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Statement of Environmental Effects

Digital Advertising Signage
Raw Square Overpass, Strathfield

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

February 2022

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Cover image: Photomontage of the proposed sign (Source: JCDecaux)

Revision	Prepared by	Reviewed by	Date	Revision Type
1	CT/PS	MW	15/02/2021	Final

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Project Summary

Project Element	Summary of the project
Proposal	• digital conversion and reduction in advertising area of an existing static advertising sign on the southwest elevation of the Raw Square Overpass • display of illuminated advertisements 24 hours a day, 7 days a week
Advertising Display Area	• 17.79m^2
Visual Screen Size	• existing: 42.411m^2 (12.66m x 3.35m) • proposed: 16.25m^2 (7.936m x 2.048m)
Site Description	• Lot 2 DP 1001738

Visual Impacts	• a detailed Visual Impact Assessment (VIA) has been undertaken by Keylan Consulting (Appendix 6)
	• the VIA confirms the proposal will result in an overall positive visual impact as:
	  • the proposed sign is 62% smaller than the existing sign
	  • the proposal is accompanied by upgrades which will improve the visual appearance of the overpass

Lighting Impacts	• a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4)
	• the LIA confirms the proposal:
	  • complies with the relevant illumination criteria
	  • will not result in unacceptable glare
	  • will not unreasonably impact on the visual amenity of nearby residences of accommodation
	• the LIA recommends baffles be incorporated and that the average luminance between successive images does not exceed 30% to ensure illumination impacts are mitigated
	• the Applicant is committed to implementing the mitigation measures

Road Safety Impacts	• a Digital Sign Safety Assessment (SSA) has been prepared by the Transport Planning Partnership (Appendix 3)
	• the SSA confirms the proposed sign:
	  • will be visible from northbound traffic along Raw Square from a maximum distance of 110m
	  • will be readable from a distance of 60m
	  • will not impact the safe stopping distance (64m) of intersections
	  • requires a minimum dwell time of 10 seconds
	  • complies with the relevant road safety criteria
	  • would not compromise safety for road users

Public Benefit	• a Public Benefit Statement has been prepared by Sydney Trains (Appendix 5) • the statement confirms the revenue will support essential Sydney Trains services, the proposed sign will be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour
Hours of Operation	• 24 hours a day, 7 days a week
Cost of Works	• $371,250 (including GST)

Table 1: Project Summary

1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) for JCDecaux on behalf of *Sydney Trains* (the Applicant) to accompany a Development Application (DA) for the digital conversion of an existing static advertising sign on the Raw Square Overpass, Strathfield within the Strathfield Local Government Area.

As Sydney Trains is the Applicant, the Minister for Planning and Public Spaces (the Minister) is the consent authority for the application, as prescribed under clause 12(c) of SEPP 64. Accordingly, this SEE has been prepared and is submitted to the Department of Planning, Industry and Environment (DPIE) pursuant to the provisions of Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

As the Applicant is a public authority, the subject application is a Crown Development Application pursuant to Part 4 Division 4.6 of the EP&A Act. Further, pursuant to the provisions of section 4.44, Division 4.8 of the EP&A Act, the subject application is not integrated development as it is made by or on behalf of the Crown.

This SEE includes a detailed assessment of the operation of the proposed digital advertising signage against the requirements outlined in the *Transport Corridor Outdoor Advertising and Signage Guidelines, Assessing Development Applications under SEPP 64* (SEPP 64 Guidelines).

The proposed development comprises the removal of an existing static advertising sign on the southwest elevation of the Raw Square Overpass and its replacement with a digital advertising sign. The new digital advertising sign provides:

- an advertising display area of 17.79m^2 and a visual screen size of 16.25m^2
- the continued display of illuminated advertisements
- a minimum dwell time of 10 seconds for message changes
- a maximum luminance of 350 cd/m^2 during the night time period
- webcam mounted on a safety arm to monitor visual content

The proposed digital advertising sign has a 62% smaller visual screen size than the existing 42.411m^2 illuminated static sign and will improve the overall visual appearance of the Raw Square overpass.

The application seeks consent to operate the sign for a period of 15 years. The estimated cost of works of the development is $371,250 (including GST).

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

Supporting documentation	Appendices
SEPP 64 & Transport Corridor Advertising and Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Signage Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Public Benefit Statement	Appendix 5
Visual Impact Statement	Appendix 6
Site Survey	Appendix 7

Table 2: List of Appendices

1.1 Pre-lodgement consultation

Department of Planning, Industry and Environment

On 2 December 2021, a DA pre-lodgement meeting was convened with DPIE to discuss key issues associated with the development application.

The meeting provided an opportunity for JCDecaux to introduce the site and the proposal and to facilitate discussion on key issues that are considered as part of this DA. The application has been prepared in accordance with the advice given at the pre-lodgement meeting with DPIE.

Key issues discussed include:

- **Road Safety** – concurrence from Transport for NSW (TfNSW) is recommended.
- **Amenity** – proposals should consider neighbouring residential uses and potential light spill impacts
- **Visual Impact** – proposals should avoid blocking other signs and seek to reduce visual clutter
- **Heritage/National Parks** – proposals should respect architecture of bridge and sensitive areas
- **Public Benefit** – proposals should show how they are specifically providing public benefit under SEPP 64

This application has been prepared with consideration of the issues raised by DPIE during the pre-lodgement meeting. These issues are addressed at Section 5.

Transport for NSW

A meeting was convened with TfNSW to discuss traffic and road safety issues associated with the development application. During this meeting no significant issues were raised with the proposal from a traffic safety perspective.

Road safety is addressed at Section 5.1.

2 The site and locality

2.1 Site Description

The subject site is in the Strathfield Local Government Area (LGA) and is approximately 10km west of the Sydney Central Business District (CBD) and 3km south-east of Sydney Olympic Park. The site is located at the fringe of the Strathfield Town Centre and is 180 metres northwest of Strathfield station.

Raw Square is a Classified Road (Main Road 668) and is frequented by drivers travelling north from The Boulevard and the Hume Highway to connect with the M4 Motorway, Parramatta Road and Concord Road.

Raw Square is the primary crossing points for vehicular traffic across the rail line to connect the northern and southern portions of Strathfield. The railway bridge is occupied by tracks for the T1, T2 and T9 train lines.

There is an existing static sign on the southwest elevation of the Raw Square Overpass. The existing sign has dimensions of 12.66m x 3.35m and is front lit from dusk to dawn. There is also a low clearance sign on the same elevation. Other signage in the immediate vicinity of the existing sign (visible northbound) primarily relates to road traffic signage and includes a roundabout sign, clearway sign and signage associated with the Coles Shell petrol station.

The subject site in context to the surrounding area is shown in Figure 1. The Raw Square Overpass and existing signage as viewed from Raw Square (northbound) is shown in Figure 2 and as an elevation at Figure 3.

Figure 1: Site context (Base source: Six Maps)

Figure 2: Raw Square Overpass – view northbound (Source: Google Maps)

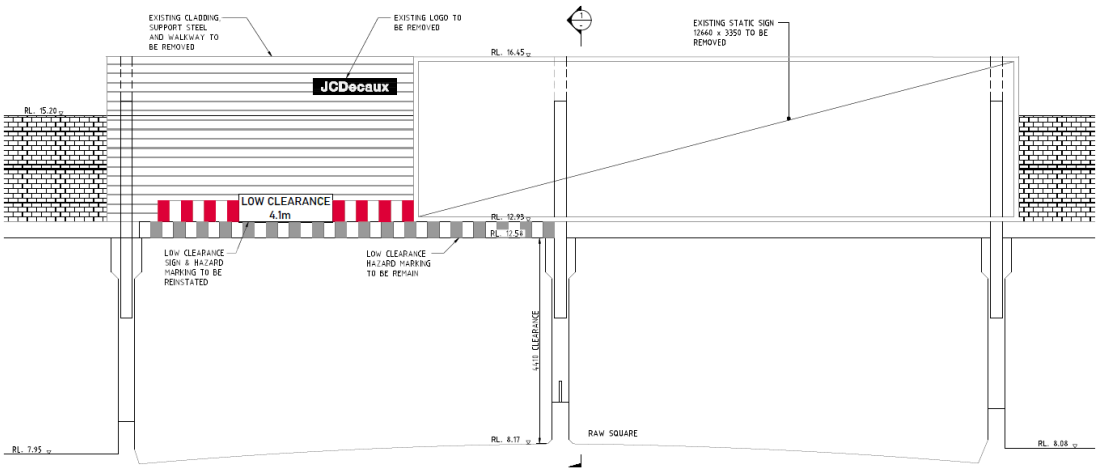

Figure 3: Elevation of existing sign (Source: DBCE)

2.2 Existing Road Environment

Raw Square is a busy connecting road. The junction with Albert Street to the south-west of the site is a key signalised intersection within Strathfield town centre. Raw Square is a dual carriageway with two lanes in each direction and a right turn bay southbound associated with the Albert Road and Raw Square intersection.

Albert Road, located approximately 60 metres south-west of the site, is also a Classified Road (Secondary Road 2057). The left lane of Raw Square north & southbound is sign-posted as a clearway from Monday to Friday 6am to 10am and 3pm to 7pm.The site is also 55m south of a roundabout at the intersection of Raw Square, Leicester Ave and Everton Road.

On approach to the overpass, a speed limit of 60km/h applies. Following the underpass, northbound vehicles will enter a roundabout with exits to Leicester Ave and Everton Road.

There are pedestrian footpaths on both sides of Raw Square, these continue under the overpass towards the roundabout on the other side. On road cycling is permitted, however no formal cycling facilities are provided.

2.3 Surrounding locality

The proposed digital advertising sign will be located on Raw Square Overpass, along a Sydney Trains rail corridor visible to northbound traffic. The surrounding locality is highly transitional and has a low to high-density mixed-use character that is highly trafficked by vehicles.

Development surrounding the site includes:

- residential dwellings and commercial tenancies to the east and west, the nearest residential dwelling is approximately 20 metres from the subject site
- retail and commercial uses located 80 metres to the south
- there are no bus stops located in close proximity of the site

Within the visual catchment of the site are approximately 4 high-density residential towers, a 2-storey residential flat building and a dwelling house. Commercial uses surrounding the site include a petrol station, convenience store, massage parlour, a club (the Russian Club) and a restaurant.

Figure 4: Surrounding locality - taken from the northeast corner of Raw Square and Albert Street

Figure 5: Surrounding locality - taken from Albert Road looking northeast


Figure 6: Surrounding locality - taken from corner of Raw Square and Albert Road looking north

3 The Proposal

The proposal involves the digital conversion and reduction in visual screen size of an existing static advertising sign on the southwest elevation of the Raw Square Overpass from 42.41m^2 to 16.25m^2 (62% smaller). The bridge is elevated above Raw Square and provides tracks for the T1, T2 and T9 train lines.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	• digital conversion of existing static advertising sign
Associated works	• the existing advertising sign, cladding, support steel and walkway are to be removed and replaced with a new perforated mesh cladding with an access walkway behind • the new cladding and parts of the existing support structure which are to be retained will be painted to blend in with the Raw Square Overpass
Sign location	• sign is proposed on the southwest elevation of the Raw Square Overpass (visible to northbound traffic along Raw Square)
Advertising display area	• 17.79m^2
Visual screen size	• 16.25m^2 (7.936m x 2.048m)
Road clearance from ground level to the sign	• 4.82 metres clearance from the bottom of the sign to Raw Square (existing clearance will be maintained)
Dwell time	• minimum dwell time of 10 seconds in accordance with the SEPP 64 Guidelines
Sign exposure	• visibility in traffic lanes from a distance of 110 metres • readable from a distance of 60 metres
Illumination	• the digital signage is to be illuminated using LEDs installed within the front face 24 hours a day, 7 days a week
Consent time period	• 15 years

Existing signage	• existing static advertising sign to be removed
	  • the existing static advertising sign (12.66m x 3.35m, 42.411m^2) is significantly larger than the proposed sign
	  • the new sign will be 62% smaller than the existing sign
	  • the existing static advertising sign is illuminated from dusk to dawn
	• existing low clearance sign on the overpass is not required to be removed or relocated

Table 3: Development summary

The proposed signage will also be available for display of emergency messaging by Sydney Trains and other NSW Government agencies such as NSW Police, NSW Health and Transport for NSW.

Architectural drawings for the sign are shown in Figure 7 to Figure 9 and provided within the Architectural package at Appendix 2.

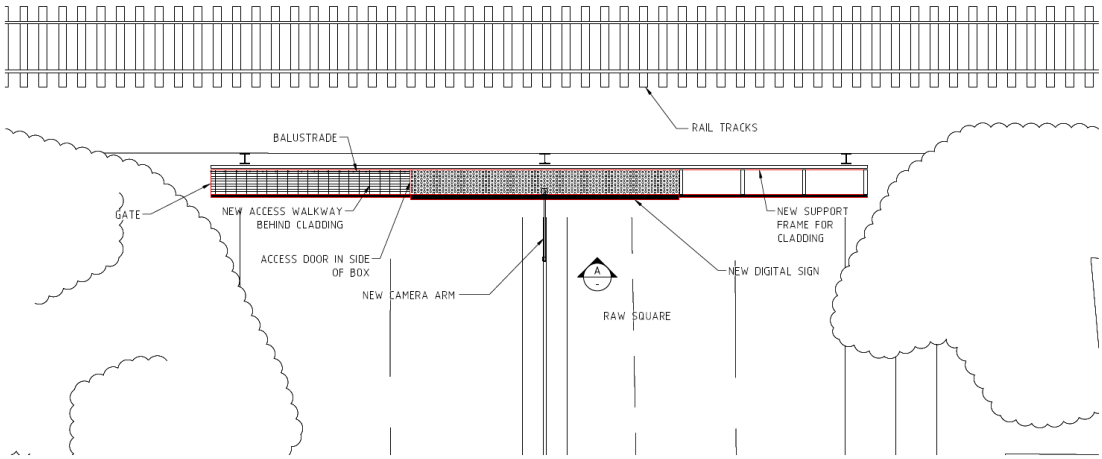

Figure 7: Digital signage plan (Source: DBCE)

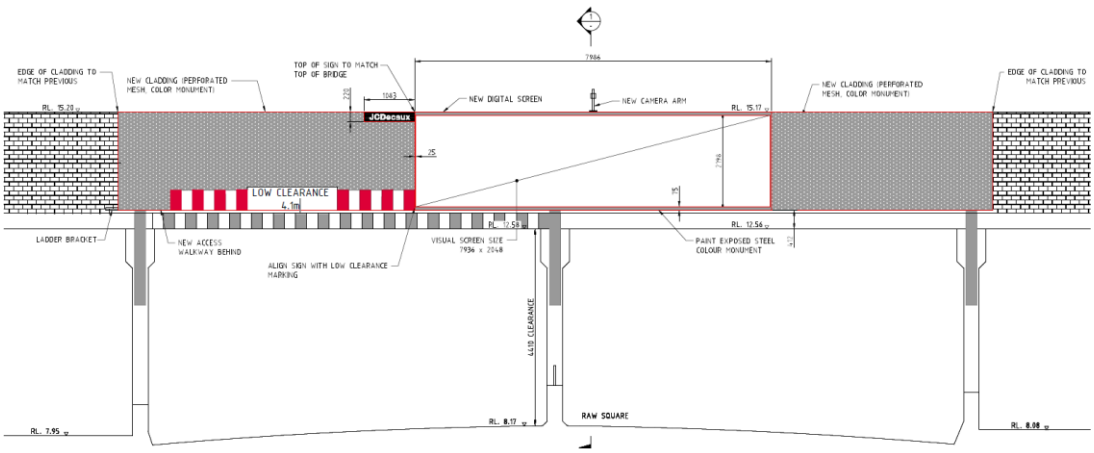

Figure 8: Southwest elevation of proposed sign (Source: DBCE)

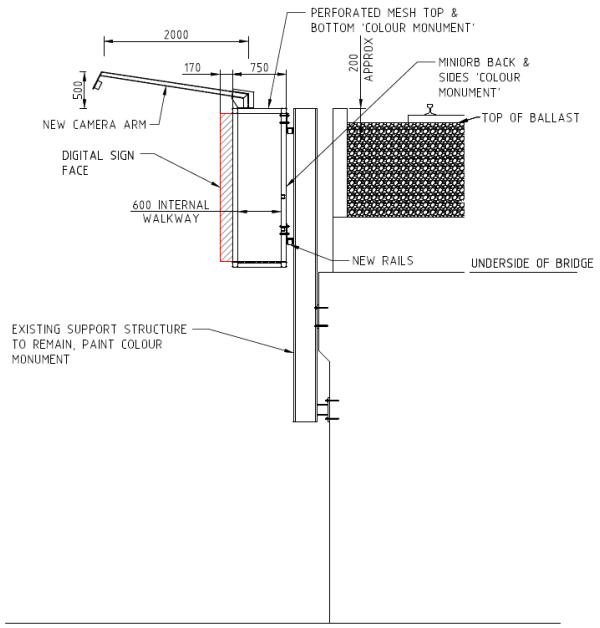

Figure 9: Section of proposed sign (Source: DBCE)


Figure 10: Indicative view from Raw Square northeast bound (Source: JCDecaux)

3.1 Digital LED Technology for Outdoor Advertising

Outdoor advertising requires changeable signs or images. Traditional outdoor advertising billboards require manual change of materials (paint, paper and vinyl) either pasted onto billboards or tensioned across support frames. The introduction of digital technology has enabled new methods to change signage without regular manual change to the advertising signage.

A LED or digital screen will present a very high quality image by adopting a pixel pitch of 10 mm in accordance with industry standards. A digital screen is comprised of a cluster of red, green, blue and amber diodes driven together to form a full colour pixel usually square in shape. These pixels are spaced evenly apart and are measured from centre to centre for absolute pixel resolution.

The proposed digital advertising sign will only display static content. The LED display will not scroll, flash or feature motion pictures or emit intermittent light. The advertising signage includes an operation management system to ensure that only static images are displayed.

3.2 Digital LED Screen Operation and Management

JCDecaux will operate the content management system for the advertising signage. This management system ensures that unapproved content is not downloaded either by mistake or without appropriate authorisation. A webcam will monitor operation of the sign 24 hours a day. A motion threat response is built into the display, which will make the screen incapable of displaying movement or live video feed. In the event that unapproved content is displayed the signage will, by default, revert to a black screen format immediately.

The LED screen will display content in feed cycles that are sequentially rotated on a loop cycle. Static digital advertisements will appear on the screen for a minimum 10 second dwell time before changing to a new static digital image. There will be a 0.1 second transition time between images, which appears instantaneous. The proposed dwell time is consistent with the global and national operation of LED screens, variable messaging and scrolling technology as demonstrated below:

- the dwell time for electronic signage in the United States is typically 8 seconds
- scrolling technology is typically 7 to 8 seconds
- NSW TfNSW variable messaging signage works on a 3 second transition time for both information and emergency displays
- the 10 second dwell time specified for this 60km/hr speed zone is consistent with the SEPP 64 Guidelines

JCDecaux will implement content controls for the proposed signage, 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 comply with the following:

- Australian Advertising Industry Code of Conduct
- The Outdoor Media Association (OMA) Code of Conduct

Sign Access and Maintenance

The sign will be accessed from the railway bridge. JCDecaux will be responsible for maintenance of the signage structure. Maintenance will be undertaken by employees/ representatives of JCDecaux during the night to protect the below road environment.

Hours of Operation

The proposed signage is for 24-hour operation, 7 days a week.

4 Statutory Planning Framework

4.1 Environmental Planning and Assessment Act 1979

As the Applicant is a public authority, the subject application is a Crown Development Application pursuant to Part 4 Division 4.6 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

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 Development Applications (other than development that requires a heritage approval). Accordingly, the subject application is not integrated development.

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) 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,	The development promotes the social and economic welfare of the community by generating revenue to improve and maintain the Sydney Trains network and to provide emergency messages to the community during key periods on behalf of the NSW Government.
(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,	This SEE provides information on the relevant economic, environmental and social impacts of the proposed development to enable the consent authority to undertake a thorough environmental assessment and assist in its decision-making on the application.
(c) to promote the orderly and economic use and development of land,	The development promotes the orderly and economic use of the land by providing a new digital advertising sign within an established transport corridor that will provide public benefits including the generation of revenue to contribute to improving and maintaining the Sydney Trains network.
(d) to promote the delivery and maintenance of affordable housing,	Affordable housing does not form part of this application.
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats.
(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),	There are no significant historical or Aboriginal cultural heritage features nearby to the site that will be impacted by the development.
(g) to promote good design and amenity of the built environment,	The development will be located within an established transport corridor. The design of the sign is considered to promote good design and will not have an adverse impact on the amenity of the surrounding location.

Objective	Comment
(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,	The development will be constructed and maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to health and safety, construction and maintenance.
(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,	This SEE is submitted to DPIE to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPIE to other State agencies and Council for further assessment and comment.
(j) to provide increased opportunity for community participation in environmental planning and assessment.	As part of DPIE's assessment of the application, the SEE will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report.

Table 4: Assessment against Objectives of the EP&A Act

This section of the report provides the planning assessment against the key statutory environmental planning instruments and Development Control Plans 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 4.
(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	The relevant proposed environmental planning instruments are addressed at Section 4.
(iii) any development control plan, and	The Strathfield Development Control Plan is addressed at Section 4.5.
(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.
(v) (Repealed)	N/A
(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 5.
(c) the suitability of the site for the development,	Site suitability is addressed at Section 5.

Relevant Provision	Comment
(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 5.

Table 5: Section 4.15(1) assessment

4.2 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.*

The application will be referred to Transport for NSW in accordance with Section 138 of the Roads Act. However, pursuant to the provisions of section 4.44, Division 4.8 of the EP&A Act, the subject application is not integrated development as it is made by or on behalf of the Crown.

4.3 State Environmental Planning Policies

The proposal has been designed with 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 No. 64 – Advertising and Signage*
- *State Environmental Planning Policy (Infrastructure) 2007*

The application of the above plans and policies is discussed in detail in the following sections of this SEE.

4.3.1 State Environmental Planning Policy No. 64 – Advertising and Signage

State Environmental Planning Policy 64 Advertising and Signage (SEPP 64) aims to ensure that advertising and signage is well located, compatible with the desired amenity of an area and of high quality. SEPP 64 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 SLEP 2012, the proposed sign is permissible with consent under clause 16 of SEPP 64 as it is on behalf of Sydney Trains and is within a railway corridor. Further, under clause 12(c) of SEPP 64, the Minister is the consent authority for the application as it is for an advertisement displayed on behalf of Sydney Trains in a rail corridor.

A comprehensive assessment against the provisions of SEPP 64 that apply to the development is provided at Appendix 1.

Schedule 1 Assessment

Clause 8 of SEPP 64 requires the consent authority to assess the proposal against the criteria within Schedule 1 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 1	Comment	Compliance
1. Character of the Area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	• the proposal is compatible with the existing and desired future character of the area as it reduces the advertising area of an existing sign and improves the quality of the advertising structure • the proposal is consistent with outdoor advertising in the area being a mixed use area with various types of commercial signage	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?		Yes
2. Special Areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	• the proposal is not visible from any environmentally sensitive areas, heritage areas, waterways, open space areas or rural landscapes • the proposal is visible from some high-density residential buildings however it improves the visual quality of the bridge by reducing the advertising area of an existing sign which is already illuminated	Yes
3. Views and vistas		
Does the proposal obscure or compromise important views?	• the proposal is not visible from any important views • the proposal does not dominate the skyline as it sits within the soffit of the bridge structure and does not protrude above the structural boundaries of the bridge • the proposal does not conflict with the viewing rights of other advertisers as it is a conversion of an existing advertising sign	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?		Yes
Does the proposal respect the viewing rights of other advertisers?		Yes
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	• as identified above, the proposal is appropriate for the streetscape as it reduces the advertising area of an existing sign and sits entirely within the bridge structure • the proposal contributes to the visual interest of the streetscape and locality through the display of high-quality advertisements	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?		Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?		Yes

Schedule 1	Comment	Compliance
Does the proposal screen unsightliness?	• the proposal rationalises the existing advertising by reducing the display area • the proposal does not require ongoing vegetation management	Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?		Yes
Does the proposal require ongoing vegetation management?		Yes
5. Site and Building		
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?	• the proposal is compatible with the scale, proportion and characteristics of the site as it reduces the area of existing signage • the proposal respects and improves the features of the Raw Square Overpass • the proposal shows innovation by upgrading the existing display to provide high quality advertisements and community messaging	Yes
Does the proposal respect important features of the site or building, or both?		Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?		Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
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?	• a security camera / web camera is proposed to ensure the display of the LED screen is working properly • a compliant operator logo will also be located at the top left corner of the screen and within the advertising structure	Yes
7. Illumination		
Would illumination result in unacceptable glare?	• a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4 • the LIA confirms that the proposed digital conversion would not result in unacceptable glare or have any detrimental impacts to safety • the proposed signage incorporates baffles which reduce any upward light spill • additionally, the sign complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenity to nearby residences • the brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions • the proposal is consistent with the applicable 'post curfew' illuminance	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?		Yes
Would illumination detract from the amenity of any residence or other form of accommodation?		Yes
Can the intensity of the illumination be adjusted, if necessary?		Yes
Is the illumination subject to a curfew?		Yes

Schedule 1	Comment	Compliance
	limits established under AS 4282-2019	
8. Safety		
Would the proposal reduce the safety for any public road? *Would the proposal reduce the safety for pedestrians or bicyclists?* *Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?*	• the Signage Safety Assessment prepared by TTPP confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists. • the proposal does not obscure sightlines from public areas	Yes

Table 6: Schedule 1, SEPP 64 Consideration

4.3.2 Transport Corridor Advertising and Signage Guidelines 2017

The *Transport Corridor Outdoor Advertising and Signage Guidelines* (SEPP 64 Guidelines) sets out a best practice approach for the planning and design of outdoor advertisements in transport corridors in NSW.

The SEPP 64 Guidelines have been established to compliment the provisions of SEPP 64 under the EP&A Act. The DA for any advertising sign that is located in, or adjacent to, a transport corridor to demonstrate how the proposal addresses the SEPP 64 Guidelines. An assessment against the criteria within SEPP 64 Guidelines is provided at Appendix 1 and Section 5.

The assessment provided at Appendix 1 demonstrates the proposal is consistent with:

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Digital Sign Criteria
- the Bridge Signage Criteria
- Road Safety (refer Section 5.1)
- Luminance Levels for Digital Advertisements (refer Section 5.2)
- the Public Benefit Test (refer Section 5.6)

4.3.3 State Environmental Planning Policy (Infrastructure) 2007

State Environmental Planning Policy (Infrastructure) 2007 (ISEPP) identifies the environmental assessment category into which different types of infrastructure and services development fall. In addition, the ISEPP 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.

Clause 101 of the ISEPP requires the consent authority to be satisfied that any new development with a frontage to a classified road would not compromise the operation and function of the road. The proposal comprises development with frontage to a classified road (Raw Square – Main Road 668).

A Signage Safety Assessment (SSA) has been prepared as part of the application and is included at Appendix 3. The SSA considers the ongoing operation and function of Raw Square and Albert Road in context of the development and concludes that the proposal would not compromise safety for road users in the vicinity. Road safety is further discussed at Section 5.1.

4.4 Strathfield Local Environmental Plan 2012

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

4.4.1 Zoning

The proposed sign is located on land zoned SP2 Infrastructure – Rail Infrastructure under the SLEP 2012. Signage is permissible with consent in the SP2 zone under the SLEP 2012 as it is *ordinarily incidental or ancillary* to the railway corridor given it will generate revenue to maintain and improve Sydney Trains' infrastructure.

Additionally, as the proposed sign is on behalf of Sydney Trains and is within a railway corridor, it is also permissible with consent under clause 16 of SEPP 64.

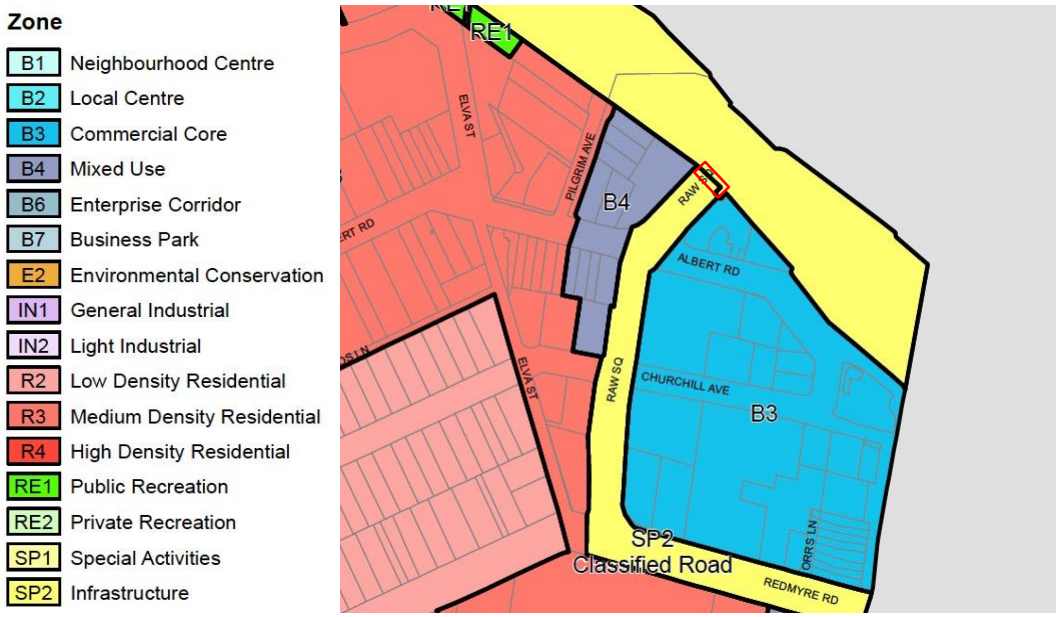

Figure 11: Land use zoning map (Source: SLEP 2012)

4.4.2 Heritage

There are several heritage items and heritage conservation areas within the surrounding locality as illustrated in the below figure. Despite this, the site does not appear to be visible from any heritage items or conservation areas and is therefore unlikely to result in any adverse heritage impacts.

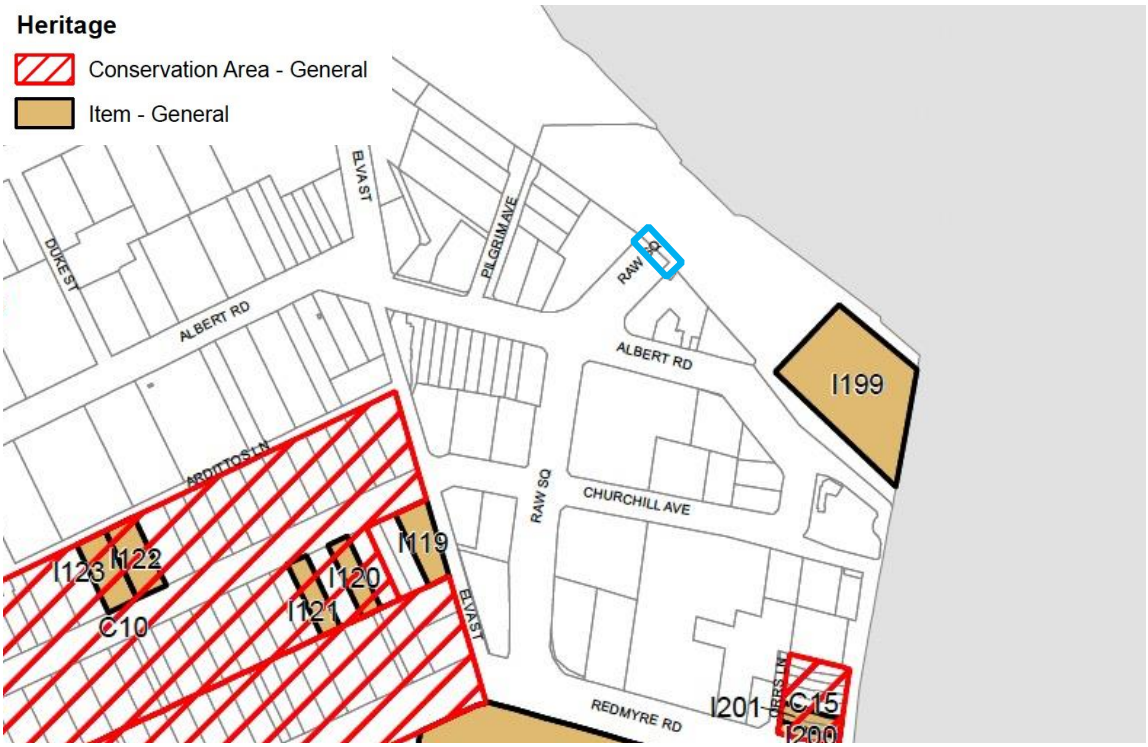

Figure 12: Heritage Map – site outlined in blue (Source: SLEP 2012)

4.4.3 Acid Sulfate Soils

The site is identified as Class 5 land on the SLEP 2012 Acid Sulfate Soils Map and, therefore, clause 6.1 applies.

The objective clause 6.1 is to ensure that development does not disturb, expose or drain acid sulfate soils and cause environmental damage. The proposal does not involve any earthworks activities or the disturbance of soils. Consequently, the proposal will not disturb, expose or drain acid sulfate soils and/or cause environmental damage.

4.4.4 Clause 6.6 Erection of Signage

The consent authority is required to consider Clause 6.6 of the SLEP 2012 for any DA involving the erection or display of signage.

Clause 6.6	Comment
Before granting development consent for development that involves the erection or display of signage, the consent authority must be satisfied that the signage— *(a) is compatible with the desired amenity and visual character of the area, and*	The proposal is compatible with the desired amenity and visual character of the area given the site is located along a railway corridor. The surrounding area to the east and west is zoned B4 Mixed Use and B3 Commercial Core. Building and business identification signage is permitted with consent in these areas and the proposal is consistent with the character of development in these zones. Further, the proposal will improve the amenity and visual character of the area as it will reduce the advertising area on the Raw Square overpass and upgrade the existing dated advertising structure to improve the overall visual appearance of the overpass.
(b) provides effective communication in suitable locations, and	The proposed digital advertising sign will provide effective communication in a suitable location being a railway corridor and visible from the intersection of two classified roads. The proposal will also not compromise road safety or lead to or impact on view lines. Advertising content will provide effective communication in line with the Australian Advertising Industry and Outdoor Media Association Code of Conducts.
(c) is of a high quality design and finish.	The proposed digital sign will present a very high quality image in accordance with industry standards. The finish of the proposed advertising structure will be of a high quality and will be a significant upgrade to the existing dated advertising structure.

Table 7: Consideration of Clause 6.6 of the SLEP 2012

4.5 Strathfield Development Control Plan

The proposal is generally in compliance with the aims, objectives and key provisions of the DCP. In areas of non-compliance the proposal has been well justified as detailed in this SEE.

A detailed assessment of the proposal against the relevant provisions of the DCP is provided in the table below:

Provision	Comment	Complies
Part J – Advertising Signs and Structures		
1.6 Matters for Consideration	The proposal is consistent with the matters for consideration identified as it is of a high quality, consistent with the character of the area and improves the visual appearance of the Raw Square Overpass. The sign will not dominate any surrounding buildings and will not adversely impact the setting of any heritage items. Further, the sign replaces an existing sign and reduces the existing advertising area.	Yes
2.1 Signs in All Areas	The proposal: • is permissible under SEPP 64 • will be appropriately maintained	Yes

Provision	Comment	Complies
	• will be of a high visual quality • will display messages in English • will not interfere with road safety	
2.5 Special Use and Open Space Areas	The proposal has a frontage to a classified road and is zoned a special use (SP2 – Railway). There are no other advertising structures within 100m of the site.	Yes
4.0 Schedule 2 Item 15 – Unclassified signs	The DCP states other sign types not identified in Schedule 2 including the subject bridge sign will be considered by Council on their merit. The proposal has merit as it will significantly improve the visual appearance of the Raw Square overpass by replacing the existing with a much smaller and higher quality display.	Yes
DCP 13 – Strathfield Town Centre		
1.3 Where This Plan Applies	The Strathfield Town Centre DCP partially applies to the site as the boundary runs through the middle of Raw Square.	Yes
3.8 Signage	The proposed sign has an area 62% smaller than the existing static advertising sign and improves its visual appearance through digital conversion. The DCP notes signage subject matter in Strathfield Town Centre will be limited to advertising of the business itself or the goods or services offered by that business. The proposal does not comply with this control as the proposal comprises third party advertising signage. However, the proposal is permissible under SEPP 64 which overrides this control within the DCP. Additionally, the objectives of this control are to reduce signage clutter in Strathfield Town Centre. The site is on the fringe of the town centre and the surrounding locality is not subject to a high level of visual clutter.	No, but acceptable

Table 8: DCP Assessment

5 Environmental Planning Assessment

5.1 Road safety

A Digital Sign 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 SEPP 64 Guidelines.

5.1.1 Road environment

The existing road environment along Raw Square in proximity to the Raw Square Overpass is summarised in the below table.

Existing Feature	Description
Road classification	• Raw Square – Classified Road (Main Road 668) • Albert Road – Classified Road (Secondary Road 2057)
Speed limit	• Raw Square - 60 km/h • Albert Road – 50km/h
Nearby intersections and traffic control devices	• signalised intersection with Albert Road 60m southwest of the site • roundabout with exits to Leicester Ave and Everton Road 55m northeast of the site
Road configuration and geometry	• dual carriageway primarily with two traffic lanes each direction • to the south of the Albert Road cross-street signalised intersection, there is a third travel lane which forms the dedicated right-turn lane from Raw Square to Albert Road
Crash data	• 4 crashes recorded in the northbound direction within 60m (visible distance) of the proposed sign
Pedestrian and cyclist infrastructure	• pedestrian paths located on either side of Raw Square • no pedestrian crossing facilities on the Raw Square south approach to the roundabout • traffic lights located 60m southwest of the site allow for safe pedestrian access from one side of Raw Square to the other • no cyclist infrastructure along Raw Square or Albert Road
Parking	• Raw Square (northbound) north of Albert Road is a clearway between 6am and 10am and 3pm and 7pm, Monday to Friday • Raw Square (northbound) north of Albert Road is also a no stopping zone
Stopping Sight Distance (SSD)	• the SSD is calculated based on a 60km/h speed in accordance with the Raw Square speed limit • the minimum safe SSD distance for a 60km/h speed zone is 64m

Table 9: Existing road environment (Source: TTPP Consulting)

5.1.2 Signage exposure

The SSA estimates that the proposed signage will be visible and readable to northeast bound motorists on Raw Square from up to 110m southwest in Lanes 1 and 2 (through lanes) and from up to 100m for Lane 3 (right-turn lane to Albert Road). The indicative signage exposure views are shown in the figures below.

Figure 13: Indicative view from Raw Square Lane 1 at approximately 110m and 60m distance – northbound direction (Source: TTPP)

Figure 14: Indicative view from Raw Square Lane 2 at approximately 110m and 60m distance – northbound direction (Source: TTPP)

Figure 15: Indicative view from Raw Square Lane 3 at approximately 100m distance – northbound direction (Source: TTPP)

5.1.3 Road accident history

Historic crash data has been obtained by TTPP from TfNSW as part of the SSA to identify incidents which have occurred along Raw Square within the readable distance of the proposed sign (60m).

The SSA found four crashes were recorded in the northbound direction within 60m of the proposed sign between 1 January 2016 and 31 December 2020. Of the four incidents, one resulted in moderate injury and the remaining were classified as minor injury. The most common crash type was a rear-end collision.

The location of each crash and incident descriptions are provided in the figure below.

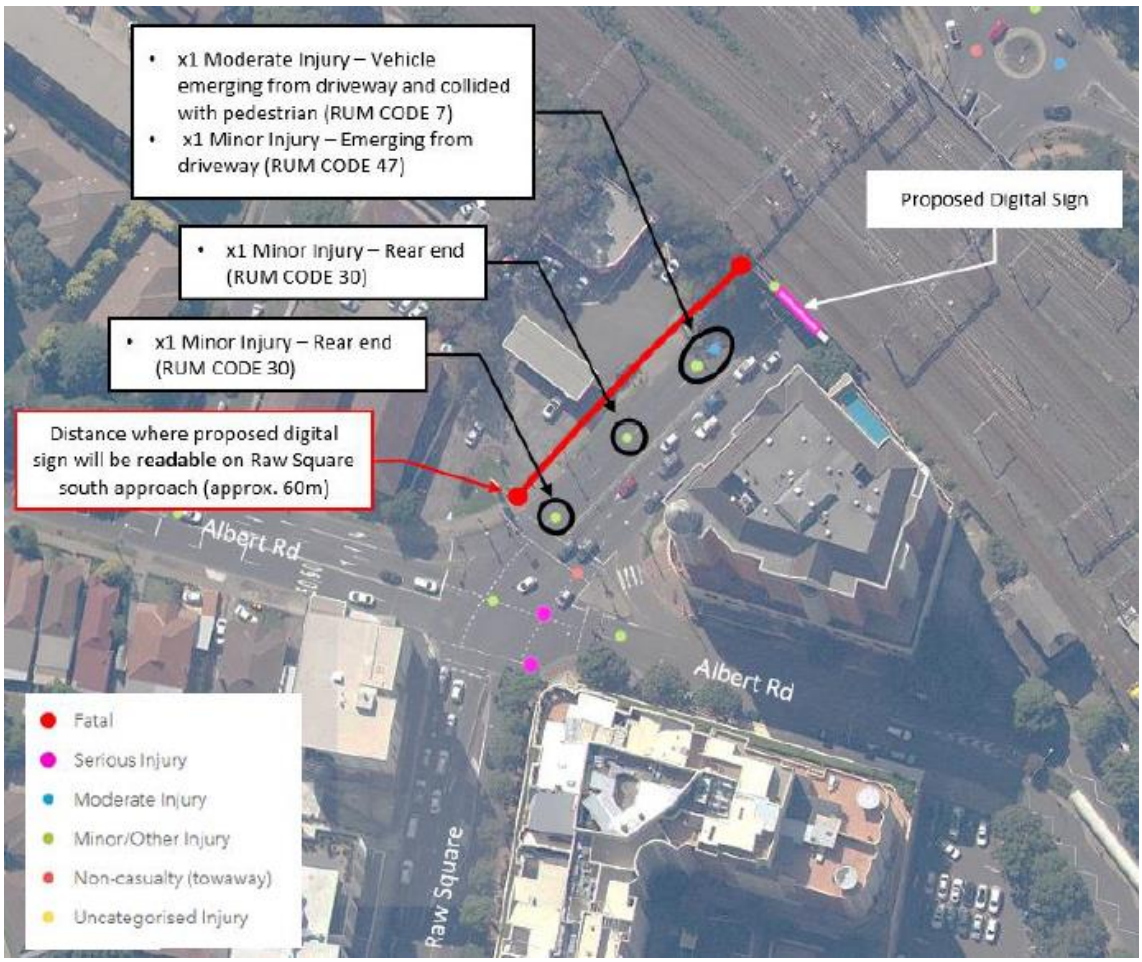

Figure 16: Crash locations and descriptions (Source: TTPP)

5.1.4 Stopping sight distance

Based on the 60km/h speed limit along Raw Square, TTPP calculated the stopping sight distance (SSD) at 64m. The proposed sign is located beyond the Albert Road traffic signals and would not be located within the safe SSD of the intersection.

Additionally, the SSA notes that while the sign is within 64m of the Everton Road/Leicester Ave roundabout, at the 64m mark, the digital sign would be out of driving view and would therefore not impact the safe SSD of the roundabout ahead.

5.1.5 Road safety criteria – SEPP 64 Guidelines

The SSA includes an assessment of the proposal against the criteria for road safety set out under Section 3 of the SEPP 64 Guidelines.

Responses provided in the SSA in respect to the sign location criteria (Section 3.2) and the sign design and operation criteria (Section 3.3) of the SEPP 64 Guidelines is outlined in the below tables.

Sign Location Criteria	Response provided by TTPP	Compliance
Road clearance		
a. *The advertisement must not create a physical obstruction or hazard. For example:* *i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?* *ii. Does the sign protrude below a bridge or other structure so it could be hit by 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?* *iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?*	*The digital sign would not physically obstruct any vehicle, pedestrian, and cyclist movements as it would be placed on the southern side of the railway bridge directly above Raw Square. The digital sign would not protrude below the underside of the railway bridge, and hence the vertical clearance would be maintained as per existing conditions.*	Yes
b. *Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.*	*The digital sign would be installed on the side of the railway bridge, which is positioned above the carriageway and outside of the clear zone. Hence, it would not require an RMS approved crash barrier.*	Yes
c. *Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its*	*The digital sign boards would not be located within the clear zone. The existing available vertical clearance*	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
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.	*between the road surface and the underside of the railway bridge would be maintained.*	
d. *All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.*	*As part of the detailed design phase, the digital sign would be designed in accordance with Australian Standards AS1170.2 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for height of the sign boards when under maximum vertical deflection.*	Yes
Line of sight		
a. *An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.*	*Based on TfNSW's Cycleway Finder online app, there are no on-road or off-road cycle facilities along this section of Raw Square. Notwithstanding this, the proposed sign would not obstruct a cyclist's view of the road when cycling on the road.*	Yes
b. *An advertisement must not obstruct a pedestrian or cyclist's view of the road.*	*The proposed digital sign would not obstruct pedestrian and cyclist's view of the road when on the street level.*	Yes
c. *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.*	*The sign would be positioned at the same height as the existing railway bridge which would not impede a driver's visibility on the alignment of the road. The proposed digital sign would not indicate misleading information or information contrary to the existing roadway. This is supported by the designer's impression of the proposed sign as depicted in Figure 2.7.* (of the SSA)	Yes
d. *The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:* 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 proposed digital sign would be located within a driver's line of sight on the Raw Square south approach with a viewable distance similar to the existing sign (up to 110 m) and reduced readable distance (up to 60 m). In addition, the digital sign would be placed above the road, therefore, a driver would not be required to turn away from the road in order to view the digital sign.*	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
the sign, as well as the main components of the traffic stream in peripheral view. *ii. The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.*		
Proximity to decision making points and conflict points		
a. The sign should not be located: *i. less than the safe sight distance from an intersection, merge point, 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.*	*As referenced in the Guide to Road Design, Part 3, sight distance refers to the distance required to enable a driver to react and stop before reaching a hazard. This distance is dependent on the operating (85th percentile) speed of the road, road gradient and other road characteristics.* *For the purpose of this assessment, an operating speed of 60 km/h has been used to calculate the minimum SSD. A 60 km/h speed has been adopted based on the signposted speed limit along Raw Square as well as the speed limit which motorists were observed to be driving during the site inspection. According to Austroads, the minimum safe stopping sight distance for a 60 km/h speed zone is 64 m.* *The proposed sign (and existing sign) is located beyond the Albert Road traffic signals, and therefore, the sign would not be located less than the safe stopping sight distance from the intersection.* *Beyond the sign location is the Everton Road – Leicester Avenue roundabout, which is located 56m north of the proposed sign. However, at the 64 m mark (8 m back from the sign), the digital sign would be out of driving view*	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
	as shown in Figure 3.1. As such, motorists would not observe the digital sign within the safe stopping distance of the roundabout ahead. In this regard, motorists would have sufficient reaction and braking time to stop safely on approach to the intersection at Everton Road – Leicester Avenue. …There are no pedestrian crossing facilities on the Raw Square south approach to the roundabout.	
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: *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.*	*A "critical time" is understood to refer to a point in time when a driver decision is required, implying that a road safety implication could occur if a driver was distracted at this time.* *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. On the south approach, the proposed digital sign would be positioned beyond the traffic signals at Albert Road, and as such, the proposed digital sign would not obstruct the motorist's view of traffic signal lanterns at any time.*	Yes
Sign spacing		
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.	*In built-up urban areas, it is impracticable to limit the spacing of signage at 150 m apart. Especially within Sydney Metropolitan, drivers can be exposed to many signs at any given time.* *Noting this, there are no other digital signs or static billboards placed within 150 m of the proposed sign.*	Yes

Table 10: Sign location criteria – Section 3.2 of the SEPP 64 Guidelines (Source: TTPP)

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.	*Details of the advertisement/s are not yet known since the project is still within the concept design stage. However, based on the example advertisement that is depicted in the designer's impression (Figure 2.7) the sign would not display colours and*	Yes

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
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:* *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?*	*shapes which could be mistaken for a traffic signal.* *Notwithstanding this, it is recommended that the content of the proposed sign be reviewed against Table 5 of the NSW Guidelines to avoid any content that may be construed as imitating a traffic control device.*	Yes
Additional criteria for digital signs and moving signs		
a. *The image must not be capable of being mistaken:* *i. for a rail or traffic sign or signal because it has, e.g. 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* *ii. as text providing driving instructions to drivers.*	This criterion relates to signage content and should be considered once the signs are in operation. The criterion could be included via conditions of consent.	Yes
b. *The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).*	This criterion relates to signage content and should be considered once the sign is in operation. The criterion could be included via conditions of consent.	Yes
Dwell time and transition time – criteria for digital signs		
a. *Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.*	*Based on the NSW Guidelines, the minimum dwell time for content displayed on the digital sign would be 10 seconds. The digital sign is proposed to contain text and images, which would be in a static manner without any motion for this dwell time. The transition between content would be almost instantaneous.* *Whist Raw Square is an RMS-classified road, the proposed sign would not be visible from within a school zone. For*	Yes
b. *Dwell times for image display must not be less than:* *i. 10 seconds for areas where the speed limit is below 80km/h.* *ii. 25 seconds for areas where the speed limit is 80km/h and over*		Yes

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
c. *Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.*	*motorists travelling northbound on the Raw Square south approach, End School Zone signage is located 252 m away from the proposed sign; this is 140 m further south of the point where the digital sign would become visible as shown in Figure 3.3.*	Yes
d. *Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.*		Yes
e. *The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.*		Yes
Interaction and Sequencing		
a. *The advertisement must no incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.* b. *Message sequencing designed to make a driver anticipated the next message is prohibited across images presented on a single sign and across a series of signs.*	*The proposed sign would not contain interactive technology or technology that enables opt-in direction communication with motorists. The digital sign would not be designed to make motorists anticipate information.*	Yes

Table 11: Sign design and operation criteria – Section 3.3 of the SEPP 64 Guidelines (Source: TTPP)

5.1.6 Road safety summary

Road safety impacts have been comprehensively assessed as part of the application in accordance with the requirements of SEPP 64 and the road safety criteria set out in the SEPP 64 Guidelines.

The SSA has determined the sign will be readable from approximately 60 metres to the southwest of the overpass and will not obstruct and/or reduce visibility to any traffic control devices. Further the sign would not be located within the safe stopping distance to traffic signals, crossings or any other decision point.

Further, the proposed minimum dwell time of 10 seconds is suitable as drivers will be viewing the sign while travelling 60km/hour or less.

In summary, based on the findings of TTPP in its SSA, the proposed sign will not compromise safety for road users in the vicinity and the proposed digital sign is therefore considered acceptable on road safety grounds.

5.2 Illumination

The proposed sign will be illuminated using LEDs installed within the front face on a 24 hour, 7 days per week basis. The brightness of the LEDs shall be controlled to provide upper and lower thresholds (as required) and will include a light sensor to automatically adjust the brightness of the display area to adjust to ambient lighting conditions. Note, the existing sign is also illuminated.

A Lighting Impact Assessment (LIA) has been prepared by Electrolight (Appendix 4). The LIA has assessed the proposal against the illumination criteria under:

- SEPP 64
- the SEPP 64 Guidelines
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting

5.2.1 Illumination criteria – SEPP 64 Guidelines

Section 3.3.3 of the SEPP 64 Guidelines sets out the illumination criteria for digital signs. The LIA has categorised the site as being within Zone 3 of the SEPP 64 Guidelines, which is described as areas with generally medium off-street ambient lighting (e.g. small to medium shopping/commercial areas).

The luminance levels for digital advertisements that are within a Zone 3 environment, as outlined in the SEPP 64 Guidelines, are shown in Table 12.

Lighting Condition	Max Permissible Luminance for Zone 3 (cd/sqm)	Complies
Full sun on face of signage	No limit	Yes
Daytime luminance	6000	Yes
Morning and evening twilight and inclement weather	700	Yes
Night time	350	Yes

Table 12: Luminance levels for digital advertisements criteria – SEPP 64 Guidelines

The LIA confirms that the sign at maximum luminance, will be visually consistent with the existing ambient lighting and is therefore suitable for the local area. It is noted that the maximum luminance limit during the night time period will not exceed the recommended maximum luminance level set out in the SEPP 64 Guidelines of 350 cd/sqm for Zone 3.

5.2.2 AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting

The Control of the Obtrusive Effects of Outdoor Lighting (AS 4282-2019) sets out limits for different obtrusive factors associated with the night time operation of outdoor lighting systems. The LIA has undertaken an assessment of the sign during the 'post-curfew' period (11 pm to 6 am), which is considered the most obtrusive night time period and generally when residents are trying to sleep.

The LIA has categorised the nearest residential properties as all being within Environmental Zone A4 of AS 4282-2019, which is described as having high district brightness (e.g. town and city centres, commercial areas, and residential areas abutting commercial areas). Lighting impacts on the 11 nearest residential dwellings with potential views to the sign are assessed. The location of the nearest dwellings is shown in Figure 17.

Figure 17: Location of assessed residential properties (Source: Electrolight)

The maximum lighting limits for Environmental Zone A4 during the pre-curfew and post-curfew periods, as set out in AS 4282-2019, is shown in Table 13.

Environmental Zone	Maximum vertical illuminance (lux)		Complies
	Pre-curfew	Post-curfew	
A4	25	5	Yes

Table 13: Maximum lighting limit

The LIA undertook a lighting model which found the maximum illuminance during night time operation is 1.5 lux to dwellings within zone A4 which is compliant with the limit of 5 lux outlined above. Consequently, the sign demonstrates an acceptable level of compliance with the maximum night time illumination criteria specified under AS 4282-2019.

Additionally, it is noted that some of the residential properties are shielded by mature vegetation which will obstruct spill light from the signs. Notwithstanding, the model results presented in the LIA are provided on the assumption that there was no vegetation present at the site, in accordance with AS 4282-2019.

5.2.3 Illumination summary

The LIA recommends the Applicant ensure that the average luminance difference between successive images do not exceed 30% to ensure compliance with AS 4282-2019 and for the dwell time to be at least 10 seconds or greater. The LIA also recommends baffles or any other upward light mitigation technology to ensure compliance with AS 4282-2019. The Applicant has committed to these recommendations.

In summary, the LIA determines that the sign:

- is found to be compliant with the criteria set out in AS 4282-2019 and the SEPP 64 Guidelines
- will not result in unacceptable glare or adversely impact the safety of pedestrians, residents or vehicular traffic
- will not unreasonably impact on the visual amenity of nearby residences or accommodation.

5.3 Visual impacts

A detailed Visual Impact Assessment (VIA) prepared by Keylan Consulting is included at Appendix 6. The VIA assesses the impact of the proposed digital conversion from a number of viewpoints and concludes that it will not have any additional visual impacts than those currently present with the existing advertising signage.

The VIA considered 6 viewpoints from where the sign will be most visible. The viewpoints have also been relied upon to estimate impacts on sensitive receivers including residential dwellings. The 6 viewpoints are identified in Figure 18.

Figure 18: Viewpoints (Base source: SixMaps)

The assessment of viewpoints concludes that visual impacts from most locations were minimal due to obstruction by existing structures and street trees. Further, the VIA found the proposal will result in an overall positive visual impact as the proposed sign is 62% smaller than the existing and is accompanied by upgrades which will improve the visual appearance of the overpass.

5.4 Heritage

There are several heritage items and heritage conservation areas within the surrounding locality as identified in Section 5.4. Despite this, the site does not appear to be visible from any heritage items or conservation areas and is therefore unlikely to result in any adverse heritage impacts.

5.5 Site suitability

The site is a suitable location for the provision of digital 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 proposed on a rail corridor
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be a positive visual impact on sensitive land uses as the proposed digital advertising sign is 62% smaller than the existing illuminated static sign
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of Raw Square 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 fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

Further to the above, the site is an effective location for outdoor advertising that will generate revenue to the benefit of the local community. The public benefits of the proposal are discussed in further detail at Section 5.6.

5.6 Public benefit

In accordance with the SEPP 64 Guidelines, an application for digital advertising that is proposed by Sydney Trains is to demonstrate how the local community will benefit from the proposal, such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management.

A Public Benefit Statement prepared by Sydney Trains is included as part of the application (Appendix 5). The statement confirms that part of the revenue generated by the proposed advertising sign will help fund essential Sydney Trains services to the benefit of the local community, including:

- improvements and maintenance programs
- ensuring the continued provision of clean, frequent, and reliable services for customers
- supporting the next generation of transport solutions online
- provision of emergency messaging and announcements to the public such as during:
    - station emergency situations
    - any major disruption which is likely to cause delays to train running times
    - Sydney Trains and TfNSW promotions and events
    - threat-to-life alerts by NSW Government Emergency and Police Agencies

The proposed new digital advertising signage will also provide public benefit through availability to be used for an emergency or community message (e.g. display of information relating to major disruption to the operation of the surrounding road network which is likely to cause delays to traffic or emergency information). The emergency messaging system will be available to Sydney Trains and other NSW Government agencies such as NSW Police, NSW Health and Transport for NSW.

Further, Sydney Trains and Transport for NSW will also be able to display messages on the digital screens for up to 5 minutes per hour for customer and event promotions at no cost.

Accordingly, the application addresses the public benefit test outlined in the SEPP 64 Guidelines through the provision of funding toward improvements to the Sydney Trains network and direct messaging to the community.

6 Conclusion

This SEE supports a DA for the digital conversion of existing static advertising signage on the southwest elevation of the Raw Square overpass in Strathfield.

The sign is proposed to comprise an advertising display area of approximately 17.79m^2 and a visual screen size of 16.25m^2. The sign will be visible to motorists travelling northbound along Raw Square and pedestrians.

The visual screen size of the proposed digital advertising sign will be 62% smaller than the existing 42.411m^2 illuminated static sign and will improve the overall visual appearance of the Raw Square overpass.

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

- meets the objectives of SEPP 64 as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 1 of the SEPP 64
- demonstrates compliance with the criteria set out in the SEPP 64 Guidelines in regard to land use compatibility, digital 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 for motorists at the intersection of Raw Square and Albert Road
- will be in the public interest as the revenue that is generated by the advertising signage will be used by Sydney Trains to improve the 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

In light of the above, it is considered that the digital advertising sign will not have an adverse impact on the environment or on the safety of road users and therefore warrants approval.

Appendix 1

SEPP 64 & Transport Corridor Advertising and Signage Guidelines Assessment

Appendix 2

Architectural Drawings

KEYLAN consulting pty ltd

Appendix 3

Signage Safety Assessment

Appendix 4

Lighting Impact Assessment

Appendix 5

Public Benefit Statement

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Appendix 6

Visual Impact Statement

Appendix 7

Site Survey