

# Digital Advertising Signage on the Raw Square Overpass, Strathfield

---

DA22/1840

November 2022



Published by the NSW Department of Planning and Environment

[dpie.nsw.gov.au](http://dpie.nsw.gov.au)

Title: Digital Advertising Signage on the Raw Square Overpass, Strathfield

---

© State of New South Wales through Department of Planning and Environment 2022. You may copy, distribute, display, download and otherwise freely deal with this publication for any purpose, provided that you attribute the Department of Planning and Environment as the owner. However, you must obtain permission if you wish to charge others for access to the publication (other than at cost); include the publication in advertising or a product for sale; modify the publication; or republish the publication on a website. You may freely link to the publication on a departmental website.

Disclaimer: The information contained in this publication is based on knowledge and understanding at the time of writing (November 2022) and may not be accurate, current or complete. The State of New South Wales (including the NSW Department of Planning and Environment), the author and the publisher take no responsibility, and will accept no liability, for the accuracy, currency, reliability or correctness of any information included in the document (including material provided by third parties). Readers should make their own inquiries and rely on their own advice when making decisions related to material contained in this publication.

# Glossary

Abbreviation	Definition
<b>AHD</b>	Australian Height Datum
<b>Applicant</b>	Transport Asset Holding Entity of NSW (Sydney Trains)
<b>BCA</b>	Building Code of Australia
<b>CIV</b>	Capital Investment Value
<b>CPP</b>	Community Participation Plan
<b>Council</b>	City of Sydney Council
<b>DA</b>	Development Application
<b>DCP</b>	Development Control Plan
<b>Department</b>	Department of Planning and Environment
<b>EP&amp;A Act</b>	<i>Environmental Planning and Assessment Act 1979</i>
<b>EP&amp;A Regulation</b>	<i>Environmental Planning and Assessment Regulation 2021</i>
<b>ESD</b>	Ecologically Sustainable Development
<b>Industry and Employment SEPP</b>	State Environmental Planning Policy (Industry and Employment) 2021
<b>LEP</b>	Local Environmental Plan
<b>Minister</b>	Minister for Planning
<b>RMS</b>	Roads and Maritime Services, TfNSW
<b>Planning Secretary</b>	Secretary of the Department of Planning and Environment
<b>SEPP</b>	State Environmental Planning Policy
<b>Planning Systems SEPP</b>	State Environmental Planning Policy (Planning Systems) 2021
<b>SEE</b>	Statement of Environmental Effects
<b>TfNSW</b>	Transport for NSW

# Contents

<b>1</b>	<b>Introduction .....</b>	<b>1</b>
	1.1 The Site.....	1
<b>2</b>	<b>Project.....</b>	<b>5</b>
<b>3</b>	<b>Statutory Context.....</b>	<b>8</b>
	3.1 Consent Authority .....	8
	3.2 Permissibility .....	8
	3.3 Mandatory Matters for Consideration .....	8
<b>4</b>	<b>Engagement.....</b>	<b>9</b>
	4.1 Department's engagement .....	9
	4.2 Summary of Submissions .....	9
	4.3 Response to Submissions .....	9
<b>5</b>	<b>Assessment .....</b>	<b>10</b>
	5.1 Design and suitability of the site .....	10
	5.2 Visual Impact .....	10
	5.3 Illumination.....	12
	5.4 Road and pedestrian safety.....	13
	5.5 Public benefit .....	16
<b>6</b>	<b>Evaluation.....</b>	<b>17</b>
<b>7</b>	<b>Recommendation.....</b>	<b>18</b>
<b>8</b>	<b>Determination.....</b>	<b>19</b>
	<b>Appendices .....</b>	<b>20</b>
	Appendix A – List of referenced documents.....	20
	Appendix B – Statutory Considerations .....	21
	Appendix C– Recommended Instrument of Consent .....	35



# 1 Introduction

This report provides an assessment of Development Application (DA 22/1840) lodged by Transport Asset Holding Entity of NSW (Sydney Trains) under Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Sydney Trains (the Applicant) seeks consent to remove an existing static advertising sign and install a new digital advertising sign on the southwest elevation of the Raw Square overpass in the Strathfield local government area (LGA).

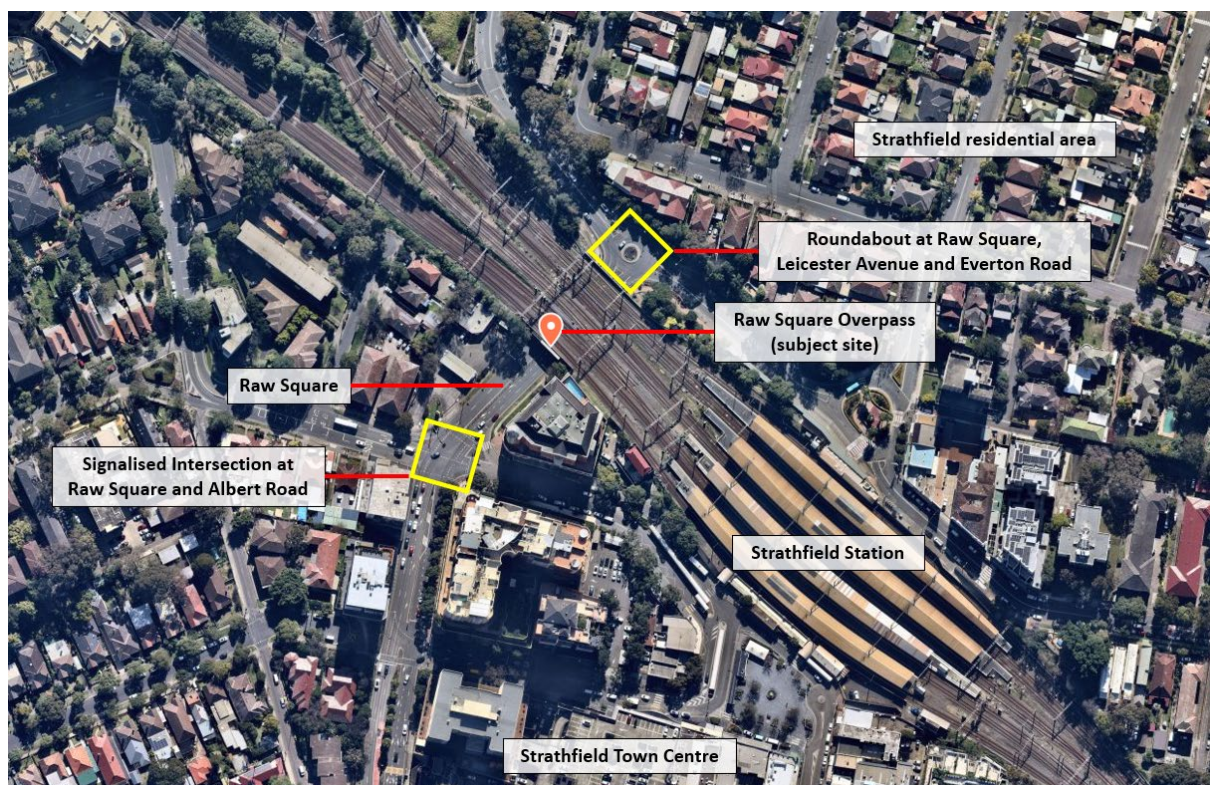
## 1.1 The Site

The site is the railway overpass over Raw Square, Strathfield. The existing static sign (12.66 m x 3.35 m) is attached to the southwest elevation of the Raw Square overpass, visible to northbound motorists (**Figure 1** and **2**).

The site is legally defined as Lot 2 DP 1001738 and is owned by Transport Asset Holding Entity.

Raw Square is a dual carriage four-lane classified road (under the *Roads Act 1993*), which travels in a north-east/south-west direction with a slight curve in the road alignment on the southern approach to the proposed digital sign with a legal speed limit of 60km/h.

The site is 60 m to the north-east of the signalised intersection of Raw Square and Albert Road and 55 m to the south of the roundabout controlled intersection of Raw Square, Leicester Avenue and Everton Road.



**Figure 1** | Local context of the site (Base Source: NearMap).



**Figure 2 |** Existing static advertising sign on the Raw Square overpass (Source: SEE).

The site is located on the fringe of Strathfield Town Centre and is 180 m northwest of Strathfield station. The site is in an area characterised by residential and business uses, predominately zoned R3 Medium Density Residential, B4 Mixed Use and B3 Commercial Core.

Surrounding development (**Figure 3 to Figure 5**) comprises:

- medium to high-density residential and commercial tenancies to the north south and east
- a petrol station and low-density residential dwellings to the west.

Signage in the immediate vicinity of the existing sign primarily relates to road traffic control.





**Figure 3** | Surrounding locality from the northeast corner of Raw Square and Albert Road looking south (Source: SEE)



**Figure 4** | Surrounding locality from Albert Road looking northeast (Source: SEE)



**Figure 5** | Surrounding locality from the corner of Raw Square and Albert Road looking north (Source: SEE)



## 2 Project

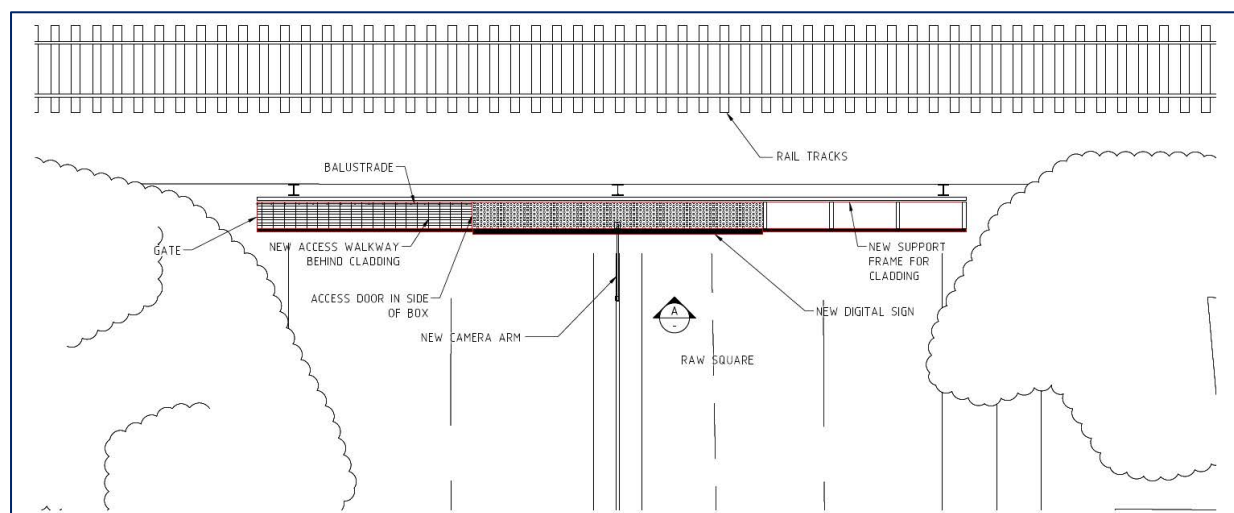
The development application (DA 22/1840) seeks consent for:

- the removal of the existing static advertising sign on the Raw Square Overpass
- installation of a new digital advertising structure on the south-western elevation of the Raw Square overpass, and associated infrastructure.

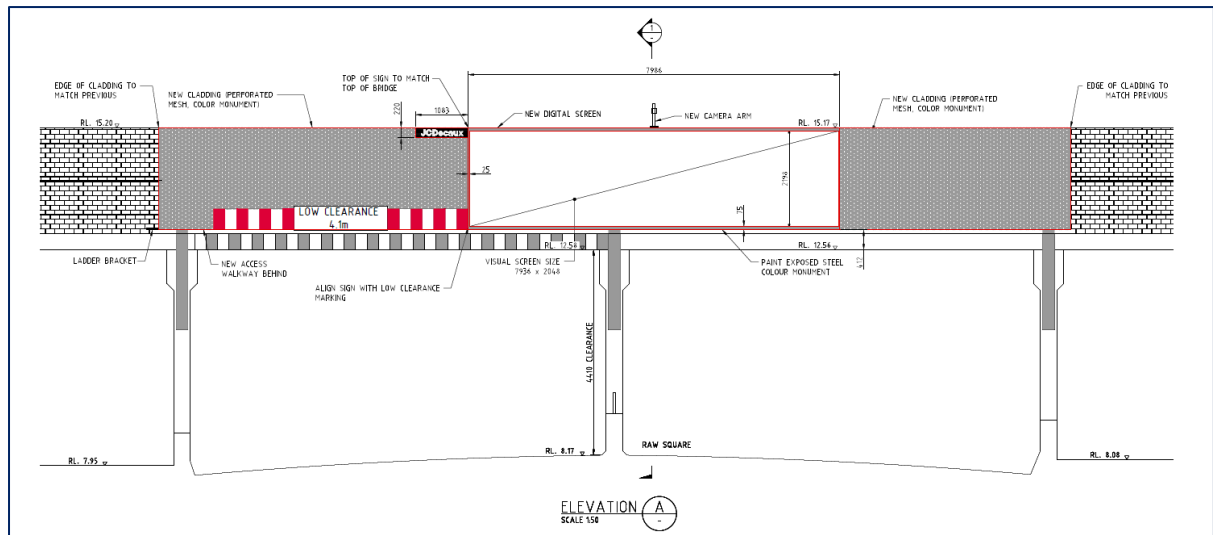
The estimated cost of the works is \$371,250. The proposed design and operation specifications of the signage is outlined in **Table 1** and **Figure 6** to **Figure 9**.

**Table 1** | Details of the proposed signage

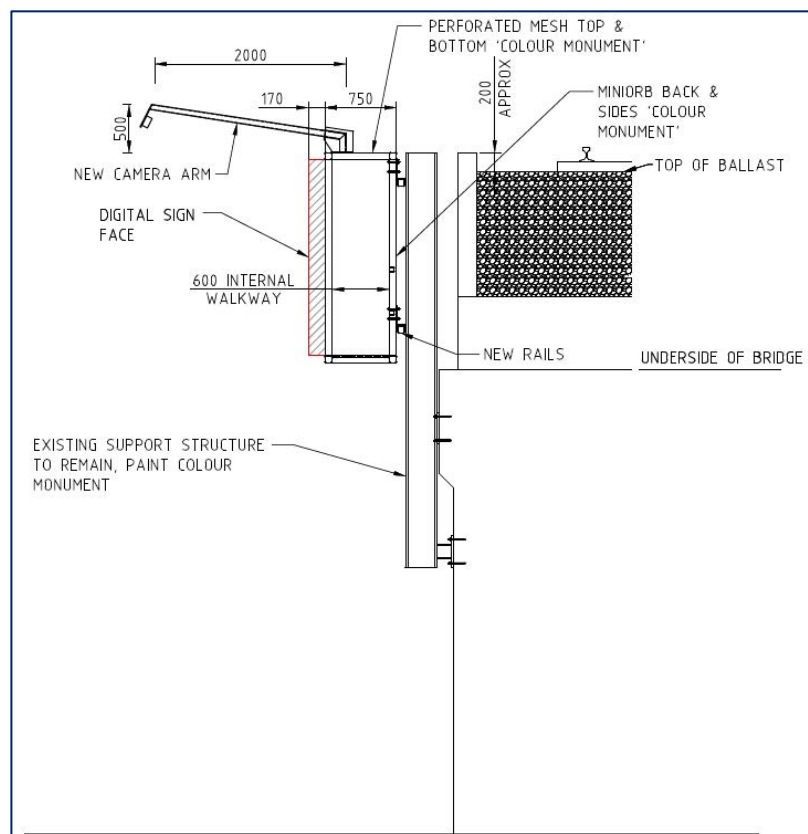
Aspect	Description
Advertising display area	17.79 m <sup>2</sup> (7.986m x 2.348m, plus logo)
Visual screen size	16.25m <sup>2</sup> (7.93m x 2.048m)
Road clearance	4.82m from ground level to the railway bridge, the same as the existing clearance
Signage display	Digital LED screen
Hours of operation	24 hours a day, 7 days a week



**Figure 6** | Site plan (Source: Architectural Plans)



**Figure 7 | Elevation of the proposed advertising sign (Source: Architectural Plans)**



**Figure 8 | Digital sign section (Source: Architectural Plans)**



**Figure 9** | Photomontage of view from Raw Square (Source: SEE)



## 3 Statutory Context

### 3.1 Consent Authority

The Minister for Planning is the consent authority for the application in accordance with 3.10(c) of *State Environmental Planning Policy (Industry and Employment) 2021*. The DA relates to an advertisement displayed by or on behalf of Sydney Trains on a railway corridor.

In accordance with the Minister's delegation dated 9 March 2022, the Director, Key Sites Assessments may determine the application as:

- the relevant Council has not made an objection
- there are less than 15 public submissions in the nature of objection
- a political disclosure statement has not been made.

### 3.2 Permissibility

The site is located in the Strathfield LGA. The site is zoned SP2 – Infrastructure – Railway Corridor under the Strathfield Local Environmental Plan 2012 (SLEP 2012) and the proposed development is defined as an 'advertisement'. Advertisements are prohibited in the SP2 zone.

However, as the development involves the display of an advertisement on transport corridor land by or on behalf of Sydney Trains, it is identified as permissible with development consent pursuant to Clause 3.14(1)(a) of State Environmental Planning Policy (Industry and Employment) 2021.

### 3.3 Mandatory Matters for Consideration

The Department has considered the following relevant mandatory matters for consideration in its assessment of the proposal (refer to **Section 5** and **Appendix B** of this report):

- objects of the EP&A Act
- the matters in section 4.15(1) of the EP&A Act:
  - relevant Environmental Planning Instruments (EPIs) and proposed instruments
  - any development control plan
  - any planning agreements
  - Environmental Planning and Assessment Regulation 2021 (EP&A Regulation)
  - likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts
  - suitability of the site
  - any submissions
  - the public interest.

## 4 Engagement

### 4.1 Department's engagement

The Department exhibited the application for 28 days from 3 May 2022 and 30 May 2022 on its website. The Department also notified surrounding landholders in writing and consulted with Strathfield Council (Council), and Transport for NSW (TfNSW).

### 4.2 Summary of Submissions

The Department received no public submissions during the exhibition period.

The Department received advice from Council and TfNSW. A link to the submissions is provided in **Appendix A** and the key issues raised are summarised in **Table 2**.

**Table 2** | Summary of Agency Submissions

Agency	Comment
Council	Council raised no objections and provided comments in relation to illumination impacts, community and local business advertisement and the need to ensure ongoing safety of drivers and pedestrians.
TfNSW	TfNSW raised no objections and recommended conditions in relation to compliance with the Transport Corridor Outdoor Advertising and Signage Guidelines 2017, the display of images, a minimum dwell time of 25 seconds, requirement for a Road Safety Assessment and a Road Occupancy Licence for any work that impact traffic flows on Raw Square or the intersection of Raw Square/Albert Road.

### 4.3 Response to Submissions

On 9 August 2022, the Applicant provided a Response to Submissions which responded to the comments provided by Council. On 12 September 2022, the Applicant accepted TfNSW's recommended conditions.

A link to the RtS and additional information is provided in **Appendix A**.

## 5 Assessment

The Department considers the key issues associated with the proposal are:

- design and suitability of the site
- visual impact
- illumination
- road and pedestrian safety
- public benefit.

### 5.1 Design and suitability of the site

The proposal seeks approval to replace one existing static advertising sign on the southwest elevation of the Raw Square overpass with a new digital advertising sign. The proposed sign would have a visible screen area of 16.25m<sup>2</sup>, which is 62% smaller than the existing sign area (42.41 m<sup>2</sup>)

The Department notes that the site has been used for signage for over 25 years, and the continuation of signage in this locality is not expected to adversely impact the character of the area. The Department considers the design and location of the proposed signage is acceptable as the sign:

- will not adversely impact on the existing or future character of the area surrounding the Raw Square overpass as the proposed sign would be integrated into an existing urban setting where similar billboard advertising signage has existed for over 25 years
- will not detract from the built form of the overpass or road or result in any additional adverse impacts to nearby businesses or residences as it does not extend beyond the bridge structure, is centred on the bridge and is 62% smaller than the existing signage
- complies with the design criteria of the Industry and Employment SEPP, the Transport Corridor Advertising and Signage Guidelines 2017 (Guidelines) and AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting (**Appendix C** and **Section 5.3**).

The Department is therefore satisfied the design and location of the site is suitable and would not result in adverse impacts on the character of the area.

### 5.2 Visual Impact

The Applicant provided a Visual Impact Assessment (VIA) which considers the potential visual impacts of the signage on the residential and commercial properties located on the southwestern side of the Raw Square overpass.

The VIA considered six key surrounding viewpoints (**Figure 10**) and concluded that the proposal would result in low visual impact from viewpoints 2, 3, 4 and 5, and low to moderate visual impacts from viewpoints 1 and 6, being the mixed-use residential development at 7 Albert Road and the pedestrian path adjacent to the Shell Petrol Station, respectively (**Figure 11** and **Figure 12**).





**Figure 10** | Locations considered in the VIA (Source: Applicant)



**Figure 11** | Existing (left) and proposed (right) view from viewpoint 1 (Raw Square - 7 Albert Road) (Source: Applicant)



**Figure 12 | Existing (left) and proposed (right) view from Viewpoint 6 (Raw Square – Shell Petrol Station (9 Albert Road)) (Source: Applicant)**

The Department agrees with the conclusions of the VIA and considers the visual impact of the proposed sign is acceptable as:

- the advertising display area of proposed sign is significantly (62%) smaller than the existing signage at the site and the sign would not extend outside the physical boundaries of the Raw Square overpass
- the replacement of existing sign with a new smaller sign is consistent with the character of the surrounding area and that expected of a road corridor, and results in an overall reduced visual impact rather than introducing a new visual element into the skyline
- the neighbouring residential building at 7 Albert Road has windows/balconies which are oriented to the north-east and north-west, and do not directly look onto the existing or proposed sign
- the sign would not obscure or compromise important views or reduce the quality of vistas of any environmentally sensitive areas, heritage areas or open space (a full assessment of the signage under SEPP 64 is included at **Appendix C**).

The Department therefore concludes the proposal will have minor and acceptable visual impact on surrounding residential properties.

### 5.3 Illumination

The proposed signage would be illuminated with LEDs and operate on 24-hours, 7 days a week. The luminance would be automatically adjusted throughout the day and night to suit ambient light conditions.

The Applicant provided a Lighting Impact Assessment (LIA) that assessed the luminance against the Guidelines and categorised the site as being within 'Zone 4' (areas with generally low levels of off-street ambient lighting e.g. most rural areas, or areas that have residential properties nearby) (**Table 3**).

**Table 3 | Maximum luminance for signage and proposed luminance**

Lighting Condition	Maximum permissible luminance (cd/m <sup>2</sup> )	Proposed Luminance (cd/m <sup>2</sup> )	Compliance
Full sun on face of signage	No limit	No limit	Yes
Day time luminance	6,000	6,000	Yes
Morning and evening twilight and inclement weather	500	500	Yes
Night-time	200	200	Yes

The LIA also assessed the signage against the requirements of Australian Standard AS4282-2019 - Control of the Obtrusive Effects of Outdoor Lighting 'Environmental Zone A3' under AS 4282 (areas with medium district brightness e.g. suburban areas in towns and cities) and concludes the sign:

- would have a maximum lux level of 0.9 at nearby dwellings when set to 200 cd/m<sup>2</sup> at night-time, which complies with the lux level of 2 allowed under AS4282
- would have a threshold increment of 19.81% at night, which complies with the threshold increment requirement of 20% under AS4282
- should not result in unacceptable glare nor cause any reduction in visual amenity to nearby residences or accommodation.

The Department considers the illumination of the proposed sign is acceptable as:

- the proposed sign is located in an urban area where other night-time sources, including the neighbouring petrol station, commercial buildings and street signage, provide a medium level of district brightness
- the proposed illumination levels in the morning, evening, during inclement weather and night-time periods align with the most sensitive Zone 4 criteria in the Guidelines to protect the amenity of surrounding residential properties
- the sign would not result in adverse light impacts as it complies with the relevant lux and threshold increment requirements under AS4282.

The Department therefore concludes the sign will not result in any adverse illumination impacts on surrounding properties.

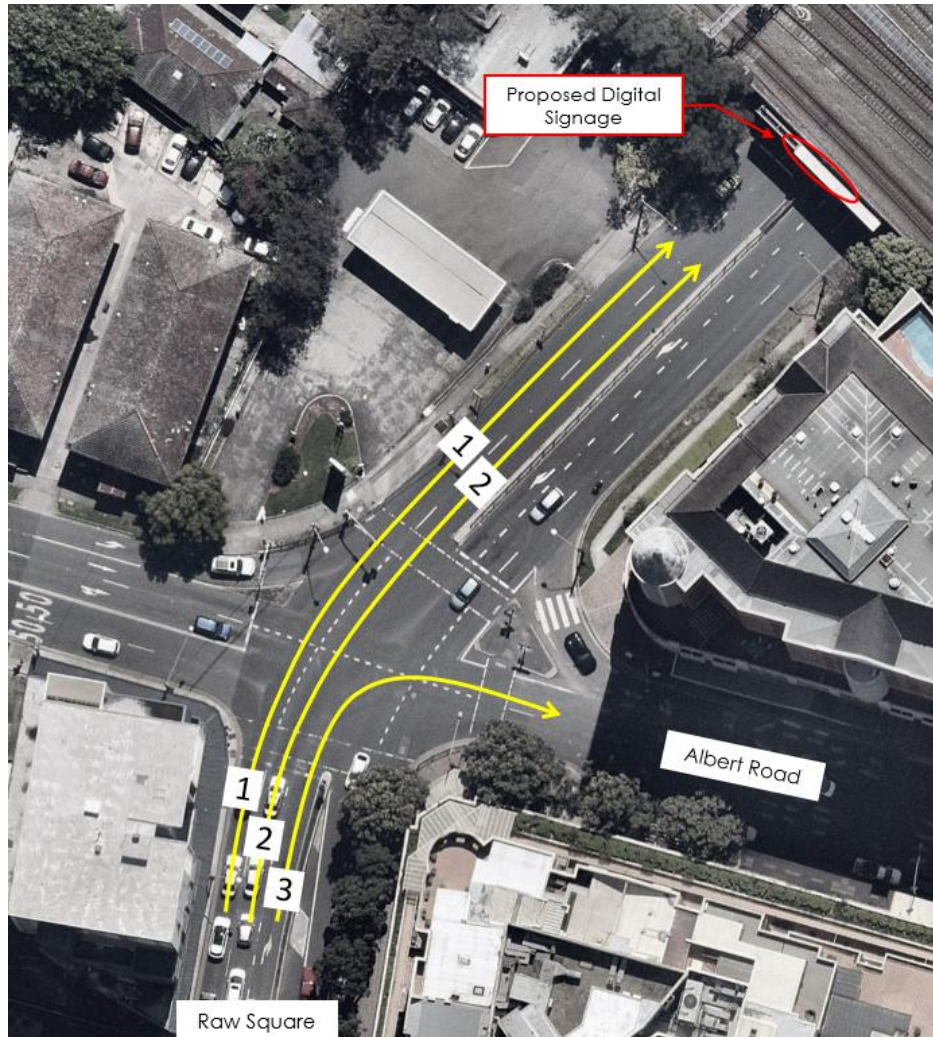
## 5.4 Road and pedestrian safety

The speed limit of Raw square is 60 km/h and the sign would be visible to traffic for approximately 110 m from the two northbound lanes and 100 m from lane 3 (right-turn lane to Albert Road) (**Figure 14**). The likely readable distance of the signage would be 60m.

The sign is also located near two key driver decision points as shown in **Figure 1**:



- a roundabout at the intersection of Everton Road – Leicester Avenue roundabout located 56 m to the north of the site
- the signalised intersection of Raw Square and Albert Road located 90 m to the south of the site.



**Figure 13** | Vehicle sightlines to sign location travelling northbound on Raw Square (Source: Applicant)

The Applicant provided a Digital Sign Safety Assessment (SSA) that considers the proposal against the statutory requirements of the Industry and Employment SEPP and the Guidelines, and assessed the signage exposure, safe stopping distance and proximate crash history.

The SSA identifies that the sign is located within the 64 m safe stopping distance of the roundabout at the intersection of Everton Road and Leicester Avenue, however, concludes that it is unlikely to impact on the drivers view of the roundabout as it is at an oblique viewing angle due to the height of the signage placement on the overhead rail bridge (**Figure 15**).



**Figure 14** | View at 64m safe stopping distance of south approach (Source: Applicant)

The SSA also assessed the crash history of the south approach to the sign, noting four incidents within the past five-year period, comprising one moderate and four minor injuries. The most common crash type being rear-end collision. The crash severity was mostly minor, suggesting slow speed crashes. Further, as the proposed sign is significantly smaller than the existing static signage, the proposal is not likely to influence the future crash history. As a result, the SSA concludes that the proposal will not compromise safety for road users and is acceptable on road safety grounds.

TfNSW reviewed the Applicant's SSA and raised no objections subject to recommended conditions including:

- the preparation of an independent Road Safety Assessment after 15 months of the operation to be reviewed by TfNSW
- the minimum dwell time of images be increased from 10 to 25 seconds
- restrictions on methods of illumination, red and green colours, animation and flashing/flickering lights to avoid driver distraction

The Department has considered the SSA and advice from TfNSW and considers the design and location of the proposal would not result in any adverse pedestrian, cyclist or road safety impacts as:

- is consistent with the Guidelines, including its positioning and operation on the overpass
- the placement and proportions of the sign is similar to the existing signage and would not physically constrain any vehicle, pedestrian or light rail movements
- the signage structure would not impact the existing road clearance from the viaduct
- although the sign is located within the safe stopping distance from the roundabout at Everton Road and Leicester Avenue, the sign would not be visible and therefore would not cause any safety concerns from this location due to the positioning of the sign on the bridge and resulting oblique viewing angle

- the sign will display static images only with a proposed dwell time of 25 seconds in accordance with TfNSW recommendations, which exceeds the minimum dwell time of 10 seconds under the Guidelines with a transition time (0.1 seconds) in accordance with the Guidelines.

The Department recommends conditions to implement the 25 second dwell time and to ensure the signage does not contain or use any method of illumination that distracts or dazzles drivers and require the Applicant to carry out a further road safety audit.

Based upon the findings of the Applicant's TSA and the advice provided by TfNSW, the Department is satisfied the proposal complies with the Industry and Employment SEPP and the Guidelines and the proposed signage will not have a negative impact on road safety, subject to the recommended conditions.

## 5.5 Public benefit

Where the Minister for Planning is the consent authority Clause 3.11(2)(iii) of State Environmental Planning Policy (Industry and Employment) 2021 requires that the consent authority be satisfied that the proposal is acceptable in terms of public benefits provided in connection with the advertisement.

The Guidelines specify how this is to occur, requiring proposals for certain advertisements lodged by Sydney Trains or those to be displayed on a bridge to meet a public benefit test to ensure the advertisement would provide a net positive gain for the local community.

The Applicant provided a Public Benefit Statement (PBS) confirming the following public benefits:

- all revenue generated will be re-invested into running the Sydney Trains network including improvement and maintenance programs, and supporting the next generation of transport solutions online
- the digital sign will be available for use by Sydney Trains, TfNSW and NSW emergency services to display safety or public awareness messages
- Sydney Trains may also access the digital screens for up to 5 minutes per hour (~8%) for Sydney Trains and TfNSW customer promotions and events at no cost.

The Applicant also committed that the sign operator, JCDecaux, will undertake the removal of graffiti on the southern façade of the Raw Square overpass as well as in the areas of the façade immediately surrounding the proposed sign during construction.

The Department has carefully considered the PBS and is satisfied the proposal will result in sufficient public benefits as it will contribute to the improvement and maintenance of the train services and play an important role in helping to address traffic safety problems and improving local amenity, which is consistent with the Guidelines.

The Department recommends conditions requiring Sydney Trains to record the revenue received in its Annual Reports and how the revenue has been applied to provide a public benefit. In addition, the Department recommends conditions to require the removal of graffiti prior to the commencement of use and during ongoing maintenance, and the display of road safety and emergency messages 5 minutes per hour arranged by TfNSW.



## 6 Evaluation

The Department has assessed the development application and supporting information in accordance with the matters for consideration under Part 4 of the EP&A Act, including SEPP (Industry & Employment) 2021 and other relevant environmental planning instruments. The Department's assessment concludes the proposed development is acceptable as:

- it is permissible with development consent on transport corridor land under the Industry and Employment SEPP and consistent with the objectives of the SEPP, the Guidelines and SP2 zone
- it will have minimal impacts on the character of the area as the sign is 62% smaller than the existing sign and would not extend outside the physical boundaries of the Raw Square overpass
- it complies with the relevant road safety standards and requirements and would not result in any adverse safety impacts subject to an increased dwell time of 25 seconds
- the proposed luminance levels are consistent with the Guidelines and Australian Standards and the night-time level is reduced to less than the maximum permitted to protect the amenity of surrounding properties and safety of drivers particularly at night
- it will provide appropriate public benefit as all revenue generated will be re-invested into the Sydney Trains network.

The Department's assessment therefore concludes the proposal is acceptable and is in the public interest. The Department recommends the application be approved, subject to the recommended conditions (**Appendix D**).

## 7 Recommendation

It is recommended that the Director, Key Sites Assessments, as delegate of the Minister for Planning:


- **considers** the findings and recommendations of this report
- **accepts and adopts** all of the findings and recommendations in this report as the reasons for making the decision to approve to the application
- **agrees** with the key reasons for approval listed in the notice of decision
- **grants consent** for the application in respect of DA 22/1840, subject to the conditions in the attached development consent / project approval
- **signs** the attached development consent and recommended conditions of consent.

**Recommended by:**



**Annika Hather**  
Planning Officer  
Key Sites Assessments

**Recommended by:**



**Amy Watson**  
Team Leader  
Key Sites Assessments

## 8 Determination

The recommendation is **Adopted** / ~~Not adopted~~ by:



2 November 2022

**Anthony Witherdin**

Director

Key Sites Assessments

as delegate of the Minister for Planning

# Appendices

## Appendix A – List of referenced documents

The following supporting documents and additional information to this assessment report can be found on the NSW Planning Portal as follows:

- Statement of Environmental Effects
- Agency Advice
- Submissions
- Response to Submissions

<https://www.planningportal.nsw.gov.au/daexhibitions>



## Appendix B – Statutory Considerations

The Department has considered the following matters in its assessment of the proposal in **Table 4** to **Table 9**.

### B1 Objects of the EP&A Act

**Table 4** | Consideration of the proposal against the objects of the EP&A Act

Objects of the EP&A Act	Consideration
(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 proposal seeks to provide social and economic benefits including reinvesting all revenue to Sydney Trains network to improve the services. The proposal will not adversely impact on the State's natural and other resources.
(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment	The Precautionary and Inter-generational Equity Principles have been applied in the decision-making process by a thorough assessment of the environmental impacts of the project.
(c) to promote the orderly and economic use and development of land	The sign is using an approved railway infrastructure and will generate revenue to contribute to improving the Sydney Trains network.
(d) to promote the delivery and maintenance of affordable housing	Not relevant.
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats	The proposal will not impact on the natural environment.
(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage)	The proposal is not in the vicinity of, and therefore will not cause an adverse impact on, any heritage items.
(g) to promote good design and amenity of the built environment	The design and impacts on amenity are considered in <b>Section 5</b> .
(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants	Not relevant.
(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State	The Department referred the proposal to TfNSW and Council ( <b>Section 4</b> ) and considered their responses ( <b>Section 5</b> ).
(j) to provide increased opportunity for community participation in environmental planning and assessment	The Department exhibited the application as outlined in <b>Section 4</b> .

### B2 Section 4.15(1) Matters for consideration

**Table 5** | Section 4.15(1) Matters for Consideration

Section 4.15(1) Evaluation	Consideration
(a)(i) any environmental planning instrument	The proposal complies with relevant EPIs as addressed in <b>Section 5</b> and <b>Appendix C3</b> .
(a)(ii) any proposed instrument	Not applicable.
(a)(iii) any development control plan	The proposal complies with the relevant DCP as addressed in <b>Appendix C4</b> .
(a)(iia) any planning agreement	Not applicable.
(a)(iv) the regulations	The application satisfactorily meets the relevant requirements of the EP&A Regulation, including the procedures relating to applications, the requirements for notification and fees.
(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 Department has assessed the likely impacts of the development and concludes they are acceptable and can be addressed by the recommended conditions (refer to <b>Section 5</b> and <b>Appendix D</b> ).
(c) the suitability of the site for the development	The site is suitable for the development as discussed in <b>Section 5</b> .
(d) any submissions	Consideration has been given to the submissions received during the exhibition ( <b>Section 4, Section 5 and Appendix B</b> ).
(e) the public interest	The Department considers the proposal to be in the public interest ( <b>Section 5</b> ).

### B3 Environmental Planning Instruments

The following EPIs were considered as part of the assessment of this proposal:

- State Environmental Planning Policy (Industry and Employment) 2021 and the associated Transport Corridor 2017 (the Guidelines)
- State Environmental Planning Policy (Transport and Infrastructure 2021)
- Strathfield Local Environmental Plan 2012 (SLEP 2012)

#### State Environmental Planning Policy (Industry and Employment) 2021 (including the Guidelines)

Chapter 3 of the Industry and Employment SEPP applies to all signage that can be displayed with or without development consent and is visible from any public place or public reserve. The proposed digital signage has been assessed against the requirements outlined in Chapter 3 (**Table 6**) and the specific assessment criteria of Schedule 5 of the Industry and Employment SEPP (**Table 7**).

The *Transport Corridor Outdoor Advertising and Signage Guidelines* (the Guidelines) was approved for the purpose of Chapter 3 of Industry and Employment SEPP. The Guidelines supplement the SEPP's provisions by providing detailed information in relation to signage within transport corridors, including design criteria and road safety considerations. The Guidelines outline best practice for the planning and design of outdoor advertisements in transport corridors. The proposal has been assessed against the Guidelines in **Table 8**.

**Table 6 | Industry and Employment SEPP Compliance Assessment**

Clause	Criteria	Comments	Compliance
--------	----------	----------	------------

### Part 3.2 – Signage Generally

<b>3.6 Granting of consent to signage</b>	The signage is to be consistent with the objectives of this Chapter.	The proposed development is compatible with the desired amenity and visual character of the area, provides effective communication and is high-quality finish and is therefore consistent with the objectives of Chapter 3 of the Industry and Employment SEPP.	Yes
	The signage is to satisfy the assessment criteria in Schedule 5.	Refer to <b>Table 7</b> .	Yes

### Part 3.3 – Advertisements

<b>3.10 Consent authority</b>	The consent authority is the Minister for Planning in the case of an advertisement displayed by or on behalf of Sydney Trains on a railway corridor.	Refer to <b>Section 3.1</b> .	Yes
<b>3.11 Matters for consideration</b>	The advertisement or advertising structure is to be:	i. Considered in this table above.	Yes
	i. consistent with the objectives of this Chapter	ii. Assessed in <b>Table 7</b> .	
	ii. assessed in accordance with the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its design, road safety and the public benefits to be provided in connection with the display of the advertisement	iii. Assessed in this table.	
	iii. satisfies any other relevant requirement of this Chapter.		
	Arrangements for the provision of the public benefits to be provided in connection with the display of the advertisement.	Refer to <b>Section 5.5</b> .	Yes
<b>3.12 Duration of consents</b>	A consent granted under this Part ceases to be in force on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act.	The Department recommends a condition of consent to limit the approval for a maximum period of 15 years from the date of operation.	Yes
<b>3.14 Transport corridor land</b>	The display of an advertisement on transport corridor land is permissible with development consent when the display of an advertisement is on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor.	Refer to <b>Section 3.2</b> .	Yes
	The Minister must not grant consent to the display of an advertisement unless:	i. There was no design review panel for this application.	Yes
	i. the advice of any design review panel has been considered by the Minister, and	ii. Refer to <b>Table 8</b> .	
	ii. the Minister is satisfied that the advertisement is consistent with the Guidelines.		

<b>3.18 Location of certain names and logos</b>	The name or logo of the person who owns or leases an advertisement or advertising structure must:	The logo shall be displayed only within the advertising area, will be no greater than 0.25 m <sup>2</sup> and was included when calculating the size of the advertising display area.	Yes
	i. appear only within the advertising display area		
	ii. not be greater than 0.25 square metres		
	iii. be included in calculating the size of the advertising display area.		
<b>3.22 Advertisements on bridges</b>	The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.	Refer to <b>Table 8</b> .	Yes

**Table 7 | Industry and Employment SEPP Schedule 5 Assessment Criteria Compliance Table**

Assessment Criteria	Comments	Compliance
<b>1 - Character of the area</b>		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	Refer to <b>Section 5.1</b> .	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed sign is consistent with other digital signs associated with other major roads in the locality.	Yes
<b>2 - Special areas</b>		
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 proposed sign is located adjacent to a residential area. However, the proposed sign is acceptable as it will operate in accordance with the Guidelines, no windows/balconies of the neighbouring residential building at 7 Albert Road are directly oriented towards the sign, it would not result in significant illumination impacts and has a low to moderate visual impact.	Yes
<b>3 - Views and vistas</b>		
Does the proposal: <ul style="list-style-type: none"> <li>obscure or compromise important views?</li> <li>dominate the skyline and reduce the quality of vistas?</li> <li>respect the viewing rights of other advertisers?</li> </ul>	The sign does not compromise any important views, the skyline or interfere with other advertisers as it is affixed to the Raw Square overpass and contained within the envelope of the existing bridge.	Yes
<b>4 - Streetscape, setting or landscape</b>		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the sign is appropriate for the streetscape and transport corridor setting.	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signage will contribute to visual interest of the setting.	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal reduces the size of the existing static advertising sign on the Raw Square overpass.	Yes



Does the proposal screen unsightliness?	The sign will not screen unsightliness but is compatible with the design of the existing overpass.	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No.	Yes
Does the proposal require ongoing vegetation management?	No.	Yes
<b>5 - Site and surrounds</b>		
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 sign is contained wholly within the existing overpass and is compatible with the scale, proportion and characteristics of the bridge.	Yes
Does the proposal respect important features of the site or building, or both?	The proposed sign is appropriately integrated with the architecture of the existing Raw Square overpass.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The sign is innovative in creating the capacity to display digital road safety advertising in this area.	Yes
<b>6 - Associated devices and logos with advertisements and advertising structures</b>		
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
<b>7 - Illumination</b>		
Would illumination: result in unacceptable glare? affect safety for pedestrians, vehicles or aircraft? detract from the amenity of any residence or other form of accommodation.	The proposed illumination complies with the Guidelines and would not result in unacceptable glare, affect safety for pedestrians, vehicles or aircraft, or detract from the amenity of any residents ( <b>Section 5.3</b> ).	Yes
Can the intensity of the illumination be adjusted?	The illumination levels will be adjustable with a light sensor. A condition has been included.	Yes
Is the illumination subject to a curfew?	No. The proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019 and the Guidelines.	N/A
<b>8 Safety</b>		
Would the proposal reduce safety for: <ul style="list-style-type: none"> <li>pedestrians, particularly children, by obscuring sightlines from public areas?</li> <li>for any public road?</li> </ul>	No – refer to <b>Section 5.4</b> .	Yes

**Table 8 | Assessment of the Guidelines design criteria**

Assessment Criteria	Comments	Compliance
<b>Land Use Compatibility Criteria</b>		

i.	Outdoor advertising should not be inconsistent with the LEP land use objectives for the area.	The proposal is consistent with the objectives of the SP2 Zone under the SLEP 2012 as it will provide for infrastructure and related uses.	Yes
ii.	<p>Advertisements must not be placed on land where signage is visible from the following areas if it is likely to create significant amenity impacts:</p> <ul style="list-style-type: none"> <li>• Environmentally sensitive area</li> <li>• Heritage area</li> <li>• Natural or other conservation area</li> <li>• Open space</li> <li>• Waterway</li> <li>• Residential</li> <li>• Scenic protection area</li> <li>• National park or nature reserve.</li> </ul>	The sign will not create adverse amenity impacts on any of the listed areas.	Yes
iii.	Advertising signage should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant views or views that add to the character of the area.	The sign is within the existing envelope and does not protrude above the skyline or obscure or compromise significant views.	Yes
iv.	Advertising signage should not be located to diminish the heritage values of items or areas of local, regional or state heritage significance.	The sign is not located within a heritage conservation area or near any heritage items.	Yes
v.	Advertising signage should be placed within the context of other built structures in preference to non-built areas. Signage should be used to enhance the visual landscape.	The sign is consistent within the context of the Raw Square overpass and the road transport corridor.	Yes

## 2.5 Site-Specific Structural Criteria

### 8.1.1 General Criteria

a.	The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The proposed sign is of a contemporary standard that is suitable for the road corridor.	Yes
b.	The advertising structure should be compatible with the scale, proportion, and other characteristics of the site, building or structure on which the proposed signage to be located.	The sign is confined to the envelope of the existing Raw Square overpass and is compatible with the scale of the overpass.	Yes
c.	The advertising signage should be in keeping with important features of the site, building or bridge structure. The proposal does not detract from any important features of the site or bridge	The proposal does not detract from any important features of the site or bridge.	Yes
d.	The placement of the advertising signage should not require the removal of significant trees or other native vegetation.	The proposal does not require the removal of any vegetation.	Yes
e.	The advertisement proposal should incorporate landscaping that complements the advertising signage and is in keeping with the landscape and character of the transport corridor.	The sign will not incorporate landscaping and will continue to be in character of the transport corridor.	Yes

f.	Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	The logo will be incorporated into the signage structure and will not exceed 0.25m <sup>2</sup> .	Yes
g.	Illumination of advertisements must comply with the requirement in Section 3.3.3 in the Guidelines.	Assessed in this table below.	Yes
h.	Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves	The sign does not result in unacceptable light spillage to nearby residential properties, national parks or nature reserves ( <b>Section 5.3</b> ).	Yes

### 2.5.5 Bridge Criteria

a.	Architecture of the bridge must not be diminished.	The sign will not diminish the architecture of the bridge.	Yes
b.	The advertisement must not <ul style="list-style-type: none"> <li>extend laterally outside the structural boundaries of the bridge</li> <li>extend below the base of the bridge structure unless it is contained wholly into a pylon or abutment or meet RMS's minimum road clearance</li> <li>protrude above the top of the structural boundaries of the bridge</li> <li>block significant views for pedestrians or other bridge users.</li> <li>create a tunnel effect, impede passive surveillance or in any other way reduce safety for drivers or pedestrians or other bridge users.</li> </ul>	The sign will not extend outside the structural boundaries of the bridge.	Yes
g.	Any advertising sign proposed for development on a bridge over a classified road requires the construction drawings to be submitted for review and approval by RMS bridge engineers, prior to construction, to ensure all road safety requirements are met.	The Department recommends a condition that construction drawings be submitted to the satisfaction of TfNSW bridge engineers prior to construction.	Yes
h.	Any advertising sign proposed for development on a bridge over a road requires provision of a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of impact by an over-high vehicle.	The proposed sign would include a fall arrest system to prevent the sign falling to the carriageway if struck by an over height vehicle. As a condition of consent, details of the 'fall arrest' system are to be provided prior to the issue of any Construction Certificate.	Yes

### 2.5.8 Digital Sign Criteria (applies to signs less than 20 sqm)

a.	Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	The proposal is for the display of static digital advertisements. A condition has been included prescribing a dwell time of 25 seconds as recommended by TfNSW.	Yes
b.	Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	The proposed sign is not seeking consent for message sequencing. A condition has been included.	Yes
c.	The image must not be capable of being mistaken:	The signage content will be managed. A condition of consent has been included.	Yes

	<ul style="list-style-type: none"> <li>For a prescribed traffic control device</li> <li>as text providing driving instructions to drivers.</li> </ul>		
d.	Dwell times for image display are:		
i.	10 seconds for areas where the speed limit is below 80km/h; and	Although the speed limit at the site is 60 km/h, the Department has recommended a 25 second dwell time as recommended by TfNSW.	Yes
ii.	25 seconds for areas where the speed limit is 80km/h and over.		
e.	The transition time between messages must be no longer than 0.1 second.	The proposed transition time between messages is 0.1 second. A condition of consent has been included.	Yes
f.	Luminance levels comply with the requirements in Section 3 of the Guidelines.	Refer to <b>Section 5.3</b> of this report.	Yes.
g.	The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	The images would not dazzle or distract drivers. A condition of consent has been included.	Yes
h.	The amount of text and information supplied on a sign should be kept to a minimum. Text should preferably be displayed in the same font and size.	The advertisements would primarily display images with information/text kept to a minimum. A condition of consent has been included.	Yes
i.	Any sign that is within 250 m of a classified road and is visible from a school zone must be switched to fixed display during school zone hours.	The sign is not visible from a school zone.	Yes
j.	Each sign must be assessed on a case by case basis, including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	The Department has undertaken detailed assessment of the design and location of the proposal (refer to <b>Section 5</b> ).	Yes
k.	At any time, including where the speed limit in the areas of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site which may result in a change to the dwell time or removal of the sign.	RMS may reassess the sign if road safety circumstances change as appropriate.	Yes
l.	Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150 m between signs in any one corridor.	There is no other sign within 150 m of the proposed sign.	Yes
n.	An electronic log of a sign's activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or RMS to allow a review of the sign's activity in case of complaint.	A condition of consent has been included.	Yes
o.	A road safety check which focuses on the effects of the placement and	A condition of consent has been included.	Yes



operation of all signs over 20 m<sup>2</sup> must be carried out after 12 month period of operation but within 18 months of the sign's installation.

## Road Safety Assessment Criteria – 3.2 Sign location criteria

### 3.2.1 Road Clearance

a.	The advertisement must not create a physical obstruction or hazard.	The proposed sign is to be affixed to the existing Raw Square overpass and would not result in any physical obstruction or hazard.	Yes
b.	Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone.	The sign will be located outside the clear zone.	N/A
c.	Where a sign is proposed within the clear zone but behind an existing RTA-approved crash barrier, all its structures up to 5.3m in height (relative to the road level) are to comply with lateral clearances as specified by Section 6 of the RTA's Road Design Guide with respects to dynamic deflection and working width.	The sign will be located outside the clear zone.	N/A
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.	The proposed sign is located on a bridge and a condition has been included requiring the proposal to comply with AS 1170.1 and AS 1170.2.	Yes

### 3.2.2 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.	The sign will not obstruct views beyond that of the existing bridge.	Yes
b.	An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The sign will not obstruct views beyond that of the existing bridge.	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.	The proposal will not give incorrect information on the alignment of the road.	Yes
d.	The advertisement should not distract a driver away from the road environment for an extended length of time.	The proposed sign is located front-on and will not require the drivers to direct their attention away from the road.	Yes

### 3.2.3 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	Refer to <b>Section 5.4.</b>	Yes
ii.	less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing,		

iii.	cycleway facility or hazard within the road environment so that it is visible from the stem of a T-intersection.		
b.	The placement of a sign should not distract a driver at a critical time.	Although the sign is located within 8m of the safe stopping distance of the roundabout at the intersection of Everton Road and Leicester Avenue, the sign would be out of driving view due to the oblique viewing angle caused by the height of the signage on the overhead bridge. TfNSW has raised no objections to the proposed sign subject to recommended conditions, including an increased dwell time of 25 seconds.	Yes

### Road Safety – 3.3 Sign design and operation criteria

#### 3.3.1 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.	The proposal will not distract drivers or reduce the visibility and effectiveness of any devices or signs.	Yes
b.	The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device.	The proposed signage is located 8m within the 64m safe stopping distance of the roundabout at the intersection of Everton Road and Leicester Avenue. However, at this location, the signage will be out of driving view due to the oblique viewing angle caused by the height of the signage placement on the overhead rail bridge. TfNSW has raised no objections to the proposed sign subject to recommended conditions, including an increased dwell time of 25 seconds.	Yes
c.	The image must not be capable of being mistaken for traffic signals or driving instructions.	A condition of consent has been included.	Yes
d.	Digital signs must not contain animated or video/movie style advertising or messages, including live television, satellite, Internet or similar broadcasts.	A condition of consent has been included.	Yes

#### 3.3.4 Interaction and sequencing

a.	The advertisement must not 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.	A condition of consent has been included to ensure the proposed sign does not incorporate technology that will interact with in-vehicle electronic devices or mobile devices.	Yes
b.	Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	A condition of consent has been included.	Yes

### Public Benefit

As proponents of outdoor advertising, Sydney Trains must demonstrate that revenue raised from outdoor advertising is directly linked to a public benefit.	Refer to <b>Section 5.5</b> .	Yes
Sydney Trains must record the total amount of outdoor advertising revenue received each year in their financial accounts and their Annual Reports. The Annual Reports must also outline investments made in the year on transport safety, amenity improvements or other public works, listing specific works to which the funds have been or are to be applied.	A condition of consent has been included.	Yes

### State Environmental Planning Policy (Transport and Infrastructure) 2021

The Transport and Infrastructure SEPP aims to facilitate the effective delivery of infrastructure across the State by improving regulatory certainty and efficiency, identifying matters to be considered in the assessment of development adjacent to particular types of infrastructure development, and providing for consultation with relevant public authorities about certain development during the assessment process.

Clause 2.119(2) of the Transport and Infrastructure SEPP requires the consent authority to be satisfied that the development with frontage to a classified road would not adversely affect the safety, efficiency and ongoing operation of the road. The proposed digital signage would be affixed to the existing Raw Square overpass. The proposed digital signage is similar in nature to other digital signs which are typically found in road corridors. In consideration of the above, the proposal would not compromise the operation and function of the road.

### Strathfield Local Environmental Plan 2012

The site is zoned SP2 Infrastructure under the SLEP 2012. The proposed signage is prohibited under the SP2 Infrastructure zone. Notwithstanding, the signage is permissible under section 3.14 (1) of the Industry and Employment SEPP as discussed in **Section 3.2** of this report.

The objective of the SP2 Infrastructure zone within the SLEP 2012 is to provide for infrastructure and related uses and to prevent development that is not compatible with or that may detract from the provision of infrastructure. The Department considers the proposal is compatible with the use of the road overpass and will not detract from the use of Raw Square roadway and is therefore consistent with the objectives of the zone.

### **B4** Strathfield Development Control Plan 2005

Part J of Strathfield Development Control Plan 2005 (SDCP 2005) addresses Council's provisions for the installation of signage. The proposed sign is consistent with the relevant controls of the SDCP 2005 (**Table 9**).

**Table 9** | Assessment of compliance with the SDCP 2005 signage objectives

Assessment Criteria	Comments	Compliance
---------------------	----------	------------

## 1.6 Matters for consideration

The design of the sign including size, type of lettering and the language the sign is written in	The design and siting of the proposed signage panel has sought to minimise the potential visual impact to the surrounding residential properties ( <b>Section 5.2</b> ).	Yes
The visual appearance of the advertisement and whether it is appropriate to the general character of the area	The visual appearance of the sign and impacts on the character of the area have been considered at <b>Section 5.1</b> .	Yes
Whether the advertisement is in proportion to the architectural features of the adjoining development	The proposed sign is in proportion to the Raw Square overpass as it is contained within the bridge structure. It is also 62% smaller than the existing static advertising sign on the overpass.	Yes
Whether the advertisement respects buildings of heritage significance	The proposed sign is not located within a heritage conservation area or is near local heritage items.	N/A
Whether the supporting structure of the advertisement will be visually obtrusive and contribute to streetscape clutter	The proposed sign is located on an existing bridge structure and would not protrude above or below the existing bridge structure. The proposed sign is 62% smaller than the existing sign.	Yes
Whether the advertisement would unduly attract a motor vehicle driver's attention	The proposed sign is located front-on and will not require the drivers to direct their attention away from the road.	Yes
Whether the advertisement would dominate or obscure direction signing or identification signing	The sign would not dominate or obscure direction signing or identification signing.	Yes
Whether the advertisement would obscure a scenic view	The advertisement would not obscure a scenic view and is consistent with the character of the surrounding area.	Yes
Whether the advertisement would be an obstruction to vehicles and pedestrians	The advertisement does not protrude above or below the existing bridge structure and would not be an obstruction to vehicles and pedestrians.	Yes
Whether the advertisement complies with traffic safety requirements	The advertisement complies with the traffic safety requirements as discussed in <b>Section 5.4</b> .	Yes



Whether the advertisement is structurally safe	Conditions of consent are recommended to require submission of structural drawings prepared by a structural engineer, details of the 'fall arrest' system that is intended to prevent the sign structure falling on traffic should it be impacted by high vehicles, and a road safety check to assess the impact of the sign on road safety once operational.	Yes
--	---	-----

## Part B – Special Provisions

2.1 (iii) Advertisements, signs and advertising structures are not to be erected or displayed in a manner which obscures or interferes with road traffic signs or resemble a regulatory or road warning or direction sign in colour, size, shape and wording.	The proposed sign would not obscure or interfere with road traffic. The signage application was referred to TfNSW for comment. A condition of consent has been implemented to ensure the signage would not resemble a regulatory or road warning.	Yes
---	---	-----

Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to the Roads and Maritime Services (RMS) for comment

2.5 Special Use and Open Areas  Council permits the erection of advertising structures and signs on open space land only where it has a frontage to a classified road, the distance between the classified road and any part of the advertising structure is not greater than 5 metres and the distance between advertising structures is not less than 100 metres	The proposed sign has a frontage to a classified road with a distance of less than 5 meters and is zoned a special use (SP2 – Railway). There are no other advertising structures within 100m of the site.	Yes
--	--	-----

## DCP 13 – Strathfield Town Centre

3.8.4 Signage subject matter will be limited to advertising the business itself or the goods or services offered by that business on that property. All signs are to be displayed predominantly in the English language, but may include a direct or near direct translation into another language using similar lettering of characters.	<p>The proposal, including third party advertising, is permissible under SEPP 64.</p> <p>The proposal meets the DCP objectives for application to signs in Strathfield Town Centre as the sign has been assessed as not adversely affecting the amenity of the locality and is in keeping with the scale and character of the roadway. The site is on the fringe of the town centre and the</p>	Yes
---	---	-----

Predominantly means more than 50% of the written area of the sign. This shall not increase the total sign coverage allowance.

surrounding locality is not subject to a high level of visual clutter.

---

## **Appendix C– Recommended Instrument of Consent**

<https://www.planningportal.nsw.gov.au/daexhibitions>