Statement of Environmental Effects

Digital Advertising Signage
Darcy Street, Parramatta

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

November 2022 (Revised)

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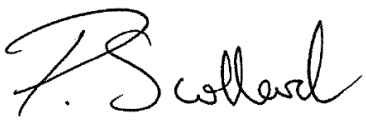

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Cover image: Darcy Street (Source. JCDecaux)

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1	NN	PS	25/03/2022	Final
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3	LD/PS	MW	9/11/2022	Final (November)

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Project Summary

Project Element	Summary of the project
Proposed Signage	• installation of a new digital advertising sign on the Darcy Street railway bridge in the Parramatta Central Business District • the sign will be located on the northern side of the bridge
Advertising Display Area	• 20.75m^2 (7.986m x 2.598m)
Visual Screen Size	• 16.25m^2 (7.936m x 2.048m)
Site Description	• Lot 600 in DP 1185309
Visual Impacts	• an assessment of visual impacts is provided at Section 5.4 • the sign has limited residential receivers • the visual impact of the sign is assessed as negligible on the nearest residential receivers
Heritage Impacts	• the site is located near local and State heritage items. An assessment of heritage impacts is at Section 4.5.2 and 5.3 of this SEE • the visual impact on the State heritage item is minimal as there is sufficient distance between the site and State item • there will be no impact on significant view corridors towards these items. The proposed signage is located outside these view corridors and is otherwise minor in scale • impacts on the State and local items of heritage are negligible given the location and orientation of the sign

Road Safety Impacts	• a Digital Sign Safety Assessment (SSA) has been prepared by the Transport Planning Partnership (Appendix 3) and confirms:
	  • the sign would face the Church Street pedestrian plaza and would not be visible to motorists on Darcy Street north approach.
	  • the proposed sign would not obstruct/ reduce visibility of any traffic control devices, signage, pedestrians or cyclists.
	  • a dwell time of 10 seconds is proposed
	  • the proposed signage would not compromise safety for road users in the vicinity

Lighting Impacts	• a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4)
	• the LIA confirms the proposal:
	  • complies with the relevant illumination criteria under the Signage Guidelines and AS 4282-2019
	  • will not result in unacceptable glare
	• will not unreasonably impact on the visual amenity of nearby residences of accommodation

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 may be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour

Project Element	Summary of the project
Hours of Operation	• 24 hours a day 7 days a week
Cost of Works	• $588,500 inclusive of GST

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 a new digital advertising sign on the northern side of the Darcy Street railway bridge within the Parramatta Central Business District (CBD).

The Minister for Planning and Public Spaces (the Minister) is the consent authority for the application, as prescribed under section 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 (DPE) 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* (DP&E, 2017) (Signage Guidelines).

The proposed development comprises the installation of a digital advertising sign. The proposed signage includes:

- an advertising display area of 20.75m^2
- a visual screen size of 16.25m^2
- the display of illuminated advertisement
- a maximum luminance of 350 cd/m^2 during the night time period
- a minimum dwell time of 10 seconds
- relocation of the existing road clearance signs on the bridge

The application seeks consent to operate the sign for a period of 15 years. The estimated capital investment value of the development is $588,500.

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

Supporting documentation	Appendices
Industry and Employment SEPP & 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
Heritage Impact Statement	Appendix 6
Survey Plan	Appendix 7
Structural Feasibility Statement	Appendix 8

Table 2: List of Appendices

1.1 Pre-Lodgement Meeting

Department of Planning and Environment

On the 7th of March, a DA pre-lodgement meeting was convened with DPE 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 DPE.

Key issues discussed include:

- 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

This application has been prepared with consideration of the issues raised by DPE during the pre-lodgement meeting. These issues are addressed at Section 5.

Transport for NSW

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.

Road safety is addressed at Section 5.1.

2 The Site and Locality

2.1 Site Description

The site is located approximately 150 metres (m) west of Parramatta Station and adjacent to Parramatta Square, in the Parramatta Local Government Area (LGA).

The proposed sign is located on the railway bridge above Darcy Street, at its intersection with Church Street and the Liverpool-Parramatta Transitway/Argyle Street. The Parramatta Interchange is located 200m to the east and the Macquarie Street light rail stop approximately 170m to the north of the site. The site does not front, nor is it visible from, any classified roads.

There is no existing signage on either facade of the bridge. Existing signage in the vicinity of the site comprises business identification signage and both pedestrian and road wayfinding signage.

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

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

2.2 Existing Road Environment

The surrounding road environment provides public transport, pedestrian and private vehicle access to the Parramatta train station, transport interchange, retail and office precincts. The posted road speed limit is 40 kilometres per hour (km/h) on public roads and 30 km/h along the transitway. The underpass provides a low clearance height of 3.9m.

2.3 Surrounding Locality

The locality is a high-density mixed-use business and retail precinct. Church Street to the north of the site is pedestrians only, connecting to open space associated with the St John's Anglican Church. Retail uses dominate ground floor tenancies with offices and residential uses above. The Parramatta Westfield shopping centre is located to the south of the site.

The underpass and bridge, as viewed from the pedestrian path on Church Street is shown in Figure 2.

Figure 2: Existing northern elevation (Source: JCDecaux)

Figure 3: View looking west from Darcy Street towards sign location (Source: JCDecaux)

Figure 4: View looking south from Church Street (Source: JCDecaux)

Figure 5: View looking southeast from St John's Anglican Cathedral on Church Street (Source: JCDecaux)

Figure 6: View looking South from Church Street Plaza (Source: JCDecaux)

3 The Proposal

The proposal involves the installation of a new digital advertising sign on the northern side of the Darcy Street railway bridge within the Parramatta CBD. The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	• installation of a new digital advertising sign on the northern side of the Darcy St overpass
Advertising display area	• 20.75m^2 (7.986m x 2.598m)
Visual screen size	• 16.25m^2 (7.936m x 2.048m)
Road clearance from ground level to the sign	• approximately 4.49m clearance to bridge
Dwell time	• 10 seconds
Signage exposure	• the sign is not visible to motorists as it faces the Church Street pedestrian plaza • due to the acute angle of the sign with the travel lane on Darcy Street, the content displayed on the digital sign would be predominately illegible to motorists
Illumination	• the digital signage is to be illuminated using LEDs installed within the front face 24 hours a day, 7 days a week
Consent time period	• 15 years
Existing signage	• No existing signage

Table 3: Development summary

The proposed signage may 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 7 and 8 provided within the Architectural package at Appendix 2.

Indicative images of the signs, as viewed from Church and Argyle Street, is provided at Figure 9 and Figure 10.

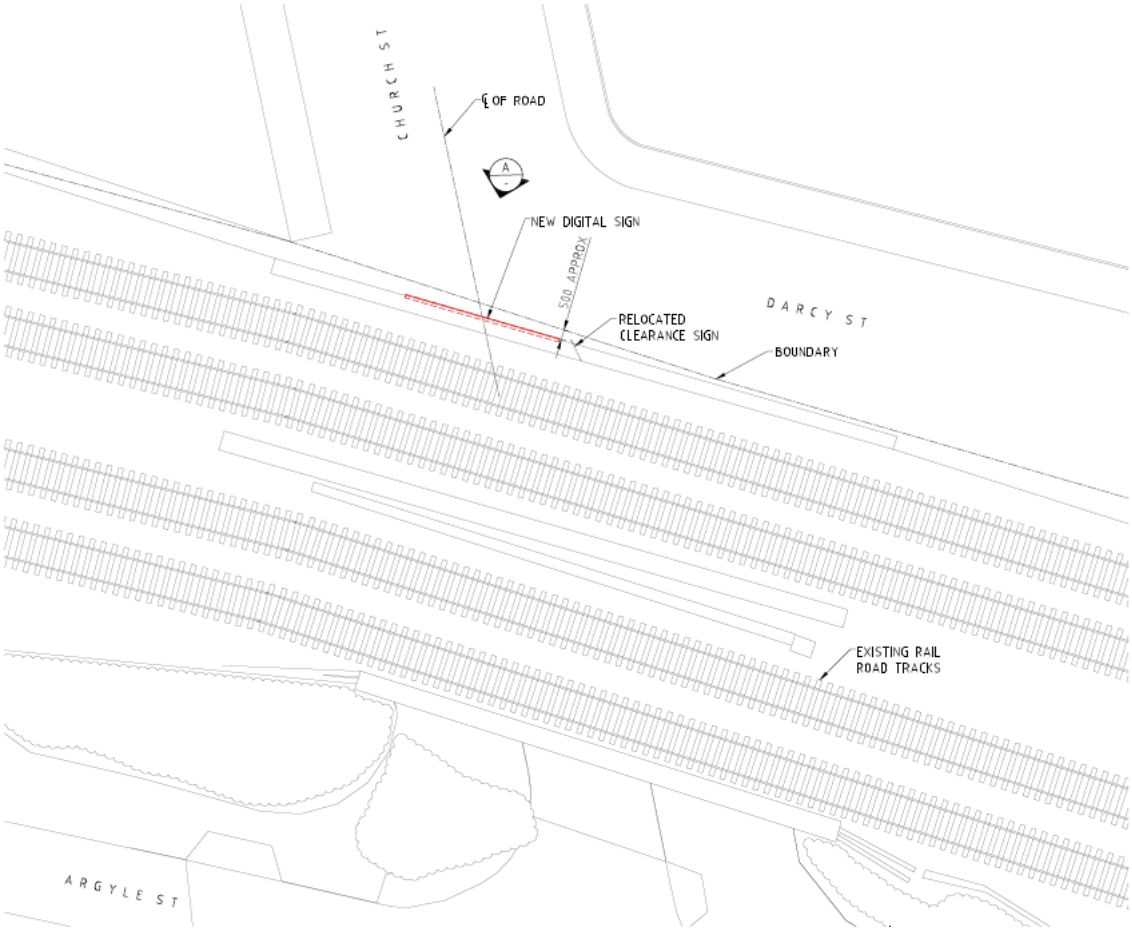

Figure 7: Proposed site plan (Source: Dennis Blunt Consulting Engineers)

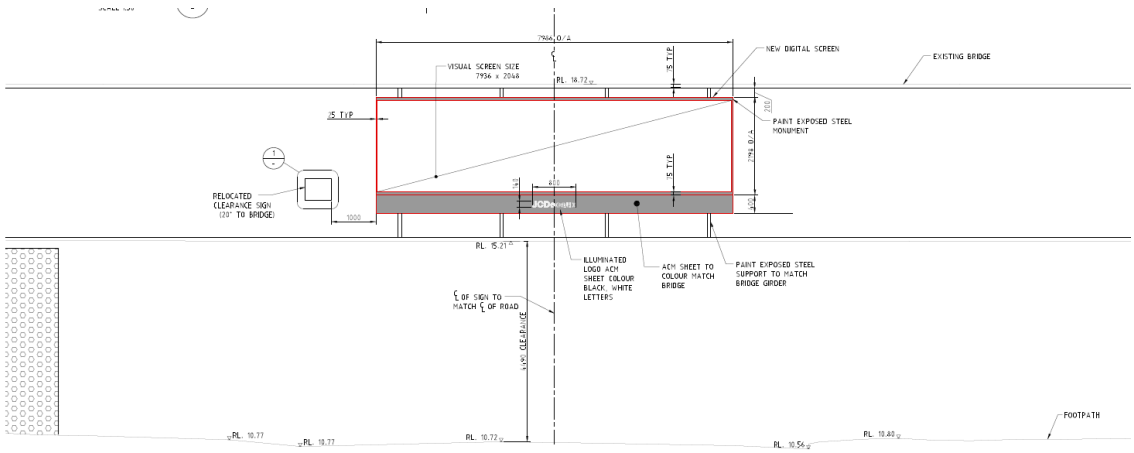

Figure 8: Proposed signage elevation (Source: Dennis Blunt Consulting Engineers)

Figure 9: Indicative view of sign (Source: JCDecaux)

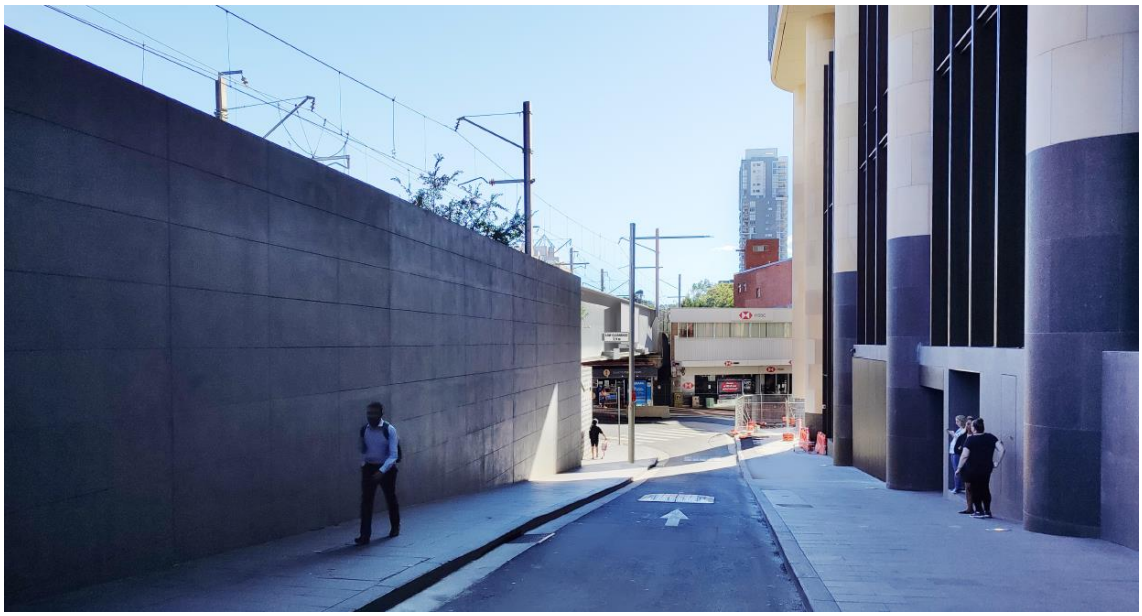
Figure 10: Indicative view of sign from Argyle Street (Source: JCDecaux)

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 signage 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 10 second dwell for the north sign and a 15 second dwell time for the south sign, 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 proposed 10 second dwell time for the sign specified for this 40 km/h speed zone is consistent with the minimum 10 seconds required by 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 proposed screen is to be fixed to the side of an older railway bridge that has been constructed from riveted steel girders. The screen will be fixed to a 3D steel box that will be fixed to support structure that will be clamped to one of the bridges main girders.

The 3D steel box will have an internal walkway so the rear of the digital screen can be accessed for maintenance without affecting the traffic below. There will be a hatch in the top of the box and an internal ladder, the hatch will be accessed from the deck of the railway bridge. This will be done under the supervision of a protection officer and most likely at night when the trains are not running.

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.

Structure and Installation

The structure will consist of a 3D fully welded box. Support frames will be clamped to the top flange of the bridges main girder and strutted off the side of the girder's vertical web.

Horizontal rails will be fixed to the support frames. 'Z' brackets fixed to the back of the 3D box slot over the top of the rails when the 3D box and LED screen are lifted into position by crane and are screw fixed to the rails at each end.

The LED screens will be assembled in the contractor's factory and clamped to the welded 3D frame so it can be transported to site as one unit. The frames and rails will be transported separately.

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),	A Heritage Impact Statement (HIS) has been prepared for the proposed sign and included at Appendix 6. The HIS assesses the potential impacts of the proposed

Objective	Comment
	development on the heritage values of the locality. The HIS confirm that no significant historical or Aboriginal cultural heritage features at the site will be impacted by the development.
(g) to promote good design and amenity of the built environment,	The development is in an established transport corridor. The design of the signage is considered to promote good design and will not have an adverse impact on the amenity of the surrounding locality.
(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 DPE to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPE 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 DPE'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 the objects 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

Relevant Provision	Comment
(iii) any development control plan, and	The Parramatta Development Control Plan 2011 (PDCP 2011) is addressed at Section 4.6.
(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.
(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 5.7.

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 Heritage Act 1977

The *Heritage Act 1977* makes provisions to conserve the State's environmental heritage. It provides for the identification, registration and protection of items of State heritage significance and constitutes the Heritage Council of New South Wales.
The site does not contain any heritage items and is not considered integrated development pursuant to the provisions of section 4.45 of the EP&A Act.

The Parramatta Railway Station is listed on the State Heritage Register and is near the site. The site is identified to be outside the heritage curtilage of the item. The site is located approximately 70m south of the State heritage item St John's Anglican Cathedral.

The HIS and Section 5.3 of this report demonstrate the proposed works will not detract from the heritage significance of the Parramatta Railway Station and St John's Anglican Cathedral and will be consistent with the provisions of the Heritage Act 1977 and should be supported.

4.4 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 policy is *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP).

4.4.1 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. Industry and Employment SEPP 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 PLEP 2011, the proposed sign is permissible with consent under Section 3.14 (a) of Industry and Employment SEPP as it is on behalf of Sydney Trains and within a railway corridor. Further, under Section 3.10(c) of 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 Industry and Employment SEPP that apply to the development is provided at Appendix 1.

Schedule 5 Assessment

Section 3.6 of 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 5	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 scale and visual compatibly of the sign is consistent with the surrounding roads and locality as the size of the panel is appropriately integrated into the façade of the	Yes

Schedule 5	Comment	Compliance
	railway bridge and does not extend past the structural boundary of the bridge. The sign is consistent with the desired future character of the Parramatta City Centre pursuant to section 4.3.3 of PDCP 2011, as addressed in section 4.6 of this report.	
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposal is consistent with outdoor advertising in the area, noting the sites location within the Parramatta CBD.	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 proposed sign is located within the vicinity of both State and local heritage items. The HIS at Appendix 6 demonstrates the proposed signage will have a minimal impact on the heritage values of these items. The proposal does not detract from the amenity of visual quality of any the public domain or areas of public open space noting the urban nature of the site.	Yes
3. Views and vistas		
Does the proposal obscure or compromise important views?	The signs position on the railway bridge will not obscure or compromise important views in the locality.	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?	The signs position on the railway bridge within the Parramatta CBD will not dominate the skyline or reduce the quality of vistas.	Yes
Does the proposal respect the viewing rights of other advertisers?	The sign does not unreasonably impact 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 its setting, as it is located on a railway bridge. The scale of the signs sits comfortably within the structure of the bridge.	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?	There is no existing digital advertising signage on the bridge.	Yes

Schedule 5	Comment	Compliance
	Existing hording signage associated with the development of 6-7 Darcy Street will be removed following the completion of construction. Wayfinding signage is located in the underpass which will remain in place. The proposal does not result in visual clutter.	
Does the proposal screen unsightliness?	The facades of the existing bridge are largely blank. The proposed signage will therefore contribute to the visual interest within the area.	Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The sign is consistent with the height of the surrounding structures. The sign will not protrude from the bridge façade.	Yes
Does the proposal require ongoing vegetation management?	No vegetation management required.	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 and proportion of the existing bridge.	Yes
Does the proposal respect important features of the site or building, or both?	The facade of the existing bridge are largely blank. The signage sits comfortably within the structure of the bridge and contributes to its visual interest.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed signage will provide an innovative design which is compatible with the surrounding buildings and road environment.	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 be located at the bottom of the screen and within the skirting of the sign.	Yes
7. Illumination		
Would illumination result in unacceptable glare?	The Lighting Impact Assessment (LIA) submitted as part of the application confirms that the sign will not result in unacceptable glare for the nearest residential properties when operated at the recommended levels (refer Appendix 4).	Yes

Schedule 5	Comment	Compliance
Would illumination affect safety for pedestrians, vehicles or aircraft?	The LIA confirms that the sign will not affect the safety for pedestrians, vehicles or aircraft (refer Appendix 4).	Yes
Would illumination detract from the amenity of any residence or other form of accommodation?	The LIA confirms that the illumination of the sign will not impact on the amenity of nearby residences or any other form of accommodation when operated at the recommended levels (Appendix 4).	Yes
Can the intensity of the illumination be adjusted, if necessary?	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.	Yes
Is the illumination subject to a curfew?	The proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019	Yes
8. Safety		
Would the proposal reduce the safety for any public road?	The Signage Safety Assessment (SSA) submitted as part of the application (refer Appendix 3) confirms that the proposed sign will not distract drivers from any directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs. The proposal is not expected to reduce the safety of the Darcy Street and Church Street environment. Road safety is discussed in further detail at Section 5.1.	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?	The sign is located above a pedestrian only area and will not pose risks to pedestrians or cyclists. The sign is not located near dedicated cycle paths and will not reduce the safety of cyclists.	Yes
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The location of the sign on the bridge structure will not obscure sightlines from any public areas.	Yes

Table 6: Schedule 1, Industry and Employment SEPP Consideration

4.4.2 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 Industry and Employment SEPP under the EP&A Act. The DA for any advertising sign that is in, or adjacent to, a transport corridor is 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 Bridge Signage Criteria
- Road Safety (refer Section 5.1)
- Luminance Levels for Digital Advertisements (refer Section 5.2)
- the Public Benefit Test (refer Section 5.7)

4.4.3 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 or rail corridors.

An assessment against the relevant provisions of the Transport and Infrastructure SEPP is provided in the table below.

Section	Comment	Comply
2.98 Development adjacent to rail corridors		
(1) This section applies to development on land that is in or adjacent to a rail corridor, if the development— *(a) is likely to have an adverse effect on rail safety, or* *(b) involves the placing of a metal finish on a structure and the rail corridor concerned is used by electric trains, or* *(c) involves the use of a crane in air space above any rail corridor, or* *(d) is located within 5 metres of an exposed overhead electricity power line that is used for the purpose of railways or rail infrastructure facilities.*	The proposed sign is unlikely to adversely impact on the safety and operation of the rail line as the sign is located on the elevation of the railway bridge, facing Darcy and Church Street and will not be near or visible from the railway line. The construction and operation of the sign will involve the use of a crane in the air space adjacent to the rail corridor, but not above the rail corridor. The operation of the crane will be during the construction stage only and will be appropriately managed in	Yes

Section	Comment	Comply
	accordance with DPE's *Development near railways and busy corridors Guideline (2008)*.	
(2) Before determining a development application for development to which this section applies, the consent authority must— *(a) within 7 days after the application is made, give written notice of the application to the rail authority for the rail corridor, and* *(b) take into consideration—* *i. any response to the notice that is received within 21 days after the notice is given, and* *ii. any guidelines that are issued by the Secretary for the purposes of this section and published in the Gazette.*	It is anticipated DPE will notify the application accordingly.	Yes
(3) Despite subsection (2), the consent authority is not required to comply with subsection (2)(a) and (b)(i) if the development application is for development on land that is in or adjacent to a rail corridor vested in or owned by ARTC or the subject of an ARTC arrangement.	Not applicable. As above, it is anticipated DPE will notify the application in accordance with Section 2.98 (2).	N/A
(4) Land is adjacent to a rail corridor for the purpose of this section even if it is separated from the rail corridor by a road or road related area within the meaning of the Road Transport Act 2013.	Noted.	Yes
2.99 Excavation in, above, below or adjacent to rail corridors		
(1) This section applies to development (other than development to which section 2.101 applies) that involves the penetration of ground to a depth of at least 2m below ground level (existing) on land— *(a) within, below or above a rail corridor, or* *(b) within 25m (measured horizontally) of a rail corridor, or* *(c) within 25m (measured horizontally) of the ground directly below a rail corridor, or* *(d) within 25m (measured horizontally) of the ground directly above an underground rail corridor.*	The proposed works will not involve any excavation as the signage will sit on the elevation of the bridge. No further consideration under Section 2.99 is required.	N/A

Table 7: Transport and Infrastructure SEPP Assessment

4.5 Parramatta Local Environmental Plan 2011

The *Parramatta Local Environmental Plan 2011* (PLEP 2011) is the principal Environmental Planning Instrument applicable to the land.

4.5.1 Zoning

The bridge is located on land zoned SP2 Infrastructure Railway Corridor under the PLEP 2011 (Figure 11). Signage is prohibited in the SP2 zone under the PLEP 2011.

Notwithstanding, Section 3.14 of Industry and Employment SEPP overrides the provisions of any other environmental planning instrument including the provisions under the PLEP 2011. Consequently, under clause 3.14 (1)(a) of Industry and Employment SEPP, the display of an advertisement by or on behalf of Sydney Trains on a railway corridor is permissible with development consent.

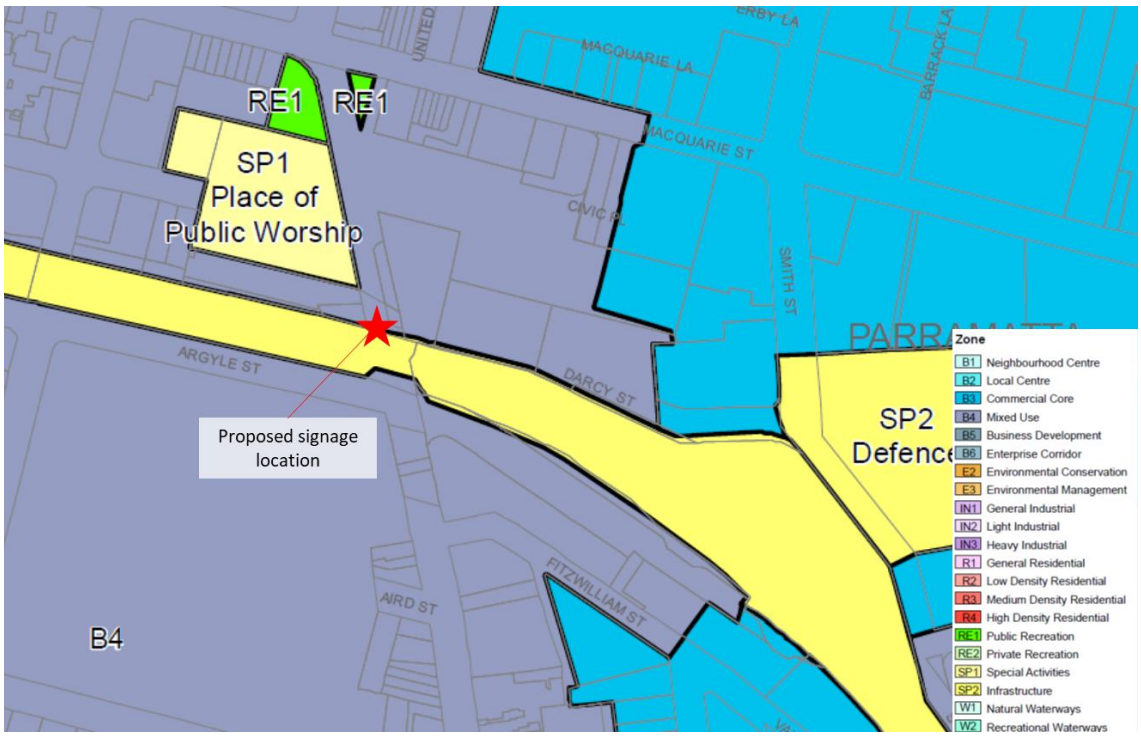

Figure 11: Land use zoning map (Source: PLEP 2011)

4.5.2 Heritage

The site is located in close proximity to the curtilage of a State heritage item and within the proximity of local items under the PLEP 2011 (Figure 12). These heritage items include:

- Parramatta Railway Station – State item No. I00696
- Centennial Memorial Clock – Local item No I654
- St John's Anglican Cathedral –State item No I01805, I653
- St John's Parish Hall – Local item No I713
- Milestone Significance- Local item No I651
- Parramatta Town Hall (and potential archaeological site) – Local item I650

- Shop (former fire station) Local item No. I649
- Convict drain – Local item No. I647

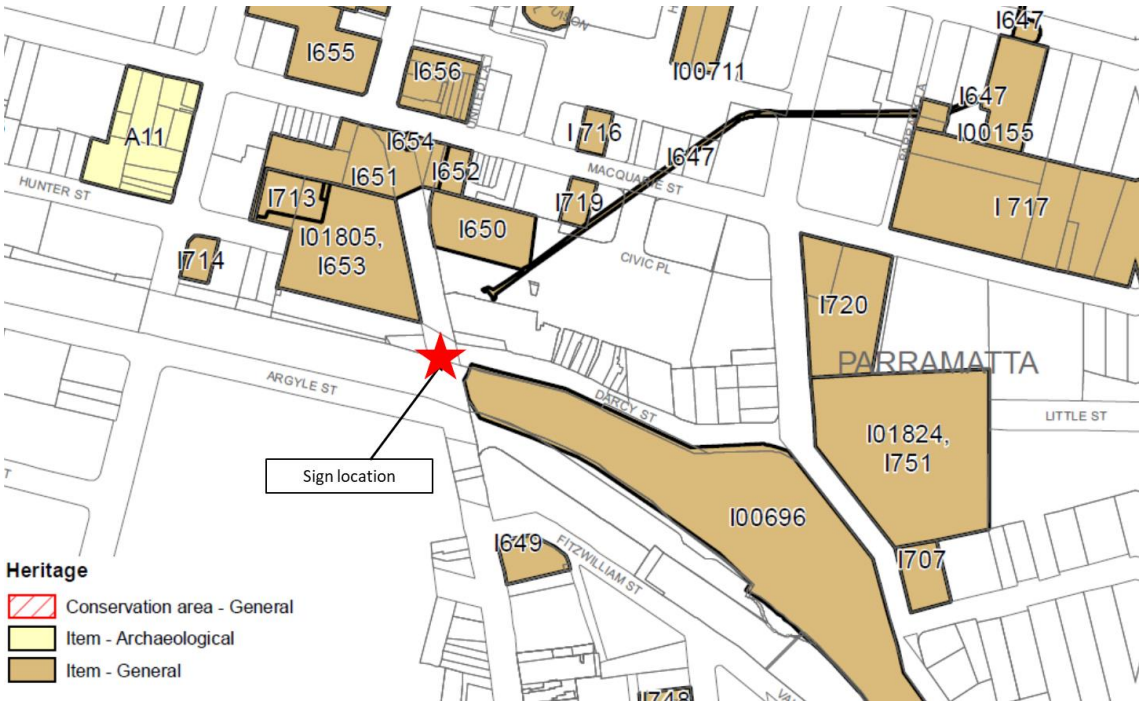

Figure 12: Heritage map (Source: PLEP 2011)

A Heritage Impact Statement (HIS) has been prepared and provided at Appendix 6. The HIS concludes that

- there will be no impact on the fabric of surrounding items.
- the proposed signage is located on the underbridge which lies outside the curtilage of these items
- there will be no impact on significant view corridors towards these items
- the proposed signage will be oriented away from the items, below the railway corridor, and is unlikely to have any visibility
- the proposed signage will be consistent with the setting of the items
- the proposed signage will be viewed in conjunction with the items. Where visible, it will provide for a visually interesting element within the public domain without detracting from the character of the items or the surrounding streetscape
- the images will be static and not animated as is consistent with the provisions provided by Part 5.5 of the PDCP 2011
- the proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of these items

The proposal is consistent with the objectives of clause 5.10 of PLEP 2011 as it is shown to have minimal impacts on the heritage significance of the surrounding heritage items. Heritage is further discussed in Section 5.3.

4.6 Parramatta Development Control Plan 2011

The proposal generally complies with the aims, objectives and key provisions of the PDCP 2011.

A detailed assessment of the proposal against the relevant objectives of the PDCP 2011 is provided in the table below:

Provision	Comment	Complies
5.5 Signage		
O.1 To encourage signage that provides identification and information about premises in a manner that complements the development on which it is displayed and minimises the visual impact on the surrounding locality.	This relates to building identification signage.	N/A
O.2 To contribute to the appearance of the building, structure or place by encouraging coordinated signage of high-quality design and materials.	The proposed signage represents a high quality design that contributes to the surrounding area. The scale of the signage enables it to sit comfortably within the structure of the bridge.	Yes
O.3 To protect residential areas, open space areas and buildings or areas of heritage significance or special character from the adverse impacts of inappropriate signage.	The sign will not unreasonably impact surrounding residential areas. The signs will not detract from the heritage significance from the surrounding items, as detailed within the HIS at Appendix 6.	Yes
O.4 To ensure that the visual and physical amenity of a locality is not impaired by a proliferation of signs.	The visual or physical amenity of the area will not be unreasonably impacted by the proposed signage as it will not create visual clutter or the proliferation of signage.	Yes
O.5 To protect the significant characteristics of buildings, streetscapes, vistas and the Parramatta CBD skyline.	The facades of the existing bridge are largely blank. The proposed signage will therefore contribute to the visual interest within the area. No views or vistas are impacted by the proposal. As the proposed signage sits within the structure of the bridge the Parramatta's skyline will not be impacted.	Yes
O.6 To require that signs complement the architectural style and use of buildings.	The visual appearance and style of the signs will be compatible with the railway bridge on which it is located.	Yes
O.7 To promote signs that will add character to the streetscape and assist with way finding and the pedestrian usability of the Parramatta CBD.	The proposed signage is consistent with the urban character of the area, noting the sites location within the Parramatta CBD.	Yes

Provision	Comment	Complies
O.8 To limit the overall amount of signage through the provision of fewer, more effective signs, to avoid the creation of visual on buildings and streetscapes	The proposed signage does not result in visual clutter or the proliferation of signage. Rather, the proposed signage will provide an innovative design which is compatible with the character of the surrounding area.	Yes

Table 8: Parramatta 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 Church Street and Darcy Street is summarised in the below table.

Existing Feature	Description
Road classification	• Church Street and Darcy Street are local roads
Speed limit	• Darcy Street's speed limit is 40km/h
Nearby intersections and traffic control devices	• The surrounding locality contains intersections and pedestrian crossings in the CBD environment • The sign is located within the SSD to the traffic signals
Road configuration and geometry	• Darcy Street is a one-lane, one-way street
Crash data	• There were no recorded crash incidents on Darcy Street north approach in the recent five years
Pedestrian and cyclist infrastructure	• The digital signage would not physically obstruct any vehicle, pedestrian, and cyclist movements as it would be placed on the northern side of the railway bridge directly above the Darcy Street carriageway • The digital signage would not protrude below the underside of the railway bridge maintaining the existing vertical clearance
Parking	• The surrounding road environment does not support curb side parking
Stopping sight distance (SSD)	• A 10-15 km/h speed has been adopted based on the observed speeds on north approach • According to Austroads, the minimum safe stopping sight distance for a 10-15 km/h speed is 9m • The sign would be located approximately 25 m north of the stop line which would be outside of the SSD to the traffic signals.

Table 15: Existing Road environment (Source: TTPP)

5.1.2 Signage exposure

The proposed digital sign on the north side of the railway bridge would be visible to pedestrians walking southbound through the Church Street pedestrian plaza. A summary of the sign exposure is provided below:

- a single travel lane on Darcy Street north approach towards the sign
- the proposed digital sign would be visible to pedestrians walking southbound through the Church Street pedestrian plaza
- due to the acute angle of the sign with the travel lane on Darcy Street, the content displayed on the digital sign would be predominately illegible to motorists
- Darcy Street is a one-lane, one-way street. From Smith Street, the roadway runs in the westbound direction then changes to the southbound direction directly beneath the rail bridge
- Darcy Street primarily caters to buses and vehicles exiting the basement car park of the building at 4 Parramatta Square.

5.1.3 Road accident history

Historic crash data has been obtained from Transport for NSW (TfNSW) and assessed for incidents on Darcy Street within the visible distance of the proposed digital signage on the south approach. The proposed digital sign on the north approach would not be visible to traffic on Darcy Street as the display would face towards the Church Street pedestrian plaza. The proposed digital sign would be visible from approximately 150 m on the south approach.

The assessment has been carried out 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. There were no recorded crash incidents on Darcy Street north approach in the recent five years.

5.1.4 Stopping sight distance

The SSA adopts the observed speed limit of 10-15 km/h to calculate the minimum SSD. The minimum SSD for a 10-15km/h speed limit is 9m based on the Austroads guidelines.

On the north approach, the proposed digital sign would be located within the 34m SSD of the traffic signals, however, the proposed digital sign would not be visible to motorists. As such, safe stopping distance would not be applicable on this approach.

5.1.5 Road safety criteria – Signage Guidelines

The SSA assess the proposal against the criteria for road safety in 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 Guidelines is outlined in Table 9 and Table 10, respectively.

Sign Location Criteria	Response provided by TTPP	Complies
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 signage would not physically obstruct any vehicle, pedestrian, and cyclist movements as it would be placed on the sides of the railway bridge directly above the Darcy Street carriageway.* *The digital signage would not protrude below the underside of the railway bridge and hence the vertical clearance would be maintained as per existing conditions.*	✓
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 signage would be installed on northern side of the railway bridge, which is positioned above the road carriageway and outside of the clear zone. Hence, it would not require an RMS-approved crash barrier.*	✓
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 signage would not be located within the clear zone. The existing available vertical clearance between the road surface and the underside of the railway bridge would be maintained.*	✓
d. *All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.*	*As part of the detailed design phase, the digital signage would be designed in accordance with Australian Standards AS1170.1 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for height of the sign boards when under maximum vertical deflection.*	✓

Sign Location Criteria	Response provided by TTPP	Complies
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 bottom of the proposed signage would be positioned higher than the underside of the overhead railway bridge.*	✓
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 proposed digital signage would be positioned on the side of the railway bridge above the carriageway. Therefore, it would not obstruct a driver's view towards the road and other road users.*	✓
b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	*Similarly, the proposed signage would not obstruct pedestrian and cyclists view of the road.*	✓
c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photomontage should be used to assess this issue.	*The proposed digital sign would not display 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 components of the traffic stream in peripheral view.*	*Due to the acute angle of the proposed digital sign with the travel lane on Darcy Street, the content displayed on the digital sign would be predominately illegible to motorists. As such, motorists would not be distracted by its content.*	✓

Sign Location Criteria	Response provided by TTPP	Complies
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.*	*In accordance with Austroads 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.* *The observed travel speeds on the north approach were in the order of 10-15 km/h. Based on a speed of 15 km/h, the minimum SSD to the traffic signals is calculated as 9 m. The sign would be located approximately 25 m north of the stop line which would be outside of the SSD to the traffic signals.*	✓
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.*	*A "critical time" is understood to refer to a point in time when a driver's decision is required implying that a road safety implication could occur if a driver was distracted at this time. The proposed digital sign would not distract a motorist travelling on Darcy Street at a critical time as the digital sign display would be predominately illegible by motorists.*	✓
Sign spacing		
a. *Sign spacing should limit drivers view to a single sign at any given time with a distance of no less*	*There are no other digital signs or static billboards placed within 150 m of the proposed signage.*	✓

Sign Location Criteria	Response provided by TTPP	Complies
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.		

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

Sign Design and Operation Criteria	Response provided by TTPP	Complies
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, it is proposed that the signage would not display colours and shapes which could be mistaken for a traffic signal or traffic signs.*	✓
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?*	*Notwithstanding this, it is recommended that the content of the proposed sign be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device.*	✓
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*	*The digital signage would contain text and images. Based on the Guidelines, the minimum dwell time for content displayed on the digital signage would be 10 seconds.*	✓

Sign Design and Operation Criteria	Response provided by TTPP	Complies
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).*	*The advertisements will be consistent with the guidelines*	✓
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.*	*A dwell time of 10 seconds is considered acceptable for the proposed digital sign on the north approach, considering the slow-speed environment facilitated by multiple speed cushions where motorists are more vigilant of pedestrian movements.*	✓ ✓
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 proposed digital signage would not be located within a school zone nor a crash hotspot.*	✓
d. *Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.*	*The digital signage would 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.*		✓

Table 10: 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 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 following findings and conclusions are made from the signage safety assessment:

- the proposed sign would face the Church Street pedestrian plaza and would therefore not be visible to motorists on the Darcy Street north approach

- there have been no crashes on approach to the digital sign location in the same period
- the proposed signage would not obstruct/ reduce visibility of any traffic control devices, signage, pedestrians or cyclists
- the proposed signage would not give incorrect information on the road alignment
- the area around the proposed digital signage is marked as 40 km/h High Pedestrian Activity Area
- the proposed signage would not compromise safety for road users in the vicinity

In summary, based on the findings of TTPP in its SSA, the road environment in proximity to the Darcy Street railway bridge 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:

- 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 signage in Zone 3 of the Signage Guidelines which described the area with generally medium off-street ambient lighting, e.g., small to medium shopping/commercial centres.

The luminance levels for digital advertisements that are within a Zone 3 environment, as outlined in the Signage Guidelines (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	700	✓
Night time	350	✓

Table 11: Luminance levels for digital advertisements criteria – Signage Guidelines

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 signs 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 finds that no residential developments fall within the exclusion zone. The signage therefore complies with the maximum vertical illuminance limit for Zone A4 post-curfew operations.

The maximum lighting limits for Environmental Zone 4 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	
A4	25	5	Yes

Table 12: Maximum lighting limit (post-curfew)(Source: Electrolight)

5.2.3 Illumination summary

The LIA recommends that the Applicant ensures 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 10 seconds or greater which exceeds the guidelines requirements.

In summary, the LIA determines that the signs lighting impact are acceptable as:

- The proposed signage has been found to comply with all relevant requirements of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.
- In complying with the above requirements, the proposed signage should not result in unacceptable glare, nor should it adversely impact the safety of pedestrians, residents or vehicular traffic.
- Additionally, the proposed signage will not cause any reduction in visual amenity to nearby residences or accommodation.

5.3 Heritage

The site is located in close proximity to the curtilage of a State heritage item and within the proximity of local items under the PLEP 2011. These heritage items include:

- Parramatta Railway Station – State item No. 00696
- St John's Anglican Cathedral – State item No 01805
- St John's Parish Hall – Local item No I713
- Milestone Significance- Local item No I651
- Shop (former fire station) Local item No. I649

The Parramatta Railway Station, is located approximately 150m to the east of the site, while St John's Anglican Cathedral is located approximately 70m north-west of the site.

As discussed in Section 5.4 below, the visibility of the sign to surrounding heritage item is restricted primarily due to surrounding built elements of the urban environment which screen sight lines towards each item.

A HIS is provided at Appendix 6. The HIS's concluded that:

- there will be no impact on the fabric of surrounding items.
- the proposed signage is located on the underbridge which lies outside the curtilage of these items
- there will be no impact on significant view corridors towards these items
- the proposed signage will be oriented away from the items, below the railway corridor, and is unlikely to have any visibility
- the proposed signage will be consistent with the setting of the items
- the proposed signage will be viewed in conjunction with the items. Where visible, it will provide for a visually interesting element within the public domain without detracting from the character of the items or the surrounding streetscape
- the images will be static and not animated as is consistent with the provisions provided by Part 5.5 of the PDCP 2011
- the proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of these items

Based on the findings of the HIS's no adverse heritage impacts are anticipated.

5.4 Visual Impacts

The proposal involves the installation of a digital advertising sign on the northern façade of the Darcy Street overpass. The sign has an advertising display area of 20.75m^2 (7.986m x 2.598m).

The visual catchment of the sign is limited by the new 56 storey commercial development at 6-7 Parramatta Square, which is nearly completed. This building will effectively screen view lines to the northern sign from the north and north-east. This includes from heritage items located on the eastern side of Church Street including Parramatta Town Hall.

Visual impacts to 6-7 Parramatta Square arising from the northern sign will be limited to the lower levels of this building. Notwithstanding, as the proposed sign is orientated to the north-west, it will minimise direct view lines to the sign, minimising potential impacts. Furthermore, give the commercial nature of this building and the surrounding urban setting, the visual impacts arising from the northern sign are considered acceptable.

View lines from St John's Cathedral are minimised as the building is setback from Church Street by approximately 25m. Relief is also provided by trees and built elements, which block direct views of the northern sign.

The sign will be visible when viewed from the pedestrianised section of Church Street and the adjoining Parramatta Square. This is considered acceptable given the urban nature of site, located within the Parramatta CBD.

It is noted that Parramatta Square is undergoing change due to the construction of 6-7 Parramatta Square and the Parramatta Light Rail on Macquarie Street.

The urban nature of this square will be intensified as illustrated in the below perspectives from DA/47/2018 for 6-7 Parramatta Square. It is therefore considered that the proposed northern sign will sit comfortably within this setting.

Figure 13: Indicative View showing future context of Parramatta Square (Source: Johnson Pilton Walker Pty Ltd – DA/47/2018 for 6-7 Parramatta Square)

Figure 14: Indicative view showing future locality context (Source: Johnson Pilton Walker Pty Ltd – DA/47/2018 for 6-7 Parramatta Square)

Visual Impact Summary

This SEE has considered the visual impacts of the proposal and in summary, the proposal is assessed as having a minor and acceptable visual impact on the surrounding area, on the basis that:

- the proposal does not result in any visual clutter
- the proposal has negligible visual impacts on heritage items or residential development within the vicinity of the site
- the presence of different built elements within the urbanised environment provides for appropriate screening and visual relief
- the proposal is integrated within the visual envelope of the bridge as it does not extend outside of its structural boundaries and will therefore not obstruct view lines or any significant views
- the digital advertising signage will enhance the visual interest of the Darcy Street bridge through the presentation of high resolution static digital advertisements
- the proposal will contribute to the visual interest of the bridge
- the proposal is considered appropriate for its setting, as it is located within an established urban area within the Parramatta CBD

5.5 Structural Integrity

A Structural Feasibility Statement has been prepared by Dennis Blunt Consulting Engineers (Appendix 9).

The statement finds the weight of the 3D box including the digital screens, cladding and support structure is approximately 3 tonnes.

Compared to the loads on the main girder of the bridges from the dead load of the bridge and the live loads from the trains the extra vertical load from the sign box will be approximately 1 to 3 % of the total load.

The bridge will be fully assessed prior to construction for the additional load and bearing.

The sign has been designed for a wind load for region A, terrain category 2.5 and a 50 year design life in accordance with AS1170.2. The height of the sign and structure are less than the height of the main girders for both signs so the overall wind load on the bridges will be no greater due to the addition of the signs.

5.6 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 appropriate design solutions will be implemented

- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of Church Street and Darcy Street
- 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 5.7.

5.7 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:

- benefit to the community including emergency messaging and announcements
- revenues to be directed by Sydney Trains into rail services and infrastructure projects
- emergency messaging and public service announcements (including alerts by NSW Government, Emergency Services and Police)
- community event announcements, including Sydney Trains, NSW Trains and TfNSW promotion and events (5 min per hour dedicated to Sydney)

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.

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 Darcy Street railway bridge within the Parramatta Central Business District (CBD).

The sign is proposed to comprise an advertising display area of approximately 20.75m^2. The sign will be visible to motorists travelling along Darcy Street

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

- meets the objectives of 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 Industry and Employment SEPP
- 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 pedestrians
- 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.

6.1.1.1 Appendix 1

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

6.1.1.2 Appendix 2

Architectural Drawings

6.1.1.3 Appendix 3

Signage Safety Assessment

6.1.1.4 Appendix 4

Lighting Impact Assessment

6.1.1.5 Appendix 5

Public Benefit Statement

6.1.1.6 Appendix 6

Heritage Impact Statement

6.1.1.7 Appendix 7

Survey Plan