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Statement of Environmental Effects

Digital Advertising Signage M4 Western Motorway Overpass, Sydney Olympic Park



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

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Cover image: Indicative photomontage of proposed signage conversion (Source: JCDecaux)

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Appendix 2	Architectural Plans
Appendix 3	Signage Safety Assessment
Appendix 4	Lighting Impact Assessment
Appendix 5	Public Benefit Statement
Appendix 6	Site Survey

Project Summary

Project Element	Summary of the project
Proposed Signage	<ul style="list-style-type: none"> digital conversion and reduction in advertising area of an existing static bridge sign on the western elevation of the M4 Western Highway Overpass, Sydney Olympic Park display of illuminated advertisements 24 hours a day, 7 days a week
Advertising Display Area	<ul style="list-style-type: none"> 42.2m² (12.53m x 3.35m + logo)
Visual Screen Size	<ul style="list-style-type: none"> existing: 42.411m² (12.66m x 3.35m) proposed: 39.94m² (12.48m x 3.2m)
Potential Impacts	<p>Visual</p> <ul style="list-style-type: none"> the proposed digital conversion, results in a visual screen area that is 6% smaller than that of the existing static sign the visual impacts are considered minimal in the context of the site and would not be dissimilar compared to the existing. an assessment of visual impacts is provided at Section 5.2 <p>Lighting</p> <ul style="list-style-type: none"> the digital sign is capable of complying with all relevant lighting standards and would not result in obtrusive illumination. further detail on the anticipated impacts of signage illumination is provided at Section 5.2 <p>Road Safety</p> <ul style="list-style-type: none"> the proposed digital sign would not obstruct or reduce visibility of any traffic control devices, signage, road alignment or cyclists. an analysis of the historic crash data on approach to the digital sign has concluded two crashes have occurred on the M4 Motorway west approach for the most recent 5 years as further detailed at Section 5.1.3. the proposed sign would not compromise safety for road users in the vicinity
Public Benefit	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 24 hours, 7 days a week
Cost of Works	<ul style="list-style-type: none"> \$702,900

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 existing static advertising signage at the M4 Western Motorway Overpass, Sydney Olympic Park within the City of Parramatta 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* (DP&E, 2017) (SEPP 64 Guidelines).

The proposed development comprises the conversion of an existing static advertising sign on the western elevation of the M4 Western Motorway railway overpass to a digital advertising sign. The new digital advertising sign provides:

- advertising display area of 42.2m²
- visual screen size of 39.94m²
- reduces the visual screen area of the existing sign by 6%
- the continued display of illuminated advertisements
- a 25 second dwell time for message changes
- a maximum night time luminance of 350 cd/m²
- webcam mounted on a safety arm to monitor visual content
- removal of 42.41m² of existing signage on the overpass located west of the site

The application seeks consent to operate the sign for a period of 15 years. The estimated cost of works of the development is \$702,900.

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
Site Survey	Appendix 6

Table 2: List of Appendices

1.1 Pre-lodgement meeting

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.

The key issues raised 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.

1.2 Consultation with TfNSW

A meeting was convened with TfNSW to discuss traffic and road safety issues associated with the development application. During this meeting TfNSW suggested to remove the static sign, located on the overpass to the west of the subject sign. The removal will ensure that the cluttering of signage is kept to a minimum. Based on this feedback, the sign to west of the site is proposed to be removed as illustrated on the Architectural Plans (Appendix 2).

2 The site and locality

2.1 Site Description

M4 Western Motorway is a classified road that travels in a general east-west alignment (State Road 6004). The M4 runs from Glenbrook in the lower Blue Mountains to Haberfield, where the Motorway meets the City West Link.

The M4 Motorway railway overpass allows the T7 – Sydney Olympic Park line to traverse the motorway without impacting road traffic. The subject site is separated from Sydney Olympic Park facilities to the north and residential/industrial areas to the south by mature vegetation corridors. Given the nature of the roadway, there are no pedestrian pathways in proximity to the subject site.

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

The M4 Western Motorway railway overpass as viewed from the M4 (eastbound) is shown in Figure 2. There is an existing static advertising sign on the overpass, proposed for conversion to a digital sign under this application.

There is an existing static advertisement located on the overpass to the west of the site which is proposed to be removed in order to improve signage rationalisation.



Figure 1: Site context (Base source: Near map)



Figure 2: M4 Western Motorway railway overpass showing existing static signage to be converted – view eastbound (Source: JCDecaux)

2.2 Existing Road Environment

M4 Western Motorway is an established road corridor and comprises three traffic lanes in both directions at the subject site. A slip lane is provided directly east and west of the overpass to allow drivers to exit the Motorway onto Homebush Bay Drive.

On approach to the M4 railway overpass, a speed limit of 90 km/h applies, decreasing to 80 km/h approximately 300 metres east of the overpass, after the Homebush Bay Drive exit.

There are no pedestrian footpaths or cycle lanes along the M4 Western Motorway in proximity to the site and no parking is permitted. On road cycling is permitted, however no formal cycling facilities are provided.

The nearest intersection is where the M4 Western Motorway meets Concord Road and Parramatta Road/Great Western Highway, approximately 3km east of the railway overpass.

2.3 Surrounding Locality

The advertising sign will be located within an established Sydney Trains corridor and visible from an established TfNSW Road Corridor. Development surrounding the site and in proximity to the road corridor includes:

- P4 parking facility servicing Sydney Olympic Park located 75 metres to the northeast
- Lidcombe Business Park 200 metres southwest of the subject site
- Homebush Bay Drive exit located 330 metres to the east
- Compass Business Park (Homebush West) located 130 metres south of the overpass
- static sign located approximately 90 metres west of the overpass, above the Motorway (which is proposed to be removed in order to rationalise the signage)

3 The Proposal

The proposal involves the digital conversion of existing static advertising signage on the western elevation of the railway overpass above the M4 Western Motorway in Sydney Olympic Park.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	Digital conversion of an existing static advertising signage
Signage location	Sign is proposed on the western elevation of the railway overpass (visible to eastbound traffic)
Advertising display area	42.2m ² (12.53m x 3.35m including logo)
Visual Screen size	39.94m ² (12.48m x 3.2m)
Road clearance from ground level to the sign	5.970 metres clearance to the railway bridge. The current vertical clearance to the underside of the railway bridge would be maintained.
Dwell time	25 seconds
Signage exposure	Visibility from a distance of 200 metres and readability is from a distance of 100 metres
Illumination	The digital signage is illuminated using LEDs installed within the front face
Consent time period	15 years
Existing signage	<p>The existing static advertising sign to be removed, which has a visual display area of 42.41m² (12.66m x 3.35m) and is larger than the proposed sign. The new sign will be 6% smaller than the existing sign.</p> <p>The proposal also includes the removal of an existing signage from the overpass located west of the site which has an area of 42.41m².</p>

Table 3: Development summary

The proposed signage will 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.

Drawings for the sign are shown in Figures 3 and 4 and within the Architectural package at Appendix 2. Indicative image of the sign, as viewed from the M4 is provided at Figure 5.



Figure 6: Indicative view from M4 with overpass (Source: JCDecaux)



Figure 7: Indicative view from M4 with nearby overpass (Source: JCDecaux)

3.1 Signage Rationalisation

In order to mitigate signage clutter and potential driver distraction, JCDecaux will remove the existing static advertising sign located on the overpass located to the west of the site as outlined in Figure 8 and 9. The sign has a total area of 42.41m². Accordingly, this rationalisation will ensure compliance with the relevant section under Schedule 1 of SEPP 64.

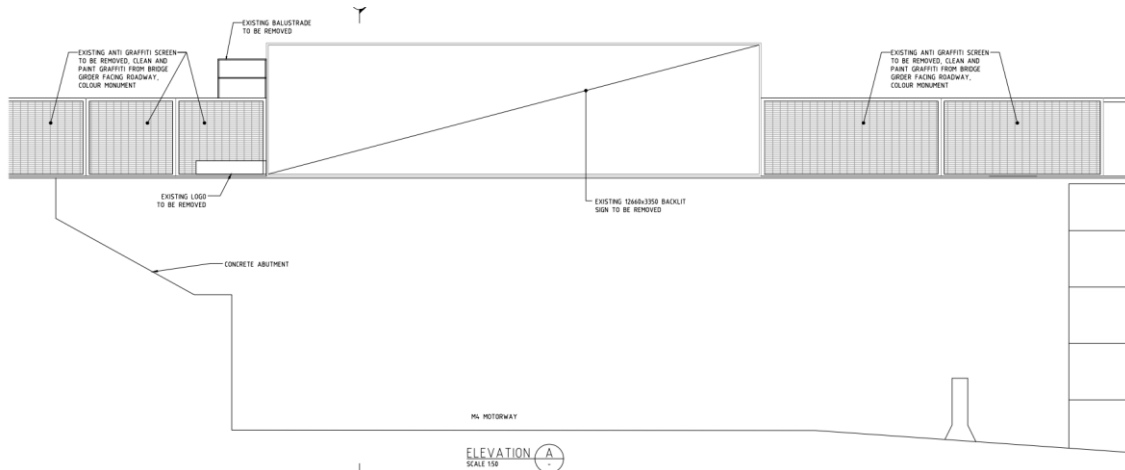


Figure 8: Proposed Signage Rationalisation (Source: DBCE)

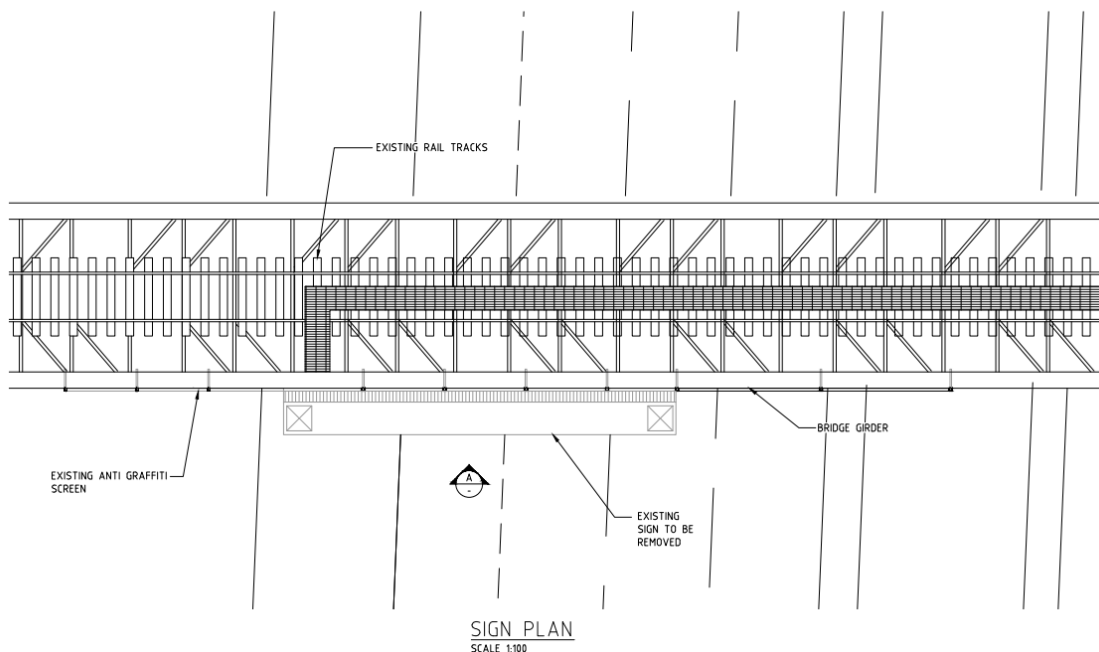


Figure 9: Proposed Signage Rationalisation - Aerial View (Source: DBCE)

3.2 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 10mm 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.

3.3 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 25 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 25 second dwell time specified for this 90km/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 containing overt and sexually graphic images, pornography & 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) <i>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,</i>	The development promotes the social and economic welfare of the community by generating revenue to improve and maintain the Sydney Trains network and provide messages to the community during key periods on behalf of the NSW Government.
(b) <i>to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,</i>	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) <i>to promote the orderly and economic use and development of land,</i>	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) <i>to promote the delivery and maintenance of affordable housing,</i>	Affordable housing does not form part of this application.
(e) <i>to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,</i>	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the development.
(g) <i>to promote good design and amenity of the built environment,</i>	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) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	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) <i>to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	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) <i>to provide increased opportunity for community participation in environmental planning and assessment.</i>	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) <i>the provisions of:</i>	
(i) <i>any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 4.
(ii) <i>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</i>	The relevant proposed environmental planning instruments are addressed at Section 4.
(iii) <i>any development control plan, and</i>	The Auburn Development Control Plan 2010 is addressed at Section 4.6.
(iiia) <i>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</i>	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) <i>the regulations (to the extent that they prescribe matters for the purposes of this paragraph),</i>	The application is consistent with the relevant matters of the EP&A Regulations.
(v) <i>(Repealed)</i>	N/A
(b) <i>the likely impacts of that development, including environmental impacts on</i>	The impacts of the proposal are addressed in Section 5.

Relevant Provision	Comment
<i>both the natural and built environments, and social and economic impacts in the locality,</i>	
(c) <i>the suitability of the site for the development,</i>	Site suitability is addressed at Section 5.4
(d) <i>any submissions made in accordance with this Act or the regulations,</i>	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e) <i>the public interest.</i>	Public interest is addressed at Section 5.5.

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 ALEP 2010, 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		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<ul style="list-style-type: none"> the proposal is compatible with the existing and desired future character of the area as improves the quality of the existing advertising structure 	Yes
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none"> the proposal reduces the visual screen size of the existing sign by 6% the proposal has been suitably positioned to ensure it complements the character of the surrounding area there is no identified theme for outdoor advertising in the area 	Yes
2. Special Areas		
<i>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?</i>	<ul style="list-style-type: none"> the site is not a heritage item and is not located within a heritage conservation area or environmentally sensitive area the proposal is not visible from any environmentally sensitive areas, heritage areas, waterways, open space areas, rural landscapes or residential areas 	Yes
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none"> the proposal does not obscure or compromise any important views as it sits within the soffit of the bridge structure and does not protrude above the structural boundaries of the bridge. 	Yes
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<ul style="list-style-type: none"> the proposal does not dominate the skyline as it sits within the bridge structure 	Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<ul style="list-style-type: none"> the proposal does not conflict with the viewing rights of other advertisers as it is a conversion of an existing advertising sign. 	Yes

Schedule 1	Comment	Compliance
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<ul style="list-style-type: none">as identified above, the proposal is appropriate for the streetscape as it replaces an existing sign and sits entirely within the bridge structurethe proposal reduces the visual screen size of the existing sign by 6%the proposal contributes to the visual interest of the streetscape and locality through the display of high-quality advertisementsthe proposal rationalises existing advertising by proposing a smaller advertising area than existing, in addition proposes to remove the existing surrounding advertisementthe proposal does not require ongoing vegetation management	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
Does the proposal screen unsightliness?		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?	<ul style="list-style-type: none">the proposal is compatible with the scale, proportion and characteristics of the site as it sits within the structure of the bridgethe proposal respects and improves the features of the rail 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?	<ul style="list-style-type: none">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 adjacent the bottom left corner of the screen and within the advertising structure.	Yes
7. Illumination		
Would illumination result in unacceptable glare?	<ul style="list-style-type: none">the accompanying Lighting Impact Assessment (LIA) at Appendix 4 demonstrates that the proposed digital conversion would not result	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?		Yes

Schedule 1	Comment	Compliance
Would illumination detract from the amenity of any residence or other form of accommodation?	<ul style="list-style-type: none">in unacceptable glare or have any adverse impacts on road safetythe proposed signage complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenitythe proposed signage incorporates baffles which reduce any upward light spillthe proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019	Yes
Can the intensity of the illumination be adjusted, if necessary?		Yes
Is the illumination subject to a curfew?		Yes
8. Safety		
Would the proposal reduce the safety for any public road?	<ul style="list-style-type: none">the accompanying Signage Safety Assessment at Appendix 3 demonstrates that the proposal is not likely to have any impact to the existing safety of motorists, given this DA seeks the conversion of the existing static advertising sign at this location	Yes
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?		

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 5.5)

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 (M4 Western Motorway – State Road 6004).

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 the M4 Western Motorway in context to the development and concludes that the surrounding road environment presents a low-risk environment for the proposed digital advertising sign. Road safety is further discussed at Section 5.1.

4.4 Auburn Local Environmental Plan 2010

The *Auburn Local Environmental Plan 2010* (ALEP 2010) is the principal Environmental Planning Instrument applicable to the land. It is noted the site is located within the City of Parramatta Local Government Area. This is due to Council amalgamations where land from the former Auburn Council was transferred to the City of Parramatta Council. Notwithstanding, the ALEP 2010 remains the applicable instrument until such time as the draft Parramatta LEP is endorsed. A review of the proposed sign against the relevant provisions of the Draft Parramatta LEP is provided in Section 4.5.

4.4.1 Zoning

The railway overpass is located on land zoned SP2 Infrastructure under the *Auburn Local Environmental Plan 2010* (ALEP 2010). Signage is permissible with consent in the SP2 zone under the ALEP 2010 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.

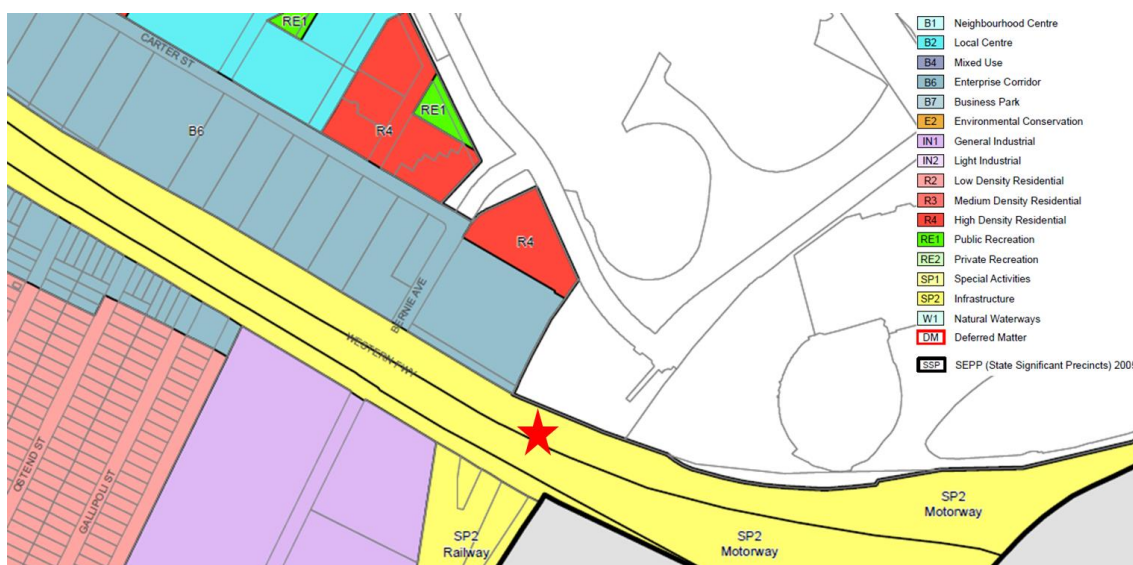


Figure 10: Land use zoning map (Source: ALEP 2010)

4.5 Draft Parramatta Local Environmental Plan

The draft Parramatta LEP seeks to consolidate the existing LEPs that apply within the LGA following Council amalgamations.

A review of the Draft Parramatta LEP has demonstrated there are no changes to the existing provisions for the site or surroundings which would impact the proposals permissibility.

4.6 Auburn Development Control Plan 2010.

The proposal is generally in compliance with the aims, objectives and key provisions of the DCP.

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

Provision	Comment	Complies
Advertising & Signage		
2.0 Advertising & Signage Controls	The proposal will wholly comply with the provisions of SEPP 64 as outlined in Section 4.3.1 of this SEE.	Yes
3.0 Language of advertising and signage	The proposed signage will be displayed in English.	Yes

Table 7: DCP Assessment

5 Environmental Planning Assessment

5.1 Road safety

A Digital Sign Safety Assessment (SSA) has been prepared by TTPP Transport Planning (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 the M4 Western Motorway in proximity to the railway overpass is summarised in Table 15.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> Classified Road (MR6004)
Speed limit	<ul style="list-style-type: none"> 90km/h
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> there are no traffic signals, stop or give way signs. the proposed digital sign location is not in the vicinity of any intersections or emergency vehicle access points
Road configuration and geometry	<ul style="list-style-type: none"> 4 lanes of traffic travelling in an eastbound direction
Crash data	<ul style="list-style-type: none"> 2 moderate crashes have occurred within the past 5 years within 200 metres of the sign (Figure 13)
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> there is no cyclist and pedestrian access along this section of the M4 Motorway
Parking	<ul style="list-style-type: none"> parking is prohibited along the M4 Motorway
Stopping sight distance (SSD)	<ul style="list-style-type: none"> the SSD for a 90km/h speed zone is 139 metres nearest intersection falls outside of the SSD zone and is therefore, consistent with the guidelines

Table 15: Existing Road environment (Source: TTPP Transport Planning)

5.1.2 Signage exposure

The SSA estimates that the proposed signage located on the western elevation of the M4 Motorway overpass will be visible and readable to eastbound motorists from approximately 200 metres and 100 metres west of the sign respectively. The signage exposure distance and indicative views are shown in the figures below.

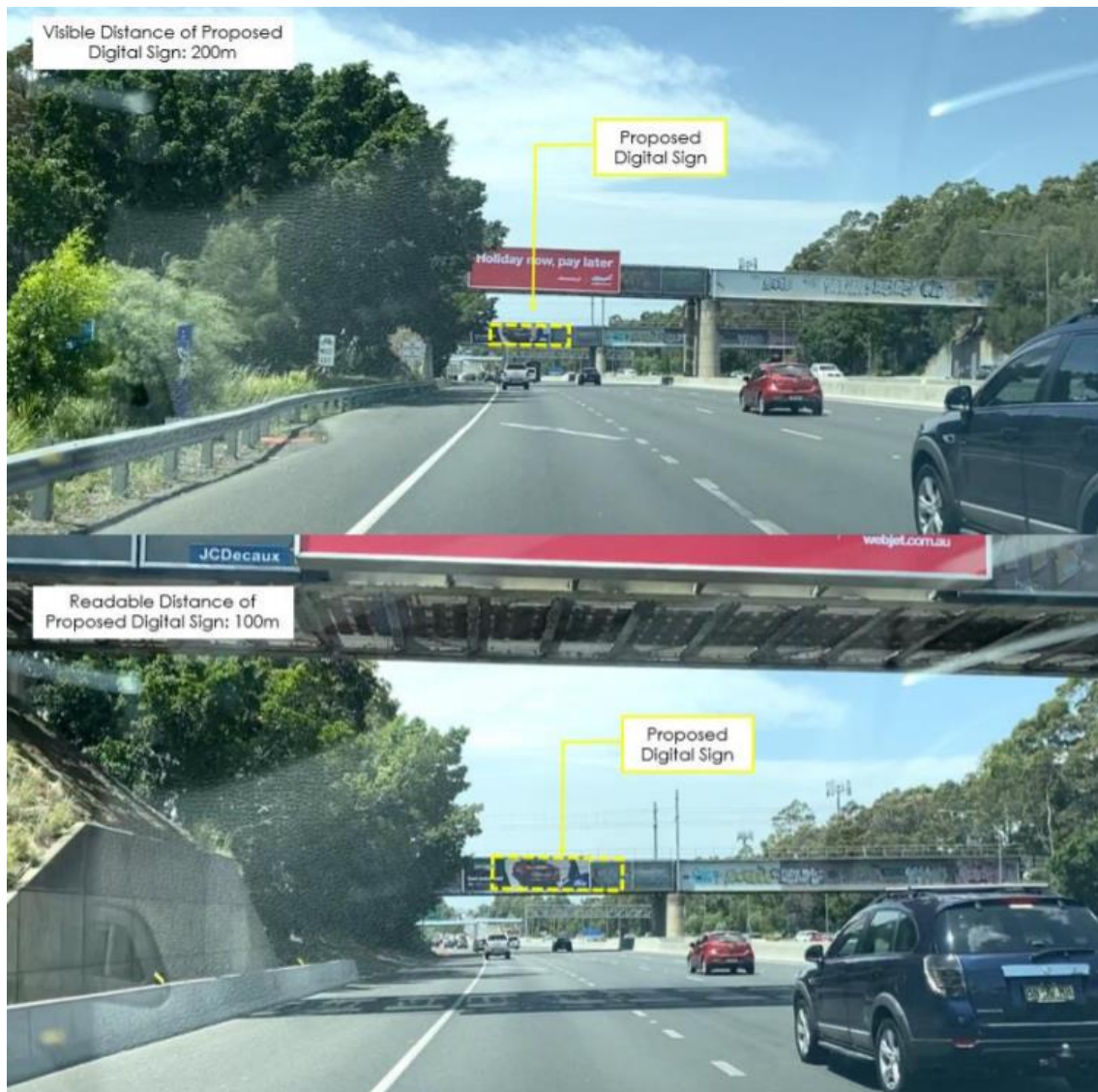


Figure 11: Signage exposure distance – Lane 1 at approximately 200m and 100m distance (Source: TTPP Transport Planning)



Figure 12: Signage exposure distance – Lane 3 at approximately 200m and 100m distance (Source: TTPP Transport Planning)

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 the M4 Motorway within the visible and readable distance of the proposed sign (200 metres and 100 metres respectively).

The investigation has demonstrated there have been 2 road accidents of moderate severity in the vicinity of the signage location based on crash data over the last 5 years (Figure 13). One rear-end crash was recorded within 100 metres distance from the sign, which resulted in a moderate injury. The other rear-end crash occurred between 100 – 200 metres from the sign also resulted in a moderate injury.

The number of crash incidents is considered by TTPP to be low, particularly noting the high-traffic nature of the area. A summary of the crashes within the vicinity of the proposed digital sign is provided below:

Location	Crash Type	Crash Severity (No. of Crashes)				
		Fatality	Serious Injury	Moderate Injury	Minor Injury	Non-casualty (tow-away)
Within visible distance of digital sign on M4 Motorway (up to 200 m away from proposed digital sign)	Rear End (RUM CODE 30)			1		
Within readable distance of digital sign on M4 Motorway (up to 100 m away from proposed digital sign)	Rear End (RUM CODE 30)			1		
Total		Nil.	Nil.	2	Nil.	Nil.

Figure 13: Historical crash data in proximity to the site (Source: TTPP Planning)

The location of each crash and severity description are provided in the figure below.

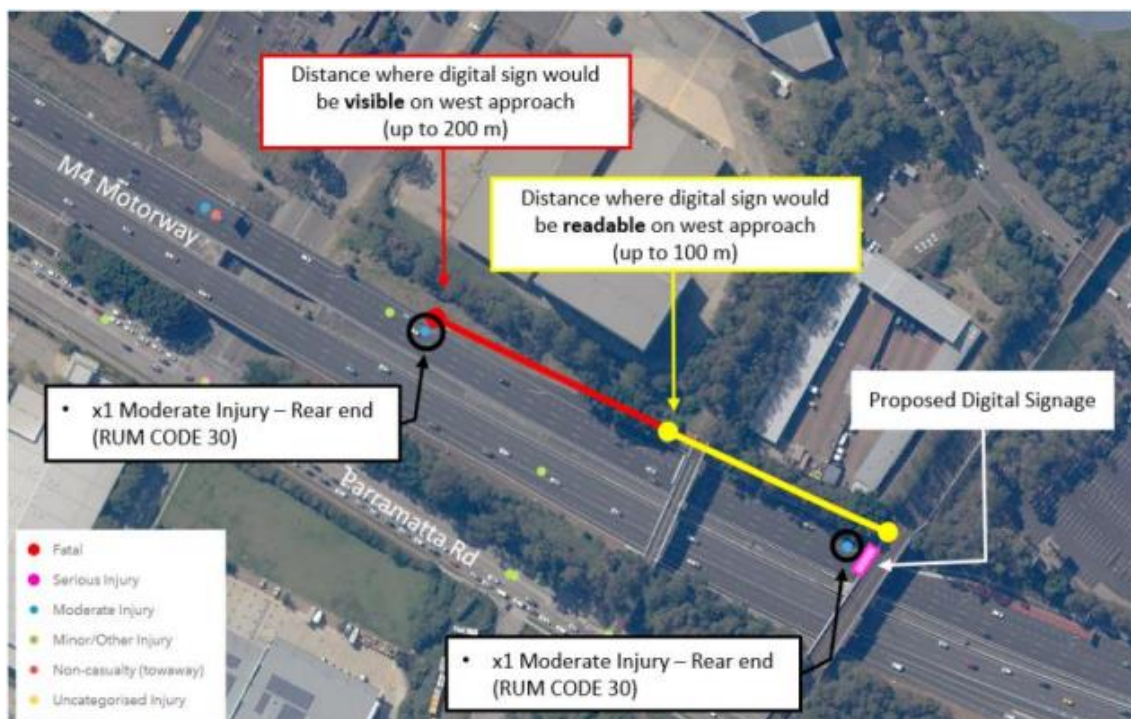


Figure 14: Crash locations in recent 5-year period (Source: TTPP Transport Planning)

5.1.4 Stopping sight distance

Based on the 90km/h speed limit along the M4 Motorway, TTPP calculated the stopping sight distance (SSD) at 139 metres. The lane allocation of Lane 1 changes from a through travel on the main motorway carriageway to the Homebush Bay Drive exit lane 260 metres west of the proposed digital sign. At this location, the proposed sign (and existing sign) would not be visible.

Nonetheless, the proposed digital sign would be located 148 metres west of the Homebush Bay Drive exit diverge point. This falls outside of the safe stopping distance (139 metres), and therefore, is in accordance with the Guidelines.

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.

Sign Location Criteria	Response provided by TTPP	Compliance
Road clearance		
a. The advertisement must not create a physical obstruction or hazard. For example: <ul style="list-style-type: none"> 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 will not physically obstruct any vehicle, pedestrian and cyclist movements as it will be placed on the western side of the railway bridge above the M4 Motorway. The digital sign will not protrude below the underside of the railway bridge and hence the vertical clearance will 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 structures up to 5.8m in height (relative to the road level) are to	The digital sign boards would not be located within the clear zone. The existing available vertical clearance between the road surface	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.	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 is no cyclist (and pedestrian) access along this section of the M4 Motorway. Also, with the sign placed above the carriageway, it would not obstruct a drivers view of the road.	Yes
b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	Cyclist and pedestrian access on the M4 Motorway is prohibited within the vicinity of the proposed digital sign. Therefore, this would not be a concern.	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 photomontage 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.	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 sign, as well as the main	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.	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
<p>components of the traffic stream in peripheral view.</p> <p>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.</p>		
Proximity to decision making points and conflict points		
<p>a. The sign should not be located:</p> <p>i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</p> <p>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</p> <p>iii. so that it is visible from the stem of a T-intersection.</p>	<p>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.</p> <p>For the purpose of this assessment, an operating speed of 90 km/h has been used to calculate the minimum SSD. A 90 km/h speed has been adopted based on the regular sign posted speed limit along the M4 Motorway as well as the speed limit which motorists were observed to be driving during the site inspection.</p> <p>According to Austroads, the minimum safe stopping sight distance for a 90 km/h speed zone is 139 m. It is noted that the M4 Motorway has a variable speed limit, and therefore, the speed limit may reduce below 90 km/h in special circumstances, in which case, the SSD would also reduce. The lane allocation of Lane 1 changes from a through travel on the main motorway carriageway to the Homebush Bay Drive exit lane 260 m west of the proposed digital sign. At this location, the proposed sign (and existing sign) would not be visible. The majority of vehicles required to change lanes either to continue straight on the</p>	<p>Yes</p>

Sign Location Criteria	Response provided by TTPP	Compliance
	<p>motorway or exit at Homebush Bay Drive occurs when the sign is not readable, and therefore, the sign would not be expected to impact drivers at such time.</p> <p>Nonetheless, the proposed digital sign would be located 148m west of the Homebush Bay Drive exit diverge point as shown in Figure 3.1 (of SSA). This falls outside of the safe stopping distance (139 m), and therefore, is in accordance with the Guidelines.</p> <p>Advance warning of the Homebush Bay Drive exit includes delineation in the form of pavement arrows within the exit lane for a distance of 400 m on approach to the diverge point, as well as two advance directional signs located 1 km and 500 m in advance of the diverge point. Irrespective of the proposed digital sign, the advance warning delineation arrangement provides ample notice to motorists of the Homebush Bay Drive exit ahead.</p> <p>The proposed digital sign is not located within the safe stopping sight distance of pedestrian and cyclist crossing facilities.</p> <p>The proposed digital sign location is not visible from the stem of a T-intersection.</p>	
<p>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:</p> <ul style="list-style-type: none"> 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. 	<p>The proposed digital sign would be located on the M4 Motorway where there are no traffic signals, stop or give way signs. In addition, the proposed digital sign location is not in the vicinity of any intersections or emergency vehicle access points.</p> <p>It is noted that there is an existing static sign at the proposed digital sign location and an additional static sign approximately 88m west. Given the small number of crash incidents recorded in the recent five years with the presence of existing static signs, it is expected that the proposed digital sign would not increase the risk of traffic and road safety at this location of the M4 Motorway.</p>	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
Sign spacing		
a. <i>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.</i>	<p>The proposed digital sign is located approximately 88 m east of an existing static sign above the M4 Motorway. However, it is noted that there is currently a static sign at the same location of the proposed digital sign. Further to this, one of the key findings of the Eyetracker Report Outdoor Media Association: Driver Attention Study is that whilst digital signage attracted more fixations than static signage, on average, there was no difference in the duration of these fixations between these two types of signage. In fact, the results showed that the fixation on a traffic sign (215 ms) is slightly greater than a digital sign (211 ms).</p> <p>Furthermore, there have been only two crashes recorded in the recent five years. The number of crash incidents is considered low in a high-traffic area. As such, the proposed digital sign would not further exacerbate the likelihood of a crash occurring at this location.</p>	Yes

Table 8: 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. <i>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.</i>	<i>Details of the advertisement/s are not yet known since the project is still within the early design stage. However, based on the example advertisement that is shown in the designer's impression the sign would not display colours and shapes which could be mistaken for traffic signals.</i>	Yes
b. <i>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> <ol style="list-style-type: none"> <i>Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</i> <i>Does the advertisement imitate a prescribed traffic control device?</i> <i>If the sign is in the vicinity of traffic lights, does the</i> 	<i>Notwithstanding this, it is recommended that the content of the proposed sign be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device.</i>	

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
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?		
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.	The digital sign is proposed to contain text and images. Based on the Guidelines, the minimum dwell time for content displayed on the digital sign would be 25 seconds.	Yes
b. Dwell times for image display must not be less than:	The proposed digital sign is not located near a school zone.	
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
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.		
d. Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.		
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
Illumination and Reflectance		
a. Luminance levels comply with the requirements in Table 6 in Transport Corridor Outdoor Advertising and Signage Guidelines	Section 3.3.3 of the Guidelines details assessment criteria to ensure that illumination and reflectance qualities of the sign do not cause a road safety hazard. It is understood that these criteria would be addressed in a separate specialist report prepared by a qualified consultant.	Yes
b. The image displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.		Yes
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	The proposed sign would not contain interactive technology or technology that enables option direction communication with motorists. The	Yes

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
technology that enables opt-in direction communication with road users.	<i>digital sign would not be designed to make motorists anticipate information</i>	
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		

Table 16: 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 100 metres to the west 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 25 seconds is suitable as drivers will be viewing the sign while travelling 90km/h.

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 signs 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.

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 an area with generally medium off-street ambient lighting, e.g. small to medium shopping/commercial centres.

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 9: 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 are 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 permissible 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 proposed signage (and surrounding environment) was modelled in lighting calculation program to determine the effect (if any) of the light spill from the proposed signage. The LIA concludes that there are no residential developments within the 'exclusion zone'. The signage therefore complies with the maximum vertical illuminance limits outlined in Table 10.

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

Table 10: Maximum lighting limit (post-curfew)

5.2.3 Illumination summary

The LIA recommends the Applicant ensure the average luminance difference between successive images does not exceed 30% to ensure compliance with AS 4282-2019 and for the dwell time to be at least 10 seconds or greater. In summary, the LIA concludes that the sign:

- is found to be compliant with all relevant requirements of AS 4282-2019
- will not result in unacceptable glare or adversely impact the safety of pedestrians, residents or vehicular traffic
- will not cause any reduction in visual amenity to nearby residences or accommodation.

5.3 Visual Impacts

The proposal involves the installation of a digital advertising sign on the western elevation of the railway overpass above the M4 motorway. A visual impact assessment of the proposed digital conversion is provided below.

The proposed site, located above the M4 Motorway is well screened from adjoining uses to the north and south. The area south of the motorway is characterised by general and light industrial uses, primarily operating out of warehouse style development, screened by trees, vegetation and the acoustic wall associated with the M4 Motorway.

It is noted that approximately 500 metres to the south-west of the site is a pocket of low-density residential development, characterised by one and two storey dwellings. Due to the distance of these dwellings from the proposed sign no adverse visual impacts are anticipated. Furthermore, the large warehouse style developments on Bachel Avenue will also screen any direct sightlines to the sign from these properties (Figure 12).

Further low-density development is located approximately 270 metres to the south-east of the site. Given the west facing orientation of the sign, no impacts to these dwellings are anticipated.

The area to the north of the motorway, comprising of warehouse style developments, is screened by vegetation and trees. Further north-east, is an at-grade car park, associated with Sydney Olympic Park. No residential dwellings are located to the north of the site. Based on the above no adverse visual impacts are anticipated to the north of the site.

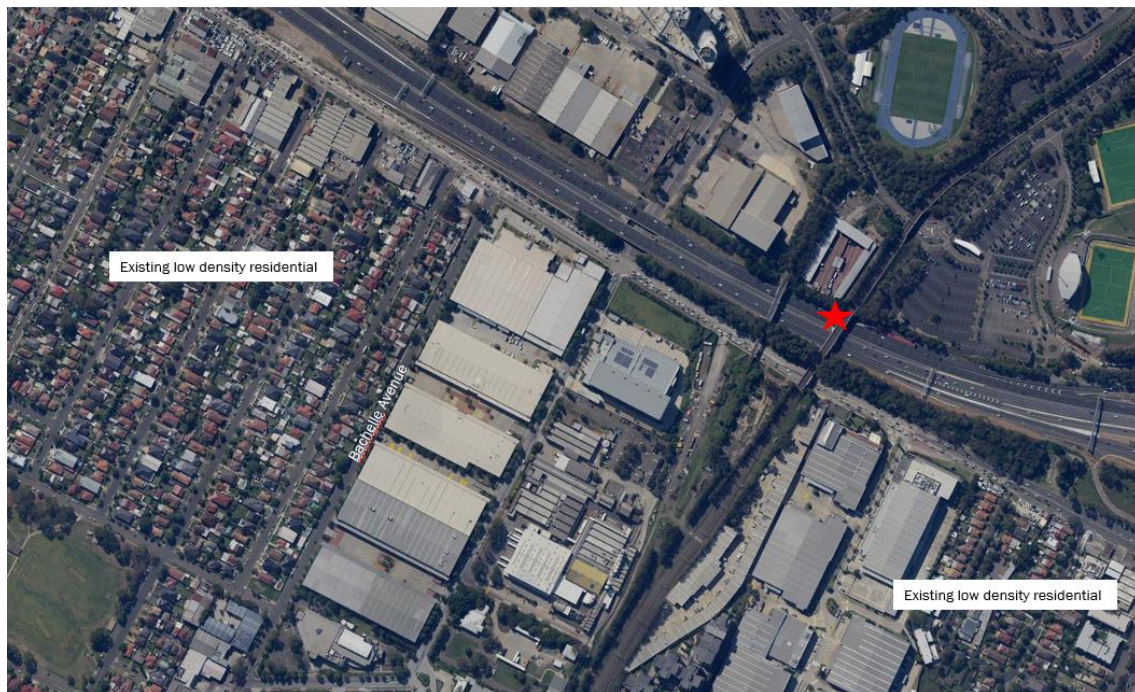


Figure 15: Location of surrounding pockets of residential development

It is noted that the proposed digital sign is located approximately 88 metres east of an existing static sign above the M4 Motorway, this static sign is proposed to be removed. Additionally, the subject digital sign is replacing an existing static sign, therefore the proposal does not give rise to any additional visual clutter. Rather, the proposal reduces the visual screen size of the existing sign by 6%. Furthermore, the SSA has also confirmed that there are no adverse safety issues from the proximity of these signs (Appendix 3).

The visual impacts derived from the proposed sign are considered to be minor in nature, in summary:

- the surrounding area has low visual sensitivity due to the industrial zoning and non-residential nature of the visual catchment
- no sightlines from residential dwellings to the south-west and south-east of the site are anticipated given the orientation of the sign, the separation distance and screening provided
- the proposed sign will be visible to a high number of motorists, given the proposed location along a classified motorway
- the proposal does not result in visual clutter but rather reduces the size of the existing sign by 6%
- the proposal does not result in any additional impacts upon scenic views or protrude above the dominant skyline
- the proposal will reduce visual impacts overall due to the smaller size and higher quality design than that of the existing static sign

Overall, it is considered the proposal will result in a positive visual impact than the existing signage, the proposed works involve several upgrades to the signage structure which will improve the overall appearance of the overpass.

5.4 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 minimal visual impacts on neighbouring land uses, as the proposal results in a minor decrease in size
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of M4 Western Motorway 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 5.5.

5.5 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

Additionally, the proposed new digital advertising signage will 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.

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 western elevation of the railway overpass above the M4 Western Motorway in Sydney Olympic Park.

The sign is proposed to comprise an advertising display area of approximately 42.2m². The sign will be visible to motorists travelling eastbound along the M4.

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
- the proposal seeks to remove an existing sign located on the overpass to the west of the site
- will not impact on any items of European or Aboriginal heritage
- reduces the existing visual screen area by 6%
- will be of high-quality design and finish and will provide visual interest for motorists using the M4
- 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 consideration 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

DRAFT FOR CLIENT REVIEW

Appendix 2

Architectural Drawings

Appendix 3

Signage Safety Assessment

Appendix 4

Lighting Impact Assessment

Appendix 5

Public Benefit Statement

Appendix 6

Site Survey