

Statement of Environmental Effects

Existing Advertising Signage
TfNSW Pedestrian Bridge
Hume Highway, Strathfield

September 2024,
Amended November 2024

transport.nsw.gov.au

This report has been prepared by:

A handwritten signature in black ink, appearing to read 'J. Hall'.

Jacquie Hall BCP (Hons)
Planner
E: jacqui@keylan.com.au

A handwritten signature in black ink, appearing to read 'S. Hamilton'.

Sammy Hamilton BP
Senior Planner
E: sammy@keylan.com.au

This report has been reviewed
by:

Padraig Scollard

Padraig Scollard BTP MRUP
Associate
E: padraig@keylan.com.au

DISCLAIMER

This report is dated 4 November 2024 and includes information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Keylan Consulting Pty Ltd (Keylan) opinion in this report.

Keylan has prepared this report on the instructions and for the benefit only, of TfNSW (client) for the purpose of a development application (purpose) and not for any other purpose or use. To the extent permitted by applicable law, Keylan expressly disclaims all liability, whether direct or indirect, to the Client which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Keylan was required to make professional judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of town planning assessment. All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Keylan at the date of this report, and upon which Keylan relied.

This report has been prepared with due care and diligence by Keylan and the statements and opinions given by Keylan in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

Table of Contents

1	Introduction	7
2	The Site and Locality.....	8
2.1	Site Description	8
2.2	Surrounding Locality	10
2.3	Existing Road Environment.....	12
3	Background	13
4	The Proposal	14
4.1	Signage Operation and Management.....	16
4.2	Sign Access and Maintenance	16
5	Statutory Planning Framework.....	17
5.1	Environmental Planning and Assessment Act 1979	17
5.2	Environmental Planning and Assessment Regulations 2021	20
5.3	Roads Act 1993	20
5.4	State Environmental Planning Policies	21
5.4.1	State Environmental Planning Policy (Industry and Employment) 2021	21
5.4.2	Transport Corridor Advertising and Signage Guidelines 2017	27
5.4.3	State Environmental Planning Policy (Transport and Infrastructure) 2021	28
5.5	Strathfield Local Environmental Plan 2012.....	29
5.5.1	Zoning	29
5.5.2	Heritage.....	30
5.6	Strathfield Development Control Plan 2005.....	31
6	Environmental Planning Assessment	36
6.1	Road safety	36
6.1.1	Road environment.....	36
6.1.2	Road accident history.....	37
6.1.3	Stopping sight distance.....	38
6.1.4	Road safety criteria – Signage Guidelines.....	38
6.1.5	Road safety summary	42
6.2	Illumination.....	43
6.3	Heritage.....	44
6.4	Structural Integrity	44
6.5	Visual Impacts.....	44
6.5.1	Methodology.....	44
6.5.2	Visual catchment.....	46
6.5.3	Selection of viewpoints	46
6.5.4	Assessment.....	48
6.5.5	Summary	53
6.6	Site suitability	54
6.7	Public benefit	54
7	Conclusion	55

Figures

Figure 1: Site context (Source: Near Maps)	8
Figure 2: Existing sign as seen from Hume Highway looking east (Source: Keylan)	9
Figure 3: Existing sign as seen from Hume Highway looking west (Source: Keylan).....	9
Figure 4: Aerial view of the site in 2010 (Base source: Near Maps)	10
Figure 5: Aerial view of the site in 2024 (Base source: Near Maps)	11
Figure 6: View from Hume Highway pedestrian overbridge looking east	11
Figure 7: View from Hume Highway pedestrian overpass	12
Figure 8: Sign elevation - east (Source: Dennis Bunt Consulting Engineers)	14
Figure 9: Sign elevation - west (Source: Dennis Bunt Consulting Engineers)	15
Figure 10: Site plan (Source: Dennis Bunt Consulting Engineers)	15
Figure 11: Land use zoning map (Source: E Spatial Viewer)	30
Figure 12: Heritage map (Source: E Spatial Viewer)	31
Figure 13: Crash history - westbound approach (Source: TTPP)	37
Figure 14: Crash history - eastbound approach (Source: TTPP).....	37
Figure 15: Landscape character and visual impact rating matrix (Source: TfNSW)	45
Figure 16: Visual catchment (Source: Keylan)	46
Figure 17: Site 1 – View of the site looking east on north side of Hume Hwy near Strathfield ...	47
Figure 18: Site 2 – View of the site looking east on south side of Hume Hwy	47
Figure 19: Site 3 – View of the site looking west on south side of Hume Hwy	47
Figure 20: Site 4 – View of the site looking west on cnr Cosgrove Rd / Hume Hwy.....	47
Figure 21: Site 5 – View of the site looking west on north side of Hume Hwy	47
Figure 22 Photo of front of 587 Liverpool Road, Strathfield. Photo taken from the footpath	49
Figure 23: Facing south-west towards the existing sign	49
Figure 24: Facing west towards the existing sign.	49
Figure 25: Facing west towards the existing sign.	51
Figure 26: Facing west towards the existing sign.	51
Figure 27: Aerial view of site and Cave Road properties (Base source: Near maps).....	51
Figure 28: Photo of the property at 26 Hedges Avenue, Strathfield	52
Figure 29: Facing south west towards the existing sign	52

Tables

Table 1 Project Summary	6
Table 2: List of Appendices	7
Table 3: Development summary	14
Table 4: Assessment against Objectives of the EP&A Act	18
Table 5: Section 4.15(1) assessment.....	19
Table 6: Schedule 5, SEPP (Industry and Employment) 2021 consideration	27
Table 7: Transport and Infrastructure SEPP assessment.....	29
Table 8: DCP Assessment	35
Table 9: Existing road environment.....	36
Table 10: Sign location criteria – Section 3.3.1 of the Signage Guidelines	41
Table 11: Sign design and operation criteria – Section 3.3.2 of the Signage Guidelines	42
Table 12: Summary of visual impact	53

Appendices

Appendix 1	SEPP & Signage Guidelines Assessment
Appendix 2	Architectural Plans
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 (EDC)
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 two existing approved static advertising signs on the pedestrian overbridge at Hume Highway, Strathfield, for a further 15 year period no physical works are proposed to the signage structure
Background	<ul style="list-style-type: none"> the Department of Planning, Housing and Infrastructure (DPHI) granted consent on 29 October 2009 (DA-081-07-2009) for the continued operation of the two signs DA-081-07-2009 approved the signs to remain on the bridge for 15 years, this consent therefore lapses on 29 October 2024
Site Description	<ul style="list-style-type: none"> the signs are located on the eastern and western elevations of the TfNSW pedestrian overbridge (-33.886569, 151.071375) the bridge is adjacent to Strathfield South High School to the north and the Shell Petrol Station to the south the site is within the Strathfield Local Government Area (LGA)
Advertising Display Area	<ul style="list-style-type: none"> Signage structure dimensions: 12.84m x 3.53m per sign (45.33m²) Panel dimensions: 12.66m x 3.35m per sign (42.41m²) Logo area: 0.61m² per sign Advertising display area: 45.94m²
Road Safety Impacts	<ul style="list-style-type: none"> a Signage Safety Assessment (SSA) (Appendix 3) confirms: <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 proximity to low density residential properties an assessment of the visual impacts on these properties is provided a Section 6 which concludes that the continued operation of the existing signage is not anticipated to adversely impacts on these properties
Heritage Impacts	<ul style="list-style-type: none"> the site is located in proximity to two 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 has been prepared by TfNSW (Appendix 6) and 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 the existing approved advertising signage for an additional 15 years at the Hume Highway, Strathfield, within the Strathfield 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) 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-081-07-2009) lapses on 29 October 2024. As such, the proposed 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 (EDC) 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 Cost of Development 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 Hume Highway TfNSW pedestrian overbridge. The overbridge spans over Hume Highway Road in a general north-south alignment, allowing pedestrians to safely cross Hume Highway and access Strathfield South High School from the southern side of the road (and vice versa). The signs are oriented towards eastbound and westbound traffic.

The Hume Highway is a State classified road (no. 2) which travels in a general east-west alignment. There are a number of signalised and unsignalised intersections in proximity to the site as outlined below:

- Hedges Avenue/Hume Highway intersection (unsignalised) – 40m east of the site
- Braidwood Street/Hume Highway intersection (unsignalised) – 55m west of the site
- Gould Street/Hume Highway intersection (unsignalised) – 135m east of the site
- Cosgrove Road/Hume Highway intersection (signalised) – 230m east of the site

The subject site in context to the surrounding area is shown at Figure 1.

The pedestrian overbridge as viewed from the Hume Highway eastbound and westbound is shown at Figures 2 and 3.

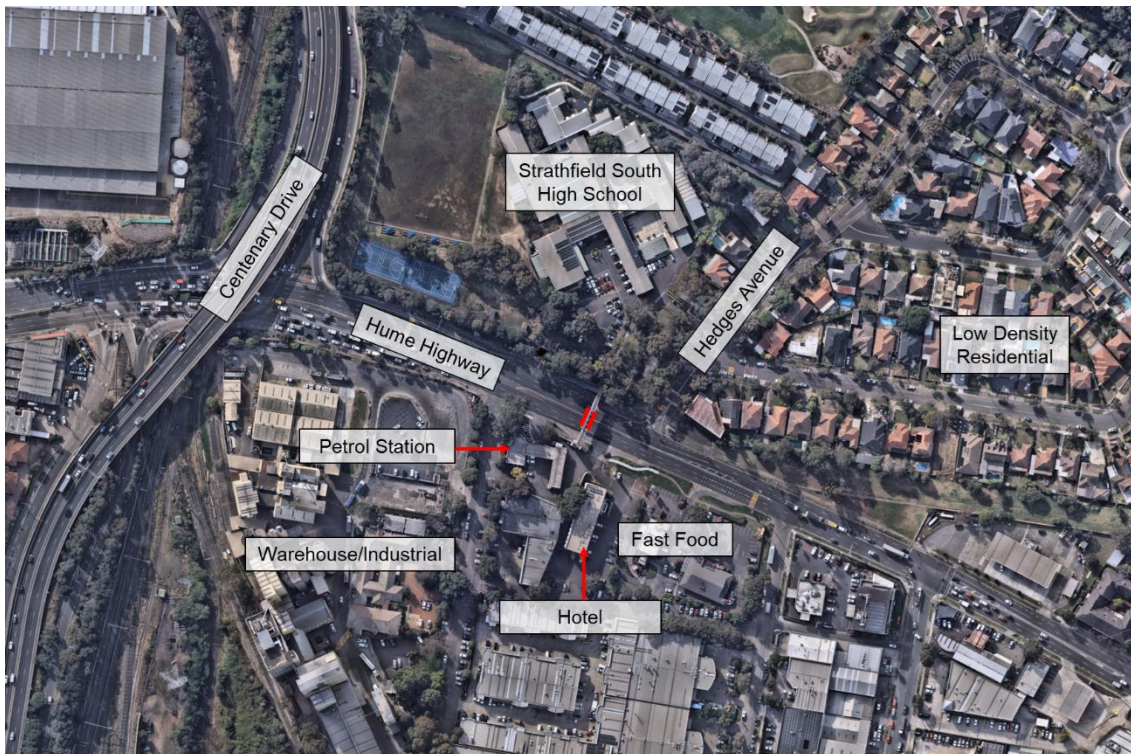


Figure 1: Site context (Source: Near Maps)



Figure 2: Existing sign as seen from Hume Highway looking east (Source: Keylan)

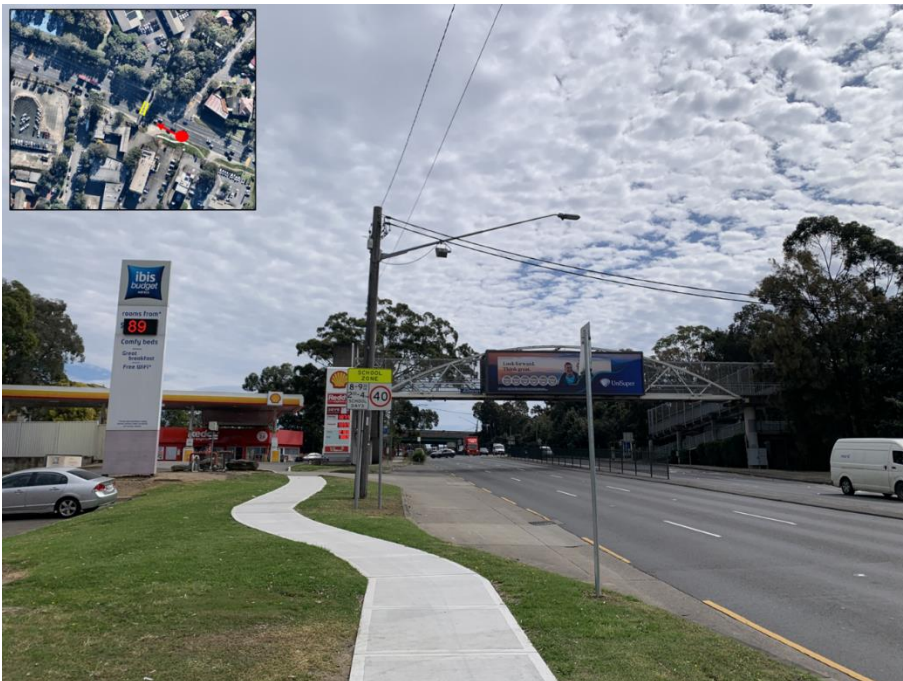


Figure 3: Existing sign as seen from Hume Highway looking west (Source: Keylan)

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:

- Strathfield South High School to the immediate north
- Low density residential development to the north-east
- Shell Petrol Station to the immediate south
- Hotel and fast food premises to the south-east on Hume Highway
- Industrial, warehouse and commercial developments to the south-west and west on Hume Highway and Braidwood 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 Figures 4 and 5. 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 Hume Highway pedestrian overbridge looking east along the Hume Highway (Source: Keylan)



Figure 7: View from Hume Highway pedestrian overpass looking west along the Hume Highway (Source: Keylan)

2.3 Existing Road Environment

The Hume Highway is an established, arterial road corridor. At the location of the site the corridor comprises three lanes travelling east and west. Just before the site on eastbound approach there is a bus layby (four lanes merge into three). On the westbound approach a fourth lane facilitates a left hand turn into the Shell petrol station.

There is no stopping or standing of vehicles permitted on either side of the Hume Highway in proximity to the sign.

On approach to the site, a speed limit of 60km/hr applies in both directions. A school zone speed of 40km/hr applies on both sides of the road during 8am-9:30am and 2:30pm-4pm daily.

On road cycling is permitted on the Hume Highway, however no formal cycling facilities are provided in this location.

3 Background

On 29 October 2009, the Minister for Planning granted approval for the continued display of two existing advertising signs on both sides of the pedestrian overbridge on the Hume Highway, Strathfield South for a further 15 years (DA-081-07-2009).

The 2009 Development Consent approved the continued operation of the signs as they were constructed and operational at this time.

The 2009 consent will lapse on 29 October 2024. A copy of this consent is provided at Appendix 8.

Note, stamped plans from the 2009 consent were not available at the time of writing.

4 The Proposal

The proposal seeks approval to continue the operation of the two existing static advertising signs on the TfNSW pedestrian overbridge at the Hume Highway, Strathfield, for a further 15 years.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> on 29 October 2009, the continued display of two existing static backlit signs were approved by the Department of Planning and Environment (now Department of Planning, Housing and Infrastructure) this 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 eastern and western elevations of the Hume Highway pedestrian overbridge located adjacent to Strathfield South High School
Advertising display area	<ul style="list-style-type: none"> 45.94m² (12.84m x 3.53m + 0.61m² logo) per sign
Road clearance from ground level to the sign	<ul style="list-style-type: none"> 5.93m clearance from bottom of signage to existing ground level (Hume Highway) note, 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 eastern elevation is legible from a distance of 110m on the westbound approach the sign on the 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.

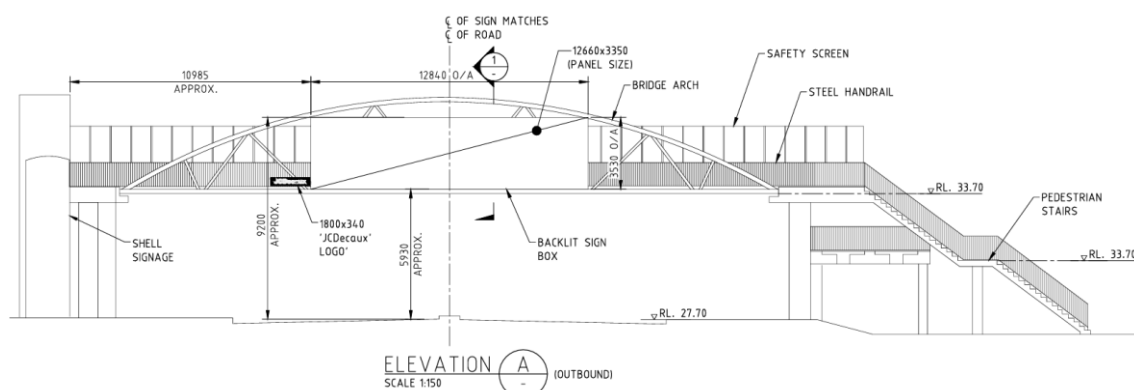


Figure 8: Sign elevation - east (Source: Dennis Bunt Consulting Engineers)

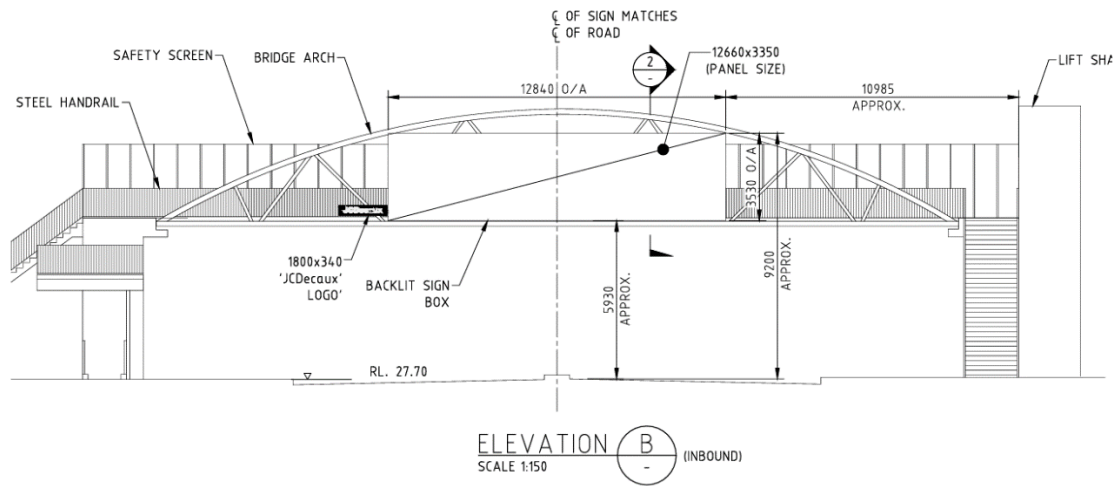


Figure 9: Sign elevation - west (Source: Dennis Bunt Consulting Engineers)

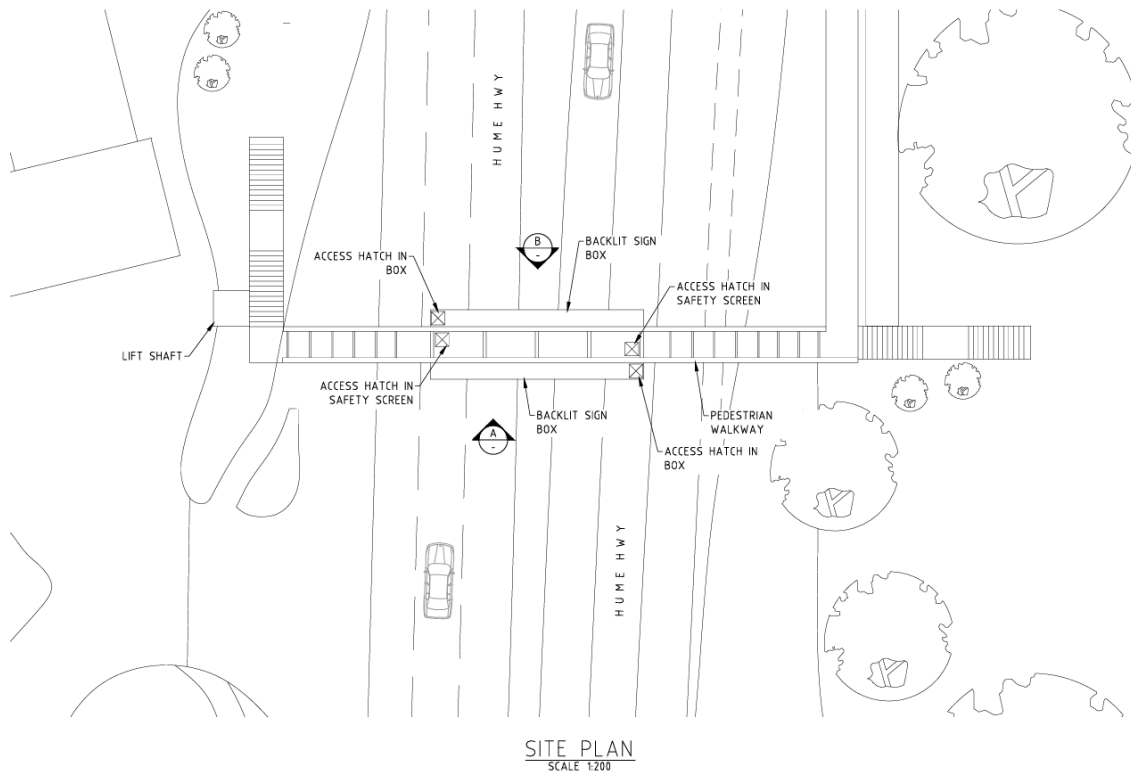


Figure 10: Site plan (Source: Dennis Bunt Consulting Engineers)

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 in the roof of the safety screen, and a hatch in the top of each box. Refer to photo 1 and 4 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 photos 3 and 8 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, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown DAs (other than development that requires a heritage approval). On this basis, the subject application is not Integrated Development.

Objects of the Act

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

Objective	Comment
(a) <i>To promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources,</i>	The development promotes the social and economic welfare of the community by generating revenue to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.
(b) <i>to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,</i>	This SEE provides information on the relevant economic, environmental and social impacts of the proposed 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>	Affordable housing does not form part of this application.
(e) <i>to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,</i>	The 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 animals and plants, ecological communities and their habitats.

Objective	Comment
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	<p>There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the proposal.</p> <p>However, the existing sign is in close proximity to two local heritage items:</p> <ul style="list-style-type: none"> • ‘Weston Milling—NB Love building and administration block—old flour mill and administrative building’ (item I220), at 22–28 Braidwood Street • ‘Milestone’ (item I230), at Liverpool Road (corner of Braidwood Street) <p>It is anticipated that there will be no adverse impacts to the built and cultural heritage as the existing signage is not visible from these items. Heritage impacts are 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>
(g) <i>to promote good design and amenity of the built environment,</i>	<p>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.</p>
(h) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	<p>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.</p>
(i) <i>to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	<p>This SEE is submitted to DPHI to enable an environmental assessment of the application.</p>
(j) <i>to provide increased opportunity for community participation in environmental planning and assessment.</i>	<p>As part of DPHI’s assessment of the application, it will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal.</p> <p>Any submissions received will be addressed as part of a Response to Submissions Report.</p>

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>Strathfield Development Control Plan 2005</i> (SDCP 2005) 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 6.6
(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*
 - in accordance with Clause 23(2), landowners consent is not required as the application is on behalf of TfNSW who are a public authority
 - in accordance with Clause 23(3) written notice has been given to Council
- *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 SEE.

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 *Strathfield Local Environmental Plan 2012* (SLEP 2012) the proposed application is permissible with consent under 3.14(1)(b) of the Industry and Employment SEPP.

Further, under Section 3.10(c) & (d) 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	Capable of 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 of the existing advertising structures will remain compatible with the existing and desired future character of the area as: <ul style="list-style-type: none"> ○ The surrounding locality has largely remained unchanged since the previous approval 	Yes

Schedule 5	Comment	Capable of compliance
	<p>under DA 081-07-2009 as discussed in Section 2.</p> <ul style="list-style-type: none"> ○ The character of the surrounding area is anticipated to remain the same, continuing to be a highly frequented arterial road corridor with a variety of uses adjacent. ○ As part of DA 081-07-2009, the character of this area was assessed and considered suitable for signage. ○ The proposal remains the same as that assessed under DA 081-07-2009. The application does not propose any physical works and only seeks to continue the operation of the approved signage. ○ Noting, the signs have already been in place at the site for more than 15 years (the previous consent from 2009 extended the operation of the signage for 15 years as the physical sign was already approved at the site). ○ The proposal does not seek to amend the scale of the approved signage and will continue to sit appropriately within the structural 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</i>	<ul style="list-style-type: none"> • The existing advertising signs are not visible from any environmentally sensitive areas, natural or other conservation areas, open space areas, waterways or rural landscapes. 	Yes

Schedule 5	Comment	Capable of compliance
space areas, waterways, rural landscapes or residential areas?	<p>Heritage:</p> <ul style="list-style-type: none"> The existing signs are in close proximity to two heritage items, however the existing signage is not visible from these items. Further, the continued operation of the approved signage structure will not detract from the amenity or visual quality of these heritage items for the following reasons: <ul style="list-style-type: none"> There will be no physical alterations to the existing signs and the site will remain as is. The immediate environment surrounding the site comprises a busy arterial road corridor. The continued operation of the advertising signs will not have any tangible impacts to the heritage fabric of nearby heritage items. <p>Residential:</p> <ul style="list-style-type: none"> The west facing advertising sign is not visible from any residential properties, however the east facing advertising sign is partially visible from a small number of residential properties on the northern side of the Hume Hwy (on Cave Road) and one property on Hedges Avenue. Despite this, any visual impacts on these residential properties are considered minimal for the following reasons: <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 more than 15 years (the previous consent from 2009 extended the operation of the signage for 15 years as the physical sign was already approved at the site). The immediate surrounding environment is highly 	

Schedule 5	Comment	Capable of compliance
	<p>urbanised, consisting of an arterial road corridor.</p> <ul style="list-style-type: none"> ○ The proposal to extend the duration of the existing advertising signs will not change the current context in which the properties are located. ○ The existing signs are internally illuminated during the evening (not digital) and are deemed 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). <p>Further heritage and visual assessment are provided at Section 6.</p>	
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 overbridge 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</i>	<ul style="list-style-type: none"> • The scale, proportion and form of the advertising signs remain appropriate as: 	Yes

Schedule 5	Comment	Capable of compliance
<i>streetscape, setting or landscape?</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; and 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 positively contribute to the visual interest of the surrounding streetscape along the Hume Highway 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 the existing pedestrian bridge structure, thereby enhancing visual interest along the Hume Highway. 	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 Hume Highway. 	Yes
<i>Does the proposal require ongoing vegetation management?</i>	<ul style="list-style-type: none"> The proposal does 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 overbridge in a highly urbanised environment, above a major road corridor. 	Yes
<i>Does the proposal respect important features of the site or building, or both?</i>	<ul style="list-style-type: none"> The existing advertising signs will continue not to adversely impact 	Yes

Schedule 5	Comment	Capable of compliance
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	<p>any important features of the site and will remain located entirely within the structural boundaries of the bridge.</p> <ul style="list-style-type: none"> The signage will continue to provide visual interest along Hume Highway through the display of high-quality advertisements, whilst ensuring minimal impacts on surrounding development. 	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 products No overtly religious advertising No advertising that contains overt and sexually graphic images No pornography and illegal drugs All advertising copy material will continue to comply with the following: <ul style="list-style-type: none"> Australian Advertising Industry Code of Conduct The Outdoor Media Association (OMA) Code of Conduct The operator logo will remain at the bottom left of the signage structure, fixed to the bridge. 	Yes
7. Illumination		
<i>Would illumination result in unacceptable glare?</i>	<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 	Yes
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>		Yes
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>		Yes
<i>Can the intensity of the illumination be adjusted, if necessary?</i>		Yes
<i>Is the illumination subject to a curfew?</i>		Yes

Schedule 5	Comment	Capable of compliance
	<p>pedestrians, residents or vehicular traffic</p> <ul style="list-style-type: none"> ○ any unacceptable amenity impacts to nearby residential dwellings, or accommodation or environmental receivers • It is further noted that under the previous consent for the sign (DA 081-07-2009, refer Appendix 8), Condition B1 required the sign to comply with the relevant illumination prescribed under the then Australian Standards. The applicant is not aware of any notices of non-compliance with this condition. 	
8. Safety		
<p><i>Would the proposal reduce the safety for any public road?</i></p> <p><i>Would the proposal reduce the safety for pedestrians or bicyclists?</i></p> <p><i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i></p>	<ul style="list-style-type: none"> • A Structural Feasibility Statement is provided and the advertising sign structures have been fitted with a fall arrest system (safety cables) to prevent the sign structures from falling on the road if impact by a vehicle. • A Signage Safety Assessment (SSA) has been prepared by TTPP and is included at Appendix 3. • The SSA concludes the proposal will not reduce the safety of any public road or reduce the safety of any public road or reduce the safety of pedestrians or bicyclists. • The signage will continue not to obscure sightlines from public areas. 	Yes

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	Capable of compliance
2.119 Development with a frontage to a classified road		
(1) <i>The objectives of this section are—</i> (a) <i>to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i> (b) <i>to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i>	<p>The proposal comprises development above the road corridor and with frontage to the Hume Highway, which is classified as a State classified road (No. 2).</p> <p>The assessment contained in this application concludes that the proposal will not compromise the function of the Hume Highway for road users in vicinity of the signage and is not sensitive to traffic noise or vehicle emissions.</p>	Yes
(2) <i>The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—</i> (a) <i>where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i> (b) <i>the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</i> (i) <i>the design of the vehicular access to the land, or</i> (ii) <i>the emission of smoke or dust from the development, or</i> (iii) <i>the nature, volume or frequency of vehicles using the classified</i>	<p>A Signage Safety Assessment (SSA) has been prepared as part of this application and is included at Appendix 3.</p> <p>The SSA considers the ongoing operation and function of the Hume Highway in context to the development and considers that the signage continues to be acceptable from a road safety perspective.</p> <p>The advertising signs are not considered a type of development that is sensitive to traffic noise or vehicle emissions.</p> <p>Road safety is further discussed at Section 6.</p>	

Section	Comment	Capable of compliance
<p>road to gain access to the land, and</p> <p>(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</p>		

Table 7: Transport and Infrastructure SEPP assessment

5.5 Strathfield Local Environmental Plan 2012

The *Strathfield Local Environmental Plan 2012* (SLEP 2012) is the principal Environmental Planning Instrument applicable to the land within the Strathfield 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.

An assessment against the provisions of the SLEP 2012 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 SLEP 2012. Signage is permissible with consent in the SP2 zone and consistent with the zone objectives 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.

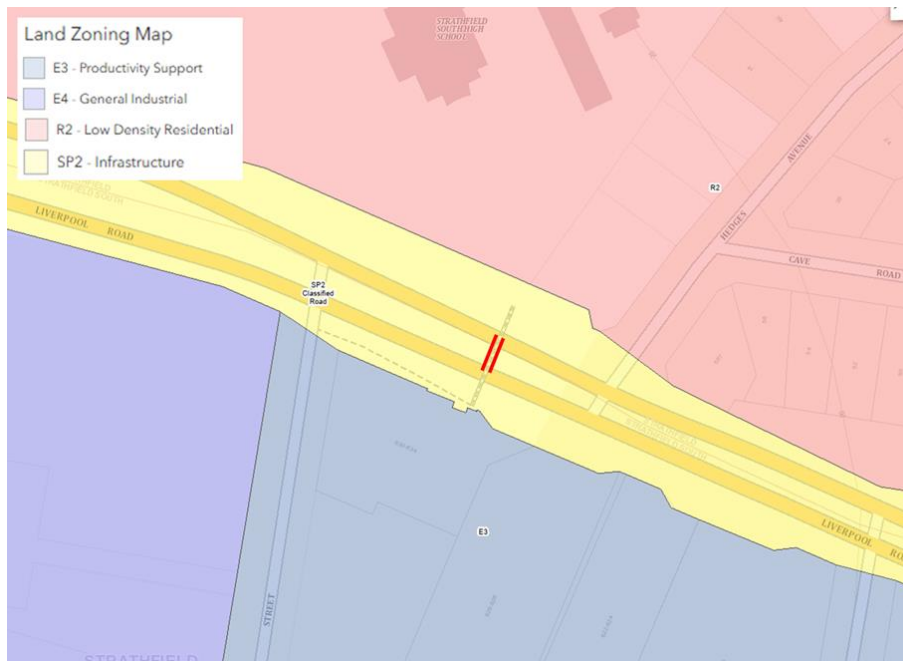


Figure 11: Land use zoning map (Source: E Spatial Viewer)

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 are not State heritage listed.

The site is also not identified as a heritage item nor is it within a heritage conservation under SLEP 2012.

Notwithstanding, the site is located in proximity to two local heritage items listed under SLEP 2012. These items are shown at the figure below and consist of:

- 'Weston Milling—NB Love building and administration block—old flour mill and administrative building' (item I220), at 22–28 Braidwood Street
- 'Milestone' (item I230), at Liverpool Road

The impact of the continuation of the existing advertising signs on these heritage items is discussed at Section 6.3.

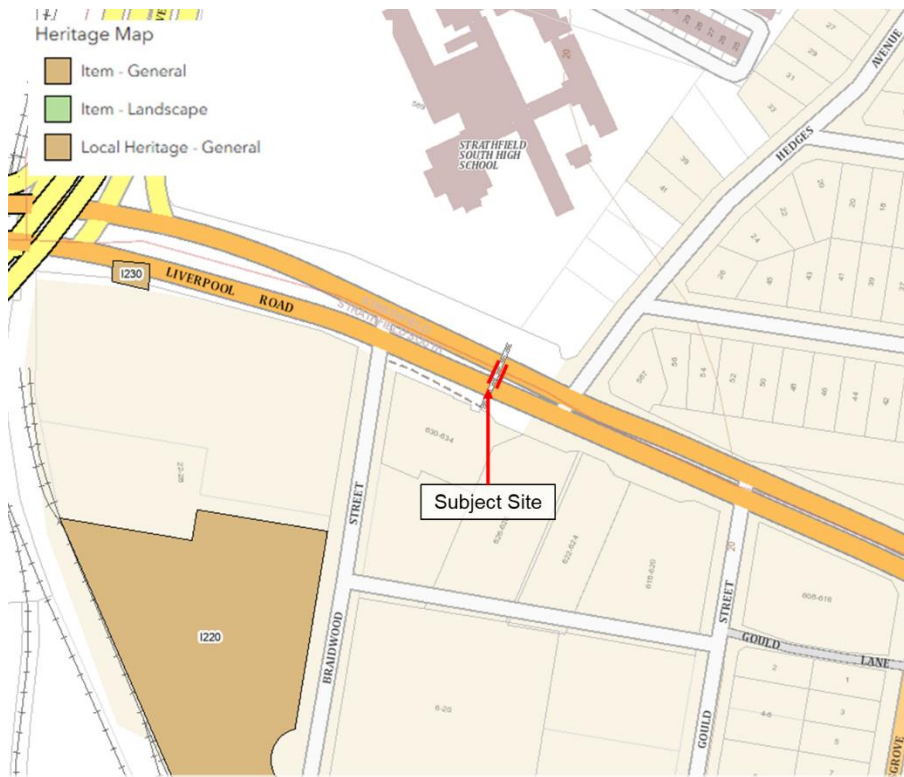


Figure 12: Heritage map (Source: E Spatial Viewer)

5.6 Strathfield Development Control Plan 2005

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
Part J – Advertising Signs and Structures		
1.6 Matters for Consideration		
<p><i>An application seeking approval for an advertisement will be determined having regard to Section 4.15 of the Environmental Planning and Assessment Act, 1979 the matters listed below and Part B - Special Provisions to Part J.</i></p> <p>(a) <i>The design of the sign including size, type of lettering and the language the sign is written in.</i></p> <p>(b) (i) <i>The visual appearance of the advertisement and whether it is appropriate to the general character of the area.</i></p>	<ul style="list-style-type: none"> The visual appearance of the existing advertising signs is consistent with the general character of the area which consists of a highly urbanised environment on a major arterial road corridor. The existing advertisements will continue not to dominate or obscure other advertisements as they are located within the structure of an existing bridge. There are no other large format static or digital advertising signs within 150m of the site (in both directions). 	Yes

Provision	Comment	Capable of compliance
<p>(ii) <i>whether the advertisement will dominate or obscure other advertisements.</i></p> <p>(iii) <i>whether the advertisement is in proportion to the architectural features of the adjoining development.</i></p> <p>(iv) <i>whether the advertisement will dominate the building and whether the building would be a background frame for the proposed advertisement.</i></p> <p>(v) <i>whether the colours of the advertisement complement the colours of the building.</i></p> <p>(vi) <i>whether the advertisement respects buildings of heritage significance.</i></p> <p>(vii) <i>whether the supporting structure of the advertisement will be visually obtrusive and contribute to the streetscape clutter.</i></p> <p>(viii) <i>whether the advertisement would unduly attract a motor vehicle driver's attention.</i></p> <p>(ix) <i>whether the advertisement would dominate or obscure direction signing or identification signing.</i></p> <p>(x) <i>whether the advertisement would obscure a scenic view.</i></p> <p>(xi) <i>whether the advertisement would be an obstruction to vehicles and pedestrians.</i></p> <p>(xii) <i>whether the advertisement complies with traffic safety requirements.</i></p> <p>(xiii) <i>whether the advertisement is structurally safe.</i></p> <p>(c) <i>For a Class of Advertising Structure referred to in Schedule 1 take into consideration whether the structure complies with the requirements of Schedule 2.</i></p> <p>(d) <i>The number of existing signs on the building and adjacent buildings.</i></p>	<ul style="list-style-type: none"> While there is advertising on the bus shelters (approx. 40m west of the site), the continuation of the existing signage at the site is located above the road corridor and is sufficiently separated from these bus shelter signs. Bus shelters are located to the side of the road and are therefore within a different view line for motorists. The existing advertising signage will continue to be proportionate to the bridge to which they are located. The signage does not extend above, below or to the side of the bridge and does not conceal any important architectural elements. The existing signage will display a range of advertisements of different colours and designs. These will improve visual interest of the bridge which is a white and grey steel structure. The outer structure of the sign will remain unchanged (grey steel). The existing signage will continue not to adversely impact the setting of any heritage items and not cause an obstruction to vehicles, pedestrians or any scenic views. The proposal will not result in any streetscape clutter as no additional advertisements are proposed. The SSA (Appendix 3) confirms the proposal is acceptable from a traffic perspective. The Structural Feasibility Statement (Appendix 5) confirms the existing signage structure is structurally safe, there are presently no structural issues, and it can remain attached to the bridge. (c) does not apply 	

Provision	Comment	Capable of compliance
	<ul style="list-style-type: none"> The proposal seeks for the continuation of consent for existing advertising signs. It will not change the number of signs on the bridge. 	
2.1 Signs in All Areas		
<p><i>i) Zoning</i></p> <p><i>Table A indicates the types of signage which are permissible without Development consent, permissible only with development consent and prohibited within various zones under the Strathfield Local Environmental Plan (LEP 2012). Schedule 2 – Exempt Development of SLEP 2012 identifies those advertising signs and structures which do not require development consent.</i></p>	<ul style="list-style-type: none"> The existing advertising signs are located on land zoned SP2 Infrastructure under the SLEP 2012. Signage is permissible with consent in the SP2 zone as it is ordinarily incidental or ancillary to the road corridor given it will generate revenue to maintain and improve TfNSW infrastructure. The signage is also permissible with consent under Section 3.14(1)(b) of the Industry and Employment SEPP as the display of the advertisement is by or on behalf of TfNSW. 	Yes
<p><i>ii) General Appearance, Content and Maintenance Provisions</i></p> <p><i>Council discourages signs prone to deterioration in appearance and may issue an Order under the EP&A Act for the removal of signage which is redundant, dilapidated, unsightly or objectionable</i></p>	<ul style="list-style-type: none"> The existing sign is consistent with this criteria as: <ul style="list-style-type: none"> TNSW will continue to ensure appropriate maintenance of the signage the signs will continue to display high quality advertisements that will enhance the visual interest along a busy, arterial road corridor 	Yes
<p><i>iii) Traffic and Pedestrian Safety</i></p> <p><i>Advertisements, signs and advertising structures are not to be erected or displayed in a manner which obscures or interferes with road traffic signs or resemble a regulatory or road warning or direction sign, in colour, size, shape or wording. Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to the Roads and Maritime Services (RMS) for comment.</i></p>	<ul style="list-style-type: none"> The SSA (Appendix 3) confirms the proposal will not result in any adverse traffic and pedestrian safety impacts. 	Yes
<p><i>v) Language</i></p> <ul style="list-style-type: none"> <i>All advertising signage must be displayed in English but may be translated in another language</i> 	<ul style="list-style-type: none"> The existing signage will continue to display messages in English. 	Yes

Provision	Comment	Capable of compliance
<ul style="list-style-type: none"> All translations must be accurate and complete Wording and/or numbers should be no greater than the English message. 		
vi) Use of Motor Vehicles or Trailers for Advertising Council permits without development consent an advertisement on a motor vehicle used principally for the transporting of goods or passengers.	<ul style="list-style-type: none"> N/A 	N/A
vii) Prohibited Advertisements Development for the purpose of erecting or displaying any of the following types of advertisements and signs is prohibited: <ul style="list-style-type: none"> (a) roof sign or wall sign projecting above the roof or wall to which it is affixed; (b) flashing or moving signs or advertisements; (c) signs, not defined as a temporary sign, made of canvas, fabric, similar sheet material, or any type of airborne sign except a temporary sign; (d) fly posters; (e) signs affixed to the surface of a public footway or public roadway; (f) signs which may obscure, obstruct or interfere with any road traffic signs or motorist vision or otherwise adversely affecting road safety; (g) signs prohibited under the Tobacco Advertising Prohibition Act 1992, or any other Act; (h) signs other than a business identification sign, directional sign, real estate sign or temporary sign within the R2 – Low Density Residential, R3 – Medium Density Residential and R4 – High Density Residential zones. 	<ul style="list-style-type: none"> The existing signage will not result in any of the matters listed. 	Yes
2.5 Special Use and Open Space Areas		
Performance Criteria (1) Council permits the erection of advertising structures and signs	<ul style="list-style-type: none"> (1) is not relevant to the proposal as the existing signs are not located on open space land. 	Yes

Provision	Comment	Capable of compliance
<p><i>on open space land only where it has frontage to a classified road, the distance between the classified road and any part of the advertising structure is not greater than 5 metres and the distance between advertising structures is not less than 100 metres.</i></p> <p><i>(2) All signs in Special Use and Open Space zones will be considered on their merits relative to these aims.</i></p>	<ul style="list-style-type: none"> • In response to (2), signage is permissible with consent in the SP2 Zone under the SLEP 2012 and is consistent with the zone objectives as it is ordinarily incidental or ancillary to the road corridor given it will generate revenue to maintain and improve TfNSW infrastructure. • A Public Benefit Statement is provided at Appendix 6 which outlines there is significant need to continue the operation of the sign as it will generate revenue used to support essential TfNSW services including: <ul style="list-style-type: none"> ○ road infrastructure maintenance ○ network management ○ road user compliance activities ○ road safety programs 	

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 the Hume Highway in proximity to the Hume Highway overpass is summarised in the table below.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> State classified road (no. 2)
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 approximately 200m east of the signalised intersection of Hume Highway and Centenary Drive and 210m west of the signalised intersection of Hume Highway and Cosgrove Road.
Road configuration and geometry	<ul style="list-style-type: none"> At the location of the site the corridor comprises three lanes travelling east and west. Just before the site on eastbound approach there is a bus layby (four lanes merge into three). There is also a right turn lane into Braidwood Street on approach to the site. On the westbound approach a fourth lane facilities a left hand turn into the Shell petrol station.
Crash data	<ul style="list-style-type: none"> In the five-year period between January 2019 and December 2023, there were two incidents on the eastbound approach within the legible distance to the existing static signage, and one incident 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 the Hume Highway. The pedestrian overbridge to which the existing signs are located allows pedestrians and cyclists to safely cross over the Hume Highway road corridor without affecting traffic flow. No cyclist infrastructure is provided along either side of the Hume Highway, 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 overbridge.
Parking	<ul style="list-style-type: none"> Eastbound – kerbside lane is a clearway from 3-7pm on weekdays Westbound – kerbside lane is a clearway at all times
Stopping sight distance (SSD)	<ul style="list-style-type: none"> 60m (eastbound) and 68m (westbound)

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, two incidents occurred within the legible distance of the eastbound sign and one incident occurred within the legible distance of the westbound sign.

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

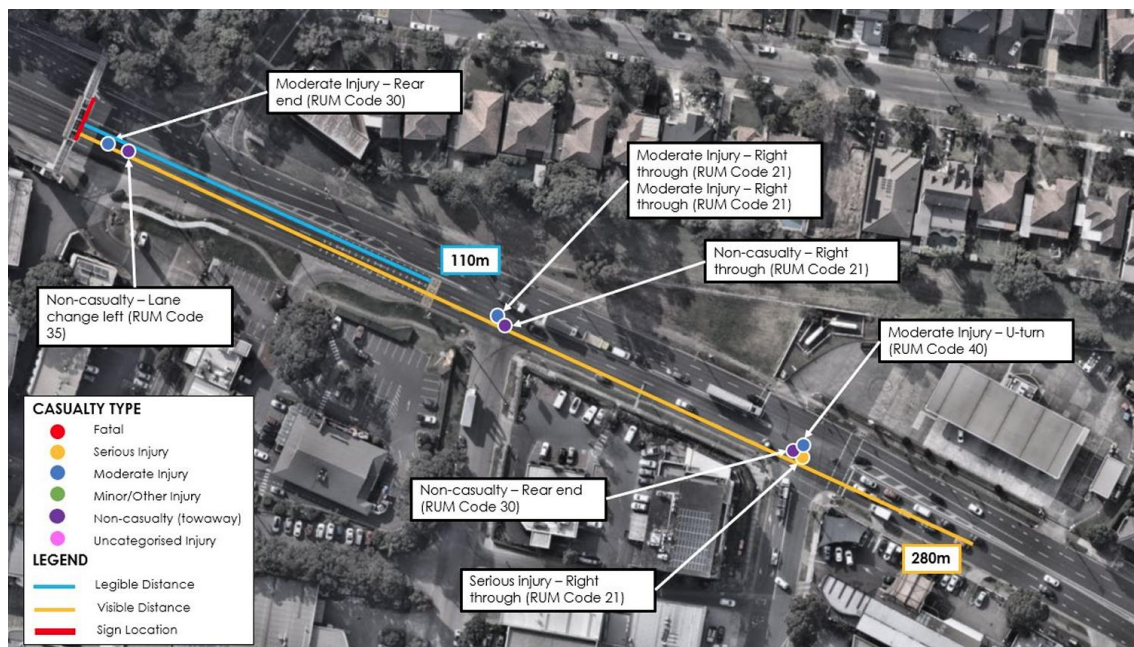


Figure 13: Crash history - westbound approach (Source: TTPP)

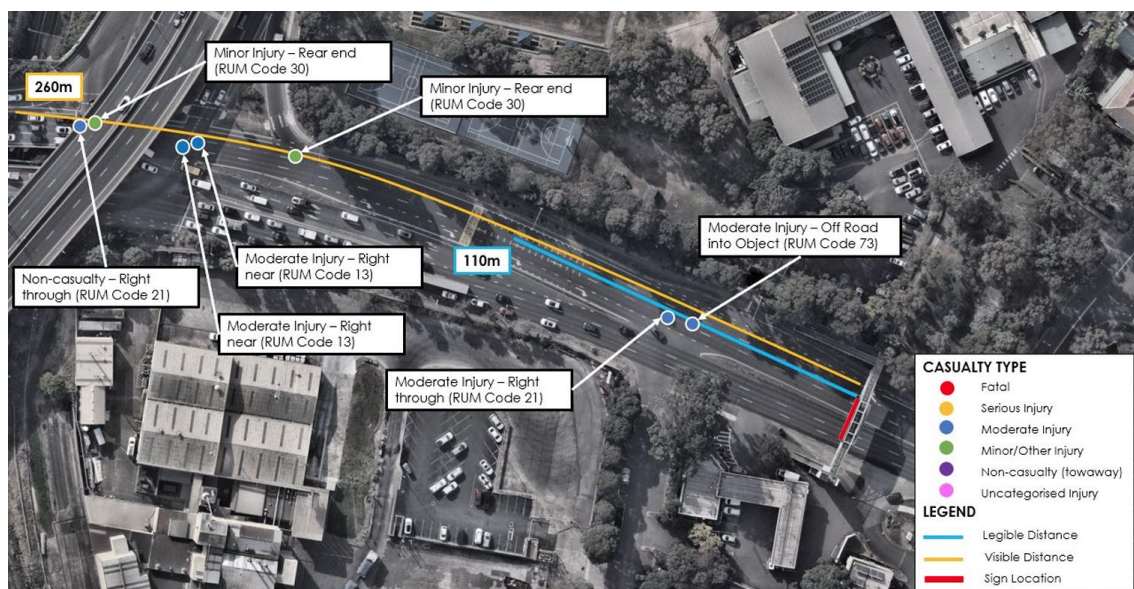


Figure 14: Crash history - eastbound approach (Source: TTPP)

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.

Westbound sign

According to the SSA, the minimum SSD for the sign on the westbound approach is 68m and there are no decision or conflict points within this distance noting the Hume Highway / Centenary Drive intersection is 200m away from the sign.

Eastbound sign

According to the SSA, the minimum SSD for the sign on the eastbound approach is 60m and there is one merge point within this distance. However, the SSA found this to be acceptable for the following reasons:

- there have been no crashes between merging vehicles at this location in the last 5 years
- there are several examples in Sydney where a merge point is in close proximity to signage, many of which are located in higher speed environments (crash risk is higher)

Further details on the SSD is provided in the SSA at Appendix 3.

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		
<p>a. The advertisement must not create a physical obstruction or hazard. For example:</p> <p>i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?</p> <p>ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?</p> <p>iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</p>	<p>The existing signage does not physically obstruct any vehicle, pedestrian and cyclist movements as it is placed on both sides of the pedestrian bridge above Hume Highway.</p> <p>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.</p>	Yes
<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 supplement) 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.</p> <p>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 AS1170.1 and AS 1170.2. 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</p>	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
	<i>of the existing sign against the current codes is included in Appendix C which demonstrates the signage structure is in accordance with current codes.</i>	
Line of sight		
a. <i>An advertisement must not obstruct the drivers view of the road particularly of other vehicles, bicycle riders or pedestrians at crossings.</i>	<i>The signage is positioned on the pedestrian bridge above Hume Highway completely within the structure of the bridge. Therefore, the signage does not obstruct the drivers' view of the road or pedestrians and cyclists.</i>	Yes
b. <i>An advertisement must not obstruct a pedestrian or cyclist's view of the road.</i>		
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 of 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>The signs are located above the road and well within a driver's peripheral vision whilst travelling eastbound and westbound on Hume Highway. 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
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 reflection 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 headline reflections. On a curved road alignment, this should be</i>		

Sign Location Criteria	Response provided by TTPP	Compliance
<i>checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</i>		
Proximity to decision making points and conflict points		
<p>a. A sign should not be located:</p> <ul style="list-style-type: none"> i. Less than the safe sight distance from an intersection, merge points, exit ramp, traffic control signal or sharp curves. ii. 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. iii. So that it is visible from the stem of a T-intersection 	Refer detailed response in SSA at Appendix 3.	Acceptable on merit
<p>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</p> <ul style="list-style-type: none"> i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher. 	<p>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.</p> <p>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 Hume Highway in the westbound or eastbound direction.</p>	Yes
Sign spacing		
<p>a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</p>	There are no other large format static or digital signs within 150m of the static signage facing traffic in the westbound or eastbound direction.	Yes

Table 10: Sign location criteria – Section 3.3.1 of the Signage Guidelines

Signage Guidelines – Section 3.3.2 Sign Design & Operation Criteria

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
Advertising signage and traffic control devices		
a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.	<p>The existing static signage is located above the carriageway. 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.</p> <p>The signage does not obscure information about the road alignment.</p>	Yes
b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example: <ul style="list-style-type: none"> i. Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'? ii. Does the advertisement imitate a prescribed traffic control device? iii. If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal? 	<p>The static signage would not display colours and shapes which could be mistaken for a traffic signal. The operator will not post any advertisements that contravene this condition.</p> <p>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 imitation of a traffic control device, particularly traffic signals. Furthermore, the image must not contain text providing driving instructions to drivers.</p>	Yes

Table 11: Sign design and operation criteria – Section 3.3.2 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 three 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 westbound facing sign is not located within the SSD to any key decision points or conflict points.
- The existing eastbound facing sign is located within the SSD of a merge point, however given no incidents have occurred within this SSD to date, and the number of examples across Sydney, this sign remains appropriate for the site from a traffic perspective.

In summary, based on the findings of TTPP in its SSA, the existing signage on both sides of the pedestrian bridge above the Hume Highway, Strathfield 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 (DA081-07-2009), Condition B1 required the sign to comply with the relevant illumination prescribed under the then Australian Standards. 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 two 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 have no direct views of the existing signage as the items are:
 - located a considerable distance away from the signage, also considering the configuration of the road
 - views are restricted by natural and built form, including mature vegetation
- 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, it is considered that the proposal will have a minimal and acceptable impact on the heritage significance of the surrounding locality.

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 overbridge.

6.5 Visual Impacts

The existing signage is located in proximity to residential areas, however only the east facing panel is likely to be visible from residential properties. An assessment of the visual impacts on these properties as a result of this signage panel 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 TfNSW 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 15: 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 16: Visual catchment (Source: Keylan)

6.5.3 Selection of viewpoints

Our assessment concludes that three viewpoints (indicated by yellow circles) on the visual catchment map above represent the closest residential receivers to the site.

These properties/areas have been assessed in accordance with the matrix at Figure 15 above. This assessment is provided at Section 6.5.4 below.

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

- The majority of properties and areas in the visual catchment are not sensitive receivers, and include uses such as petrol stations, fast food premises and industrial premises. This is due to the nature of the area as a highly frequented arterial road.
- Views from the residential areas off Hedges Ave are limited due to mature vegetation and the configuration of the road.
- 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 16.



Figure 17: Site 1 – View of the site looking east on north side of Hume Hwy near Strathfield South High School (Source: Keylan)



Figure 18: Site 2 – View of the site looking east on south side of Hume Hwy near Centenary Dr (not visible) (Source: Keylan)



Figure 19: Site 3 – View of the site looking west on south side of Hume Hwy near Ibis hotel (Source: Keylan)



Figure 20: Site 4 – View of the site looking west on cnr Cosgrove Rd / Hume Hwy (Source: Keylan)



Figure 21: Site 5 – View of the site looking west on north side of Hume Hwy near 7/11 petrol station (Source: Keylan)

6.5.4 Assessment

An assessment against the three identified properties/areas 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 will remain attached to the existing pedestrian bridge. The signs have already been in place at the site for over 15 years (the signs were already constructed and operational prior to the previous 2009 consent).
- 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 the 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 include an assessment of the visual impacts on heritage items as this is addressed at Section 6.3 above.

587 Liverpool Road, Strathfield

This property is located approximately 60m east of the existing signage. The figures below provide photographs of this property as well as views from this property towards the sign, noting that 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:
 - Residential apartments appear to only be on the upper level of the property.
 - The lower level appears to include retail premises (currently vacant) and is not considered a sensitive receiver.
 - 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:
 - Only the existing east facing sign is visible from this property.
 - The property is orientated towards Hume Highway rather than towards the sign. Therefore, direct views of the sign are unlikely.
 - The apartments have limited windows that face the sign.
- 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 the maximum luminance at the property to be 1.69 lux as a result of the sign (significantly lower than the 5 lux maximum for Zone A4).



Figure 22 Photo of front of 587 Liverpool Road, Strathfield. Photo taken from the footpath on cnr of Hedges Ave / Hume Highway (Source: Keylan)



Figure 23: Facing south-west towards the existing sign. Photo taken from the footpath on Hedges Avenue on the western side of 587 Liverpool Road, Strathfield. (Source: Keylan)



Figure 24: Facing west towards the existing sign. Photo taken from the footpath on the Hume Highway in front of 587 Liverpool Road, Strathfield (Source: Keylan)

Residential properties - southern side of Cave Road, Strathfield

The closest property on the southern side of Cave Road is approximately 80m east of the signage.

The figures below provide photographs of these properties as well as views from these properties towards the sign, noting these are taken from the 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 rating considers:
 - The viewpoint reflects the potential view from residential properties on Cave Rd which may already have existing views of the sign. Note, due to fencing, the photos and assessment for this viewpoint have been taken from the Hume Hwy footpath (approx. 30m from the Cave Rd property boundaries).
 - The visual character of the viewpoint is highly urbanised and predominately made up of views of the road reserve.
- The visual exposure of the sign is considered low as views of the sign are likely to be limited given:
 - The lot boundaries are separated from the Hume Highway road reserve by a 15m wide corridor which appears to be used for services and utilities e.g. Sydney Water (refer Figure 27).
 - The properties are orientated to the north and south (not west towards the east facing sign) and views are likely blocked by the property at 587 Liverpool Road.
- 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 LIA determined the illumination at this property as a result of the sign is acceptable subject to recommendations in the report. The maximum luminance was found to be 0.15 lux (significantly lower than the 5 lux maximum for Zone A4 and the 2 lux maximum for Zone A3).



Figure 25: Facing west towards the existing sign. Photo taken from the footpath on the Hume Highway with the rear of 48 Cave Road, Strathfield to the right (Source: Keylan)



Figure 26: Facing west towards the existing sign. Photo taken from the footpath on the Hume Highway with the rear of 44 Cave Road, Strathfield to the right (Source: Keylan)



Figure 27: Aerial view of site and Cave Road properties (Base source: Near maps)

26 Hedges Avenue, Strathfield

This property is located approximately 100m north-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 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 to the sign from this property is low as the existing sign is unlikely to be visible from within the property considering:
 - The configuration of the road restricts views (refer Figure 29).
 - There is a considerable distance between the property and the sign (100m).
 - There is mature vegetation along the western side of Hedges Avenue (within the school grounds – refer Figure 29).
 - There is mature vegetation along the properties fence line (refer Figure 28).
- 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 at the property as a result of the existing signage is acceptable as the LIA found the maximum luminance at the property to be 0.38 lux (significantly lower than the 2 lux maximum for Zone A3).

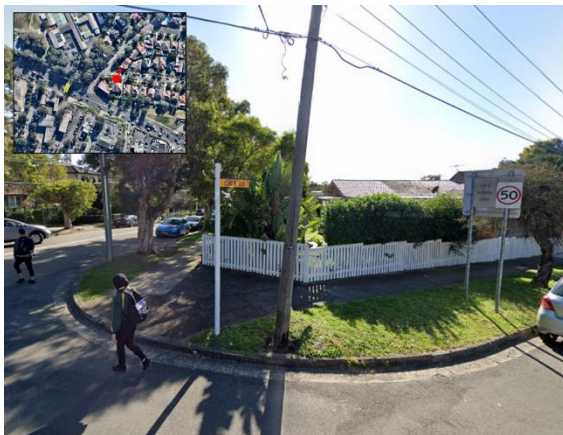


Figure 28: Photo of the property at 26 Hedges Avenue, Strathfield as seen looking north on Hedges Avenue (Source: Google Maps)



Figure 29: Facing south west towards the existing sign. Photo taken from the footpath at the corner of Hedges Avenue and Cave Road, Strathfield (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
587 Liverpool Road, Strathfield	Moderate	Low	Moderate-low
Residential properties - southern side of Cave Road, Strathfield	Moderate	Low	Moderate-low
26 Hedges Avenue, Strathfield	Moderate	Low	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 three properties/areas 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 proposed (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 the Hume Highway 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 at 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 Hume Highway pedestrian overbridge for a further 15 year period.

The sign is visible to motorists travelling westbound and eastbound along the Hume Highway. The signage panels comprise an advertising display area of approximately 45.94m². 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:

- 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
- will have minimal impact on the locality, including residential properties, as:
 - no physical changes are proposed to existing signs (consent is only sought for the continued operation for an additional 15 years)
 - 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 orientated towards the road (rather than the sign) and are often shield by mature vegetation
- 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 impact on any items of European or Aboriginal heritage
- will be of high quality design and finish and will provide visual interest along the Hume Highway; 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.