

3 June 2022

Michael Cassel  
Secretary  
Department of Planning, Industry and Environment  
320 Pitt Street  
Sydney NSW 2000

**Attention:** Andrew Watson

Dear Mr Cassel

**NOTICE OF EXHIBITION OF DEVELOPMENT APPLICATION DA 22/5186  
DIGITAL ADVERTISING SIGNAGE  
PRINCES HIGHWAY, LOFTUS**

Thank you for referring the abovementioned modified application dated 26 May 2021 to Transport for NSW (TfNSW) for concurrence under Clause 2 of Section 3.16 of State Environmental Planning Policy (Industry and Employment) 2021.

TfNSW has reviewed the submitted documentation and provides concurrence to the proposed digital signage, subject to the approval of the Department of Planning and Environment and the following requirements being included in the development consent:

1. All sign structures, together with any improvements integral to the future use of the site are to be wholly within the freehold property (unlimited in height or depth), along Princes Highway.
2. The proposed signs shall be in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 and relevant Australian Standards.
3. The images displayed on the sign must not contain/use:
  - Flashing or flickering lights or content;
  - Animated displays, moving parts or simulated movement;
  - Complex displays that hold a driver's attention beyond "glance appreciation";
  - Displays resembling traffic control devices by use of colour, shape or words that can be construed as giving instruction to traffic for example, red, amber or green circles, octagons, crosses, triangles and words such as 'stop' or 'halt';
  - A method of illumination that distracts or dazzles; and
  - Dominant use of colours red or green.
4. Dwell times between displays shall be no shorter than 10 seconds.
5. The digital sign for its operation must comply with the requirements in Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (refer to Section 2.5.8, Table 3 and Section 3.3) and relevant Australian Standards, as amended from time to time.
6. A Road Occupancy Licence (ROL) should be obtained from Transport Management Centre for any works that may impact on traffic flows on Princes Highway during construction activities.  
A ROL can be obtained through <https://myrta.com/oplinc2/pages/security/oplincLogin.jsf>.

**Transport for NSW**

27-31 Argyle Street, Parramatta NSW 2150 | PO Box 973, Parramatta NSW 2150

P (02) 8265 6962 | W [transport.nsw.gov.au](https://transport.nsw.gov.au) | ABN 18 804 239 602

Should you have any further inquiries in relation to this matter, please do not hesitate to contact Divna Cvetojevic, Development Assessment Officer, on 0455 515 259 or by email at [development.sydney@transport.nsw.gov.au](mailto:development.sydney@transport.nsw.gov.au).

Yours sincerely,

A handwritten signature in black ink, appearing to read 'J Hall', written in a cursive style.

**James Hall**  
**Senior Land Use Planner**  
**Planning and Program, Greater Sydney Division**