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Statement of Environmental Effects

Digital Advertising Signage
Princes Highway, Loftus

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

March 2022

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Cover image: the site (Source: JCDecaux)

Revision	Prepared by	Reviewed by	Date	Revision Type
1	LD/PS	MW	25/03/2021	Final

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Project Summary

Project Element	Summary of the project
Proposed Signage	• installation of a new monopole digital advertising sign on the northern side of the Princes Highway, Loftus • display of illuminated advertisements 24 hours a day, 7 days a week
Site Description	• Lot 2 DP 1183944
Advertising Display Area	• Dimensions: 12.53m x 3.75m (including logo) • Area: 46.99m^2
Visual Screen Size	• Dimensions: 12.48m^2 x 3.2m^2 • Area: 39.94m^2
Potential Impacts	**Visual** • anticipated visual impacts are low with consideration of context of the area with the Princes Highway and sign being oriented away from residential developments • dense vegetation located to the north and south of the carriageway will screen the sign • an assessment of visual impacts of provided at Section 5.4

	Lighting
	• a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4)
	• the LIA confirms the proposal:
	  • complies with the relevant illumination criteria
	  • will not result in unacceptable glare
	  • will not adversely impact the safety of pedestrians, residents or vehicular traffic
	  • will not unreasonably impact on the visual amenity of nearby residences of accommodation

	Road Safety
	• a Signage Safety Assessment (SSA) has been prepared by TTPP (Appendix 3)
	• the SSA confirms the proposed sign:
	  • will be visible from westbound traffic along the Princes Highway from a maximum distance of 225m
	  • requires a minimum dwell time of 25 seconds
	  • complies with the relevant road safety criteria
	  • would not compromise safety for road users

Public Benefit	• a Public Benefit Statement has been prepared by Sydney Trains (Appendix 5) • the statement confirms the revenue will support essential Sydney Trains services, the proposed sign will be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour
Hours of Operation	• 24 hours, 7 days a week
Capital Investment	• $547,800

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 digital advertising signage at the Princes Highway, Loftus within the Sutherland Shire Local Government Area (LGA).

As Sydney Trains is the Applicant, the Minister for Planning (the Minister) is the consent authority for the application, as prescribed under clause 3.10(c) of *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP). Accordingly, this SEE has been prepared and is submitted to the Department of Planning, 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.

This SEE also 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* (DPIE, 2017) (Signage Guidelines).

The proposed development comprises the construction of a digital advertising sign. The digital advertising sign provides:

- an advertising display area of 46.99m^2
- a visual screen size of 39.94m^2
- the continued display of illuminated advertisements
- a 25 second dwell time for message changes
- a maximum luminance of 150 cd/m^2 during the night time period
- webcam mounted on a safety arm to monitor visual content

The application seeks consent to operate the sign for a period of 15 years. The estimated capital investment value of the development is $547,800.

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

Supporting documentation	Appendices
Industry and Employment SEPP & 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 7 March 2021, a DA pre-lodgement meeting and 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.

Issues discussed included:

- **Road Safety** – Concurrence from Transport for NSW (TfNSW) is critical to approval. In-Principle approval should be gained from TfNSW for proposal prior to DA lodgement.
- **Amenity** – The proposal should include mitigation measures to avoid residential impacts where proposals are in close proximity to such uses. This may include reducing LUX levels and curfews.
- **Conversions** – where signs are being upgraded from static to digital, opportunities to reduce the proposed size of the asset and display area should be investigated. Seek to improve design and visual impact.
- **Visual Impact** – avoid blocking other signs, such as businesses identification signs. Proposals should provide evidence of reducing clutter and visual impact should be assessed carefully.
- **Heritage/National Parks** – respect architecture of bridge and sensitive areas such as natural settings (e.g. National Parks).
- **Public Benefit** – show how proposal is specifically providing public benefit under the Industry and Employment SEPP. Consultation and engagement with the relevant Council is recommended, whether this is pre or post-lodgement.

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 no significant issues were raised with the proposal from a traffic safety perspective.

2 The site and locality

2.1 Site Description

The site is located on a cleared parcel of land adjoining the railway line near its crossing under the Princes Highway. The Princes Highway is a Transport for NSW (TfNSW) State classified road (Highway No. 1) that travels in a general east-west alignment near the site.

The subject site is separated from the nearby residential areas and a mature vegetation buffer. There are no pedestrian pathways located within the vicinity. To the south of the Princes Highway is the Royal National Park.

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

The proposed sign, as viewed from the Princes Highway is shown in Figure 2 and Figure 3. There are no existing advertising signs nearby.

Figure 1: Site context (Source: Six Maps)

Figure 2: Street View, Princes Hwy– travelling eastwards towards Sydney (Source: Keylan)

Figure 3: Street View, Princes Hwy – travelling eastwards towards Sydney (Source: Keylan)

Figure 4: Street View, Princes Hwy - travelling westwards (Source: Google Maps)

2.2 Existing Road Environment

The Princes Highway is an established, arterial road corridor, comprising a dual carriageway with two traffic lanes in both directions, separated by a vegetated median strip.

On approach to the proposed sign, a speed limit of 80 km/h applies to both directions of traffic.

There are no pedestrian footpaths along the Princes Highway in proximity to the site and no parking is permitted. On-road cycling is permitted within the shoulder lane as denoted by the bicycle pavement stencils.

The nearest intersection is Old Bush Road and Princes Highway, located approximately 600m west of the proposed sign.

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:

- A water supply system, electricity substation and a low-density residential neighbourhood is located to the north of the site.
- The nearest residential dwelling is approximately 50m north-west from the proposed sign.
- The Royal National Park is located to the south-east of the site.

3 The Proposal

The proposal involves the installation of a digital advertising sign located in the railway corridor adjacent to the Princes Highway in Loftus.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	Installation of a new digital advertising sign
Signage location	Sign is proposed on the northern side of the Princes Highway, within railway corridor land. The sign is orientated to face westbound traffic.
Advertising display area	46.99m^2 (12.53m^2 x 3.75m^2)
Visual Screen Size	39.94m^2 (12.48m^2 x 3.2m^2)
Road clearance from ground level to the sign	5.0 metres clearance to ground level (Princes Highway)
Dwell time	25 seconds
Signage exposure	Visibility and readability is from a distance of 110 metres
Illumination	The digital signage is illuminated using LEDs installed within the front face
Consent time period	15 years
Existing signage	None

Table 3: Development summary

The proposed sign 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.

Architectural drawings for the sign are shown in Figure 5 and Figure 6 and provided within the Architectural package at Appendix 2. Indicative photomontages of the sign, as viewed from the Princes Highway is provided at Figure 7 and 8.

The proposed frame for the sign will be painted eucalypt green, ensuring blends into the surrounding landscape to the north.

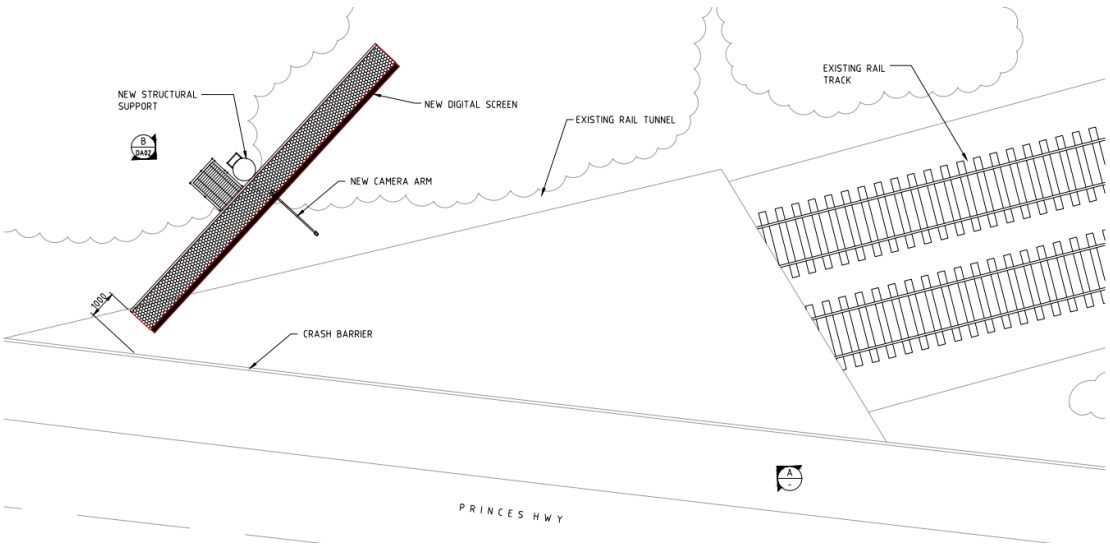

Figure 5: Digital signage plan (Source: DBCE)

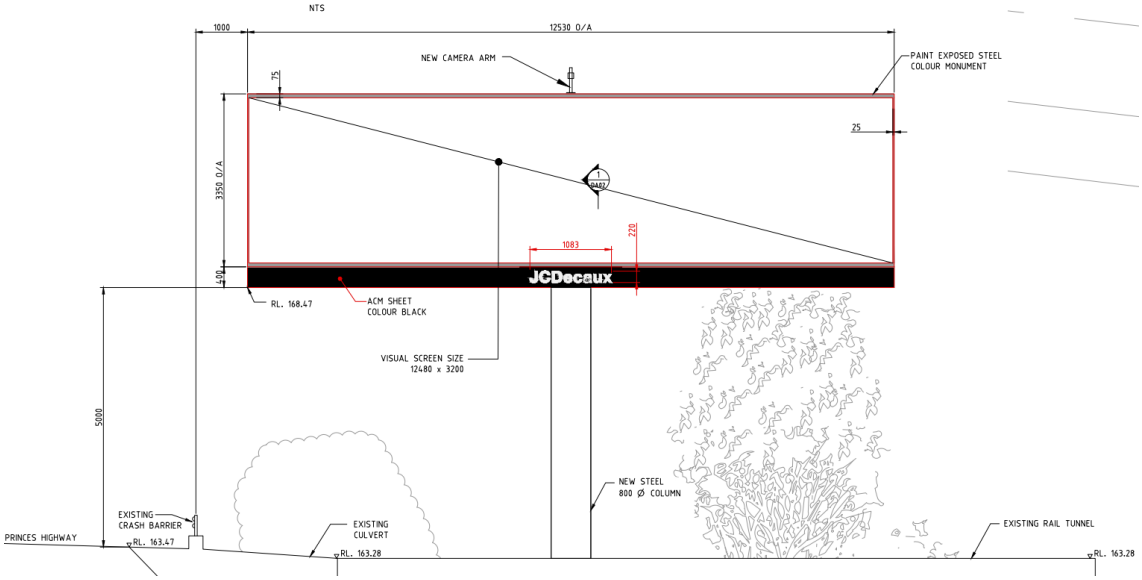

Figure 6: Elevation of proposed sign (Source: DBCE)

Figure 7: Indicative view from Princes Highway southbound – towards Sydney (Source: JCDecaux)

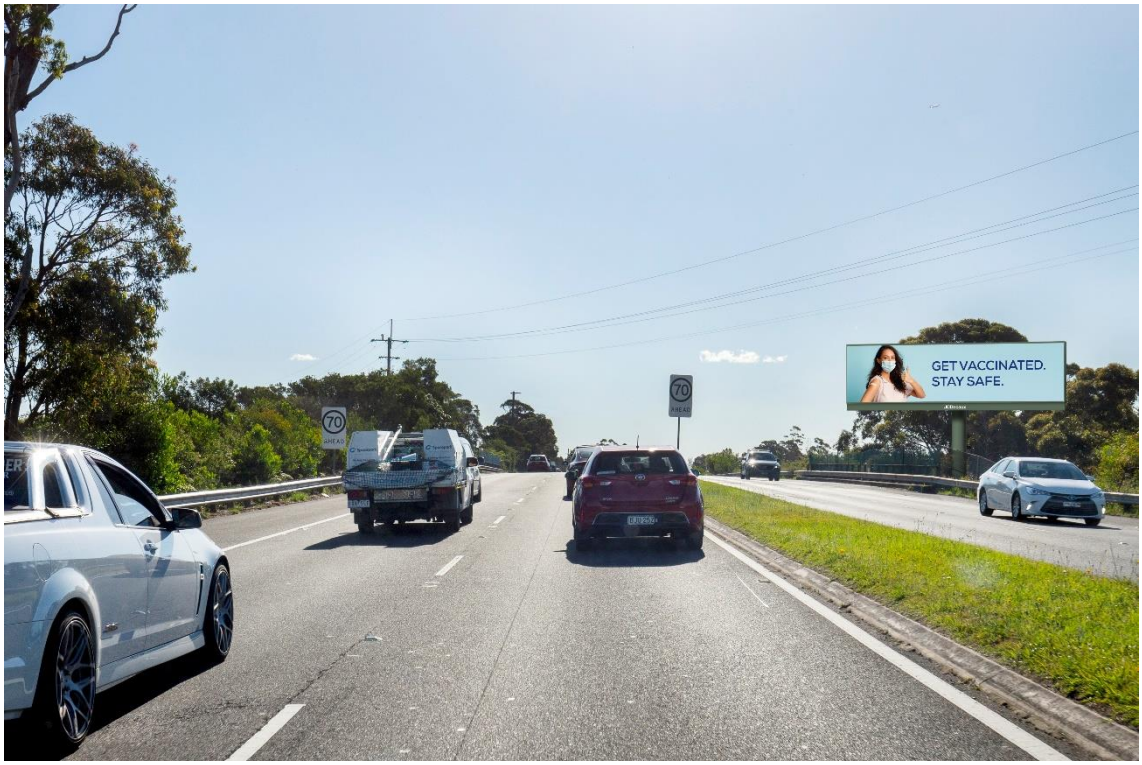

Figure 8:Indicative view from Princes Highway westbound – away from Sydney (Source: JCDecaux)

3.1 Digital LED Technology for Outdoor Advertising

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

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

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

3.2 Digital LED Screen Operation and Management

JCDecaux will operate the content management system for the advertising signage. This management system ensures that unapproved content is not downloaded either by mistake or without appropriate authorisation.

A webcam will monitor operation of the sign 24 hours a day. A motion threat response is built into the display, which will make the screen incapable of displaying movement or live video feed. In the event that unapproved content is displayed the signage will, by default, revert to a black screen format immediately.

The LED screen will display content in feed cycles that are sequentially rotated on a loop cycle. Static digital advertisements will appear on the screen for a 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 80km/hr speed zone is consistent with the Signage Guidelines

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

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

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

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

Sign Access and Maintenance

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

Hours of Operation

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

4 Statutory Planning Framework

4.1 Environmental Planning and Assessment Act 1979

As the Applicant is a public authority, the subject application is a Crown Development Application pursuant to Part 4 Division 4.6 of the *Environmental Planning and Assessment Act 1979* (EP&A Act). The subject application is not Integrated Development under section 4.46 of the EP&A Act.

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 a new digital advertising sign within an established transport corridor that will provide public benefits including the generation of revenue to contribute to improving and maintaining the Sydney Trains network
(d) to promote the delivery and maintenance of affordable housing,	Affordable housing does not form part of this application.
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats
(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),	There are no significant historical or Aboriginal cultural heritage features 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.
(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

Objective	Comment
	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 Sutherland Shire Development Control Plan 2015 is addressed at Section 4.3.3.
(iiia) any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph),	The application is consistent with the relevant matters of the EP&A Regulations.
(v) (Repealed)	N/A
(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The impacts of the proposal are addressed in Section 5.

Relevant Provision	Comment
(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 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 (Industry and Employment) 2021*
- *State Environmental Planning Policy (Transport and Infrastructure) 2021*

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

4.2.1 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 – Advertising and Signage

Chapter 3 of the Industry and Employment SEPP aims to ensure that advertising and signage is well located, compatible with the desired amenity of an area and of high quality. Chapter 3 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 SSLEP 2015, the proposed sign is permissible with consent under clause 3.14 of the Industry and Employment SEPP as it is on behalf of Sydney Trains and is within a railway corridor. Further, under clause 3.10(c) of the Industry and Employment SEPP, 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 Chapter 3 of the Industry and Employment SEPP that apply to the development is provided at Appendix 1.

Schedule 5 Assessment

Clause 3.6 of the Industry and Employment SEPP requires the consent authority to assess the proposal against the criteria within Schedule 5 prior to granting consent to carrying out of any development on that land. An assessment of these matters is provided in the Table below:

Schedule 1	Comment	Compliance
1. Character of the Area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	• the proposal will ensure that the signage will not detract from the existing scenic quality of the Site	Yes

Schedule 1	Comment	Compliance
	• the sign will be positioned to ensure minimal impacts on the Royal National Park are derive • the proposal is well placed to complement its environmental setting and to minimise visual impacts on the character of the area • there is no identified theme for outdoor advertising in the area	
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 site is located nearby land identified as environmentally sensitive • the proposal has been designed to sit comfortably within the surrounding landscape through the use of eucalypt green for the structure of the sign	Yes
3. Views and vistas		
Does the proposal obscure or compromise important views?	• the proposal will not obscure or compromise any important views • as detailed within the photomontage at Figures 7 and 8, the sign sits below the canopy of trees located to the west and is positioned below the neighbouring powerlines • the identified tree canopies will screen the sign when viewed from the west • the sign will not reduce the quality of any vistas, given the view lines will be limited to those from the Princes Highway • there are no advertisements nearby	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?		On merit
Does the proposal respect the viewing rights of other advertisers?		Yes
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	• the proposal is appropriate for the streetscape as it will not detract from the existing road corridor and will complement the surrounding area • there is no existing advertising in place • as detailed within the photomontage at Figures 7 and 8, the sign sits below the canopy of trees located to the west and is positioned below the neighbouring powerlines • the signage structure is painted eucalypt green, which will allow the	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?		Yes
Does the proposal reduce clutter by rationalizing and simplifying existing advertising?		Yes
Does the proposal screen unsightliness?		Yes

Schedule 1	Comment	Compliance
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	sign to sit comfortably within its setting • the proposal will not require ongoing vegetation management	On merit
Does the proposal require ongoing vegetation management?		
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?	• there are no buildings within the immediate vicinity of the site. • the site is located nearby the road corridor, as such the proposed sign is compatible with the nature of the road/environment	Yes
Does the proposal respect important features of the site or building, or both?	• the location of the sign is appropriate as it will contribute to the visual interest of the surrounding streetscape. The sign represents an innovative form of advertising	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?		Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	• a security camera / web camera is proposed to ensure the display of the LED screen is working properly. A compliant operator logo will also be located at the bottom of the screen and within the skirting of the sign	Yes
7. Illumination		
Would illumination result in unacceptable glare?	• a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4 • the LIA confirms that the proposed digital conversion would not result in unacceptable glare or have any detrimental impacts to safety • the sign complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenity to nearby residences • the brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions • the proposal is consistent with the applicable 'post curfew' illuminance 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

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

Table 6: Schedule 5, Industry and Employment Consideration

4.2.2 Transport Corridor Advertising and Signage Guidelines 2017

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

The Signage Guidelines have been established to compliment the provisions of the Industry and Employment SEPP. The DA for any advertising sign that is located in, or adjacent to, a transport corridor to demonstrate how the proposal addresses the Signage Guidelines. An assessment against the criteria within Signage 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 Freestanding 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)

4.2.3 State Environmental Planning Policy (Transport and Infrastructure) 2021

Chapter 2 of *State Environmental Planning Policy (Transport and Infrastructure) 2021* (Transport and Infrastructure SEPP) identifies the environmental assessment category into which different types of infrastructure and services development fall. In addition, Chapter 2 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 2.118 of the SEPP 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, Princes 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 Princes 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.

4.3 Sutherland Local Environmental Plan 2015

The *Sutherland Local Environmental Plan 2015* (SLEP 2015) is the principal Environmental Planning Instrument applicable to the land.

4.3.1 Zoning

The proposed Site is located on land zoned SP2 Infrastructure – Railway Infrastructure under the SLEP 2015). Signage is permissible with consent in the SP2 zone under the SLEP 2015 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 3.14 of the Industry and Employment SEPP.

Figure 9: Land use zoning map (Source: SLEP 2015)

4.3.2 Heritage

There are 2 items of archaeological heritage significance located within proximity to the site. Being, Loftus Heights, east of Illawarra Railway Line, Old Illawarra Highway (A2703) and Military Parade Site within the Royal National Park (3428). These items are shown on Figure 10.

Due to the sloping nature of the site and natural landforms, the proposed sign will not be visible from the heritage items. As such, the proposal will not result in any adverse heritage impacts.

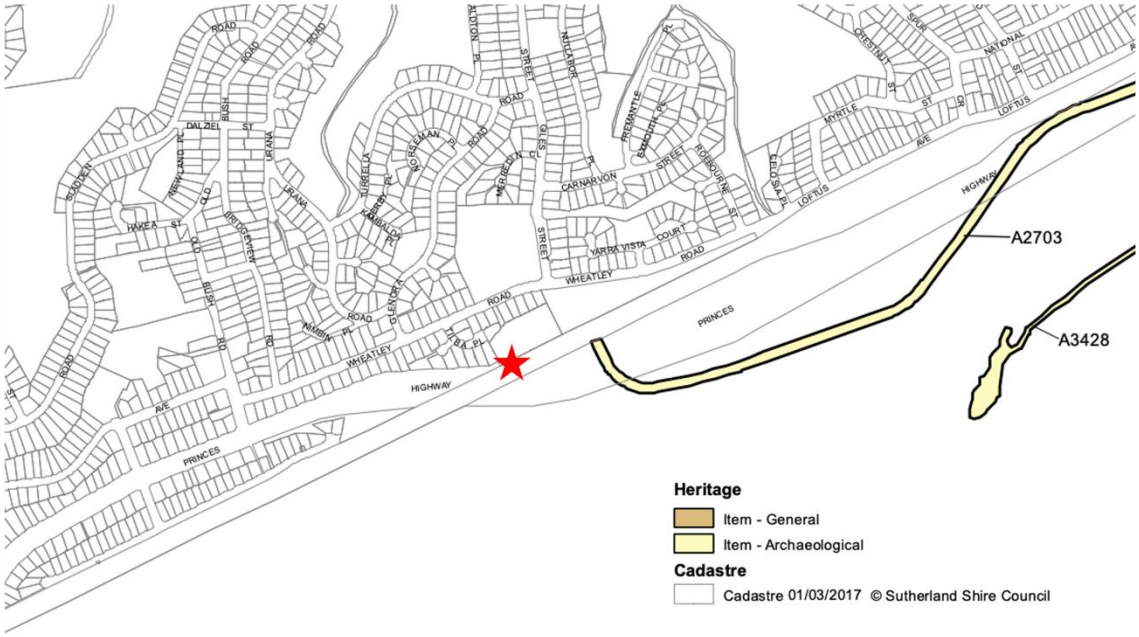

Figure 10: Heritage map (Source: SLEP 2015)

4.3.3 Environmentally Sensitive Land

The site is located on land classified as Environmentally Sensitive – Terrestrial Biodiversity, as per Clause 6.5 of the SLEP 2015 (Figure 11). The proposed sign is designed and sited within an existing cleared area, does not require any vegetation removal and will be managed to avoid any adverse environmental impact on the nearby sensitive area.

Figure 11: Environmentally Sensitive Land (Source: SLEP 2015)

4.4 Sutherland Shire Development Control Plan 2015

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
Chapter 35 – Part 6		
6.3 Controls for Freestanding Signs		
1. Freestanding pole signs are a type of business identification sign and must relate to the use of the adjacent premises.	• N/A. The advertisement sign is being prepared on behalf of Sydney Trains and is located within the rail corridor.	N/A
2. A freestanding pole sign is to be designed to comply with the following controls: *a. Signs shall not exceed the height of surrounding buildings and/or tree canopy or 8 metres, whichever is the lesser.* *b. The sign must not protrude above the dominant skyline including any buildings, structures or tree canopies when viewed from ground level within a visual catchment of 1 kilometre.* *c. The sign shall have scale similar to any adjacent built development.* *e. Significant trees and other native vegetation shall not be removed to accommodate signage*	• the proposal will only be visible from the Princes Highway and will not obscure or compromise any important views. • as detailed within the photomontage at Figures 7 and 8, the sign sits below the canopy of trees located to the west and is positioned below the neighbouring powerlines • the proposal will not reduce the quality of any vistas, as the only viewing point will be from the Princes Highway. • The proposal does not seek to remove any vegetation to accommodate the sign.	Yes
3. Applications for freestanding signs should include a landscape plan of the site. The proposal should incorporate landscaping that complements the sign and the locality and requires minimal maintenance.	• the sign is located within the rail corridor, which has existing mature vegetation. • the existing vegetation is positioned to compliment the railway line without obstructing the ongoing operation. • given the sites proximity to the Princes Highway, the addition of landscaping is not considered necessary. • the sign and structure are to be painted green, to complement the surrounding locality, being predominately a natural environment. • as such, there is no landscaping proposed as part of this application as the existing landscaping will complement the sign and locality and is thereby considered sufficient.	Yes, on merit.

Provision	Comment	Complies
4. The sign shall not obstruct or impede pedestrian and vehicular traffic. The positioning of the sign shall have regard to adjacent signage on adjoining properties.	• as identified within the SSA, the sign will not impede on or obstruct any traffic.	Yes
5. The sign must not obstruct the drivers' view of the road, distract the driver or obstruct a pedestrian or cyclists view of the road.	• the sign is located on the verge of the Princes Highway and will not obstruct the view of the road, not will it distract any motorists.	Yes
6.4 Controls for Illuminated Signs		
1. Illumination of signs must not result in acceptable glare or reduce safety for pedestrians, vehicles or aircraft.	• a LIA has been prepared by Electrolight and is included at Appendix 4. • the LIA confirms the proposed digital signage will not result in unacceptable glare nor should it adversely impact the safety of pedestrians, residents or vehicular traffic.	Yes
2. Illumination of signs must not cause light spillage into nearby residential properties, national parks or nature reserves.	• the signage includes baffles which mitigate upward waste light, resulting in an Upward Light Ratio (ULR) of less than 50%.	Yes
3. Depending of its location and its relationship to residential properties, Council may require that illumination be controlled by automatic time clocks extinguishing illumination.	• low density residential dwellings are located approximately 50m north of the sign • due to the orientation of the sign it will not be visible from these dwellings • the sign structure will be painted eucalypt green, ensuring it sits comfortable within the surrounding landscape to the north • the LIA confirms there are no residential developments located within the 'residential exclusion zone', which is an area in which the illuminance levels to residential properties would exceed the maximum allowable under the Zone limits in AS4282	Yes
4. The lighting intensity of a sign must be capable of modification or control after installation.	• the lighting intensity is capable of being changed after installation.	Yes
5. Illumination of a sign (except for floodlit signs) must not be external to the sign i.e. surrounding a sign.	• the illuminated sign will use LED technology which will be concealed in the advertising structure.	Yes
6. Electric wiring to illuminated signs must be concealed.	• All electronic wiring associated with the sign will be located and concealed behind the access door.	Yes

Provision	Comment	Complies
7. Illuminated signs must not use complex displays, moving signs, flashing lights or the like that hold drivers' attention beyond 'glance appreciation'	• 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.	Yes

Table 7: DCP Assessment

5 Environmental Planning Assessment

5.1 Road safety

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

5.1.1 Road environment

The existing road environment along the Princes Highway in proximity to the proposed sign is summarised in Table 15.

Existing Feature	Description
Road classification	• Princes Highway is a classified State Road (Road No. 1)
Speed limit	• the speed limit on Princes Highway at this location is 80 km/h
Nearby intersections and traffic control devices	• in the vicinity of the proposed sign location, there are no road hazards, intersections, traffic signals, regulatory or warning signage, or emergency access points.
Road configuration and geometry	• in the vicinity of the proposed sign, Princes Highway has two travel lanes and a 3.2m-wide shoulder in each direction.
Crash data	• there are no recorded crash incidents within the visible distance of the proposed digital sign.
Pedestrian and cyclist infrastructure	• cycling within the shoulder lane is permitted as denoted by the bicycle pavement stencils. • there are no pedestrian paths along Princes Highway, and the proposed digital sign would not obstruct cyclist's view of the roadway.
Parking	• no stopping or car parking is permitted along the Princes Highway in proximity to the sign.
Stopping sight distance (SSD)	• the minimum safe stopping sight distance for a 90 km/h design speed is 126m. • based on the above, the proposed sign would not be located within the safe stopping distance of a decision making or conflict point.

Table 15: Existing road environment (Source: TTPP)

5.1.2 Signage exposure

The SSA estimates that the east facing digital sign would be visible to motorists on Princes Highway travelling westbound from the following distances:

- In Lane 1 (through lane), 225 m from the sign on the east approach.
- In Lane 2 (through lane), 207 m from the sign on the east approach.

The likely readable distance would be 110 m across both lanes, where there are no vehicles travelling in adjacent lanes or opposing lanes which could impede driver visibility to the signage.

Figure 12: Signage exposure distance (Source: TTPP)

Figure 13: Indicative view from approximately 225m – eastbound direction (Source: TTPP)

5.1.3 Road accident history

Historic crash data has been obtained from Transport for NSW (TfNSW) for incidents on Princes Highway within the viewable distance of the proposed digital sign. Based on site observations, the proposed digital sign would be visible from up to 225m away to the westbound travellers.

Crash history data has been assessed on the eastern approach to the proposed digital sign for the most recent five-year period for data collated and published by TfNSW. This period is between 1 January 2016 and 31 December 2020 (5-year confirmed dataset).

There are no recorded crash incidents within the visible distance of the proposed digital sign. The nearest incident on the eastern approach has been recorded approximately 1 km away from the site, where the sign would not be visible at all.

5.1.4 Stopping sight distance

Stopping Sight Distance (SSD) is defined in the *Guide to Road Design, Part 3: Geometric Design* (Austroads, 2016) as the distance required to enable a normally alert driver travelling at the design speed on wet pavement to perceive, react and brake to a stop before reaching a hazard on the road ahead.

TTPP notes for the purpose of this assessment, the design speed of 90 km/h has been assumed to calculate the minimum SSD. A 90 km/h design speed has been adopted on the basis that design speed is usually 10 km/h greater than the sign posted speed limit which is 80 km/h in this case. According to Austroads, the minimum safe stopping sight distance for a 90 km/h design speed is 126m.

Based on the above, the proposed sign would not be located within the safe stopping distance of a decision making or conflict point.

5.1.5 Road safety criteria – Signage Guidelines

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

Responses provided in the SSA in respect to the sign location criteria (Section 3.2) and the sign design and operation criteria (Section 3.3) of the Signage Guidelines is outlined in Table 8 and Table 9, respectively.

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 within the rail corridor which is outside of any pedestrian, cyclist or vehicle carriageway.* *The edge of the sign would be offset laterally by 1m behind the existing crash barrier. The vertical clearance between the bottom of the sign and the roadway surface would be 5m. Therefore, the digital sign would not protrude into the Princes Highway roadway corridor.*	✓
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 edge of the sign would be located 1 m behind an existing traffic barrier on the Princes Highway east approach which is assumed to be RMS-approved. The sign supports are located within the rail corridor and are a sufficient distance away from any public roadways.*	✓
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 would not be located within the clear zone.* *The digital sign would not overhang the roadway, and the monopole upon which the sign will be erected, is to be located approximately 6.9m from the edge of the roadway. Furthermore, the monopole structure will be located behind the existing traffic barrier.*	✓
d. *All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.*	*The digital sign is not proposed to overhang any part of the road reserve. Notwithstanding this, 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.*	✓

Sign Location Criteria	Response provided by TTPP	Compliance
Criteria for signs equal to or greater than 20m²		
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*	*There will be a clearance of 5m between the lowest point of the sign and the roadway surface level.* *The edge of the sign that is closest to the roadway will be offset by 1m from the edge of the existing crash barrier on the north side of the road. The edge of the monopole that is closest to the roadway will be offset by 6.9m from the edge of the existing crash barrier.*	✓
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.		✓
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 is not proposed to overhang any part of the road reserve. Notwithstanding, this, 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.*	✓
b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	*There are no pedestrian paths along Princes Highway, and the proposed digital sign would not obstruct cyclist's view of the roadway*	✓
c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.	*The sign would be positioned beside the roadway, not impeding motorists' visibility of the road alignment. The digital sign would not indicate misleading information or information contrary to the existing roadway.*	✓
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 proposed digital sign would be located within a driver's line of sight for motorists travelling towards the sign in the westbound direction with a visible distance of up to 225 m.* *Therefore, a driver would not be required to turn away from the road in order to view the digital sign. Since there is currently no sign at this location, the potential for glare or headlight reflection could not be checked.* *Notwithstanding this, the orientation of the proposed digital sign would be*	✓

Sign Location Criteria	Response provided by TTPP	Compliance
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.	designed and checked such that headlight reflections do not pose an issue for motorists.	
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, the design speed of 90 km/h has been assumed to calculate the minimum SSD. A 90 km/h design speed has been adopted on the basis that design speed is usually 10 km/h greater than the sign posted speed limit which is 80 km/h in this case. According to Austroads, the minimum safe stopping sight distance for a 90 km/h design speed is 126m. Based on the above, the proposed sign would not be located within the safe stopping distance of a decision making or conflict point.	✓
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)	In the vicinity of the proposed sign location, there are no road hazards, intersections, traffic signals, regulatory or warning signage, or emergency access points. In this regard, the proposed sign would not distract a driver at a critical time.	✓

Sign Location Criteria	Response provided by TTPP	Compliance
iv. *to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.*		
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.*	*There are no other digital signs or static billboards placed within 150m of the proposed sign in both directions.*	✓

Table 8: Sign location criteria – Section 3.2 of the Signage 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 the sign 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 digital sign be reviewed against Table 5 of the NSW Guidelines to avoid any content that may be construed as imitating a traffic control device.*	✓
b. *The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example:* i. *Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?* ii. *Does the advertisement imitate a prescribed traffic control device?* iii. *If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?*		✓
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,*	*Relates to sign content only.*	✓

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
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).	*Relates to sign content only.*	✓
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 25 seconds.*	✓
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.	*The sign is not located within a school zone.*	✓
d. Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.	*The digital sign is proposed to contain text and images*	✓
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.	*Based on the NSW Guidelines, the minimum dwell time for content displayed on the digital sign would be 25 seconds.*	✓

Table 9: Sign design and operation criteria – Section 3.3 of the Signage 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 the Industry and Employment SEPP and the road safety criteria set out in the Signage Guidelines.

The SSA has determined there is a low risk environment for the proposed digital advertising sign. The proposed sign will be readable from approximately 110m to the east of the overpass and will be positioned above the traffic lanes, therefore not requiring drivers to turn away from their direct line-of-sight to view the full extent of the sign.

Further, the proposed dwell time of 25 seconds is suitable as drivers would be viewing the sign while travelling 80km/hour or less.

In summary, based on the findings of TTPP in its SSA, the road environment along the Princes Highway in proximity to the proposed sign is considered to present a low risk environment for the proposed digital advertising sign and is 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:

- Chapter 3 of the Industry and Employment SEPP
- the Signage Guidelines
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting

5.2.1 Illumination criteria – Signage Guidelines

Section 3.3.3 of the Signage Guidelines sets out the illumination criteria for digital signs. The LIA has categorised the site as being within Zone 4 of the Signage Guidelines, which is described as areas with generally low levels of off-street ambient lighting (e.g. most rural areas or areas that have residential properties nearby).

The luminance levels for digital advertisements that are within a Zone 4 environment, as outlined in the Signage Guidelines, are shown in Table 10.

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	150	✓

Table 10: Luminance levels for digital advertisements criteria – Signage Guidelines

The LIA confirms that the sign, once illuminated to the maximum luminance, will be visually consistent with the existing ambient lighting and is therefore suitable for the local area. It is noted that the maximum luminance limit during the night time period will not exceed the recommended maximum permissible luminance level set out in the Signage Guidelines 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 sign during the 'post-curfew' period (11 pm to 6 am), which is considered the most obtrusive night time period and generally when residents are trying to sleep.

The LIA concludes that no residential developments fall within the 'residential exclusion zone', which is an area in which the illuminance levels to residential properties would exceed the maximum allowable under the Zone limits in AS4282. The signage therefore complies with the maximum post-curfew vertical illuminance limit of 1 lux for Zone A2.

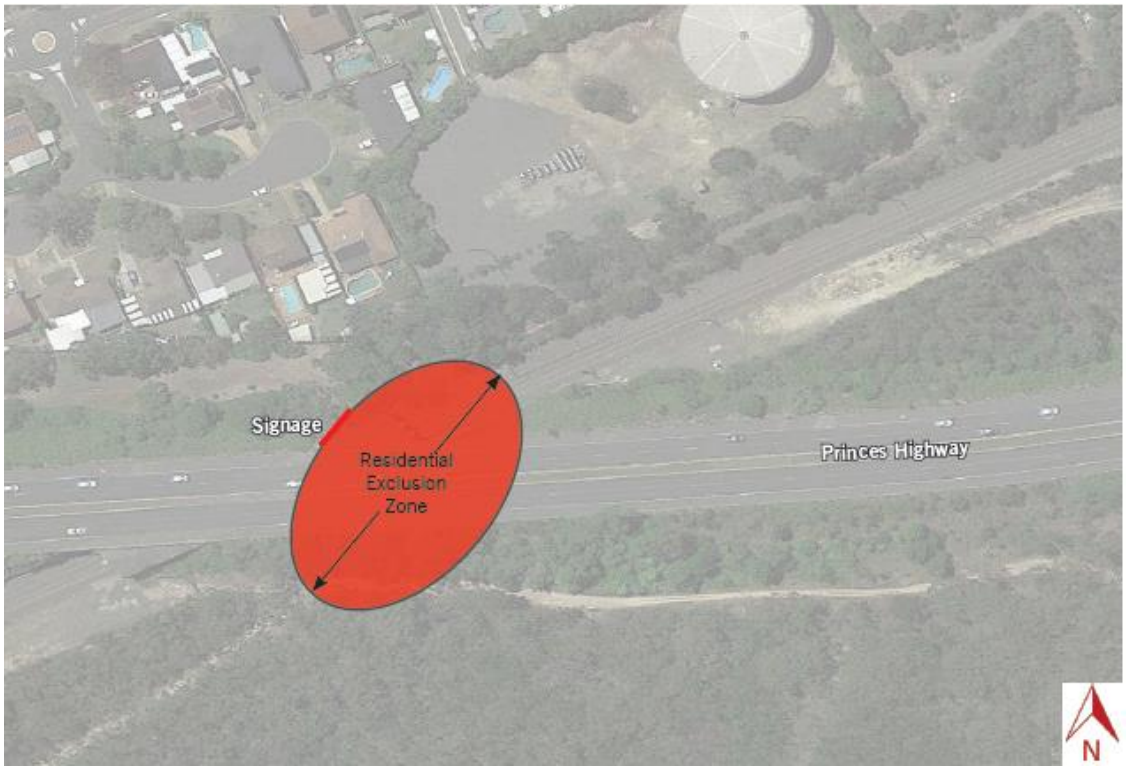

Figure 14: Location of exclusion zone (Source: Electrolight)

The maximum lighting limits for Environmental Zone A2 during the pre-curfew and post-curfew periods, as set out in AS 4282-2019, is shown in Table 11.

Environmental Zone	Maximum vertical illuminance (lux)		Complies
	Pre-curfew	Post-curfew	
A2	5	1	✓

Table 11: Maximum lighting limit (post-curfew)

5.2.3 Illumination summary

The LIA recommends the Applicant ensure that the average luminance difference between successive images do not exceed 30 per cent to ensure compliance with AS 4282-2019 and for the dwell time shall be 10 seconds or greater. The LIA also recommends baffles or any other upward light mitigation technology to ensure compliance with AS4282. 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 Signage 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 Heritage

There are 2 items of archaeological heritage significance located within proximity to the site. Being, Loftus Heights, east of Illawarra Railway Line, Old Illawarra Highway (A2703) and Military Parade Site within the Royal National Park (3428).

The visibility of the sign to the heritage items is restricted, primarily due to the nature of the Princes Highway and the existing built rail environment. In addition, sufficient separation distance is provided as these items are located over 200m east of the site. It is therefore anticipated that the proposed sign will not have any adverse heritage impacts on the surrounding items.

5.4 Visual Impacts

The proposal involves the installation of a digital advertising sign on the northern side of the Princes Highway, Loftus.

The Princes Highway is well screened from any adjoining development to the north and south by existing trees and vegetation. The area south of the Highway is the Royal National Park. The area to the north of the Highway is the T4 Eastern Suburbs and Illawarra rail line. Beyond the rail line is vegetation and a low density residential area, characterised by detached dwellings.

Given the location and orientation of the low-density residential area to the north, these dwellings will not have direct sightlines to the proposed sign.

The proposed sign and ancillary support structure will be painted ‘eucalypt’ green. The proposed colour selection is considerate of the surrounding natural environment. The sign and structure, from a distance will not protrude from the surrounding area. Rather the colour selection will facilitate the sign to sit comfortably within the surrounding environment. The proposed colour, in contrast to the standard JCDecaux black colouring will ensure minimal visual impacts within the surrounding area.

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

- the surrounding area has low visual sensitivity
- no sightlines from residential dwellings to the north and north-west of the site are anticipated due to the orientation of the sign, the separation distance provided, and the existing natural screening provided by the trees
- the proposed sign will be visible to a high number of motorists, given the proposed location along a classified highway
- the proposal does not result in visual clutter, as it is the only sign within the 250m visual catchment
- the proposal does not adversely impact on scenic views
- the proposal is considered appropriate for its setting, as it is located within an established transport corridor.

Overall, it is considered the proposal will result in acceptable visual impacts and will contribute positively to the visual appearance of the Princes Highway.

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 as
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of the Princes Highway in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

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

5.6 Public benefit

In accordance with the Signage 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. 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 Signage 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 northern side of the Princes Highway in Loftus.

The sign will be visible to motorists travelling west bound along the Princes Highway. The sign is proposed to comprise an advertising display area of approximately 46.98m^2 and a visual screen size of 39.94m^2.

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

- meets the objectives of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 5 of the Signage Guidelines
- demonstrates compliance with the criteria set out in the Signage 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 Princes 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

Industry and Employment SEPP & Transport Corridor Advertising and Signage Guidelines Assessment

Appendix 2

Architectural Drawings

KEYLAN consulting pty ltd

Appendix 3

Signage Safety Assessment

Appendix 4

Lighting Impact Assessment

Appendix 5

Public Benefit Statement

Appendix 6

Site Survey