

9 August 2022

Amy Watson
Team Leader, Key Sites Assessments
NSW Department of Planning and Environment
Locked Bag 5022
Parramatta NSW 2124

Attention: Annika Hather
annika.hather@planning.nsw.gov.au

Dear Ms Watson,

Response to Submissions (DA22/1840)
Digital Advertising Sign – Raw Square Overpass, Strathfield

This letter has been prepared by *Keylan Consulting Pty Ltd* (Keylan) on behalf of Sydney Trains (the Applicant) to address the Department of Planning and Environment's (DPE) request for a Response to Submissions (RtS) dated 4 July 2022 in relation to Development Application (DA22/1840).

We note that the application received only one submission from Strathfield Council (Council). A detailed response to the issues raised in the submission is provided at **Attachment A**.

We note advice from Transport for NSW (TfNSW) and DPE has not been provided yet. A response to any issues raised by TfNSW and DPE will be prepared following receipt of advice.

Key issues

The submission makes the following comments:

- requests operator details should any complaints relating to illumination be received
- consideration should be given to opportunities for local businesses and community events to be able to advertise
- consideration should be given to road safety monitoring following approval

Response

The proposal is the result of a comprehensive review of the site and its surrounds. The application is supported by a Public Benefits Statement from Sydney Trains and detailed reports demonstrating the proposal meets traffic safety standards.

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

- will not adversely impact on the amenity of nearby areas
- demonstrates compliance and meets the objectives of Chapter 3 and Schedule 5 of the Industry and Employment SEPP (former SEPP 64)
- will result in acceptable lighting, road safety and visual impacts
- will provide a provide a public benefit to the community

We trust that the RtS provides sufficient information required for DPE to further its assessment and approve the application.

Please do not hesitate to contact Padraig Scollard on 8459 7508 or via email at padraig@keylan.com.au should you wish to discuss any aspect of this project.

Yours sincerely



Michael Woodland BTP MPIA
Director

Attachments:

Attachment A: Response to Submission

Attachment A -Response to Submissions

A single submission was received from Strathfield Council (Council). The issues raised in the submission is addressed in the table below.

Ref.	Issues raised	Response
A	Strathfield Council	
A1	<i>The Lighting Impact Assessment by Electrolight Australia Pty Ltd specified that the proposal will be illuminated at the maximum average luminance under AS 4282. There are several residential buildings within close proximity to this location. The proposed illuminated sign may impact the amenity of the residents within these buildings if not managed appropriately. Council should receive the direct contact details of the operator. Thus, if there are any complaints or issues with the sign, these can be forwarded onto the correct authority.</i>	<p>The maximum average luminance levels under AS 4282 have been established to respond to the site-specific characteristics of the surrounding area and to limit illumination to an appropriate level accordingly.</p> <p>The signage operator will be JCDecaux OWL. If any issues arise, Council may contact the operator on 1800 276 695 or au.owl@jcdecaux.com and au-digitalfaults@jcdecaux.com.</p>
A2	<i>The Statement of Public Benefit of the DA by Transport Sydney Trains explains the public benefit of the proposal. This includes the offsetting of costs in train services and the advertisement of important public information. Such as station emergencies or government announcements. As the development is within Strathfield's main local centre. Further opportunity should be given to local businesses and community events to be able to advertise as well.</i>	<p>As detailed within the Public Benefit Statement, at the discretion of Sydney Trains the sign may be made available to Sydney Trains and TfNSW for customer promotions and events at no cost for up to 5 minutes per hour.</p> <p>Local businesses and community groups can contact JCDecaux to purchase advertising time.</p>
A3	<i>The Digital Sign Safety Assessment provides assurance that the development will not affect the safety of drivers and pedestrians in the area. If there is an increase in traffic incidents in the vicinity of the proposed sign. An investigation should occur into whether the sign is at fault and how it should be rectified.</i>	<p>As stated in the Digital Sign Safety Assessment, no adverse safety impacts are anticipated as a result of the sign. It is suggested that the following condition be included in the consent:</p> <p>ROAD SAFETY CHECK</p> <p><i>A road safety check which focuses on the effects of the placement and operation of the sign must be carried out in accordance with the RMS Guidelines for Road Safety Audit Practices after a 12-month period of operation but within 18 months of the signs' installation. The road safety</i></p>

Ref.	Issues raised	Response
		<i>check must be carried out by an independent TfNSW accredited road safety auditor. A copy of the report is to be provided to TfNSW and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the Applicant.</i>