

6 June 2022

Our Ref: STH22/00059/02

Your Ref: DA 22/5177

Andrew Watson  
Department of Planning and Environment  
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**DA 22/5177, DIGITAL ADVERTISING SIGNAGE, LOT 27: DP1188375, PRINCES HIGHWAY, BOMBO**

I refer to the abovementioned proposal referred to Transport for NSW (TfNSW) on 10 May 2022. TfNSW has completed an assessment of the proposal, based on the information provided and focusing on the impact to the state road network.

TfNSW notes:

- Princes Highway is a state classified road;
- The proposed arrangements shown (see **Attachment 1**) and as described in the Statement of Environmental Effects (see **Attachment 2**);
- The sign is greater than 20m<sup>2</sup> in area and visible from a classified road and therefore TfNSW concurrence is also required under Section 3.16 of State Environmental Planning Policy (Industry and Employment) 2021;
- There has been previous correspondence involving TfNSW (RMS), Sydney Trains and JC Decaux to discuss and identify issues with digital signage at this location; and
- The proposal to install sensors that detect car movements to prevent the digital displays from changing when there is a car waiting to leave the Bombo Station commuter car park will help to mitigate the safety concerns that were raised during the previous correspondence.

Having regard for the above, TfNSW will not object to this proposal and issues its concurrence subject to the conditions outlined in **Attachment 3** being included in the conditions of development consent.

TfNSW highlights that in determining the DA under Part 4 of the *Environmental Planning and Assessment Act, 1979*, it is the consent authority's responsibility to consider the environmental impacts of any road works which are ancillary to the development. This includes any works which form part of the proposal and/or any works which are deemed necessary to include as requirements in the conditions of development consent (i.e. impacts of lighting on the surrounding area). Depending on the level of environmental assessment undertaken to date and nature of the works, the consent authority may require the developer to undertake further environmental assessment for any ancillary road works

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Should you require further information or wish to provide additional information for TfNSW to consider, please contact Steven Yuan, Development Case Officer on 02 9983 2596 or by emailing [development.south@transport.nsw.gov.au](mailto:development.south@transport.nsw.gov.au).

Yours sincerely



**Chris Millet**

Manager, Development Services South

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**Prior to the operation of the digital sign, the developer must:**

1. Prepare and obtain TfNSW acceptance to an Operational Management Plan for the sign which ensures the sensors proposed to detect car movements and to prevent the digital advertising from changing displays while a vehicle is awaiting to turnout from the Bombo Station commuter carpark are operating effectively. The plan must detail initial setup and testing, ongoing inspection and testing frequency, reporting, processes to be followed when the sensors are not working and contact details of the operator of the sign to enable TfNSW or other parties to report any operational issues.

**Operational conditions:**

1. Each advertisement must be displayed in a completely static manner, without any motion for a dwelling time not less than 25 seconds. The transition time between messages must of no longer than 0.1 seconds.
2. Message sequencing designed to make a driver anticipate the next message is prohibited.
3. The image must not be capable of being mistaken:
  - for a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device
  - as text providing driving instructions to drivers, for example instructions to traffic such as 'Stop', 'Halt' or 'Give Way'.
4. The amount of text and information supplied on the sign must be kept to a minimum, for example no more than a driver can read at a short glance.
5. All advertisements displayed must be in accordance with the requirements detailed in the Department of Planning and Environment Transport Corridor Outdoor Advertising and Signage Guidelines, dated November 2017 unless as otherwise amended by this condition (e.g. luminance levels, operation criteria, content, etc).
6. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers, without limitation to their colouring, or contain flickering or flashing content.
7. Comply with the requirements of the Operational Management Plan accepted by TfNSW.
8. If the sensor to detect car movements within the Bombo Car park is not working or performing poorly with low reliability, the north-facing panel will need to be programmed immediately (that day) so that the display changes only once per day during a time period with minimal traffic, e.g, between midnight and 3 am.
9. An electronic log of the sign's activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or TfNSW to allow a review of the sign's activity for any reason, including where a complaint has been made.
10. A road safety check which focuses on the effects of the placement and operation of the sign must be carried out in accordance with Part 3 of the RMS Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the signs installation. The road safety check must be carried out by an independent RMS-accredited road safety auditor who did not contribute to the original application

documentation. A copy of the report is to be provided to TfNSW and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant. In cases where the applicant is the TfNSW, the report is to be provided to the Department of Planning and Environment as well.