Statement of Environmental Effects

Digital Advertising Signage
Cumberland Highway, Wentworthville

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

February 2022

KEYLAN
consulting pty ltd

Suite 2, Level 1
1 Rialto Lane
Manly NSW 2095
ABN 51 45 22 11 892
ACN 613 590 775

This report has been prepared by:

Lauren Donohoe BCP (Hons)
Planner
E: lauren@keylan.com.au

Padraig Scollard BA MRUP
Principal Planner
E: padraig@keylan.com.au

This report has been reviewed by:

Michael Woodland BTP MPIA
Director
E: michael@keylan.com.au

Cover image: indicative photomontage of proposed signage on northern elevation of overpass (Source: JCDecaux)

Revision	Prepared by	Reviewed by	Date	Revision Type
1	LD/PS	MW	24/02/2022	Final

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Project Summary

Project Element	Summary of the project
Proposed Signage	• installation of a new digital advertising sign on the railway bridge at Cumberland Highway, Wentworthville • the sign is located on the northern elevation of the bridge • advertising display area 50.9m^2 (15.13m x 3.35m + logo) • visual screen size: 39.9m^2 (12.48m x 3.2m)
Site Description	• Lot 100, DP 1042344
Visual Impacts	• the proposed visual impacts on most of the surrounding locations were minimal, due to the nature of the surrounding uses and screening measures such as existing trees and structures • further detail on the visual impacts is provided at Section 5.3
Lighting Impacts	• the digital sign is capable of complying with all relevant lighting standards and will not result in obtrusive illumination • further detail on the anticipated impacts of signage illumination is provided at Section 5.2
Road Safety Impacts	• the proposed sign would not obstruct or reduce visibility of any traffic control devices, signage, pedestrians or cyclists. • the proposed sign would not compromise safety for road users in the vicinity • the sign is located within the SSD to traffic signals at the Cumberland Hwy and Wentworth Avenue intersection • an analysis of crash data within the vicinity of the site has concluded the proposed signage would be acceptable from a road safety perspective, as further detailed at Section 5.1.3
Public Benefit	• a Public Benefit Statement has been prepared by Sydney Trains (Appendix 5) • the statement confirms the revenue will support essential Sydney Trains services, the proposed sign will be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour
Hours of Operation	• 24 hours, 7 days a week
Cost of Works	• $683,100

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 installation of a new digital advertising sign on the Cumberland Highway Overpass, Wentworthville.

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 installation of a digital advertising sign. The proposed sign provides:

- advertising display area of 50.9m^2
- the continued display of illuminated advertisements
- a 25 second dwell time for message changes
- a maximum night time luminesce of 145 cd/m^2
- webcam mounted on a safety arm to monitor visual content
- removal of 6m^2 of existing signage from the bridge

The proposal requires the relocation of the 'road clearance' signage on the northern elevation of the bridge. This sign will be moved to the central column of the bridge. In addition, the railway safety balustrade will be raised, to ensure safety when accessing the sign.

The application seeks consent to operate the sign for a period of 15 years. The estimated cost of works of the development is $683,100.

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

Table 2: List of Appendices

1.1 Pre-lodgement meeting with DPIE

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

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

Key issues discussed include:

- **Road Safety** – concurrence from Transport for NSW (TfNSW) is recommended.
- **Amenity** – proposals should have regard to neighbouring residential uses and potential light spill
- **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 SEPP64

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. Following feedback received during this meeting the proposal was modified to ensure safety is not compromised. These changes include:

- the digital sign has been repositioned to the west by 600mm to ensure the sign is centrally located between the primary/ tertiary signal lanterns and the secondary/ dual primary lanterns
- the shroud on both sides of the digital sign has increased from 800mm to 1,300mm to further increase the clearance between the digital sign and the signal lanterns
- the proposed dwell time has been increased from 10 seconds (the minimum requirement for a 70 km/h speed zone) to 25 seconds
- the south facing sign that was proposed at this meeting has been removed

2 The site and locality

2.1 Site Description

The subject site is located in the Cumberland Local Government Area (LGA) and is approximately 3.5km north-west of the Parramatta Central Business District (CBD) and 10km west of Sydney Olympic Park. The site is located on the fringe of the Wentworthville Train Station. The rail overpass is the boundary between the Cumberland and Parramatta LGA, to the north.

Cumberland Highway is a Classified Road (Road 13) that travels in a general north-south alignment between Constitution Hill and South Wentworthville. The rail overpass, in which the advertising sign will be located on is served by the T1 Western line and T5 Cumberland line services.

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

The rail overpass, as viewed from both approaches on the Cumberland Highway is shown in Figure 2 and Figure 3. There are existing poster advertisements located on the central supporting column of the overpass. JCDecaux propose to remove the existing poster advertisement on the northern elevation, adjacent to the sign in order to improve signage rationalisation.

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

Figure 2: Railway overpass - view southbound, subject elevation (Source: Google Maps)

Figure 3: Railway overpass – view northbound (Source: Google Maps)

2.2 Existing Road Environment

The Cumberland Highway is an established road corridor, comprising three lanes in each direction. Southbound vehicles experience an increase in lanes to facilitate both left and right turning bays into Dunmore Street. The Highway is a clearway 24/7, with no stopping of vehicles permitted.
On approach to the overpass, a speed limit of 70km/hr applies to both directions of traffic.
There is pedestrian footpaths provided on either side of the Cumberland Highway. On road cycling is permitted, however no formal cycling facilities are provided.

The nearest intersection is Cumberland Highway and Wentworth Avenue, and it is located approximately 35m north of the railway overpass. In addition, the Dunmore Street and Cumberland Highway is located approximately 150m south of the site.

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:

- Wentworthville Aquatic Centre to the west, screened by a landscaping buffer
- Wentworthville Commuter carpark to the East
- Low density residential dwellings to the north, located on the other side of the railway overpass
- Retail and commercial uses 150m to the south

Figure 4: Surrounding Locality - taken from overpass, southbound

Figure 5: Surrounding Locality - view from Cumberland Hwy, facing north-east

Figure 6: Surrounding Locality - southbound towards northern elevation

Figure 7: Surrounding Locality - southbound towards northern elevation (Source: JCDecaux)

Figure 8: Existing Overpass (Source: JCDecaux)

3 The Proposal

The proposal involves the installation of a digital advertising sign to the northern elevation of the Cumberland Highway Overpass, Wentworthville. The overpass is elevated above Cumberland Highway and provides tracks for the T1 and T5 train lines.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	• installation of a new digital advertising sign on the northern face of the railway overpass. • relocation of existing road clearance signage to the middle pillar on the northern façade • installation of new safety balustrade to match top of proposed signage
Signage location	• signage is proposed on the northern elevation of the overpass
Advertising display area	• 50.9m^2 (15.13m x 3.35m + logo)
Road clearance from ground level to the sign	5.2 metres clearance to overpass
Dwell time	25 seconds
Signage exposure	• the sign would likely be visible from 150-165m across each lane and readability is from a distance of 110 metres overall.
Illumination	• the digital sign is illuminated using LEDs installed within the front face 24 hours a day, 7 days a week
Consent time period	• 15 years
Existing signage	• a poster-style sign is located on the central column of the northern elevation, which is proposed to be removed. • the sign has an area of 6m^2

Table 3: Development summary

Architectural drawings for the signage is shown in the below figures and within the Architectural package at Appendix 2.

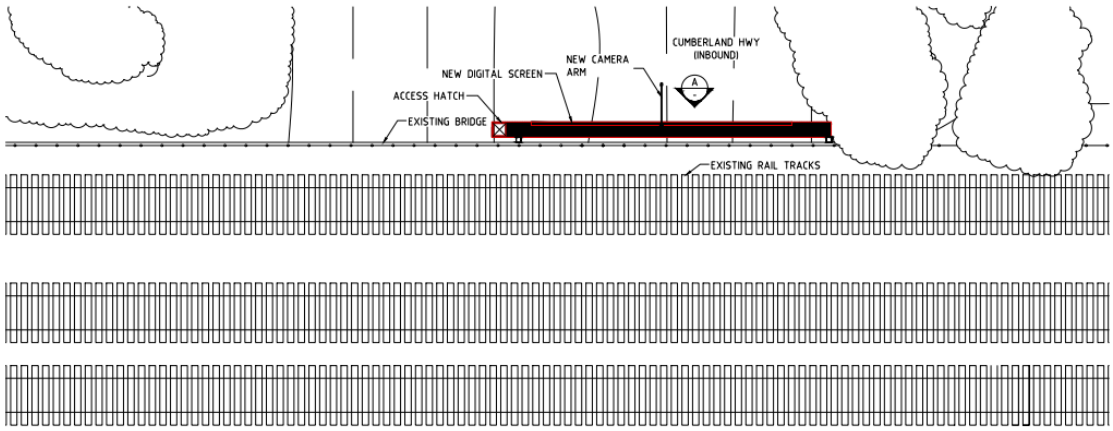

Figure 9: Proposed Site Plan (Source: Dennis Blunt Consulting Engineers)

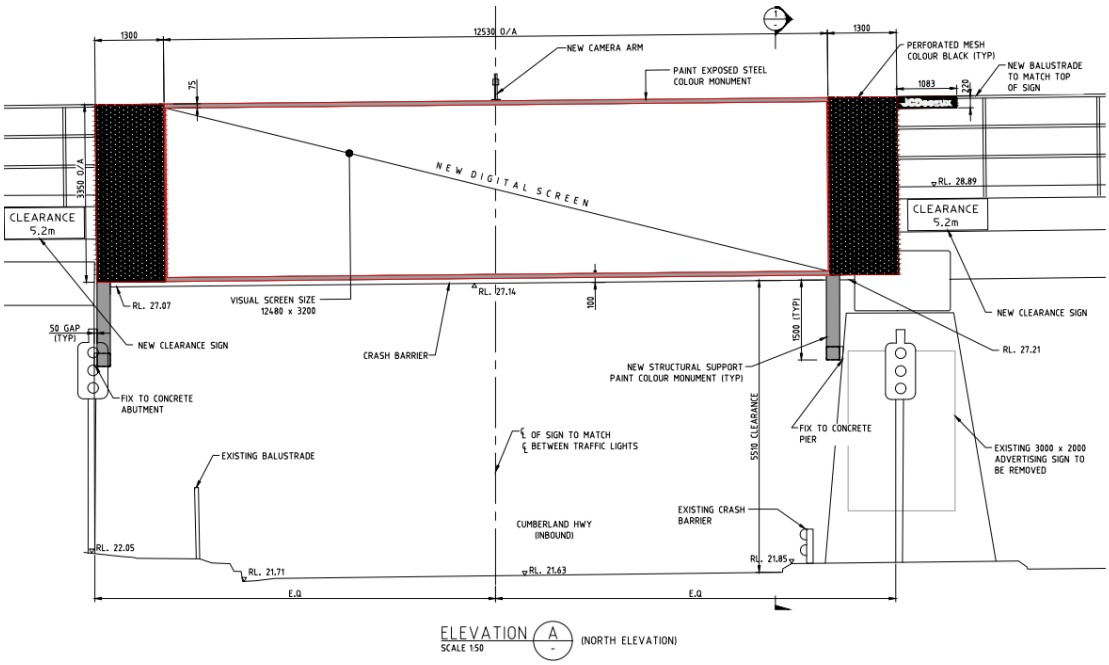

Figure 10: Proposed Elevation (Source: Dennis Blunt Consulting Engineers)

Figure 11: Indicative View (Source: JCDecaux)

Figure 12: Indicative View (Source: JCDecaux)

3.1 Signage Rationalisation

In order to mitigate signage clutter, JCDecaux will remove the existing poster style sign located on the middle column of the overpass, on the northern elevation.. The sign has a total area of 6m^2. Accordingly, this rationalisation will avoid potential signage clutter, thus ensuring compliance with the relevant section under Schedule 1 of SEPP 64.

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

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

3.3 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 15 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
- a 25 second dwell time is provided, which is a 15 second increase on the 10 seconds dwell time prescribed by the Guidelines specified for this 70km/hr speed zone and is consistent with the SEPP 64 Guidelines and feedback provided from TfNSW.

JCDecaux will implement content controls for the proposed signage, including:

- no tobacco products
- no overtly religious advertising
- no advertising that contains overt and sexually graphic images
- no pornography and illegal drugs.

Further, all advertising copy material will comply with the following:

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

Sign Access and Maintenance

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

Hours of Operation

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

4 Statutory Planning Framework

4.1 Environmental Planning and Assessment Act 1979

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

Under section 4.44 of the EP&A, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown Development Applications (other than development that requires a heritage approval). Accordingly, the subject application is not integrated development.

The proposal is consistent with the objects of the EP&A Act as it is considered to promote the orderly and economic use and development of land without resulting in an adverse impact on the environment. Detailed assessment against the objects of the EP&A act is provided below.

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

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

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

This section of the report provides the planning assessment against the key statutory environmental planning instruments and Development Control Plans relevant to the development. The following detailed assessment of the proposal is provided and which is based on the heads of consideration contained in section 4.15 of the EP&A Act.

Relevant Provision	Comment
(a) the provisions of:	
(i) any environmental planning instrument, and	The relevant environmental planning instruments are addressed at Section 4.
(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	The relevant proposed environmental planning instruments are addressed at Section 4
(iii) any development control plan, and	The Cumberland Development Control Plan 2021 is addressed at Section 4.5.
(iiia) any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph),	The application is consistent with the relevant matters of the EP&A Regulations.
(v) (Repealed)	N/A
(b) the likely impacts of that development, including environmental impacts on	The impacts of the proposal are addressed in Section 5.

Relevant Provision		Comment
	both the natural and built environments, and social and economic impacts in the locality,	
(c)	*the suitability of the site for the development,*	Site suitability is addressed at Section 5.5.
(d)	*any submissions made in accordance with this Act or the regulations,*	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e)	*the public interest.*	Public interest is addressed at Section 5.6.

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 CLEP 2021, the proposed sign is permissible with consent under clause 16 of SEPP 64 as it is on behalf of Sydney Trains and is within a railway

corridor. Further, under clause 12(c) of SEPP 64, the Minister is the consent authority for the application as it is for an advertisement displayed on behalf of Sydney Trains in a rail corridor.

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

Schedule 1 Assessment

Clause 8 of SEPP 64 requires the consent authority to assess the proposal against the criteria within Schedule 1 prior to granting consent to carrying out of any development on that land. An assessment of these matters is provided in the Table below:

Schedule 1	Comment	Compliance
1. Character of the Area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	• the proposed sign is suitably positioned to ensure it complements the character of the surrounding area • there is no identified theme for outdoor advertising in the area	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?		Yes
2. Special Areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	• the proposal is not visible from any environmentally sensitive areas, heritage areas, waterways, open space areas or rural landscapes • the sign is located in proximity to residential areas. However, there is existing screening measures in place, minimising the impact on the residential areas	Yes
3. Views and vistas		
Does the proposal obscure or compromise important views?	• the proposal is not visible from any important views • the proposal does not dominate the skyline as it sits within the soffit of the bridge structure. Due to the low lying nature of the overpass, new safety balustrades are proposed to be installed. The height of the proposed balustrade and proposed signage will match, ensuring the sign does not protrude above • the proposed signage location has been carefully considered	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?		Yes
Does the proposal respect the viewing rights of other advertisers?		Yes

Schedule 1	Comment	Compliance
	and is situated in the most suitable location • the proposal does not conflict with the viewing rights of other advertisers	
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	• the proposal removes the existing sign on the central column on the northern façade of the bridge, with a total area of 6m^2, ensuring signage on the bridge is rationalised	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	• the proposal contributes to the visual interest of the streetscape and locality through the display of high-quality advertisements	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	• the proposal is located on the railway overpass and will not protrude above any buildings, structures or tree canopies • the proposal does not require ongoing vegetation management	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?	• the proposal is compatible with the scale, proportion and characteristics of the site • the proposal respects and improves the features of the railway overpass • the proposal contributes to visual interest to the streetscape. The digital nature of the sign represents an innovative form of advertising	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

Schedule 1	Comment	Compliance
6. Associated Devices and Logos with Advertisements and Advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	• a security camera / web camera is proposed to ensure the display of the LED screen is working properly • a compliant operator logo will also be located at the top right of the screen and within the advertising structure	Yes
7. Illumination		
Would illumination result in unacceptable glare?	• a Lighting Impact Assessment (LIA) has been prepared by Electrolight and is included at Appendix 4 • the LIA confirms, the proposed signage would not result in unacceptable glare, nor should it adversely impact the safety of pedestrians, residents or vehicular traffic. • the signage should not cause any reduction in visual amenity to nearby residences or accommodation • additionally, the sign complies with all relevant criteria for luminance of digital advertisements • the proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?		Yes
Would illumination detract from the amenity of any residence or other form of accommodation?		Yes
Can the intensity of the illumination be adjusted, if necessary?		Yes
Is the illumination subject to a curfew?		Yes
8. Safety		
Would the proposal reduce the safety for any public road? *Would the proposal reduce the safety for pedestrians or bicyclists?* *Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?*	• the digital Signage Safety Assessment prepared by TTPP confirms the proposed will not reduce or impact the safety of the road or its users	Yes

Table 6: Schedule 1, SEPP 64 Consideration

4.3.2 Transport Corridor Advertising and Signage Guidelines 2017

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

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

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

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

4.3.3 State Environmental Planning Policy (Infrastructure) 2007

State Environmental Planning Policy (Infrastructure) 2007 (ISEPP) identifies the environmental assessment category into which different types of infrastructure and services development fall. In addition, the ISEPP identifies those matters that are to be considered in the assessment of development that is adjacent to particular types of infrastructure, including development in and adjacent to road corridors.

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

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 Cumberland Highway 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 Cumberland Local Environmental Plan 2021

The *Cumberland Local Environmental Plan 2021* (CLEP 2021) is the principal Environmental Planning Instrument applicable to the land.

4.4.1 Zoning

The rail overpass is located on land zoned SP2 Infrastructure – Railway Infrastructure under the CLEP 2021. Signage is permissible with consent in the SP2 zone under the CLEP 2021 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 13: Land use zoning map (Source: ESpatial Viewer)

4.4.2 Heritage

The site is not located within the immediate vicinity of the site. However, there are local heritage items within the wider locality. The Wentworthville Train station (No. I140) is located approximately 200m to the East of the site. In addition, there are 2 shopfront features (No. I138 and I139) and a memorial fountain (No. I141) located near the train station which are also items of heritage significance.

In addition, a former post office at 63 Dunmore Street (No. I108), located towards the south-east of the site, is identified as an item of heritage significance.

Given the location, orientation and siting of the proposed signage, it will not result in any adverse impacts on the heritage significance of the abovementioned items.

I141 I140

I108

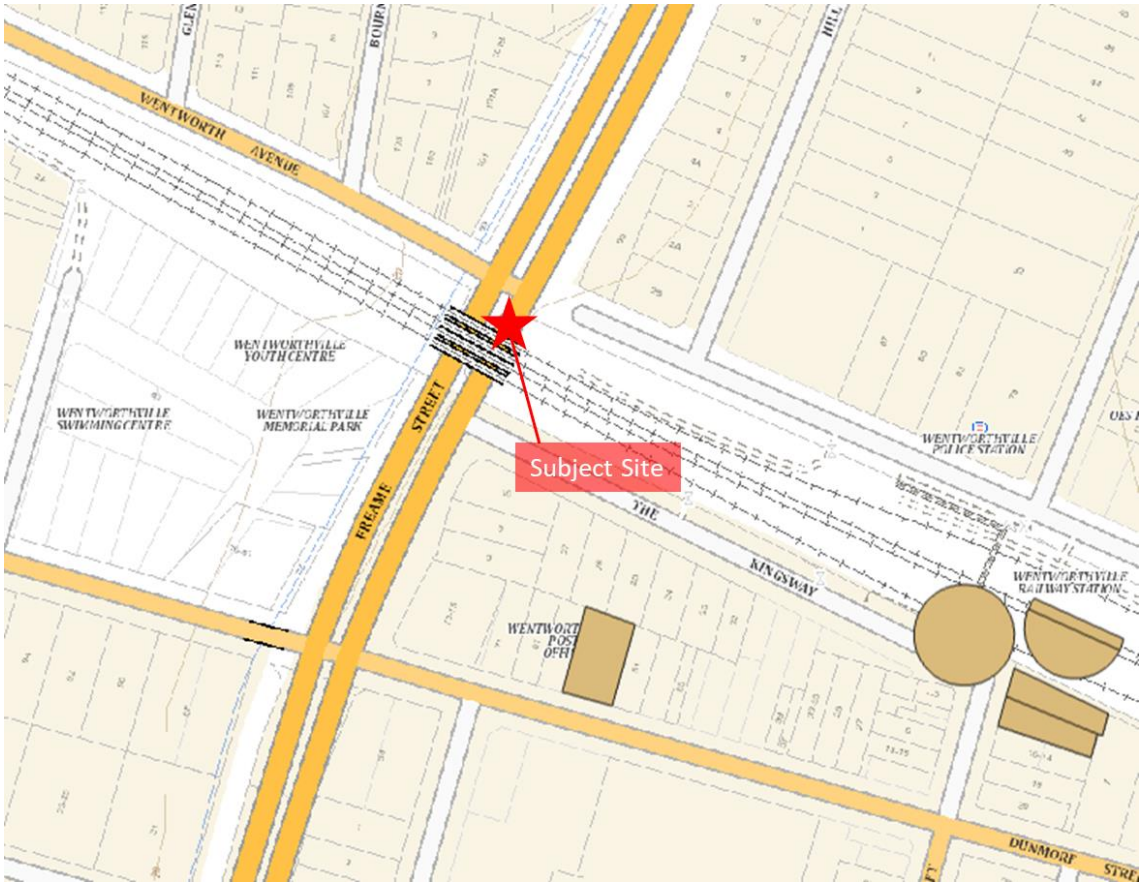

Figure 14: Heritage map (Source: ESpatial Viewer)

4.5 Cumberland Development Control Plan 2021

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

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

Provision	Comment	Complies
Part G		
2.1. General		
C1. Signs must not: • be attached to a vehicle, where the vehicle remains stationary primarily for the purpose of advertising. "Vehicle" means a registered or unregistered vehicle and includes a trailer; • be a temporary poster and sticker affixed to the exterior of the building, power poles, fences, tree, construction hoardings or the like; • be of a portable nature, such as a sandwich board (A-frame signs), placed in, on or over a public place, except in special circumstances specified in the Plan;	N/A N/A. The proposed signage will be fixed to the overpass structure.	Yes

Provision	Comment	Complies
• include flashing lights, regardless of whether these are for illumination of a fixed sign, to attract attention to an otherwise illuminated sign or as part of an illuminated sign; • be painted on or applied on the roof; or • include inflatable signs or structures, other than temporary signs	As demonstrated in the accompanying Lighting Impact Assessment at Appendix 4, the proposed illumination of the signage will comply with all relevant standards and guidelines, ensuring the proposal does not result in unacceptable glare or light spillage.	
C2. Advertising signs which do not relate to a use, business or activity carried out on the site or building on which the sign is to be placed are discouraged.	The advertising signage is proposed on behalf of Sydney Trains and is within a railway corridor.	Yes
C3. Advertising and signage shall be displayed in English but may include a translation in another language.	The proposal will display messages in English.	Yes
C4. Content of signage shall not be offensive in nature.	Content controls for the proposed signage will be implemented, including: • no tobacco products • no overtly religious advertising • no advertising that contains overt and sexually graphic images • no pornography and illegal drugs Further, all advertising copy material will comply with the following: • Australian Advertising Industry Code of Conduct • The Outdoor Media Association (OMA) Code of Conduct	Yes

Table 7: DCP Assessment

5 Environmental Planning Assessment

5.1 Road safety

A Digital Signage Safety Assessment (SSA) has been prepared by Transport Planning Partnership (TTPP) (Appendix 3). The SSA considers the signage exposure and road accident history and has been prepared having considered the requirements for road safety set out in the SEPP 64 Guidelines.

5.1.1 Road environment

The existing road environment around the Cumberland Highway Overpass is summarised in the below table.

Existing Feature	Description
Road classification	• Cumberland Highway is a state classified road (HW13)
Speed limit	• 70km/hr
Nearby intersections and traffic control devices	• the closest signalised intersection is located 10m north of the overpass where the Cumberland Highway intersects with Wentworth Avenue • a signalized intersection is located 115m to the south of the overpass where Cumberland Highway intersects with Dunmore Street
Road configuration and geometry	• 3 travel lanes in both directions
Crash data	• The proposed digital signage would be readable from approximately 110 metres when travelling south bound. • On the north approach (southbound), six incidents were recorded within 110 metres in the southbound direction approaching the proposed digital signage.
Pedestrian and cyclist infrastructure	• No pedestrian or cyclist infrastructure located within the road reserve
Parking	• Parking is prohibited in both directions near the overpass.
Stopping sight distance (SSD)	• 83m at 70km/hr

Table 8: Existing road environment (Source: TTPP)

5.1.2 Signage exposure

The SSA estimates that the proposed signage will be visible to southbound motorists travelling on the Cumberland Highway from a distance of:

- 165m from Lane 1
- 155m from Lane 2
- 150m from Lane 3

It is noted, the likely readable distance would be 110m across all three lanes, where there are no vehicles travelling in adjacent lanes that would impede driver visibility to the sign. Figure 15 shows the likely visible and readable distances on north approach, from Lane 2.

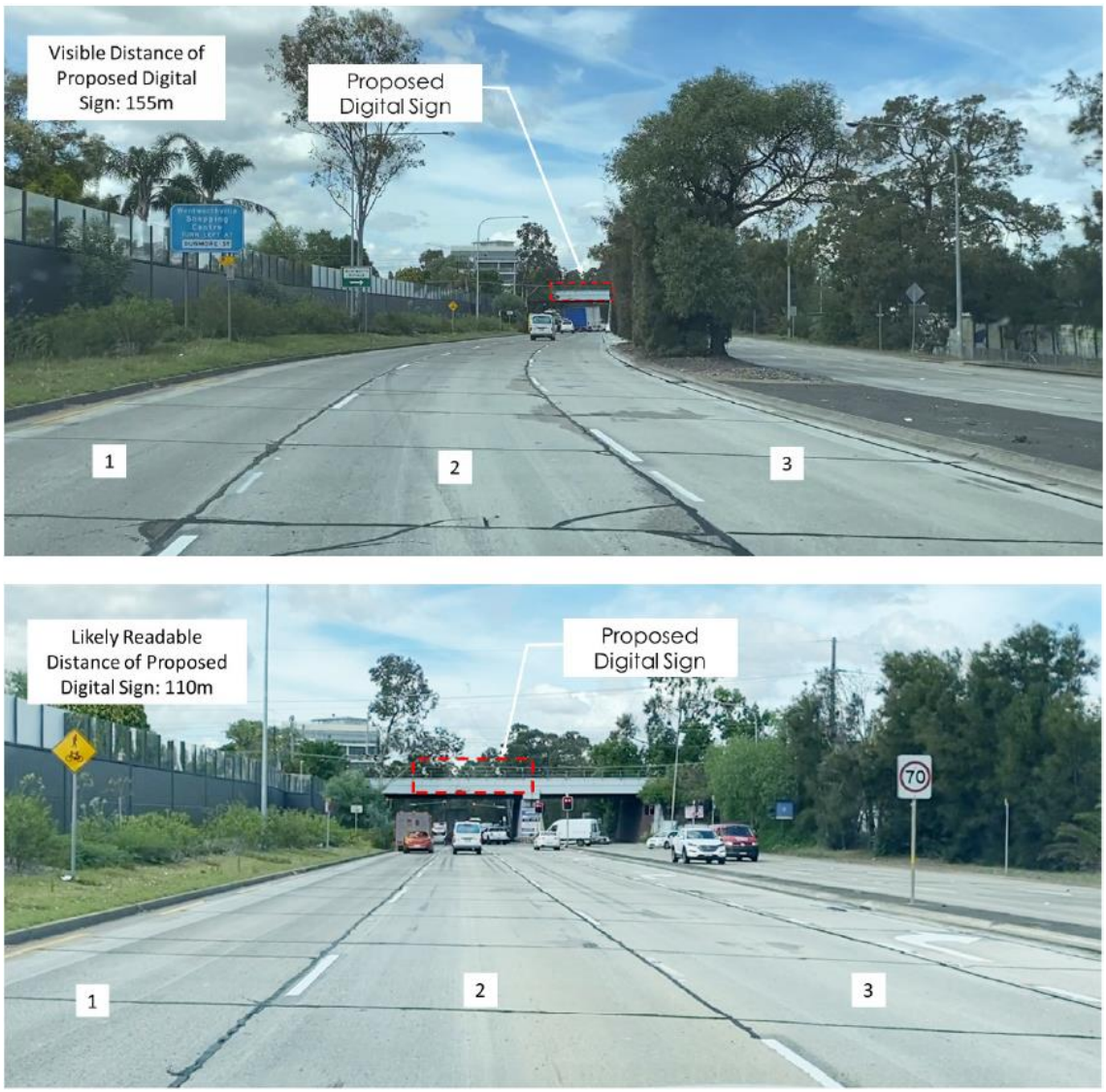

Figure 15: Sign Exposure, North Approach (Source: TTPP)

5.1.3 Road accident history

Historic crash data has been obtained by TTPP from TfNSW as part of the SSA to identify incident which have occurred along the Cumberland Highway within readable distance of the proposed sign.

The SSA found six crashes were recorded on the northern approach (southbound) within 110m of the proposed sign and in the last 5 years. Of these 6 incidents, three resulted in serious injury, one resulted in minor injury and two were identified as non-casualty.

A summary of the crashes in the vicinity of the proposed digital signage is shown in Figure 16 whilst the crash location and incident severity are shown in Figure 17.

Location	Crash Type	Crash Severity (No. of Crashes)				
		Fatality	Serious Injury	Moderate Injury	Minor Injury	Non-casualty (tow-away)
Within readable distance of digital sign on Cumberland Hwy north approach (up to 110 m away from signage)	Pedestrian Nearside (RUM CODE 0)		1			
	Pedestrian Far Side (RUM CODE 2)		1			
	Right Through (RUM CODE 21)		1			1
	Rear End (RUM CODE 30)				1	1
	Total	**0**	**3**	**0**	**1**	**2**

Source: Transport for NSW

Figure 16: Historical crash data in proximity to the site (Source: TTPP)

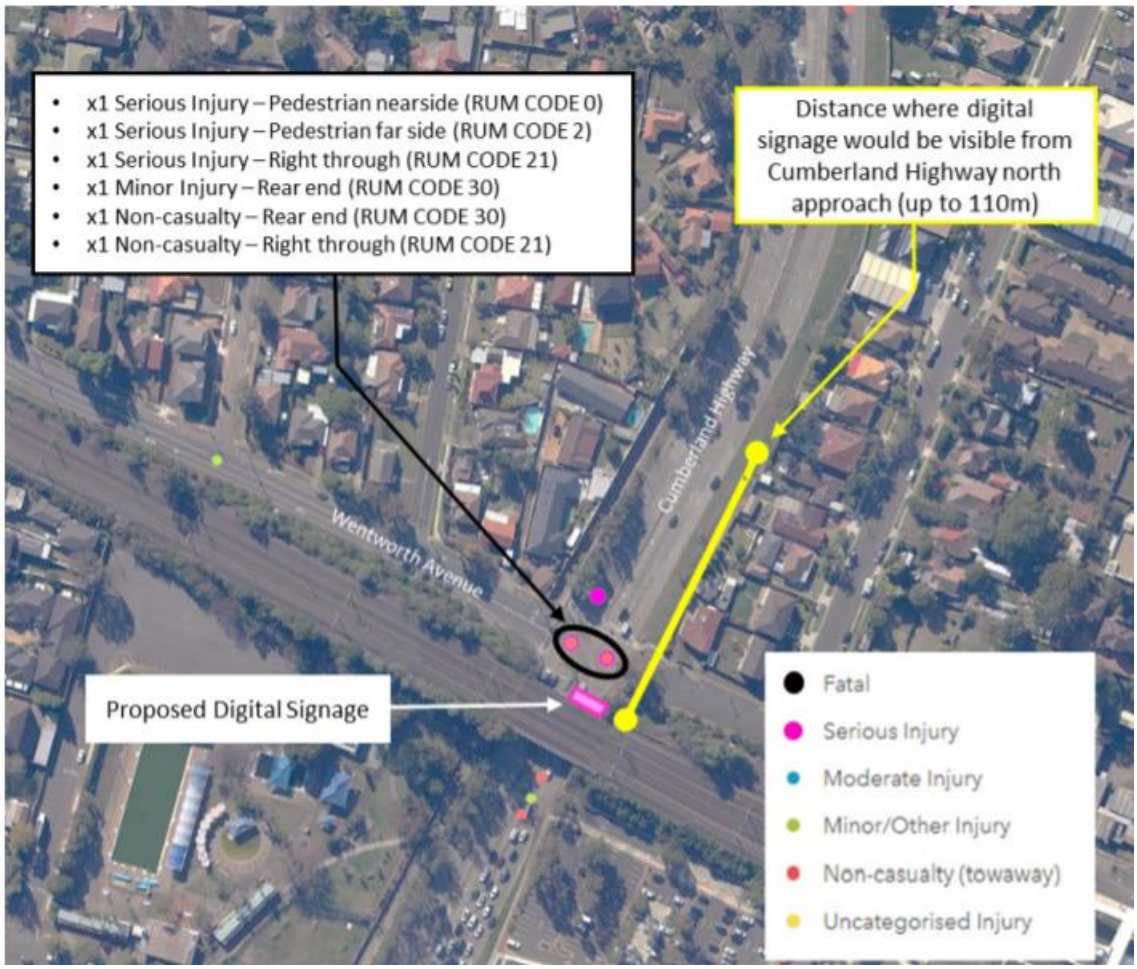

Figure 17: Crash Locations in Recent 5-year period (Source: TTPP)

5.1.4 Stopping sight distance

Based on the 70km/hr speed limit along Cumberland Highway, TTPP calculated the stopping sight distance (SSD) at 83 metres. On the north approach, the proposed signage would not be located within the safe stopping distance of a decision making or conflict. The safe stopping distance is illustrated in Figure 18.

Figure 18: SSD - Northern Approach (Source: TTPP)

5.1.5 Road safety criteria – SEPP 64 Guidelines

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

Responses provided in the SSA in respect to the sign location criteria and the sign design and operation criteria of the SEPP 64 guidelines is outlined below.

Sign Location Criteria	Response provided by TTPP	Compliance
Road clearance		
a. The advertisement must not create a physical obstruction or hazard. For example: *i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?* *ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?* *iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?*	*The digital sign will not physically obstruct any vehicle, pedestrian and cyclist movements as it will be placed on the side of the railway bridge directly above Cumberland Highway. 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 board will be installed on the side of the railway bridge which is positioned above Cumberland Highway 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 comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.	*The digital sign board will not be located within the clear zone.* *The proposed digital sign will be elevated slightly above the underside of the railway bridge and would not obstruct the existing vertical clearance signage. Hence, the existing available vertical clearance between the road surface and the underside of the railway bridge will be maintained*	Yes
d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as	*As part of the detailed design phase, the proposed sign will be designed in accordance with Australian Standards*	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
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.	*AS1170.2 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for the height of the sign board when under maximum vertical deflection.*	
Additional road clearance criteria for digital signs		
Digital signs greater or equal to 20sqm must ensure the following clearances: *a. 2.5m from lowest point of the sign above the road surface if located outside the clear zone*	*The proposed digital signage would maintain the same vertical clearance as the existing railway bridge.*	Yes
b. 5.5m from lowest point of the sign above the road surface if located within the clear zone or the deflection zone of a safety barrier, if installed.		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.	*The digital sign will be positioned at the height of the railway bridge, not impeding the motorists' visibility of the road alignment. The digital sign would not protrude below the underside of the railway bridge, and hence would not be obstructing visibility to any vehicles, bicycle riders or pedestrians at crossings on Cumberland Highway.*	Yes
b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	*The proposed sign will not obstruct pedestrian and cyclist's view of Cumberland Highway.*	Yes
c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.	*The signage will be positioned at the height of the existing railway bridge which would not impede a driver's visibility of the road alignment. The digital signage would not indicate misleading information or information contrary to the existing roadway. This is supported by the designer's impression of the proposed sign.*	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*	*The proposed digital sign will be positioned within a driver's line of sight on approach on Cumberland Highway. In addition, the digital sign would be placed above the road therefore, a driver would not be required to turn their head away from the road in order to view the digital sign.*	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
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 components of the traffic stream in peripheral view. *ii. The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.*		
Proximity to decision making points and conflict points		
a. The sign should not be located: *i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves* *ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment* *iii. so that it is visible from the stem of a T-intersection.*	*As referenced in the Guide to Road Design, Part 3, sight distance refers to the distance required to enable a driver to react and stop before reaching a hazard. This distance is dependent on the operating (85th percentile) speed of the road, road gradient and other road characteristics.* *For the purpose of this assessment, an operating speed of 70 km/h has been used to calculate the minimum SSD. A 70 km/h speed has been adopted based on the sign posted speed limit on Cumberland Highway (being 70 km/h) as well as the speed limit which motorists were observed to be driving during the site inspection. According to Austroads, the minimum safe stopping sight distance for a 70 km/h speed zone is 83 m.* *On the north approach, the proposed sign would not be located within the safe stopping distance of a decision making or conflict point.* *Motorists on Wentworth Avenue travelling eastbound towards Cumberland Highway would not be able to view the digital sign. In*	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
	addition, the motorist's view of the digital sign at the stop line would be obstructed by the frame of the vehicle. *As such, the proposed digital sign on the north approach would not be clearly visible to motorists on Wentworth Avenue.*	
b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view: *i. of a road hazard* *ii. to an intersection* *iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)* *iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.*	*The proposed sign is elevated above road level such that the driver's view of any such road hazard, intersection or similar feature as specified in points (i) to (iv) above is maintained at all times in the vicinity of the proposed signage location. In addition, the proposed digital signage will be elevated slightly higher than the underside of the railway bridge to maintain clear visibility of the existing vertical clearance signs.* *In regard of the above, the proposed sign would not distract a driver at a critical time.*	Yes
Sign spacing		
a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.	*Currently there is a static poster sign on the central bridge support, which would be removed from the bridge support prior to installation of the digital sign.*	Yes

Table 9: Sign location criteria – Section 3.2 of the SEPP 64 Guidelines (Source: TTPP)

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
Advertising signage and traffic control devices		
a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.	*Details of the advertisement/s are not yet known since the project is still within the concept design stage. However, based on the example advertisements as depicted in the designer's impressionthe signage would not display colours and shapes which could be mistaken for a traffic signal.* *Notwithstanding this, it is recommended that the content of the proposed signage be reviewed against Table 5 of the NSW Guidelines to avoid any content that may be construed as imitating a traffic control device.*	Yes
b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example: *i. Could the advertisement be construed as giving*		

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
instructions to traffic such as 'Stop', 'Halt' or 'Give Way'? *ii. Does the advertisement imitate a prescribed traffic control device?* *iii. If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?*		
Additional criteria for digital signs and moving signs		
a. The image must not be capable of being mistaken: *i. for a rail or traffic sign or signal because it has, e.g. red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal* *ii. as text providing driving instructions to drivers.* *b. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).*	*This criterion relates to signage content and should be considered once the signs are in operation. The criterion could be included via conditions of consent.*	*Yes*
Dwell time and transition time – criteria for digital signs		
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	*The digital sign is proposed to contain text and images. Based on the NSW Guidelines, the minimum dwell time for content displayed on the digital sign would be 10 seconds.* *Initially, this was proposed to increase this to a minimum of 15 seconds. The basis for this recommendation is the Land and Environment Court Case, Outdoor Systems Pty Ltd v Georges*	Yes

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
b. *Dwell times for image display must not be less than:* i. *10 seconds for areas where the speed limit is below 80km/h.* ii. *25 seconds for areas where the speed limit is 80km/h and over* 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*	*River Council and Roads and Maritime Services [2017] NSWLEC 1505. In this case, a digital sign was proposed to be installed at the Princes Highway – Rocky Point Road intersection in Kogarah. The applicant proposed to modify the dwell time of the digital sign to 15 seconds (from 24 hours, as previously approved by RMS as the minimum dwell time). The LEC deemed the reduced dwell time to 15 seconds appropriate on the basis that the crash history at the proposed signage location did not suggest that it was a "crash hotspot". This decision was driven by expert evidence provided by registered psychologist and RMS accredited Level 3 Road Safety Auditor, Carolyn Samsa, who spent five years working in the NSW Centre for Road Safety at the RTA and nine years advising industry associations representing outdoor advertising.* *The LEC decision was further supported by the fact that during a 3-month period where the digital sign operated with a 10 second dwell time, there were no crashes reported in the vicinity of the sign. Furthermore, it was acknowledged in the court case that there were three other digital billboards that were previously approved and operational at signalised intersections within the Sydney basin with dwell times of approximately 10 seconds and yet there were no reported incidents of drivers being distracted by this signage as far as Samsa had been aware.* *However, following feedback at pre-DA stage prior to lodgement (Section 1.3), the dwell time is proposed as 25 seconds.* *The proposed digital sign is located on a classified road but is not within a school zone.*	
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*	Yes, refer to Section 5.2

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
	of the sign do not cause a road safety hazard.	
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.	*It is understood that these criteria would be addressed in a separate specialist report prepared by a qualified consultant.*	Yes, refer to Section 5.2.
Interaction and Sequencing		
c. 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.	*The proposed sign would not contain interactive technology or technology that enables option direction communication with motorists. The digital sign would not be designed to make motorists anticipate information*	Yes

Table 10: 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 110m across all lanes and will not obstruct and/or reduce visibility to any traffic control devices. However, the SSA concludes this would not be expected to cause an unsafe level of distraction for motorists on approach to the respective traffic signals.

Further, the proposed minimum dwell time of 25 seconds is suitable as drivers will be viewing the sign while travelling 70km/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 signage and is therefore considered acceptable on road safety grounds.

5.2 Illumination

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

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 sign is categorised as being within Zone 4. The description of the classified zone is described as:

- Zone 4: An area with low levels of off-street ambient lighting

The luminance levels for digital advertisement that are within a Zone 4 environment classified under the SEPP 64 Guidelines, are shown in Table 11.

Lighting Condition	Max Permissible Luminance for Zone 4 (cd/sqm)	Complies
Full sun on face of signage	No limit	✓
Daytime luminance	6000	✓
Morning and evening twilight and inclement weather	500	✓
Night time	140	✓

Table 11: Luminance levels within Zone 4 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 140 cd/sqm for Zone 4.

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 signage during the 'post-curfew' period (11 pm to 6 am), which is considered the most obtrusive night time period and generally when residents are trying to sleep.

The LIA has categorised the nearest residential properties as all being within Environmental Zone A3 of AS 4282-2019, which is described as having medium district brightness (e.g. suburban areas in towns and cities). Lighting impacts on the 5 nearest residential dwellings with potential views to the sign are assessed. The location of the nearest dwellings is shown in Figure 19 below.

Figure 19: Location of assessed residential properties (Source: Electrolight)

The maximum lighting limits for Environmental Zone A3 during the pre-curfew and post-curfew periods, as set out in AS 4282-2019, is shown in Table 12.

Environmental Zone	Maximum vertical illuminance (lux)		Complies
	Pre-curfew	Post-curfew	
A3	10	2	✓

Table 12: Maximum lighting limit (post-curfew)

The LIA undertook a lighting model which found the maximum illuminance during night time operation is 1.87 lux to dwellings within zone A3 which is compliant with the limit of 2 lux outlined above. Consequently, the sign demonstrates an acceptable level of compliance with the maximum night time illumination criteria specified under AS 4282-2019.

5.2.3 Illumination summary

The LIA recommends the Applicant ensure that the average luminance difference between successive images do not exceed 30% to ensure compliance with AS 4282-2019 and for the dwell time to be at least 10 seconds or greater, noting the SSA recommends a dwell time of 25 seconds. The LIA states the implementation of baffles as proposed will mitigate any other upward light to ensure compliance with AS 4282-2019. The Applicant has committed to these recommendations.

In summary, the LIA determines that the sign:

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

5.3 Visual Impacts

The proposal involves the installation of digital advertising signage on the northern elevation of the railway overpass above Cumberland Highway. The location of surrounding land uses is illustrated in the below figure.

Figure 20: Location of surrounding uses

The area to the north of the overpass, on either side of Cumberland Highway is characterised by low density residential dwellings.

The area to the north-east of the northern sign largely comprises of single and double storey dwellings. As illustrated in Figure 21, a large acoustic wall provides visual screening which will minimise potential impacts from the sign.
It is anticipated that views to the sign from these properties will only be available from the upper levels of these dwellings, over the acoustic wall. Consequently, visual impacts are considered to be minor given dwellings on the western side of Hill Street are primarily single storey.

The area to the north-west of the northern sign again largely comprises of single and double storey dwellings. The views to the north facing sign from these properties will be partially obstructed by screen planting on the western side of Cumberland Highway (Figure 22). Visual impacts to these properties are therefore considered to be minor.

Overall, the above assessment concludes that visual impacts from the surrounding locations will be minimal, due to the nature of the surrounding uses and existing screening measures such as existing trees, acoustic wall and structures.

Figure 21: Existing screening along eastern boundary of Cumberland Highway (Source: Google Maps)

Figure 22: view of low density residential dwellings to the north-west (Source: Google Maps)

5.4 Heritage

There are several heritage items located within the surrounding locality, as identified in Section 4.4.2. Notwithstanding, the proposed signage does not appear to within the visibility catchment of any heritage items and is therefore unlikely to result in any adverse heritage impacts.

5.5 Site suitability

The site is a suitable location for the provision of digital advertising signage on the basis that:

- the proposal is compatible with the existing and desired future character of the area, noting that the advertising sign is proposed on a rail corridor
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive land uses due to the nature of the surrounding uses and existing screening measures such as vegetation and infrastructure
- the proposal includes the removal of 6m^2 of existing signage, located on the central column of the bridge, rationalising signage within the area
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of Cumberland Highway in its function as a classified road
- the illumination of the signage will not result in unacceptable glare or unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

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

5.6 Public benefit

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

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

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

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.

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

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

6 Conclusion

This SEE supports a DA for the installation of a new digital advertising sign on the and northern elevation of the Cumberland Highway Overpass, Wentworthville.

The sign is proposed to comprise an advertising display area of approximately 50.9m^2. The sign will be visible to motorists travelling in a southbound direction along the Cumberland Highway.

The proposal includes the removal of 6m^2 of existing signage, located on the central column of the northern façade of the bridge, rationalising signage within the area.

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

- meets the objectives of SEPP 64 as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 1 of the SEPP 64
- demonstrates compliance with the criteria set out in the SEPP 64 Guidelines in regard to land use compatibility, digital signage, road safety and illumination requirements and the public benefit test
- will not impact on any items of European or Aboriginal heritage
- will be of high quality design and finish and will provide visual interest for motorists using the Cumberland Highway.
- 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

Appendix 2

Architectural Drawings

Appendix 3

Signage Safety Assessment

Appendix 4

Lighting Impact Assessment

Appendix 5

Public Benefit Statement

Appendix 6

Site Survey