

2 March 2023

Keiran Thomas  
Director, Regional Assessments  
NSW Department of Planning and Environment  
Locked Bag 5022  
Parramatta NSW 2124

Attention: Abigail Bautista,  
[abigail.bautista@dpie.nsw.gov.au](mailto:abigail.bautista@dpie.nsw.gov.au)

Dear Keiran,

**Response to Request for Information (DA22/14809)  
Digital Advertising Sign – Parramatta Road, Granville**

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 Additional Information (RFI) dated 23 December 2022 in relation to Development Application (DA22/14809).

This response should be read in conjunction with the following attachments that support the proposal:

- **Attachment A:** Response to Submissions
- **Attachment B:** Visual Assessment Junction Street
- **Attachment C:** Updated Plans
- **Attachment D:** Updated Structural Statement
- **Attachment E:** Logo Positions Pack

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

- will not adversely impact on the residential amenity of nearby areas, including Junction Street
- demonstrates compliance and meets the objectives of Chapter 3 and Schedule 5 of the Industry and Employment SEPP
- will result in acceptable lighting, road safety and visual impacts
- will provide a public benefit to the community
- will be structurally sound

We trust that this response provides sufficient information required for DPE to finalise 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](mailto:padraig@keylan.com.au) should you wish to discuss any aspect of this project.

Yours sincerely



Michael Woodland BTP MPIA  
Director

Attachments:

<b>Attachment A:</b>	Response to submissions
<b>Attachment B:</b>	Visual Assessment Junction Street
<b>Attachment C:</b>	Updated Plans
<b>Attachment D:</b>	Updated Structural Statement
<b>Attachment E:</b>	Logo Positions Pack

## Attachment A

### Response to submissions

Ref.	Issues raised	Response
<b>A</b>	<b>DPE</b>	
1	<i>The Structure Feasibility Statement (Appendix 8) indicates that further assessment is needed to confirm that the railway bridge can support the weight of the proposed digital sign. Submit a report, prepared by a suitability qualified person, clarifying whether the railway bridge is capable of supporting the weight associated with the proposal.</i>	<p>An updated Structural Feasibility Statement is provided at Attachment D.</p> <p>This report provides additional information and confirms the existing bridge will be capable of supporting the additional loads imposed by a new sign fixed to the bridge.</p>
2	<i>Section 2.5.5 Bridge signage criteria (b) of the Guidelines provides that the advertisement must not extend laterally outside the structural boundaries of the bridge. Based on the architectural plans (Appendix 2) and the site survey (Appendix 6) submitted, the proposed signage appears to extend upwards by 120mm from the top of the bridge's concrete structure. The site survey shows that the top of the bridge has an RL 17.6 while the top of the proposed signage has an RL 17.72. Provide revised Architectural Plans showing the proposed signage to be wholly contained within the bridge's concrete structure. Updated development data, including information such as advertising area and dimensions, must also be provided.</i>	<p>Updated plans are provided at Appendix C.</p> <p>The plans show the sign border has been reduced in thickness to ensure the sign will be flush with the top of the parapet.</p> <p>In addition, it is noted the updated plans provided at Attachment C show the camera arm and depth of the sign has increased slightly by approximately 0.725m. Notwithstanding, this change does not impact the scale of the sign when viewed from the surrounding road network.</p> <p>We note, these changes were made to ensure the design of the sign is suitable from a safety and maintenance access perspective. The camera arm has been revised so it is able to efficiently monitor and capture the sign and to match the standard camera design for this type of sign design.</p>
3	<i>Section 3.18 of the Industry &amp; Employment SEPP provides that the logo/name should be no greater than 0.25m<sup>2</sup>, may appear only within the advertising display area or strip below advertisement that extends full width of advertisement, and should be included in calculating the size of advertising display area. The Department notes that the proposed JCDecaux logo has an area of 0.61 square metres, is located outside the advertising area, and was not included in calculation of the size of the advertising display area. Provide revised Architectural Plans showing compliance to the SEPP.</i>	<p>Updated plans are provided at Attachment C. The media operator logo has been reduced in size to 0.24m<sup>2</sup> to comply with the requirements of the SEPP. The media operator logo will remain on the left side of the sign, and this is considered best practice for the following reasons:</p> <ul style="list-style-type: none"> <li>• The bridge currently supports a static sign with the media operator logo offset to the left. A like for like replacement of the media operator logo location is proposed which is considered a good environmental planning outcome.</li> <li>• The proposed sign is a conversion from a static to digital sign and all other elements will remain mostly unchanged.</li> <li>• If the media operator logo were to be positioned below the sign this would increase the depth of the asset and it</li> </ul>

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<b>A</b>	<b>DPE</b>	
		<p>would not be capable of fitting within the envelope of the bridge.</p> <ul style="list-style-type: none"> <li>It is not uncommon for the media operator logo to be located to the side of digital signs. A suite of examples of NSW sites is provided at Attachment E.</li> </ul>
<b>4</b>	<i>The closest residential properties are located 150m north-east of the site along Junction Street. Confirm whether the proposal will have any visual impact on these properties and (if relevant) any existing applications for development along the street.</i>	<p>The proposed sign is not anticipated to result in visual impacts on residential dwellings located along Junction Street to the north-east of the site. Views towards the sign are not likely to occur as there are existing industrial buildings located directly opposite these dwellings which screen views towards the sign. In addition, the raised structure of the M4 Western Motorway will also screen the sign when viewed from these properties (refer Attachment B below).</p> <p>In addition to the above, the distance between Junction Street and the sign is 200m and there are also existing mature trees located along both sides of Junction Street. This landscaping will also screen potential views towards the sign (refer Attachment B).</p> <p>On the basis of the above, there are negligible potential visual impacts as a result of the proposed sign on the residential properties to the north-east of the site.</p>
<b>B</b>	<b>TfNSW</b>	
<b>1</b>	<i>TfNSW has reviewed the submitted documentation and provides concurrence to the proposed digital signage, subject to the approval of the Department of Planning and Environment and the requirements being included in the development consent.</i>	<p>Noted. The Applicant has reviewed the proposed conditions of consent provided by TfNSW and has no objections.</p>



## Attachment B

### Visual Assessment Junction Street



Figure 1: Aerial image demonstrating the sign location and properties on Junction Street (Source: Six Maps)



Figure 2: View point towards the proposed sign location on Junction Street (Source: Google Maps and Keylan)