum for Zone A4).



Figure 39: Photo 146-150 Canterbury Road, Canterbury taken from top of pedestrian bridge facing south-west (Source: Keylan)



Figure 40: Looking north-east towards the existing sign. Photo taken from the footpath on Canterbury Road in front of 146-150 Canterbury Road, Canterbury (Source: Keylan)



Figure 41: Looking north towards the existing sign. Photo taken from the footpath on Church Street in front of 146-150 Canterbury Road, Canterbury (Source: Keylan)

73 Canterbury Road, Canterbury

This property is located approximately 20m east of the existing signage. The figures below provide photographs of this property as well as views from this property towards the sign, noting these have been taken from the public footpath.

The visual impact of the proposed continuation of the existing sign is considered **moderate-low** for this viewpoint as:

- The visual sensitivity of this viewpoint based on the existing visual character, key views and other significant visual features is **moderate**. This is considering:
 - It is likely that only one residential apartment in this property will have direct views of the existing sign given the orientation of the building and location of windows.
 - The lower levels of the property appear to include retail premises (noting these appear to be closed/vacant) and are therefore not considered sensitive receivers.
 - The visual character is highly urbanised and predominately made up of views of the road reserve.
- The visual exposure of the sign is high as the east facing panel is visible from one apartment and may be partially visible from one or two other apartments.
- When visual sensitivity is considered in conjunction with the extent of change (which is nil, noting no physical works are proposed), the magnitude of the proposal is considered **low**.
- Illumination is acceptable, noting the LIA found that the maximum luminance at the property would be 2.82 lux (significantly lower than the 5 lux maximum for Zone A4).



Figure 42: Photo of front of 73 Church Street, Canterbury taken from top of pedestrian bridge facing east (Source: Keylan)



Figure 43: Looking west towards the existing sign. Photo taken from the footpath on Canterbury Road to the side of 73 Canterbury Road, Canterbury (Source: Keylan)

6.5.5 Summary

To arrive at a final level of visual impact significance, Keylan Consulting have applied the factors of visual exposure, sensitivity, extent of change and magnitude to determine the overall level and significance of visual impacts. A summary of the assessment is provided below.

Address	Sensitivity	Magnitude	Overall rating
82 Acton St	Moderate	Moderate	Moderate-low
79 Acton St	Low	Moderate	Low
146-150 Canterbury Rd	Low	Low	Low
73 Canterbury Rd	Moderate	Moderate	Moderate-low

Table 12: Summary of visual impact

Following a detailed analysis of the proposal, our analysis has determined visual impacts on the closest sensitive receivers to be **low to moderate**, and acceptable as:

- The visual sensitivity of the assessed properties is often reduced by the visual character of the area being highly urbanised and predominately made up of the road reserve.
- Views of the sign are often limited due to property orientation or interrupted by vegetation and other built form, also noting the sign is viewed in conjunction with other built form, including the bridge to which it is located, lift shaft, stairs, road reserve and other properties. On this basis, it is not a stand alone signage structure and is well located amongst other built form that has been in place since its construction more than 15 years ago.
- The extent of change is nil as no physical works are proposed.
- The four properties are not expected to experience illumination greater than that permitted by the Australian Standards. Also noting they will only be illuminated during the evening.

On this basis, the continued use of the existing advertising sign is supportable from a visual impact perspective.

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 existing and desired future character of the area, noting that the advertising sign is located on an existing arterial road corridor
- there will be minimal and acceptable impact on nearby heritage items
- there will be minimal visual impacts on residential properties given the nature of the proposal (nothing is changing) and its context (busy arterial road)
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of Canterbury Road 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
- the development largely complies with the relevant statutory and policy provisions that govern outdoor advertising signage in NSW

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

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 6). 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 continue the operation of the existing approved static advertising signage on the Canterbury Road pedestrian bridge for a further 15-year period.

The sign is visible to motorists travelling northwest bound and southeast bound along Canterbury Road. The signs comprise an advertising display area of approximately 45.17m² respectively. No physical works are proposed to the advertising structures.

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

- will have minimal impact on the locality, including residential properties, as:
 - no physical changes are proposed to existing signs
 - the immediate environment is highly urbanised and consists of a busy transport corridor
 - the proposal will not change the current context in which the properties are located
 - the existing signage is only internally illuminated during the evening (not digital sign), and is compliant with the relevant Australian Standards and Signage Guidelines
 - properties with views towards the existing sign have limited windows and are mostly orientated towards the road (rather than the sign) and are often shield by mature vegetation
- 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, bridge signage, road safety and illumination requirements and the public benefit test;
- will not adversely impact on any items of European or Aboriginal heritage;
- will be of high quality design and finish and will provide visual interest along Canterbury Road; and
- 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 continued use of the existing advertising signs will not have an adverse impact on the environment or on the safety of road users and therefore warrants approval.