



# Site Suitability Assessment

Digital Advertising Signage DA/22/9255  
City West Link Road, Lilyfield



Prepared for JCDecaux on behalf of Sydney Trains  
Submitted to the Department of Planning and Environment

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## Table of Contents

<b>1</b>	<b>Introduction .....</b>	<b>4</b>
1.1	Report Structure.....	4
<b>2</b>	<b>The site and locality .....</b>	<b>5</b>
2.1	Site description .....	5
2.2	Existing Signage Environment.....	5
<b>3</b>	<b>The Proposal (as amended).....</b>	<b>6</b>
<b>4</b>	<b>Methodology.....</b>	<b>8</b>
<b>5</b>	<b>The Study Area.....</b>	<b>9</b>
<b>6</b>	<b>Assessment.....</b>	<b>10</b>
6.1	Rating definitions .....	10
6.2	Limitations .....	10
6.3	Assessment of areas .....	11
6.3.1	AREA 1 .....	11
6.3.2	AREA 2 .....	12
6.3.3	AREA 3 .....	13
6.3.4	AREA 4 .....	13
6.3.5	AREA 5 .....	15
6.3.6	AREA 6 .....	16
6.3.7	AREA 7 .....	17
6.3.8	AREA 8 .....	17
<b>7</b>	<b>Summary .....</b>	<b>19</b>
7.1	Assessment Matrix.....	19
7.2	Recommended area .....	19

## Figures

Figure 1: Site Context and current proposed location of the sign (Source: Near Maps) .....	5
Figure 2: View of current site (Source: Keylan).....	7
Figure 3: View of current site with indicative photomontage of proposed sign (as amended) (Source: Keylan/JCDecaux) .....	7
Figure 4: Sections along the City West Link east of the site (Base Source: Near Maps) .....	9
Figure 5: Sections along the City West Link west of the site (Base Source: Near Maps).....	9
Figure 6: Indicative photomontage - view from unit balcony at 72 Brenan Street (Source: DPE/JCDecaux) .....	15

## Tables

Table 1: Report Structure .....	4
Table 2: Development summary .....	6
Table 3: Rating definitions.....	10
Table 4: Assessment Matrix (Source: Keylan) .....	19

# 1 Introduction

This Site Suitability Assessment (SSA) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) on behalf of JCDecaux (Applicant) to accompany a Request for Information (RFI) received from the Department of Planning and Environment (DPE) on 23 June 2023. The assessment contained within this assessment DA/22/9255 has informed the findings of this SSA.

The RFI supports development application (DA) (DA/22/9255) submitted to DPE on 4 July 2022. This DA proposes the installation of a new monopole digital advertising sign on the northern side of City West Link Road, Lilyfield, including:

- two digital signage panels each with a total panel size of 14.93m<sup>2</sup> and visual screen size of 14.16m<sup>2</sup>
- the continued display of illuminated advertisements
- a minimum 10 second dwell time for message changes
- a maximum night time luminance of 200 cd/m<sup>2</sup>

This report undertakes a detailed assessment of alternate sites for the proposal. It describes, analyses, and assesses the suitability of siting the proposed sign at various locations within an identified study area along a 1.5 km section of City West Link Road. The SSA responds to DPE's RFI dated 23 June 2023 which requests the Applicant:

*...Consider other locations along the City West Link for the proposed signage where impacts to residential properties would be more limited. This should include sections of the road which have noise walls where properties do not face the road. **If alternative locations are not deemed appropriate, provide justification as to why these alternative locations would be unsuitable...***

The SSA concludes that the proposed sign is located in an area (Area 4) considered the most suitable location within the identified study area. On the basis, this report supports the current location (as proposed in the amended application) as the most appropriate in the context of the surrounding environment.

## 1.1 Report Structure

The SSA has been prepared in accordance with the following report structure:

Section	Overview
<b>1 Introduction</b>	Introduction to the SSA and the proposed development.
<b>2 Site and Locality</b>	Description of the site, the context and an assessment of the opportunities and constraints presented by the site.
<b>3 The Proposal</b>	Detailed description of the proposed development application.
<b>4 Methodology</b>	Description of the methodology undertaken including any limitations encountered during the assessment.
<b>5 Assessment</b>	Detailed site suitability assessment considering the existing environment, proposal and potential impacts on the surrounding area.
<b>6 Conclusion</b>	Findings and recommendations

Table 1: Report Structure



## 2 The site and locality

### 2.1 Site description

City West Link Road is state classified road (MR650). City West Link Road is a long-established transport corridor, catering for motorists travelling in a general east-west alignment.

The subject site is located adjacent to the City West Link Road, within the curtilage of the Sydney Light Rail corridor. There is a pedestrian pathway on the southern elevation of City West Link Road. There is no pedestrian access on or to the northern elevation of the road.

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



Figure 1: Site Context and current proposed location of the sign (Source: Near Maps)

### 2.2 Existing Signage Environment

There are two existing landscape, digital monopole advertising signs located approximately 300m and 450m east of the proposal. One sign faces west and is visible to eastbound traffic and one faces east and is visible to westbound traffic.

The proposed sign that is the subject of this report is of a similar nature, however, is of different proportion and size to these nearby existing signs. Both nearby signs are operated by JCDecaux on behalf of Sydney Trains.

### 3 The Proposal (as amended)

The proposal involves the installation of a new double-sided digital advertising monopole sign on the northern side of City West Link Road, also known as Brenan Street in Lilyfield.

The proposed digital advertising sign has been amended as part of this RFI package in response to concerns raised by DPE, Council and public submissions as follows:

- reduction of the signage height by 500mm, to ensure the sign sits in line with the crash barrier;
- introduction of a lighting curfew from 11pm to 6am where the sign will be completely turned off (no illumination); and
- angling the signage panels to ensure they are splayed and therefore orientated towards the road corridor rather than residential dwellings.

The sign is currently proposed opposite the end of Pretoria Street. An image of the site as current is shown at Figure 2 and an indicative photomontage of the site with the proposed sign is shown at Figure 3.

The proposed sign will face the City West Link Road and be visible from traffic travelling east and westbound.

There are no existing advertising signs located at the proposed location.

The development is summarised in Table 2 below.

Development Aspect	Description
<b>Development summary</b>	<ul style="list-style-type: none"> <li>• Installation of a new, double sided digital advertising sign</li> </ul>
<b>Signage location</b>	<ul style="list-style-type: none"> <li>• The sign is proposed on the northern elevation of the City West Link Road in Lilyfield. The sign is proposed to be oriented to face both east and westbound traffic.</li> </ul>
<b>Total panel structure size</b>	<ul style="list-style-type: none"> <li>• 14.93m<sup>2</sup> (4.708m x 3.172m)</li> </ul>
<b>Visual screen size</b>	<ul style="list-style-type: none"> <li>• 14.16m<sup>2</sup> (4.608m x 3.072m)</li> </ul>
<b>Dwell time</b>	<ul style="list-style-type: none"> <li>• Minimum dwell time of 10 seconds</li> </ul>
<b>Signage exposure</b>	<ul style="list-style-type: none"> <li>• The viewing area of the proposed digital sign is: <ul style="list-style-type: none"> <li>• approx. 160m from the sign for vehicles travelling eastbound; and</li> <li>• approx. 230m from the sign for vehicles travelling westbound</li> </ul> </li> </ul>
<b>Illumination</b>	<ul style="list-style-type: none"> <li>• The digital signage is illuminated using LEDs installed within the front face</li> </ul>
<b>Consent time period</b>	<ul style="list-style-type: none"> <li>• 15 years</li> </ul>
<b>Existing signage at site</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>

Table 2: Development summary





Figure 2: View of current site (Source: Keylan)



Figure 3: View of current site with indicative photomontage of proposed sign (as amended) (Source: Keylan/JCDecaux)

## 4 Methodology

This report is based on the following Site Suitability Assessment Planning Methodology:

Step	Descriptions
<b>Step 1</b> <b>Establish study area criteria</b>	The study area has been established in response to DPEs RFI request, which requires consideration of other locations along the City West Link to be undertaken.
<b>Step 2</b> <b>Identify study area</b>	A Study area is identified based on an assessment against the planning criteria. This area is then divided into sections for more detailed analysis.
<b>Step 3</b> <b>Assess alternative locations within the study area</b>	<p>A planning assessment is undertaken against alternative locations within the Study Area including:</p> <ol style="list-style-type: none"> <li>consideration for the relevant legislation and planning instruments, specifically: <ul style="list-style-type: none"> <li>requirements within Chapter 3 of <i>State Environmental Planning Policy (Industry and Employment) 2021</i> (Industry and Employment SEPP)</li> <li>Schedule 5 Assessment Criteria of Industry and Employment SEPP and</li> <li>requirements within the <i>NSW Transport Corridor Outdoor Advertising and Signage Guidelines</i> (Signage Guidelines).</li> </ul> </li> <li>Assessment against the following key planning issues <ul style="list-style-type: none"> <li>visual impacts</li> <li>size and scale and character of the area</li> <li>vegetation management</li> <li>illumination impacts</li> <li>signage safety</li> <li>traffic safety</li> </ul> </li> <li>locational feasibility, including: <ul style="list-style-type: none"> <li>whether the site is located within a Sydney Trains corridor</li> <li>existing vegetation</li> <li>traffic impacts</li> <li>structural engineering feasibility</li> <li>surrounding residential dwellings</li> </ul> </li> </ol>
<b>Step 4</b> <b>Prepare Assessment Matrix</b>	Prepare an assessment matrix (Section 5.1 of this report) based on the assessment criteria providing suitability categorisation chosen for sites within the Study Area.
<b>Step 5</b> <b>Recommended site location</b>	Recommended location based on assessment of alternatives as outlined in Steps 1-3.



## 5 The Study Area

The Study Area consists of a 1.5km section of the City West Link Road. This road corridor extends 750m either side of the current proposed sign location. The character of this 1.5km corridor is described as:

- a transport corridor, including City West Link Road and the light rail line
- railway yard and industrial storage area
- adjoins low density residential dwellings predominantly to the south

The 1.5km section has been broken down into eight separate Areas to allow for a specific and detailed suitability assessment (Figures 4 and 5 below).



Figure 4: Sections along the City West Link east of the site (Base Source: Near Maps)



Figure 5: Sections along the City West Link west of the site (Base Source: Near Maps)

## 6 Assessment

The SSA is also informed by photographs taken by Keylan Consulting during several site inspections on the 5 April 2022, 8 November 2022 and 16 June 2023.

A summary of each assessment and associated rating is provided within an Assessment Matrix in the report conclusion.

### 6.1 Rating definitions

The SSA has rated the suitability for the proposed signage for the purpose of this report based on the definitions in Table 3 below. The suitability of each section been categorised as either a low, moderate or high level of suitability.

Site Suitability	Level of Suitability
Low	<ul style="list-style-type: none"> <li>• non-compliant with legislation</li> <li>• not suitable from a planning perspective</li> <li>• not possible from a physical/ commercial perspective</li> <li>• does not meet traffic safety requirements</li> </ul>
Moderate	<ul style="list-style-type: none"> <li>• not fully compliant with legislation</li> <li>• partially suitable from a planning perspective</li> <li>• may be possible from a physical/ commercial perspective, however subject to further investigation and substantial engineering</li> </ul>
High	<ul style="list-style-type: none"> <li>• compliant with legislation</li> <li>• suitable from a planning perspective</li> <li>• possible from a physical/ commercial perspective</li> </ul>

Table 3: Rating definitions

### 6.2 Limitations

It should also be noted the following limitations have been encountered while preparing this SSA:

- Any photographs taken cannot replicate the experience of viewing the proposal with the human eye.
- Any photographs provided by members of the public have been included in this SSA to assist in the assessment. However, it is noted these are specific and selective photographs not taken by the applicant, Keylan Consulting and/or other consultants supporting the application. The accuracy of these photographs cannot be fully verified in this report.



## 6.3 Assessment of areas

The assessment within this section has been undertaken in accordance with the methodology outlined above at Section 4 and associated rating definitions.

### 6.3.1 AREA 1

Area 1 is the section of the City West Link corridor that includes existing advertising signage east of the Catherine Street intersection.

#### 1. Relevant legislation

Chapter 5 of the Industry and Employment SEPP details assessment criteria for signage, with key considerations relating to viewing rights of other advertisements.

The Signage Guidelines require advertising signage to be adequately distanced apart. For signs greater than 20m<sup>2</sup>, Section 2.5.8 of Signage Guidelines state:

*...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...*

The current proposed sign location complies with the above requirement as it is positioned approximately 300m and 450m from the existing advertising signs located within Area 1.

Locating the proposed sign to a location within Area 1 is not considered appropriate as it would result in a non-compliance with the SEPP and Signage Guidelines due to minimal separation distances and visual clutter.

#### 2. Key planning issues

Furthermore, locating the sign within Area 1 is not likely to be suitable from a planning perspective given the following:

- cumulative visual impacts on opposing residential properties along Brenna Street given the number of existing screens
- potential traffic safety impacts pending the location of the sign
- likely illumination impacts on nearby residential signs

#### 3. Locational feasibility

Furthermore, locating the sign within this area is not feasible from the Applicant's physical and commercial perspective given the existing number of signs and potential impacts from the Metro Precinct.

Our assessment concludes that Area 1 is considered to have a **LOW LEVEL** of suitability and is not supported.

### 6.3.2 AREA 2

Area 2 is the section of the City West Link corridor in proximity to the Catherine Street and City West Link intersection.

#### 1. *Relevant legislation*

Section 3.3.1.3 of the Signage Guidelines refers to safe stopping distance (SSD). SSD is the distance to which a vehicle requires to stop safely before a decision point such as an intersection.

Specifically, Section 3.3.1.3 'Proximity to Decision Making Points and Conflict Points' states:

- (a) *A sign should not be located:*
  - 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.*

The sign posted speed is 70km/h along this section of City West Link and this has been used to calculate the SSD for the Catherine Street and City West Link intersection.

By considering the road speed limit and the Austroads guide, the traffic advice provided by Bitzios (Appendix 7) has identified the minimum SSD for this intersection as 123m (inbound) and 118m (outbound).

Relocating the proposed sign in proximity to the City West Link and Catherine Street intersection, particularly, within the above mentioned SSDs, is not be appropriate as it would increase the traffic safety risk of the sign and result in non-compliance with the Signage Guidelines.

Based on the above, a sign in this location is not considered to fully meet Schedule 5 of the SEPP and Section 3 of the Guidelines.

Though there are a number of precedents which identify signage within SSDs, this report concludes that relocating the sign within an SSD may not result in an improved outcome and should be avoided where possible.

#### 2. *Key planning issues and Locational feasibility*

Notwithstanding the above, relocating the sign within Area 2 is likely to be possible from a physical and commercial perspective.

However, given the traffic safety issues associated with SSDs, the Applicant will not seek to compromise the safety of the road users and therefore does not consider relocating this sign to be appropriate.

On the basis of the above, Area 2 is considered to have a **LOW LEVEL** of suitability and is not supported.



### 6.3.3 AREA 3

Area 3 is identified as the section of the City West Link corridor between 24 Russell Street and 72 Brenan Street.

#### 1. *Relevant legislation and key planning issues*

It is noted, the proposed sign was previously located within this section of City West Link. However, the sign was moved 18m west in response to matters raised by DPE in the RFI dated 28 October 2022, which raised concern regarding visual impacts and residential receivers.

Based on the above, a sign in this location is not considered to fully meet Section 5 of the SEPP.

Reverting the sign back within Area 3 is not considered appropriate based on the above issues raised by DPE and residents. Specifically, it will not achieve an improved outcome for the residential receivers along this portion of the City West Link when compared to the proposed sign location within Area 4.

#### 2. *Locational feasibility*

Notwithstanding the above, relocating the sign within Area 3 is likely to be feasible from a physical and commercial perspective. However, DPE's position on a sign within this area concludes that this is not an appropriate location.

On the basis of the above, Area 3 is considered to have a **MODERATE LEVEL** of suitability and is not supported.

### 6.3.4 AREA 4

Area 4 is categorised by the section of the City West Link corridor between the end of Pretoria Street and 96 Brenan Street.

The sign is currently proposed within Area 4 opposite the green wayfinding sign and the end of Pretoria Street.

Area 4 is considered suitable for the following reasons:

#### 1. *Relevant legislation*

- The sign will be located further from the Catherine Street and City West Link intersection, therefore reducing traffic impacts such as those related to SSDs.
- The sign will be located further from the two existing advertising signs on City West Link Road to the east than the previously proposed location, therefore reducing visual clutter.
- A sign in this location is considered to fully meet the SEPP and Guidelines.

#### 2. *Key planning issues*

- It represents an improved outcome than the previous location (18m to the east) as discussed in the Applicant's RFI response dated 20 March 2023.

- The sign is to be located directly opposite the end of Pretoria Street (a no-through road), therefore will not be directly opposite a residential property.
- In addition, the existing acoustic wall and dense mature vegetation at the end of Pretoria Street ensures there will be minimal impact on residences along Pretoria Street.
- Impacts on residential properties are considered acceptable for the following reasons:
  - a detailed assessment of the impacts on surrounding properties was provided at Appendix C of the Applicant's RFI response dated 20 March 2023 which concludes the proposal meets the relevant planning controls and is acceptable.
  - additional photomontages have been prepared by the Applicant, accompanied by an assessment which concludes the proposal meets the relevant planning controls and is acceptable (Attachment 3)
  - An assessment of impacts on the residential flat building at 72 Brenan is provided at and has been reiterated below as it directly relates to the suitability of Area 4 (Appendix 2)

Impacts on the residential flat building at 72 Brenan Street are considered minimal as the internal rooms of each individual unit within the property will not have direct view lines of the sign due to the north-east orientation. Further, the windows are set back from balconies. It is noted, views of the sign may be possible from some balconies within this property.

Notwithstanding, impacts on these balconies are also considered to be minor as each balcony faces north-east to capture views of the city skyline.

An indicative photomontage from one balcony on this property is provided at Figure 6 below. As shown in the image, the proposed sign is located to the west and balcony has a north-east orientation.



Figure 6: Indicative photomontage - view from unit balcony at 72 Brenan Street (Source: DPE/JCDecaux)

### 3. *Locational feasibility*

Locating the sign within Area 3 is likely to be possible from a physical and commercial perspective. On this basis, the Applicant is open to relocating the sign to a new location within this section of City West Link.

In light of the above, Area 4 is considered to have a **HIGH LEVEL** of suitability for a sign and is supported.

#### 6.3.5 AREA 5

Area 5 is categorised by the section of the City West Link corridor between 96 Brenan Street and 100 Brenan Street.

##### 1. *Relevant legislation*

Proposing a sign in this area is not be consistent with the requirements of Chapter 5 of the Industry and Employment SEPP given the surrounding landscape and need for substantial tree removal and ongoing maintenance to facilitate the sign.

## *2. Key planning issues and Locational feasibility*

Locating the proposed sign within this portion of City West Link is not considered appropriate as there is mature and established vegetation located directly adjacent to the road crash barrier which would require extensive pruning and tree removal if a sign were to be installed.

As locating the sign within Area 5 will impact existing vegetation and that this vegetation removal can be avoided this by locating the sign in other areas, Area 5 is not considered a suitable location.

On the basis of the above, Area 5 is considered to have a **LOW LEVEL** of suitability for a sign and is not supported.

### **6.3.6 AREA 6**

Area 6 is categorised by the section of the City West Link corridor that is in proximity to the Balmain Road and City West Link intersection.

#### *1. Relevant legislation*

As addressed above, Section 3.3.1.3 of the Signage Guidelines refers to SSD. SSD is the distance to which a vehicle requires in order to stop safely before a decision point such as an intersection.

This section of City West Link 70km/h is the sign posted speed along and has been used to calculate the SSD for the Balmain Road and City West Link intersection.

By considering the road speed limit and the Austroads guide, the traffic advice provided by Bitzios at Appendix 7 has identified the minimum SSD for this intersection as 118m (inbound) and 107m (outbound).

Relocating the proposed sign in proximity to the City West Link and Balmain Road intersection, specifically within the above mentioned SSDs, is not appropriate as it would increase the traffic safety risk of the sign and result in non-compliance with the Signage Guidelines.

Though there are a number of precedents which identify signage within SSDs, relocating the sign within an SSD will not result in an improved outcome and should be avoided where possible.

#### *2. Key planning issues and Locational feasibility*

Notwithstanding the above, relocating the sign within Area 6 is likely be possible from a physical and commercial perspective. However, given the traffic safety issues associated with SSDs, the Applicant has no intention of compromising the safety of the road users and therefore does not consider relocating this sign to be appropriate in this instance.

On the basis of the above, Area 6 is considered to have a **LOW LEVEL** of suitability for a sign and is not supported.



### 6.3.7 AREA 7

Area 7 is categorised as the section of City West Link between the Balmain Road intersection SSD and the Norton Street intersection SSD. These SSDs have been determined by a qualified traffic consultant (Appendix 7).

#### 1. *Relevant legislation*

Chapter 5 of the Industry and Employment SEPP details assessment criteria for signage, with key considerations relating to streetscape and landscape setting.

Locating signage within this area would not be suitable given the sign would have to protrude above the existing acoustic wall and vegetation, which is inconsistent with some provisions of the SEPP.

#### 2. *Key planning issues*

The height of the acoustic wall along this section of the road corridor would mean the monopole sign may partially cantilever over road and this would not be structurally feasible nor would it result in a good visual outcome as the signage would be consistent with the surrounding context.

#### 3. *Locational feasibility*

Area 7 is not considered suitable for the relocation of the sign for a number of reasons as outlined below:

- there is mature and established vegetation located directly adjacent to the acoustic wall which would require extensive pruning and tree removal if a sign were to be installed.
- Sydney Trains owned land does not directly adjoin City West Link Road along this section of City West Link.

On the basis of the above, relocating the proposed sign within this stretch of City West Link is not considered appropriate from a legislative perspective due to safety and vegetation concerns as well as from a physical and commercial perspective due to vegetation removal, ownership and engineering matters.

On the basis of the above, Area 7 is considered to have a **LOW LEVEL** of suitability for a sign and is not supported.

### 6.3.8 AREA 8

Area 8 is categorised by the section of the City West Link corridor that is in proximity to the Norton Street and City West Link intersection.

#### 1. *Relevant legislation*

As addressed above, Section 3.3.1.3 of the Signage Guidelines refers to SSD. SSD is the distance to which a vehicle requires in order to stop safely before a decision point such as an intersection.

The sign posted speed along this section of City West Link is 70km/h and this has been used to calculate the SSD for the Norton Street and City West Link intersection.

By considering the road speed limit and the Austroads guide, the traffic advice provided by Bitzios at Appendix 7 has identified the minimum SSD for this intersection as 107m (inbound) and 110m (outbound).

Relocating the proposed sign in proximity to the City West Link and Norton Street intersection, specifically within the above mentioned SSDs, is not be appropriate as it would increase the traffic safety risk of the sign and result in non-compliance with the Signage Guidelines.

Though there are a number of precedents which identify signage within SSDs, relocating the sign within an SSD would not result in an improved outcome and should be avoided where possible.

## *2. Key planning issues and Locational feasibility*

Notwithstanding the above, relocating the sign within Area 8 would likely be possible from a physical and commercial perspective. However, given the traffic safety issues associated with SSDs, the Applicant would not want to compromise the safety of the road users and therefore does not consider relocating this sign to be appropriate in this instance.

On the basis of the above, Area 8 is considered to have a **LOW LEVEL** of suitability for a sign and is not supported.

## 7 Summary

### 7.1 Assessment Matrix

This SSA examined eight separate areas along a 1.5km corridor of the City West Link corridor in relation to a request from DPE to consider alternative locations for the digital advertising sign proposed under DA/22/9255.

The SSA is informed by relevant legislation, and the Applicant's physical and commercial ability to locate a sign.

A summary of the suitability assessment ratings is provided in the Assessment Matrix at Table 4 below.

Area	Relevant legislation compliance	Does it address key planning issues	Is the location feasible	Site Suitability level
1	No	Yes	Yes/No	Low
2	No	Yes	Yes/No	Low
3	No	Yes	Yes/No	Moderate
4	Yes	Yes	Yes/No	High
5	No	No	Yes/No	Low
6	No	Yes	Yes/No	Low
7	No	No	Yes/No	Low
8	No	Yes	Yes/No	Low

Table 4: Assessment Matrix (Source: Keylan)

### 7.2 Recommended area

The SSA concludes the most suitable area of the road corridor to be Area 4 based on a detailed analysis of the proposal and the surrounding locality,

This area represents a section of the road corridor with the lowest impact. This area is the most suitable as:

- there is limited existing and significant vegetation
- the land is owned by Sydney Trains
- a sign in the area will not result in visual clutter as existing advertising signs are located 300m and 450m away
- the area is not within the SSD of an intersection and there are no other identified traffic concerns

Notwithstanding the above, it is noted that signage located within Area 4 would be visible to residential dwellings.

However, when considering the following reasons, the addition of a digital advertising sign is not considered to result in adverse impacts to these residential dwellings as:

- these dwellings predominately face north-east to capture views of the city skyline (the signage not be located directly within the properties' visual catchment)
- there is existing mature vegetation on the southern side of the road corridor, which assists in screening and softening any potential views of the sign
- some residential properties on the southern side of the road corridor have large retaining walls and/or fences that restrict views towards the sign
- the City West Link is a highly frequented road corridor used 24 hours a day by trucks and cars
- the sign represents a contemporary form of digital advertising signage designed by Tzannes that is considered and creative ensuring a high-quality design outcome
- the revenue generated by the advertising signage will be used by Sydney Trains to improve the rail network through projects such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management
- the proposal will benefit the broader community by improving facilities and services that can contribute to the design and the public domain in and around Sydney Trains owned land and infrastructure

The Applicant has undertaken several revisions and refinements to amend the design of the sign in response to concerns raised by DPE and residents, including:

- reduction of the signage height by 500mm, to ensure the sign sits in line with the crash barrier
- introduction of a lighting curfew from 11pm to 6am where the sign will be completely turned off (no illumination)
- angling the signage panels to ensure they are splayed and therefore orientated towards the road corridor rather than residential dwellings

The SSA concludes that Area 4 is considered the most suitable location for a sign along the assessed 1.5km stretch of City West Link.

It is noted, the sign location (as amended) under DA/22/9255 is currently proposed within Area 4 and is supported.