



Digital Advertising Signage - Darcy Street, Parramatta

DA22/5178 Part 4 Development Assessment

April 2023



Published by the NSW Department of Planning and Environment

dpie.nsw.gov.au

Title: Digital Advertising Signage - Darcy Street, Parramatta

Subtitle: DA22/5178

Cover image: Proposed sign on Darcy Street Railway Bridge (Source: Keylan Consulting)

© State of New South Wales through Department of Planning and Environment 2023. You may copy, distribute, display, download and otherwise freely deal with this publication for any purpose, provided that you attribute the Department of Planning and Environment as the owner. However, you must obtain permission if you wish to charge others for access to the publication (other than at cost); include the publication in advertising or a product for sale; modify the publication; or republish the publication on a website. You may freely link to the publication on a departmental website.

Disclaimer: The information contained in this publication is based on knowledge and understanding at the time of writing (April 2023) and may not be accurate, current or complete. The State of New South Wales (including the NSW Department of Planning and Environment), the author and the publisher take no responsibility, and will accept no liability, for the accuracy, currency, reliability or correctness of any information included in the document (including material provided by third parties). Readers should make their own inquiries and rely on their own advice when making decisions related to material contained in this publication.

Glossary

Abbreviation	Definition
Applicant	Sydney Trains
Consent	Development Consent
Council	City of Parramatta Council
Consent	Development Consent
DA	Development Application
DCP	Development Control Plan
Department	Department of Planning and Environment
EPI	Environmental Planning Instrument
EP&A Act	Environmental Planning and Assessment Act 1979
EP&A Regulation	Environmental Planning and Assessment Regulation 2021
EPBC Act	Environment Protection and Biodiversity Conservation Act 1999
LEP	Parramatta Local Environmental Plan 2011
LGA	Local Government Area
LIR	Lighting Impact Report
Minister	Minister for Planning and Public Spaces
TfNSW	Transport for New South Wales
RtS	Response to Submissions
SA	Road Safety Assessment
SEARs	Secretary's Environmental Assessment Requirements
Secretary	Secretary of the Department of Planning and Environment
SEE	Statement of Environmental Effects
SEPP	State Environmental Planning Policy
Site	Northern elevation of the Rail Overpass at Darcy Street
TfNSW	Transport for New South Wales
the Guidelines	Transport Corridor Outdoor Advertising and Signage Guidelines 2017
VIA	Visual Impact Assessment

Executive Summary

Sydney Trains (the Applicant) seeks development consent for the installation of one new digital advertising sign on the northern elevation of the Darcy Street Rail Overpass at Parramatta (DA 22/5178).

Engagement

The Department of Planning and Environment (Department) publicly exhibited the development application (DA) from 10 May 2022 to 6 June 2022 (28 days). Given an unforeseen change to the webpage address for the ePlanning Portal's exhibition page, it was further exhibited from 15 June 2022 to 28 June 2022 (14 days) to ensure adequate time has been provided to the public. Advice was sought from the City of Parramatta Council (Council), Sydney Trains, Heritage Council of NSW (Heritage NSW) and Transport for New South Wales (TfNSW).

The Department has received in total four submissions during exhibition. These comprised of one objection from a community member, an objection from Council, an objection from TfNSW and comments from Heritage NSW. Both Council and TfNSW raised concerns about road and pedestrian safety whilst the community member commented on visual impact issues. Heritage NSW advised it did not have concerns with the proposal. In the Response to Submissions (RtS), the Applicant deleted part of the original proposal and adjusted the signage design on the northern elevation. The RtS was referred to TfNSW and Council. TfNSW provided recommended conditions and Council did not respond to the RtS.

Assessment

The Department has considered the merits of the proposed development in accordance with the relevant matters under section 4.15(1) of the *Environmental Planning and Assessment Act 1979* (EP&A Act), the issues raised in the submissions and the Applicant's response.

The key issues associated with the proposed development are site suitability, visual impact, illumination, road safety and public benefit.

The Department has carefully considered the proposal as well as the issues raised in submissions and is satisfied the proposal is acceptable as it:

- would not result in any significant amenity impacts as the illumination level would be set below the maximum levels outlined in the Guidelines during night-time
- would not detract from the architecture of the bridge as the approved sign would be wholly located within the physical boundaries of the bridge structure
- would not result in any adverse pedestrian or road safety impacts as the proposal complies with the Guidelines and the Department has recommended a suite of conditions to appropriately mitigate and manage safety impacts including appropriate dwell times
- would provide 5% of all advertising time for local community information, including road safety messages and would also be used for emergency and traffic information messaging
- is permissible development in an existing railway corridor.

Conclusion

The Department's assessment concludes the proposed development is appropriate as it would not result in any unacceptable amenity, visual or safety impacts and it complies with the requirements of State Environmental Planning Policy (Industry & Employment) 2021. It is therefore recommended that the application be approved, subject to conditions.

Contents

1	Introduction	1
	1.1. Background	1
	1.2. The site	1
	1.3. Surrounding context	4
2	Project.....	6
3	Statutory context	8
	3.1 Consent authority	8
	3.2 Permissibility	8
	3.3 Mandatory matters for consideration.....	8
	3.4 Other approvals.....	9
4	Engagement.....	10
	4.1 Department's Engagement	10
	4.2 Summary of submissions	10
	4.3 Key Issues – Government Agencies	10
	4.4 Key Issues – Council/Community	11
	4.5 Response to submissions and Amended Application	11
5	Assessment	13
	5.1 Design and suitability of the site.....	13
	5.2 Visual Impact.....	14
	5.3 Illumination	15
	5.4 Road and Pedestrian Safety	16
	5.5 Other issues	18
6	Evaluation.....	20
7	Recommendation.....	21
8	Determination.....	22
	Appendices	23
	Appendix A – List of referenced documents	23
	Appendix B – Community Views.....	23
	Appendix C – Statutory Considerations.....	25
	Appendix D – Recommended Instrument of Consent	50

1 Introduction

1.1. Background

This report provides an assessment of a development application (DA 22/5178) lodged by Sydney Trains (the Applicant) under Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

The Applicant seeks consent for the installation of a new digital advertising sign on the northern elevation of the Darcy Street railway overpass at Parramatta.

1.2. The site

The site is located within the Parramatta Central Business District (CBD) in a highly urbanised area (**Figure 1**). The site is the railway overpass above the intersection of Darcy Street and Church Street. It is within the Parramatta railway corridor legally described as Lot 600 in DP1185309. This section of the Parramatta railway line travels in an east-west direction and is served by the T1 Western Line, T2 Inner West & Leppington, T5 Cumberland Line, Central West XPT and Outback Xplorer regional trains.

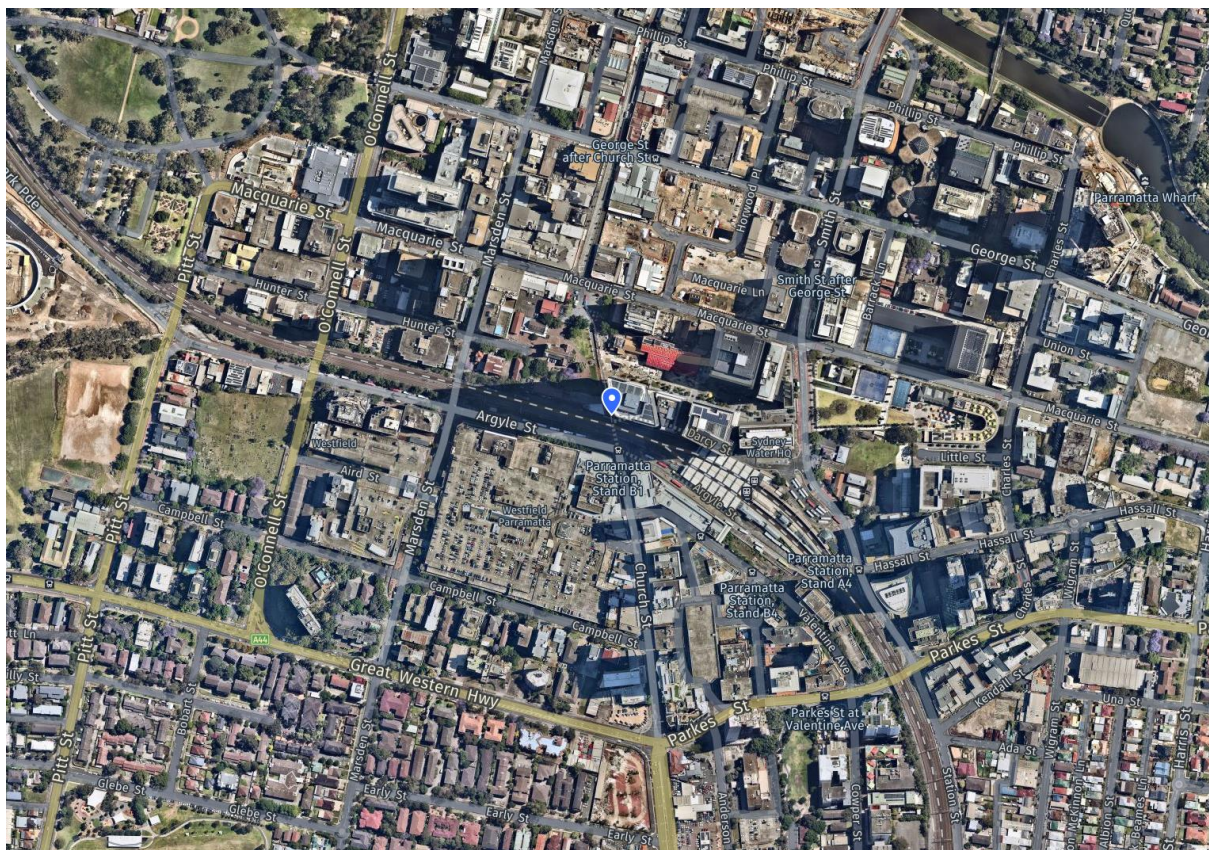


Figure 1 | Regional context of site (Source: NearMap)

Darcy Street is a one-lane, one-way thoroughfare which primarily caters to vehicles using the 4 Parramatta Square building basement car park. From Smith Street, traffic in Darcy Street runs in the

westbound direction, intersects with Church Street and flows southwards beneath the railway overpass to intersect with Argyle Street-Liverpool Parramatta Transitway.

Due to its proximity to Westfield Parramatta and the Parramatta Railway Interchange, the site is in a high pedestrian activity area (**Figure 2**) with static signposts indicating speed limits of 30km/h along the transitway and 40km/h on public roads. The site is not located in a state classified road in accordance with Road Act 1993.



Figure 2 | Local context map (Source: Applicant's documentation)

The proposed signage shall be attached at the northern elevation of the Darcy Street overpass facing Church Street (**Figure 3**). Immediately to the north of the site is the pedestrianised section of Church Street (from Darcy Street to Macquarie Street), which leads to Centenary Square (previously known as Bicentennial Square). The sign would then be mainly visible to pedestrians along the plaza walking southbound towards the railway underpass, and partially visible to westbound motorists driving through Darcy Street towards Church Street (**Figure 4**).



Figure 3 | Existing Darcy Street overpass northern elevation— view from Church Street
(Source: Applicant's documentation)



Figure 4 | Existing Darcy Street overpass northern elevation— view from Darcy Street (Source: Applicant's documentation)

1.3. Surrounding context

The site is in the Parramatta CBD, next to a rapidly evolving high-density business and retail district interconnected by pedestrianised public spaces. To the north of the sign is the pedestrianised Church Street and Centenary Square (bounded by Darcy Street and Macquarie Street), which is an area of on-going construction and redevelopment works (**Figures 5 and 6**). To the northwest is the historical St. John's Anglican Cathedral. To the northeast is the Parramatta Town Hall which is currently being refurbished and the PHIVE at 5 Parramatta Square housing Council's new library and event space. Also in this area, 1 Parramatta Square has been housing the Western Sydney University since 2017 and the recently constructed four high rise commercial office towers, i.e. 3,4 and 6 & 8 Parramatta Square are now being leased by NSW government departments.

To the south, just across the Parramatta railway corridor and Argyle Street, is the Parramatta Westfield Shopping Centre. To its southeast is the Parramatta Railway Interchange, also just across Argyle Street.



Figure 5 | Current view towards proposed sign from Church Street, also showing local heritage items Parramatta Town Hall and part of Centenary Square (Source: Applicant's documentation)



Figure 6 | Future context of Parramatta Square per DA/47/2018 for 6-8 Parramatta Square (Source: Applicant's documentation) and the proposed sign location

There are several state and local heritage listed items in vicinity of the proposed sign. Amongst these are the Parramatta Railway Station and St. John's Anglican Cathedral (**Figures 5, 7 and 8**) which are currently listed under the State Heritage Register. Also, the Parramatta Town Hall and the Bicentennial Square and its adjoining buildings (**Figures 5 and 6**) are currently listed as local heritage items under Schedule 5 Part 1 of the Parramatta LEP 2011.



Figure 7 | State heritage item in proximity to the site, St. John's Anglican Cathedral (Source: Applicant's documentation)



Figure 8 | State heritage item in proximity to the site, 'Parramatta Railway Station', Great Western Railway, Parramatta as viewed from Station Street (Source: Applicant's documentation)

2 Project

The proposal seeks consent for the installation and display of one digital advertising sign on the northern elevation of the Darcy Street overpass (DA 22/5178). The proposed design and operation specifications of the signage is outlined in **Table 1**. The proposed signage details are shown at **Figure 9**.

Table 1 | Details of the proposed signage

Aspect	Northern elevation
Advertising display area	20.75m ² (7.986m x 2.2598m)
Active digital display area	16.253m ² (7.936m x 2.048m)
Total Height (including the frame)	2.598 m
Road clearance from ground level to the sign	5.13 m clearance to ground level (Darcy Street) <i>Note: Road clearance to rail overpass is 4.49m.</i>
Signage display	Digital LED Screen
Dwell time	10 seconds
Maximum illuminance limit during post night-time period	350 cd/ m ²

The proposed digital signage would be programmed to operate 24-hours-a-day, 7-days-per-week. The advertisements displayed would be static in their content but designed to automatically change every 10 seconds. The estimated cost of the proposed application is \$294,250.

The application does not seek to amend the existing road clearance height of the Darcy Street overpass.

The proposal originally also sought the installation of a digital advertising sign on the southern elevation of the Darcy Street overpass, however the application was amended to remove this component following exhibition.

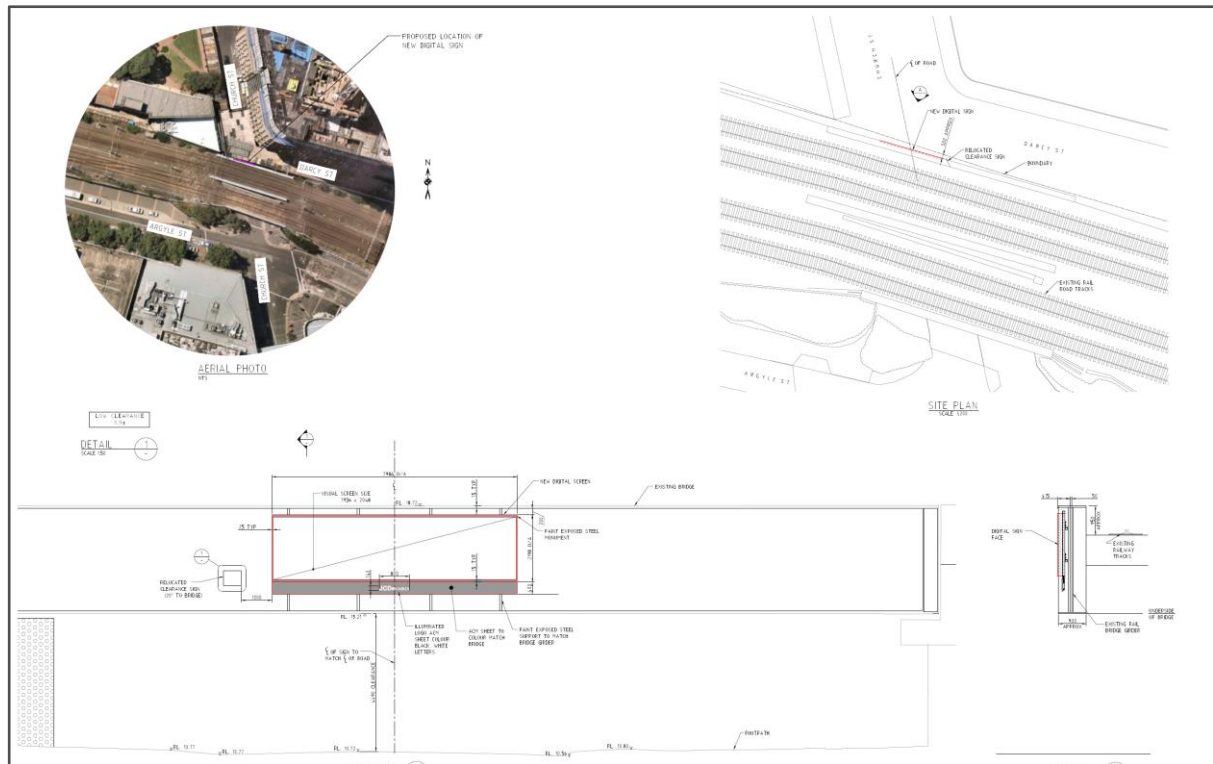


Figure 9 | Proposed Site Plan and Elevation of proposed signage (Source: Applicant's documentation)

3 Statutory context

3.1 Consent authority

The Minister for Planning and Public Spaces (the Minister) is the consent authority for the application in accordance with section 3.10(c) of State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP). The proposal has been submitted by Sydney Trains and relates to an advertisement displayed by or on behalf of Sydney Trains on a railway corridor.

In accordance with the Minister's delegation dated 9 March 2022, the Deputy Secretary, Development Assessments may determine the application as:

- the Council has made an objection
- there are less than 15 public submissions in the nature of objection
- a political disclosure statement has not been made.

3.2 Permissibility

The site is zoned SP2 Infrastructure under the Parramatta Local Environmental Plan 2011 (PLEP 2011). Signage is not a permissible use in the SP2 zone under the PLEP 2011.

However, section 3.10(c) of the Industry and Employment SEPP states that the display of an advertisement on transport corridor land is permissible with development consent if it is the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor.

The application is therefore permissible with consent.

3.3 Mandatory matters for consideration

In line with the requirements of section 4.15 of the Environmental Planning and Assessment Act 1979 (EP&A Act), the Department's assessment of the proposal has included detailed consideration of a number of statutory requirements. These include:

- the objects found in section 1.3 of the EP&A Act; and
- the matters listed under section 4.15(1) of the EP&A Act, including applicable environmental planning instruments and regulations.
- ecologically sustainable development

The Department's consideration of these matters is set out below, **Section 5** and **Appendix B**.

Environmental Planning Instruments

The relevant environmental planning controls and guidelines that apply to the proposal include:

- Industry and Employment SEPP
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines)

- State Environmental Planning Policy (Transport and Infrastructure) 2021 (Transport and Infrastructure SEPP)
- Parramatta Local Environmental Plan 2011 (PLEP 2011)
- Parramatta Development Control Plan 2011(PDCP 2011)

Detailed consideration of the provisions of all EPIs that apply to the development is provided in **Appendix C**. The Department is satisfied the development generally complies with the relevant provisions of these EPIs.

Objects of the EP&A Act

In determining the application, the consent authority should consider whether the development is consistent with the relevant objects of the EP&A Act. These objects are detailed in section 1.3 of the EP&A Act.

The Department has considered the objects of the EP&A Act in its assessment of the application (see **Appendix C**) and is satisfied that the application meets the objects of the EP&A Act.

Ecologically sustainable development

The EP&A Act adopts the definition of ecologically sustainable development (ESD) found in the *Protection of the Environment Administration Act 1991*. section 6(2) of that Act states that ESD requires the effective integration of economic and environmental considerations in decision-making processes.

The potential environmental impacts of the development have been assessed and, where potential impacts have been identified, mitigation measures and environmental safeguards have been recommended. As demonstrated by the Department's assessment in **Section 5** of this report, the development is not anticipated to have any adverse impacts on native flora or fauna, including threatened species, populations and ecological communities, and their habitats as there is no vegetation clearing proposed nor any vegetation in close proximity to the proposed works. As such, the Department considers that the development would not adversely impact on the environment and is consistent with the objectives of the EP&A Act and the principles of ES.

Environmental Planning and Assessment Regulation 2021 (EP&A Regulation)

Subject to any other references to compliance with the EP&A Regulation cited in this report, the requirements for fees (Part 13, Division 3) and the NSW Planning Portal (Part 15, Division 4) have been complied with.

3.4 Other approvals

Pursuant to section 4.44 of the EP&A Act, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown Development. An advisory note has been recommended requiring appropriate approvals be sought including any required under section 138 of the Roads Act 1993.

4 Engagement

4.1 Department's Engagement

In accordance with Schedule 1 of clause 7 of the EP&A Act, section 287 of the EP&A Regulation, and 3.15 of the Industry and Employment SEPP, the Department publicly exhibited the application from 10 May 2022 to 06 June 2022 (28 days). Due to an unforeseen change to the exhibition webpage address on the Planning Portal, the application was further exhibited from 15 June 2022 to 28 June 2022 (14 days) to ensure adequate time has been provided to the public.

The application was exhibited on the Department's website and adjoining landholders, City of Parramatta Council (Council), Heritage NSW, Sydney Trains and TfNSW were notified in writing.

4.2 Summary of submissions

The Department received two submissions in relation to the DA and advice from two agencies, comprising:

- a submission from Council objecting to the proposal dated 6 June 2022
- a public submission objecting to the proposal dated 28 June 2022
- advice from TfNSW objecting to the proposal dated 31 May 2022
- advice from Heritage NSW providing comments dated 30 May 2022

4.3 Key Issues – Government Agencies

Transport for NSW

TfNSW reviewed the original application and did not support the proposed signage south of the Darcy overpass as it would:

- further distract bus drivers utilising the T-way on Argyle Street in a high pedestrian environment at this location given the nearby transport hub and Westfield shopping centre
- create extra distractions to motorists travelling northbound along Church Street since the signage would be visible directly over the top of existing traffic signals at the intersection of Church Street and Argyle Street.

Heritage Council NSW

Heritage NSW advised the Heritage Impact Statement submitted with the proposal adequately addressed the impacts of the proposal and agrees that the proposal will have minimal and acceptable impact on the State heritage item within the vicinity.

4.4 Key Issues – Council and Community

Council Submission

Council objected to the original proposal for the following reasons:

- the signs are visible from Church Street which does not comply with section 3.2.3 (a)(iii) of the Transport Corridor Outdoor Advertising and Signage Guidelines which states that ‘the sign should not be located so that it is visible from the stem of a T-intersection
- the signs on the Darcy Street Railway Overpass are located just behind the traffic signals facing northbound traffic on Church Street and just in front of the traffic signals facing southbound traffic on Church Street. Any advertisement displayed can distract drivers from the traffic signals at a critical time which is a safety concern.

Community Submissions

One public submission objected to the proposal as:

- the signage does not promote high quality urban design
- the proposed northern signage positioned at an angle away from the bridge does not achieve a positive outcome.
- the form of the signage is not appropriate to the streetscape and adversely impacts the visual amenity of the area.

4.5 Response to Submissions and Amended Application

Following exhibition, the Department placed the submissions and advice on its website and requested the Applicant provide a response to the issues raised. The Department also requested the Applicant respond to issues raised by the Department related to the signs being located outside of the railway corridor.

On 5 September 2022, the Applicant submitted a Response to Submissions (RtS) (**Appendix A**) addressing the matters raised by the public submissions, agency advice and the Department.

On 21 September 2022, the Department forwarded the RtS to both Council and TfNSW for their review and advice.

On 30 September 2022, the Applicant advised the Department that the proposed sign at the south elevation of the Darcy Street overpass will be removed from the application and that an amended application would be submitted to reflect this.

On 28 November 2022, the Applicant submitted the amended application (**Appendix A**) accompanied by an addendum Structural Feasibility Statement and the set of revised drawings and documents which includes:

- Architectural Plans showing the proposed signage to the north elevation to be flushed and wholly located within the railway corridor and of a colour consistent with the overpass. The proposed signage at the southern elevation of the rail overpass has been removed.

- Statement of Environmental Effects which included an assessment of the revised proposal against relevant matters legislations, including the Transport and Infrastructure SEPP as required by the Department; and

A copy of the amended application was referred to Council and TfNSW. No response was received from Council. TfNSW reviewed the amended application and provided their comments and recommendations. Their recommendations include compliance with the Transport Corridor Advertising and Signage Guidelines (Guidelines) and the need for the applicant to obtain approval for the proposed structure under section 138 of the Roads Act 1993.

5 Assessment

The Department considers the key issues associated with the proposal are:

- design and suitability of the site
- visual impact
- illumination
- road and pedestrian safety
- public benefit

Each of these matters are addressed separately below.

5.1 Design and suitability of the site

The proposal as originally submitted sought approval for two digital advertising signs on the northern and southern elevations of the Darcy Street railway bridge.

Council objected to the proposal as the southern sign could have an adverse impact on traffic and pedestrian safety. Additionally, both Council and the public submission raised concerns about the angled mounting of the northern sign resulting it in being located outside of the railway corridor. The Department also raised concerns regarding the location of the northern sign, as well as noting that the southern sign also appeared to be located outside of the railway corridor.

Following the RtS, the Applicant amended the application to remove the southern sign from the application and reposition the northern sign so that it sat flush with the railway bridge.

The amended application seeks approval for a new digital advertising screen with an overall advertising display area of 20.75m². The proposed signage would be attached to the railway bridge with the signage facing north.

The Department considers the design and location of the proposed signage to be suitable for the following reasons:

- the proposed sign satisfactorily complies with the design criteria of Industry and Employment SEPP, the Guidelines and AS4282 (2019 Control of obtrusive effects of outdoor lighting). Refer to **Section 4** and **Appendix C**.
- the proposed sign would not adversely impact on the existing or future character of land uses surrounding the site as the proposed signs would be integrated into an existing urban setting with negligible to low visual impacts.
- the location of the sign within a roadway corridor is suitable for digital advertising and consistent with signage on other bridges on major roads.
- the signage is not readily visible to drivers, with the sign orientated towards the pedestrian thoroughfare

The Department is therefore satisfied the design and location of the sign is suitable and would not result in adverse amenity impacts to the surrounding area.

5.2 Visual Impact

The Statement of Environmental Effects (SEE) addressed the potential visual impacts of the northern signage on the surrounding area. The visual catchment of the proposed sign is the public thoroughfare along the pedestrianised portion of Church Street to the north and the commercial development at 6-7 Parramatta Square.

The public submission raised concerns with the visual appearance of the sign, in particular the northern sign that protrudes from the railway bridge at an angle to front the pedestrian thoroughfare as identified in **Figure 10**. The submission encouraged a redesign and introduction of a boarder to improve the visual presentation of the sign.



Figure 10: Initially proposed northern sign (Source: Applicant's documentation)

In response, the Applicant amended the northern sign so that it is flush with the railway bridge (**Figure 11**). The Applicant also provided an updated SEE, including an updated visual assessment, as part of the amended application which concluded the proposal would have minimal and acceptable visual impact as:

- 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.



Figure 11 | Amended design of the northern sign (Source: Applicant's documentation)

The Department has reviewed the SEE and the public submission, and considers that the proposed sign is acceptable as:

- while the sign would be visible from the public thoroughfare it is considered appropriate in the urban context of the surrounding commercial locality;
- the sign will be appropriately located away from items of heritage significance, so as to not impact on their curtilage
- the sign would not obscure or compromise important views, would not dominate the skyline or reduce the quality of vistas of any environmentally sensitive areas, heritage item or open space (a full assessment of the signage under Industry and Employment SEPP is included at **Appendix C**)
- the location of the sign, flush with the bridge, achieves an appropriate design outcome and would be appropriate in the context of the development of Parramatta Square
- the illumination of the sign, as well as content will be controlled through recommended conditions of consent.

The Department therefore concludes the visual impacts of the proposal on the surrounding area, subject to the above recommended conditions, would be negligible to low.

5.3 Illumination

A Lighting Impact Assessment Report (LIR) was provided in the SEE to assess the proposal against the relevant luminance criteria. The LIR confirmed the proposed signage would comply with the Industry and Employment SEPP, the Guidelines and Australian Standard 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

The LIR notes that the signage has been designed to limit light impacts. The proposed digital signage would be illuminated with LEDs installed on the front face and will be operated 24-hours-a-day, 7-days-per-week.

Under the Guidelines, the LIR categorised the site as 'Zone 3'. This zone is assigned to areas of generally medium off-street ambient lighting. In this zone, the Guidelines stipulate a maximum luminance level of digital signage of 350 cd/sqm during night-time, 700 cd/sqm during morning and evening twilight and inclement weather and 6000 cd/sqm during daylight. The proposed luminance for the signs is as follows:

Table 2 | Proposed Luminance Levels for the proposed Darcy Street signage

Lighting Conditions	Maximum Zone 3 Luminance Limits	Sign
Full sun on face of signage	No limit	No limit
Day-time luminance	6000 cd/m ²	6000 cd/m ²
Morning and Evening Twilight and Inclement Weather	700 cd/m ²	700 cd/m ²
Night-time	350 cd/m ²	350 cd/m ²

No public submissions raised concerns with the illumination of the sign.

The Department considers the illumination impacts associated with the proposed signage to be acceptable on the basis it is programmed to align with the maximum luminance stipulated in the Guidelines, and the lux limit in the Australian Standards can be automatically dimmed to ensure luminance levels remain compliant. Additionally, the Department considers that the illumination would not result in any unacceptable glare or detract from the amenity of the locality.

The Department therefore concludes the proposed sign has demonstrated compliance with the Guidelines, the relevant Australian Standards and would not result in any adverse illumination impacts to residents in proximity to the site.

5.4 Road and Pedestrian Safety

The Applicant provided a Safety Assessment (SA) that assessed the proposal against the Guidelines and the Industry and Employment SEPP. The SA assessed the signage exposure distance, sight stopping distance and road accident history in proximity to the site.

Council objected to the development on the basis that the signs (particularly the southern sign) would potentially result in road and pedestrian safety impacts. As discussed in **Section 4.5**, the southern sign was subsequently removed from the application. Council also raised concerns around the visibility of the northern sign from the intersection of Church Street and Macquarie Street.

The SA outlines that the proposed northern signage would not compromise safety as:

- the sign generally orientated north, would be visible to pedestrians walking southbound along the Church Street pedestrian thoroughfare

- Darcy Street, in the vicinity of the bridge, is a single lane, one way road approaching from the east then turning south under the bridge.
- the sign would be visible for drivers approaching the bridge, however, due to the orientation of the sign (to the north), it would not be directly visible.
- vehicle speeds along Darcy Street are limited to 40km/h, however due to the nature of the road, vehicle speeds are generally well below the speed limit.
- no recorded traffic incidents have occurred at the Darcy Street approach to the sign site since 2016.
- the signage is consistent with the Transport Corridor Outdoor Advertising and Signage Guidelines

Dwell Time

The Applicant proposed a dwell time of 10 seconds. In their concurrence letter, TfNSW has recommended that dwell times be a minimum of 10 seconds.

The Guidelines stipulate that for signage within an area with a speed limit below 60km/h the prescribed dwell time is 10 seconds. The SA recommends the same dwell time for the proposed digital sign.

The Department considers the proposed dwell time of 10 seconds complies with the requirements of the Guidelines and advice provided by TfNSW and as such, has recommended a condition requiring the dwell times be a minimum of 10 seconds.

Crash History

The SA assessed the crash history of the eastern approach to the proposed signage. In the 5-year period between 2016 and 2020, no incidents were recorded within the visible distance of the proposed sign.

Assessment

The Department notes Council's objection regarding the visibility of the sign from the intersection of Macquarie Street and Church Street which will be trafficable upon the opening of the Parramatta Light Rail. The intersection is located approximately 170m to the north of the sign and will be visible from the T-intersection. Section 3.2.3 (a)(iii) of the *Transport Corridor Outdoor Advertising and Signage Guidelines* states that 'the sign should not be located so that it is visible from the stem of a T-intersection'. The Department has reviewed plans for the Parramatta Light Rail, and notes that Church Street will remain as a light rail and pedestrian mall, with no public vehicle access permitted. Given this, the Department is satisfied that the location of the sign, whilst visible from a 'T-Intersection', would not compromise pedestrian or road safety.

The Department notes the SA and considers the proposed signage is acceptable in regard to road safety as the proposed signage:

- would not reduce existing driver sightlines
- would not be readily visible for drivers
- is located in an environment of low vehicle speeds
- would comply with the dwell times as recommended by TfNSW

The Department has recommended conditions of consent to ensure the signage does not use red and green as dominant colours, contain complex displays, animated displays, displays resembling traffic control devices or use any method of illumination that distracts or dazzles drivers. This would ensure the sign complies with the requirements of Industry and Employment SEPP and the Guidelines and would not result in any adverse traffic safety impacts.

Subject to the recommended conditions, the Department is satisfied that the proposal complies with the Guidelines and concludes the proposed signage would not have a negative impact on road safety.

5.5 Other issues

Other issues considered by the Department are within **Table 3**.

Table 3 | Other Issues

Issue	Findings	Recommendations
Public benefit	<p>The Applicant provided a Public Benefit Statement (PBS) confirming the following public benefits:</p> <ul style="list-style-type: none"> all revenue generated will be re-invested into running the Sydney Trains network including improvement and maintenance programs, and supporting the next generation of transport solutions online the digital sign will be available for use by Sydney Trains, TfNSW and NSW emergency services to display safety or public awareness messages Sydney Trains may also access the digital screens for up to 5 minutes per hour for Sydney Trains and TfNSW customer promotions and events at no cost. <p>The Department has carefully considered the PBS and is satisfied the proposal will result in sufficient public benefits as it will contribute to the improvement and maintenance of train services and play an important role in helping to address traffic safety problems and improving local amenity, consistent with the Guidelines.</p>	<p>The Department recommends conditions requiring:</p> <ul style="list-style-type: none"> revenue received by Sydney Trains be recorded in its Annual Reports and identify how the revenue has been applied to provide a public benefit removal of graffiti prior to the commencement of use and through ongoing maintenance the display of road customer promotions and events messages 5 minutes per hour arranged by TfNSW. no limit on the usage of the sign for safety and emergency messages

Heritage	<p>The proposal was submitted with a Heritage Impact Statement (HIS) that considers the impact of the development on the items of local and State heritage significance in proximity of the subject site.</p> <p>The HIS concludes the proposed digital signage will have a minimal and acceptable impact on heritage items within the vicinity as it is sufficiently separated from the items for there to be no impact on significant view corridors or their fabric.</p> <p>The Department is satisfied that the proposed development is adequately located so as to not have an adverse impact on items of state and local heritage in the vicinity of the site.</p>	No conditions required.
Structural Feasibility	<p>The Applicant provided Structural Feasibility Statement (SFS) prepared by a structural engineer which concludes that there are no reasons why the load (including wind load) of the sign cannot be accommodated on the railway bridge.</p> <p>The SFS further details that the technical design of the bridge would need to be reviewed to confirm the that the load of the sign could be accommodated on the bridged.</p> <p>As recommended in the SFS, the Department considers that the design of the sign along with plans and specifications of the railway bridge should be reviewed to ensure that the bridge is capable of accommodating the additional load of the sign.</p>	The Department has recommended conditions of consent, including the need for detailing wind loading requirements and the preparation of a report by a structural engineer, to ensure the structural adequacy of the bridge can accommodate the additional load of the sign is confirmed prior to commencement of works.

6 Evaluation

The Department has assessed the development application and supporting information in accordance with the matters for consideration under Part 4 of the EP&A Act, including SEPP (Industry & Employment) 2021 and other relevant environmental planning instruments. The Department's assessment concludes the proposed development is acceptable as:

- it is permissible with development consent on transport corridor land under the Industry and Employment SEPP and is consistent with the objectives of the SEPP, the Guidelines and the SP2 zone
- it will have minimal impacts on the character of the area and will not result in the visual clutter
- it complies with the relevant road safety standards and requirements
- its luminance levels are consistent with the Guidelines and Australian Standards and the night-time level is compliant with the maximum permitted to protect the amenity of surrounding properties and safety of drivers, particularly at night
- it will provide appropriate public benefit as all revenue generated will be re-invested into the Sydney Trains network.

The Department's assessment therefore concludes the proposal is acceptable and is in the public interest. The Department recommends the application be approved, subject to the recommended conditions (**Appendix D**).

7 Recommendation

It is recommended that the Deputy Secretary, Development Assessments, as delegate of the Minister for Planning and Public Spaces:

- **considers** the findings and recommendations of this report
- **accepts and adopts** all of the findings and recommendations in this report as the reasons for making the decision to approve the application
- **agrees** with the key reasons for approval listed in the notice of decision
- **grants consent** for the application in respect of DA 22/5178, subject to the conditions in the attached development consent
- **signs** the attached development consent and recommended conditions of consent.

Prepared by:



Chris Eldred
Senior Planning Officer
Regional Assessments

Recommended by:



Michelle Niles
Team Leader
Regional Assessments

Recommended by:



Stuart Withington
A/Director
Regional Assessments

8 Determination

The recommendation is **Adopted** by:

A handwritten signature in black ink, appearing to read 'David Gainsford', with a stylized, cursive script.

David Gainsford

Deputy Secretary

Development Assessments

as delegate of the Minister for Planning and Public Spaces

Appendices

Appendix A – List of referenced documents

The following supporting documents and supporting information to this assessment report can be found on the NSW Planning Portal as follows:

Application and RtS Report

<https://pp.planningportal.nsw.gov.au/daex/under-consideration/da-225178-digital-advertising-signage-darcy-street-parramatta>

Submissions

<https://pp.planningportal.nsw.gov.au/daex/under-consideration/da-225178-digital-advertising-signage-darcy-street-parramatta>

Appendix B – Community Views

The Department received 2 submissions during the public during exhibition comprising one submission from the public and one submission from Parramatta City Council.

These submissions are included in **Table 4** below.

Table 4 | Community Views

Issue	Consideration
The signs are visible from Church Street which does not comply with Transport Corridor Outdoor Advertising and Signage Guidelines which states that ‘the sign should not be located so that it is visible from the stem of a T-intersection	<ul style="list-style-type: none">The southern sign was removed from the proposal and the northern sign has been considered to comply with Transport Corridor Outdoor Advertising and Signage Guidelines as addressed in Section 5
The signs on the Darcy Street Railway Overpass are located just behind the traffic signals facing southern traffic on Church Street and just in front of the traffic signals facing northern traffic on Church Street.	<ul style="list-style-type: none">The southern sign has been removed.

The proposed signage does not promote high quality urban design outcomes and good design principles.

The northern sign is “overly engineered and positioned at an angle such that it faces Church Street, which results in a rather incongruous looking structure that is ‘bolted’ onto the existing bridge.”

- The southern sign has been removed
- The northern sign has been repositioned so that it is flush with the railway bridge.
- The northern sign has been redesigned to provide a border delineating the sign

Appendix C – Statutory Considerations

In line with the requirements of section 4.15 of the Environmental Planning and Assessment Act 1979 (EP&A Act), the Department's assessment of the proposal has included detailed consideration of a number of statutory requirements. These include:

- the objects found in section 1.3 of the EP&A Act; and
- the matters listed under section 4.15(1) of the EP&A Act, including applicable environmental planning instruments and regulations.

The Department has considered all of these matters in its assessment and has provided a summary in **Table 5** and **Table 66** below.

Table 5 | Considerations Against the Objects of the EP&A Act

Object	Consideration
(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 proposal seeks to erect a sign that will provide revenues to Sydney Trains which will be used to improve and maintain railway stations for public benefit. The proposal would not adversely impact on the State's natural or other resources.
(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,	The Department has considered ecologically sustainable development (ESD) in its assessment of the development (see Section 3.3). The Department is satisfied the development can be carried out in a manner that is consistent with the principles of ESD.
(c) to promote the orderly and economic use and development of land,	The proposal involves the orderly and economic use of land through the utilisation of land adjacent to a major road corridor.
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities,	The Department considers the proposal would not result in unacceptable environmental impacts.
(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),	No adverse impacts to the built and cultural heritage have been identified due to the nature and existing land uses of the site and locality.
(g) to promote good design and amenity of the built environment,	The Department considers the proposal would not result in unacceptable built form impacts.
(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,	The proposal is not for an occupiable building.

(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,	The Department referred the development to relevant government agencies and Council during the exhibition period and invited them to comment. The Department has given due consideration to their advice.
(j) to provide increased opportunity for community participation in environmental planning and assessment.	The Department exhibited the application as outlined in Section 4 .

Table 6 | Matters for Consideration under Section 4.15 of the EP&A Act

Matter	Consideration
a) the provisions of:	The Department has considered the relevant environmental planning instruments in its assessment of the development. Details of the assessment is provided further below in Appendix B .
i.) any environmental planning instrument, and	
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 Planning Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	Not applicable
iii.) any development control plan, and	The Department has considered the relevant development control plan in its assessment of the development.
iii.) 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	The Applicant has not entered into a planning agreement under section 7.4 of the EP&A Act.
iv.) the regulations (to the extent that they prescribe matters for the purposes of this paragraph), that apply to the land to which the development application relates,	The Department has assessed the development in accordance with all relevant matters prescribed by the regulations, the findings of which are contained in this report.
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 Department has considered the likely impacts of the development in detail in Section 5 of this report. The Department concludes that all environmental impacts can be appropriately managed and mitigated through the recommended conditions of consent.
c) the suitability of the site for the development,	The site is suitable for occupation by the development as it is located on land zoned SP2 Infrastructure and does not adversely impact on surrounding uses.
d) any submissions made in accordance with this Act or the regulations,	All matters raised in submissions have been summarised in Section 4 of this report and given due consideration as part of the assessment of

	the development in Section 5 of this report.
e) the public interest.	The Department considers the proposal to be in the public interest (refer to Section 4).

Environmental Planning Instruments

To satisfy the requirements of section 4.15(1) of the EP&A Act, the following EPIs, DCP and guidelines were considered as part of the assessment of this proposal:

- State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP)
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines)
- State Environmental Planning Policy (Transport and Infrastructure) 2021 (Transport and Infrastructure SEPP)
- Parramatta Local Environmental Plan 2011 (PLEP 2011)
- Parramatta Development Control Plan 2011 (HDGP 2006)

State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP)

The Industry and Employment SEPP applies to all signage that can be displayed with or without development consent and is visible from any public place or public reserve. The proposed digital signage has been assessed against the requirements of the Industry and Employment SEPP in **Table 7** and the specific assessment criteria of Schedule 5 of the Industry and Employment SEPP in **Table 8**.

Table 7 | Industry and Employment SEPP Compliance Assessment

Clause	Criteria	Comments	Compliance
Part 3.2 Signage Generally			
3.6 Granting of consent to signage	The signage is to be consistent with the objectives of this Policy.	The proposed development is compatible with the desired amenity and visual character of the area, provides effective communication and is of a high quality finish and is therefore consistent with the objectives of Industry and Employment SEPP.	Yes
	The signage is to satisfy the assessment criteria in Schedule 1.	See relevant assessment in Table 8 .	Yes
Part 3.3 Advertisements			

Clause	Criteria	Comments	Compliance
3.10 Consent authority	<p>The consent authority is the Minister for Planning and Public Spaces in the case of an advertisement displayed by or on behalf of Sydney Trains on:</p> <ul style="list-style-type: none"> i. a road that is a freeway or tollway (under the <i>Roads Act 1993</i>) or associated road use land that is adjacent to such a road, or ii. a bridge constructed by or on behalf of RMS on any road corridor, or iii. land that is owned, occupied or managed by RMS. 	<p>The proposal is for a sign located on a bridge constructed on behalf of TfNSW on any road corridor, therefore the Minister for Planning and Public Spaces is the consent authority.</p>	Yes
3.11 Matters for consideration	<p>The advertisement or advertising structure is to be:</p> <ul style="list-style-type: none"> i. consistent with the objectives of this Policy ii. assessed in accordance with the assessment criteria in Schedule 5 and the Guidelines iii. satisfies any other relevant requirement of this Policy. 	<p>The objectives are considered above.</p> <p>The proposal has been assessed in accordance with the assessment criteria in Schedule 5 in Table 8 and the Guidelines in Table 9.</p> <p>All other relevant requirements are addressed in this table.</p>	Yes
	<p>Arrangements for the provision of the public benefits to be provided in connection with the display of the advertisement.</p>	<p>The proposal has adequately demonstrated it will provide for public benefit (refer to Section 5 of this report).</p>	Yes
3.12 Duration of consents	<p>A consent granted under this Part ceases to be in force on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act.</p>	<p>The Department recommends a condition of consent to limit the approval for a maximum period of 15 years from the date of operation.</p>	Yes
3.14 Transport corridor land	<p>Despite section 3.8(1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases—</p> <ul style="list-style-type: none"> a) the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor, 	<p>The proposed signage is to be affixed on a bridge within a Sydney Trains railway corridor and is therefore permissible with consent.</p>	Yes

Clause	Criteria	Comments	Compliance
	<p>The Minister must not grant consent to the display of an advertisement unless:</p> <ul style="list-style-type: none"> i. the relevant local council has been notified of the development application in writing and any comments received by the Minister from the local council have been considered by the Minister, and ii. the advice of any design review panel has been considered by the Minister, and iii. the Minister is satisfied that the advertisement is consistent with the Guidelines. 	<p>Parramatta City Council (Council) were notified in writing and objected to the proposal. Council's comments were considered in the assessment (refer to Section 5 of this report). There was no design review panel for this application. An assessment of the proposal against the Guidelines is provided in Table 8</p>	Yes
3.15 Advertise ments with display area greater than 20 square metres or higher than 8 metres above ground	<p>(2) The consent authority must not grant consent to an application to display an advertisement to which this section applies unless—</p> <ul style="list-style-type: none"> (a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and (b) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies. 	<p>The Applicant's SEE addresses the assessment criteria in Schedule 5. The Department is satisfied that the proposal is acceptable in terms of its impacts (Section 5).</p>	Yes
3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road	<ul style="list-style-type: none"> i. This section applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road. 	<p>The sign is not within 250m of a classified road, therefore this clause is not applicable.</p>	N/A
3.17 Advertising display area greater than 45 square metres	<p>The consent authority must not grant consent to the display of an advertisement with an advertising display area of</p>	<p>The proposed signage does not have an advertising display area greater than 45 square metres. Therefore, this clause does not apply.</p>	N/A

Clause	Criteria	Comments	Compliance
	greater than 45 square metres unless: i. a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or ii. in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.		
3.18 Location of certain names and logos	The name or logo of the person who owns or leases an advertisement or advertising structure must: i. appear only within the advertising display area ii. not be greater than 0.25 square metres iii. be included in calculating the size of the advertising display area.	The proposed logo would have an area of 0.61 square metres, outside the advertising area, and was not included in calculation of the size of the advertising display area. To ensure the logo is not visually dominating, the Department has recommended condition restricting the size of the logo to a maximum of 0.25 square metres	Subject to condition
3.22 Advertisements on bridges	The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.	The proposal is consistent with the Guidelines as detailed in Table 8 .	Yes

Table 8 | Industry and Employment SEPP Schedule 5 Compliance Table

Assessment Criteria	Comments	Compliance
1 Character of the Area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed sign is to be mounted to the Darcy Street railway bridge. The proposed sign is compatible with the character of the railway corridor and the surrounding CBD environment.	Yes
Is the proposal consistent with a particular theme for outdoor	The proposed sign is consistent with other digital signs associated with other roads and railway bridges in the locality.	Yes

Assessment Criteria	Comments	Compliance
advertising in the area or locality?		
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 not located within, nor detract from, any environmental sensitive, natural, conservation, open space, waterway or rural landscapes. The proposed sign is not in direct proximity to residential development. There are nearby items of heritage significance, however they are adequately separated so as to not have an adverse impact.	Yes
3 Views and Vistas		
Does the proposal: <ul style="list-style-type: none"> • obscure or compromise important views? • dominate the skyline and reduce the quality of vistas? • respect the viewing rights of other advertisers? 	The proposed sign is to be affixed to the Darcy Street railway bridge. The proposal does not compromise any important views, the skyline or interfere with 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 installation of digital signage is appropriate for the streetscape and transport corridor setting of the Darcy Street railway bridge that fronts a pedestrian thoroughfare.	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signage will contribute to the visual interest of the setting by introducing digital advertising on the Darcy Street railway bridge fronting the pedestrian thoroughfare.	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposed sign will consist of a single sign and does not replace any signage.	N/A
Does the proposal screen unsightliness?	The proposal does not screen unsightliness, however it will screen part of the railway bridge structure.	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed sign is to be affixed to the Darcy Street railway bridge and would not protrude above or below the structure.	Yes
Does the proposal require ongoing vegetation management?	The proposed sign does not require any ongoing vegetation management.	Yes
5 Site and Building		

Assessment Criteria	Comments	Compliance
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 scale of the proposal is considered to be appropriate for the context of the site and will support the commercial/civic character of the area.	Yes
Does the proposal respect important features of the site or building, or both?	The proposed sign is appropriately integrated with the architecture of the Darcy Street railway bridge.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The signage utilises an area of blank surface of the railway bridge to introduce a digital sign fronting the pedestrian thoroughfare.	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?	The proposed signage will be mounted directly to the elevation of the existing railway bridge. The proposed digital advertising sign incorporates a camera and camera arm on top of the sign and will feature a 600mm width internal walkway behind the digital sign face.	Yes
7 Illumination		
Would illumination: result in unacceptable glare? affect safety for pedestrians, vehicles or aircraft? detract from the amenity of any residence or other form of accommodation.	The proposed illumination complies with the Guidelines and is contained within the screening and would not result in unacceptable glare, affect safety for pedestrians, vehicles or aircraft, or detract from the amenity of any residents (refer to Section 5 of this report).	Yes
Can the intensity of the illumination be adjusted? Is the illumination subject to a curfew?	The illumination complies with the Guidelines and the intensity of the illumination can be adjusted. The proposal includes a reduced illumination level during night-time to further reduce any impact on sensitive receivers.	Yes
8 Safety		
Would the proposal reduce safety for: pedestrians, particularly children, by obscuring sightlines from public areas? for any public road?	The proposal would not adversely impact on road safety for pedestrians or vehicles or obscure sightlines (refer to Section 5 of this report).	Yes

Transport Corridor Outdoor Advertising and Signage Guidelines

The *Transport Corridor Outdoor Advertising and Signage Guidelines* outline best practice for the planning and design of outdoor advertisements in transport corridors. The Guidelines supplement the provisions of the Industry and Employment SEPP by providing detailed information in relation to signage within transport corridors, including design criteria and road safety considerations. The proposal has been assessed against the Guidelines in **Table 9**.

Table 9 | Assessment against Guidelines

Assessment Criteria	Comments	Compliance
Land Use Compatibility Criteria – Table 1		
i. The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP.	The proposal is not permissible under SP2 Infrastructure zone of the PLEP 2011. Nevertheless, under the Industry and Employment SEPP, it is permissible with consent considering that the proposal is for the display of an advertisement on transport corridor land on behalf of Sydney Trains.	Yes
ii. Advertisements must not be placed on land where signage is visible from the following areas if it is likely to create significant amenity impacts: <ul style="list-style-type: none"> • Environmentally sensitive area • Heritage area • Natural or other conservation area • Open space • Waterway • Residential • Scenic protection area • National park or nature reserve. 	The proposed digital signs would not create adverse amenity impacts on any environmentally significant area, heritage area, natural/other conservation areas, open space area, waterway, residential area, scenic protection area, national park or nature reserve. Section 5 of this report assesses the impacts of the signage.	Yes
iii. Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.	The sign would be located on a railway bridge and would not obscure any significant views.	Yes
iv. Advertising signage should not be located to diminish the heritage values of items or areas of local, regional or state heritage significance.	The proposed works is 80m away from a state heritage item. View lines of the sign and the heritage item do not intersect, with the sign at 90 degrees to the item. Visual barriers include other buildings in the locality, as well as mature trees and vegetation.	Yes
v. Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual	The proposed sign is consistent within the context of Darcy Street and the existing road and rail corridor.	Yes

Assessment Criteria	Comments	Compliance
landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.		
2.5 Site Specific and Structural Criteria		
2.5.1 General Criteria		
a) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The proposed sign is of a contemporary design standard that is suitable for the road and rail corridor.	Yes
b) The advertising structure should be compatible with the scale, proportion, and other characteristics of the site, building or structure on which the proposed signage to be located.	The proposed sign is compatible with the scale of the road and rail corridor on which the proposed signage will be located.	Yes
c) The advertising signage should be in keeping with important features of the site, building or bridge structure.	The advertising signage is in keeping with the important features of the bridge and surrounding area.	Yes
d) The placement of the advertising signage should not require the removal of significant trees or other native vegetation.	The proposal does not require the removal of any vegetation.	Yes
e) The advertisement proposal should incorporate landscaping that complements the advertising signage and is in keeping with the landscape and character of the transport corridor.	The proposal does not include landscaping. It is not considered warranted in this instance as the subject site and the surrounding area does not contain any significant landscaping.	Considered acceptable – see comments
f) Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	Logos and safety devices will be included in the detailed design to be addressed by a future contractor. The Department has recommended conditions to ensure this is done in accordance with the requirements of the Industry and Employment SEPP and the Guidelines.	Yes
g) Illumination of advertisements must comply with the requirement in Section 3.3.3 in the Guidelines.	The illumination of the advertising signage does not result in unacceptable light spill (refer to Section 5 of this report).	Yes
h) Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The proposal is not in proximity to any residential properties, national parks or nature reserves.	Yes
2.5.5 Bridge signage criteria		
a) The architecture of the bridge must not be diminished.	The proposed signage does not dominate or detract from the architecture of the bridge. The	Yes

Assessment Criteria	Comments	Compliance
	architecture of the bridge would not be diminished.	
b) The advertisement must not extend laterally outside the structural boundaries of the bridge.	The proposed sign does not extend laterally outside the boundaries of the bridge	N/A
c) The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8m.	The sign does not extend below the bridge.	N/A
d) On a road or pedestrian bridge, the advertisement must: <ul style="list-style-type: none"> i. not protrude above the top of the structural boundaries of the bridge ii. not block significant views for pedestrians or other bridge users (e.g. cyclists) iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users. 	N/A	N/A
e) A DCP to display an advertisement on a bridge must be accompanied by a statement demonstrating how the advertisement will contribute to a public benefit. Section 4 outlines the public benefit test requirements.	N/A, a DCP is not required for the proposal however, a public benefit statement was provided by the Applicant which is discussed at Section 5 .	Yes
f) Any advertising sign proposed for development on a bridge over a classified road requires that construction drawings be submitted for review and approval by RMS bridge engineers prior to construction to ensure all road safety requirements are met.	Darcy Street is not a classified road.	N/A
g) Any advertising sign proposed for development on a bridge over a road requires provision of a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of impact by an over high vehicle.	Conditions of consent to include requirement to provide a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of vehicle impact	Yes

2.5.8 Digital signs

Digital sign criteria – Table 3

(a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	The proposal is for the display of static digital advertisements with a dwell time of 10 seconds in accordance with criterion (d) below. TfNSW recommends the dwell time of 10 seconds for each advertisement displayed in a completely static	Yes
---	--	-----

Assessment Criteria	Comments	Compliance															
	manner, without any motion, for the approved dwell time. The 10 seconds dwell time is included as a recommended condition of consent.																
(b) Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	The proposed signs are not seeking consent for message sequencing. This is included as a recommended condition of consent.	Yes															
(c) The image must not be capable of being mistaken: h) For a prescribed traffic control device as text providing driving instructions to drivers.	The proposed digital signage would not be capable of being mistaken for a prescribed traffic control device and/or text providing driving instructions. This is included as a recommended condition of consent.	Yes															
(d) Dwell times for image display are: i. 10 seconds for areas where the speed limit is below 80km/h; and ii. 25 seconds for areas where the speed limit is 80km/h and over.	A 10 second dwell time is proposed, as the speed limit on Darcy Street is 40km/h. TfNSW recommends the dwell time of 10 seconds which is included as a recommended condition of consent.	Yes															
(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.	The proposed transition time between messages is 0.1 second. This is included as a recommended condition.	Yes															
(f) Luminance levels comply with the following requirements:		Yes															
<table border="1"> <thead> <tr> <th>Lighting Conditions</th><th>Maximum Zone 3 Luminance Levels</th><th>Proposed Sign (Digital) (cd/sqm)</th></tr> </thead> <tbody> <tr> <td>Full sun on face of signage</td><td>Maximum output</td><td>Maximum output</td></tr> <tr> <td>Day-time</td><td>6000</td><td>6000</td></tr> <tr> <td>Morning/evening and inclement weather</td><td>700</td><td>700</td></tr> <tr> <td>Night-time</td><td>350 for digital sign</td><td>350</td></tr> </tbody> </table>			Lighting Conditions	Maximum Zone 3 Luminance Levels	Proposed Sign (Digital) (cd/sqm)	Full sun on face of signage	Maximum output	Maximum output	Day-time	6000	6000	Morning/evening and inclement weather	700	700	Night-time	350 for digital sign	350
Lighting Conditions	Maximum Zone 3 Luminance Levels	Proposed Sign (Digital) (cd/sqm)															
Full sun on face of signage	Maximum output	Maximum output															
Day-time	6000	6000															
Morning/evening and inclement weather	700	700															
Night-time	350 for digital sign	350															
<p>The proposed digital sign would operate in accordance with the proposed luminance levels of Zone 3 (refer to Section 6 of this report) and would comply with the luminance criteria.</p>																	
(g) 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.	<p>The images would not dazzle or distract drivers.</p> <p>A condition of consent is recommended to ensure that the signs images comply with requirements to</p>	Yes															

Assessment Criteria	Comments	Compliance
	not contain flickering or flashing content.	
(h) The amount of text and information supplied on a sign should be kept to a minimum. Text should preferably be displayed in the same font and size.	<p>The advertisements would primarily display images with information/text kept to a minimum.</p> <p>A condition of consent is recommended to ensure that text and information is kept to a minimum.</p>	Yes
(i) Any sign that is within 250 m of a classified road and is visible from a school zone must be switched to fixed display during school zone hours.	A condition of consent is not required as the sign is not visible from a school zone.	N/A
(j) Each sign must be assessed on a case by case basis, including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	The Department has undertaken detailed assessment of the design and location of the proposal (refer to Section 5 of this report).	Yes
(k) At any time, including where the speed limit in the areas of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site which may result in a change to the dwell time or removal of the sign.	TfNSW (previously RMS) may reassess the signs if road safety circumstances change and increase the dwell time or remove the signs, as appropriate. The Minister's approval would be required for any reduction in dwell time.	Yes
(l) 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.	No other sign is visible less than 150m away.	Yes
<p>(m) Signs greater than or equal to 20sqm must obtain RMS concurrence and must ensure the following minimum vertical clearances;</p> <p>i. 2.5m from lowest point of the sign above the road surface if located outside the clear zone</p> <p>ii. 5.5m from lowest point of the sign above the road surface if located within the clear zone (including shoulders and traffic lanes) or the deflection zone of a safety barrier if a safety barrier is installed.</p> <p>If attached to road infrastructure (such as an overpass), the sign must be located so that no portion of the advertising sign is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.</p>	<p>Concurrence has been provided by TfNSW.</p> <p>The sign will have a minimum vertical clearance of 4.2m from the lowest point above the road surface but is not lower than the minimum vertical clearance under the overpass. The sign is not located in a clear zone.</p>	Yes

Assessment Criteria	Comments	Compliance
(n) An electronic log of a sign's operational activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or RMS to allow a review of the sign's activity in case of a complaint.	Conditions will be imposed to maintain electronic log of a sign's operational activity	Yes
(o) A road safety check which focuses on the effects of the placement and operation of all signs over 20sqm 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 sign's 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 RMS 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 RMS, the report is to be provided to the Department of Planning and Environment as well.	As recommended by TfNSW on its concurrence, conditions will be imposed for the applicant to prepare an independent Road Safety Assessment (RSA) after 15 months of operation of the digital signage. The RSA should provide a formal assessment of the safety performance of the sign. Upon completion of the RSA, it is to be provided to TfNSW for review. The Applicant will be required to implement the recommendations of the RSA to ensure that road safety is maintained	Yes

2.5.10 Residential amenity

Where it can be demonstrated that there will be a negative impact on residential amenity from a proposed digital sign, a consent authority may specify a higher dwell time, or restrict the dwell time hours (i.e. its operation) as a condition of consent to minimise the impacts. Dwell times must not be less than those in d) i) and ii) in Section 2.5.8 above.

No residential premises in vicinity of the site

N/A

3.1 Road safety objectives

Traffic Safety Assessment Criteria

1. Would the proposal reduce the safety for any public road?	No, as discussed in Section 5	Yes
2. Would the proposal reduce the safety for pedestrians or bicyclists?	No, as discussed in Section 5	Yes
3. Would the proposal reduce the safety for pedestrians by obscuring sightlines from public areas?	No, as discussed in Section 5	Yes

Digital Signage Safety Assessment Criteria

3.2.1 Road clearance

Assessment Criteria	Comments	Compliance
(a) The advertisement must not create a physical obstruction or hazard.	The proposed signs would not result in any physical obstruction or hazard.	Yes
(b) Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.	The proposed signs are not located within a clear zone.	N/A
(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 proposed signs are not located within a clear zone.	N/A
(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 proposed works would hang over Darcy Street. Conditions will be imposed to meet wind loading requirements as specified in AS 1170.1 and AS1170.2.	Yes
Additional road clearance criteria for digital signs		
Digital signs 20 m ² or greater must clearances –	The proposed sign is greater than 20m ² but not along the clear zone.	Yes
a) 2.5m from lowest point of the sign above the road surface if located outside the clear zone	The clearance over the road is 4.2m and is above the clearance height of the 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		
3.2.2 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 will not obstruct views as it is not located overhanging the roadway.	Yes
(b) An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The proposed digital signage is located over a pedestrian path and cycle-way however, will not obstruct views as it is located above the base of the bridge.	Yes

Assessment Criteria	Comments	Compliance
(c) The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road.	The proposal will not give incorrect information on the alignment of the road as it does not overhang the road and will not display road information. Further to this, the angle of the sign makes it not directly visible to drivers.	Yes
(d) The advertisement should not distract a driver away from the road environment for an extended length of time.	The proposed sign would not distract drivers as it is not readily visible given the sign orientation on the approach and will not require the drivers to direct their attention away from the road. Additionally, the digital sign would have a dwell time of 10 seconds.	Yes

3.2.3 Proximity to decision making points and conflict points

(a) The sign should not be located:	The proposed signage would comply with the road safety requirements aside from point iii. as considered and discussed in Section 5 of this report.	Yes
<ul style="list-style-type: none"> 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. 		
(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:	The placement of the sign will not distract drivers at critical times (refer to Section 5 of this report).	Yes
<ul style="list-style-type: none"> 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. 		

3.2.4 Sign Spacing

Additional criteria for digital signs

(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	The sign is not located within 150m of any other signs.	Yes
--	---	-----

Assessment Criteria	Comments	Compliance
zones will be assessed by RMS as part of their concurrence role.		
3.3.1 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.	The proposal will not distract drivers or reduce the visibility and effectiveness of directional signs, traffic signals, traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment as the signage does not overhang the roadway and is not located in proximity to any signals or devices.	Yes
(b) The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device.	The proposal is on the approach of a bend that passes under the bridge where the sign is located. However, the sign does not front the road and is only partially visible and will not adversely impact traffic safety.	Yes
Additional criteria for digital signs and moving signs		
(a) The image must not be capable of being mistaken: <ul style="list-style-type: none"> i. for a rail or traffic sign or signal because it has, e.g. red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal ii. as text providing driving instructions to drivers. 	The application does not provide specific detail for sign content. Due to the nature of the signage display, the advertising content of the signs will change. Furthermore, consent is not required for a change in the content of signage in accordance with the Industry and Employment SEPP. Therefore, a condition of consent is recommended to ensure the sign content is not mistaken for traffic signals or driving instructions.	Yes
(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 Department has included a suite of recommended conditions to ensure the content of the advertising does not include message sequencing, flickering or flashing and has a dwell time of 10 seconds.	Yes
3.3.2 Dwell time and transition time		
Digital signs		
(a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	The Department has included a recommended condition of consent requiring the advertising to be static with a 10 second dwell time.	Yes
(b) Dwell times for image display must not be less than:	The speed limit is 40km/hr and therefore the dwell time is proposed to be 10 seconds. This has been	Yes

Assessment Criteria		Comments	Compliance
i.	10 seconds for areas where the speed limit is below 80km/h.	included as a recommended condition of consent.	
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 proposal is not visible from a school zone.	Yes
(d)	Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.	The Department has included a suite of recommended conditions to ensure the content of the advertising does not include message sequencing, flickering or flashing and does not propose video/movie style advertising.	Yes
(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.	This has been included as a recommended condition of consent.	Yes
3.3.3 Illumination and reflectance			
Non-digital signs			
(a)	Advertisements must comply with the luminance requirements in Table 5 below.	N/A	N/A
(b)	For night time use, the sign (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings.	N/A	N/A
(c)	The light sources for illuminated signs must focus solely on the sign and: <ul style="list-style-type: none"> i. be shielded so that glare does not extend beyond the sign. ii. with the exception of back lit neon signs, have no light source visible to passing motorists with a light output greater than that of a 15W fluorescent/LED bulb. 	N/A	N/A
(d)	The level of reflectance of an advertisement, and its content, is not to exceed the 'Minimum coefficients of Luminous intensity per unit area for Class 2A Material', as set out in Australian Standard AS/NZS 1906.1:2007. Flashing	N/A	N/A

Assessment Criteria	Comments	Compliance
illuminated advertisements will not be approved.		
Digital Signs		
(a) Luminance levels must comply with the requirements in Table 6 below	The proposed luminance complies with Table 6.	Yes
(b) 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.	This is included as a condition of consent.	Yes
3.3.4 Interaction and sequencing		
(a) The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.	The proposed sign does not incorporate technology that will interact with in-vehicle electronic devices or mobile devices, by condition of consent.	Yes
(b) Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	No message sequencing is proposed.	Yes

State Environmental Planning Policy (Transport and Infrastructure) 2021

The Transport and Infrastructure SEPP aims to facilitate the effective delivery of infrastructure across the State by improving regulatory certainty and efficiency, identifying matters to be considered in the assessment of development adjacent to particular types of infrastructure development, and providing for consultation with relevant public authorities about certain development during the assessment process.

Clause 2.98(2) of the Transport and Infrastructure SEPP applies to development undertaken within a rail corridor. The clause requires the consent authority to notify the rail authority of the rail corridor and to take into consideration their response as well as any guidelines issued by the Planning Secretary.

The Department notified TfNSW, being the rail authority of the rail corridor, of the development who advised did not support the proposal as exhibited. The Applicant subsequently amended the proposal to remove the southern sign and repositioned the northern sign. TfNSW reviewed the amended application and provided recommended conditions to be included in any consent. An assessment against the relevant aspects of the *Development Near Rail Corridors and Busy Roads – Interim Guideline* has been undertaken in **Table 10**.

Table 10 | Assessment of compliance with *Development Near Rail Corridors and Busy Roads – Interim Guideline*

Part D: Potential impact of adjacent development on roads and railways

Clause	Considerations	Complies?
5.1 Essential Early Requirements	Early consultation was undertaken with the rail authority. Surveying was undertaken to assist in the design of the development.	Yes
5.2 Electrolysis	Noted. The development is sited away from, and below, overhead wires.	Yes
5.3 Cranes	Conditions of consent are recommended to ensure that appropriate approval is in place for the operation of cranes	Yes
5.4 Safe Access for Maintenance	Safe access to the signage for maintenance has been incorporated into the design.	Yes
5.5 Stormwater Management	The sign is attached to an existing railway bridge, below the level of the railway. The sign would not alter or increase the flow of stormwater on to the railway	Yes
5.6 Vandalism	The sign would not increase the risk of vandalism to the railway or rail network.	Yes
5.7 Graffiti	The applicant has committed to the removal of graffiti during the construction and operation of the sign. The development would not increase the risk of graffiti to other rail infrastructure.	Yes
5.8 Lighting, External Finishes and Design	The lighting finishes and design have been considered under Section 5 of this report.	Yes
5.9 Structures in the Rail Corridor	Conditions of consent are recommended to ensure that the sign is constructed and is operated in accordance with the Australian Standards.	Yes
5.10 Derailment Protection of Structures	The signage is located on the outside of the existing railway bridge, away from, and below the railway level. Notwithstanding, the sign will be constructed with a fall arrest component to prevent the sign from leaving the bridge.	Yes
5.11 Electrocution – Overhead Wiring	The location of the signage will exceed the minimum distances under this clause.	Yes

5.12 Underground Electrical Services	No excavation works are proposed.	Yes
5.13 Track Closures, Power Outages and Corridor Access	No access to the rail corridor or alteration to the rail operations would be required during construction.	Yes
5.14 Level Crossings	Not applicable	N/A
5.15 Fencing	No fencing is proposed as part of the proposed development.	Yes

Parramatta Local Environmental Plan 2011

The site is zoned SP2 Infrastructure under the PLEP 2011 in which signage is prohibited. Notwithstanding, the signage is permissible under section 3.14(1) of the Industry and Employment SEPP as discussed in **Section 3.2** of this report.

The objectives of the SP2 Infrastructure zone within the PLEP 2010 are to provide for infrastructure and related uses and to prevent development that is not compatible with or that may detract from the provision of infrastructure. The Department considers the proposal is compatible with the use of the railway overpass and will not detract from the use of Darcy Street or the pedestrian thoroughfare corridor and is therefore consistent with the objectives of the zone.

Parramatta Development Control Plan 2011

Part F Advertising and Signage Controls of the PDCP 2011 outlines Council's objectives and controls for the installation of signage. The proposed sign is consistent with the relevant provisions of the PDCP 2011 (refer to **Table 11**).

Table 11 | Assessment of compliance with PDCP 2011

DCP Signage Objectives	Comments	Compliance
Section 5.5 Signage General Requirement		
Signs are to be sited and designed so that they do not adversely impact on the amenity of the streetscape and the surrounding locality, in particular signs are not to dominate or obscure other signs or result in visual clutter.	The sign does not adversely impact the amenity of the streetscape and the surrounding locality as discussed in Section 5 .	Yes

DCP Signage Objectives	Comments	Compliance
Signs are to be compatible with the design, scale and architectural character of the building or site on which they are to be placed.	The sign is compatible with the design of the existing railway bridge as discussed in Section 5 .	Yes
Structures supporting signs should be of a high aesthetic appearance and not impact on the visual amenity of the locality.	The structure supporting the sign would be largely unseen behind the sign.	Yes
Materials used should be durable, fade proof and of a high aesthetic quality.	The sign is designed for a lifetime of 15 years. The department is satisfied that the sign is of a suitable design quality as discussed in Section 5 .	Yes
Advertisements and advertising structures should not protrude above the skyline.	The sign is wholly within the extent of the railway bridge.	Yes
Advertisements and advertising structures should complement natural features and not result in the trimming and lopping of significant trees.	No significant trees will require pruning or lopping to accommodate the sign	Yes
<p>The following types of advertising and signs are discouraged to protect the visual quality of the City:</p> <ul style="list-style-type: none"> ▪ Posters on poles or other structures in public places ▪ Sky signs ▪ Temporary signs of a commercial nature on land whether zoned or unzoned ▪ Trees used to support advertisement - Flashing lights ▪ A-frame signs, goods and signboards in public places ▪ Pylon signs not directly related to an activity carried out on the site. ▪ Signs painted on or applied on the roof. 	Noted, the sign does not meet any of the signs listed	Yes
General advertising signs that do not relate to a use, business or activity carried out on the site or building on which the sign is to be placed are discouraged in order to protect visual amenity and reduce visual clutter.	The sign is to be utilised for advertising however, the sign will not impact upon the visual amenity of the area as discussed in Section 5 .	Considered acceptable – see comments.
Sign content is to relate directly to a use, business or activity carried out on or associated with the building or site on	The sign is in conjunction with the provision of public infrastructure as it is will be attached to a railway bridge.	Yes

DCP Signage Objectives	Comments	Compliance
<p>which the sign is to be placed, or to within 400m of the site, except where the sign:</p> <ul style="list-style-type: none"> • is incorporated with a bus shelter, home kiosk, telephone booth, ▪ street furniture and the like, or ▪ is in conjunction with the provision of public infrastructure, or • incorporates sponsorship acknowledgement. 		
Sponsorship acknowledgement will be limited to words related to the sponsoring company's name, and the sponsor's logo, provided it does not exceed 5% of the area of the sign.	The logo will be approximately 3% of the sign area.	Yes
The language of signs is to be accessible to the wider population	Conditions of consent are recommended to limit the content of the signs	Yes
All signs displaying the language of a foreign country must contain the English equivalent.	Noted	Yes
Signs and their supporting structures are to be structurally sound and constructed to ensure pedestrian and traffic safety.	Conditions of consent are recommended requiring the sign to meet the provisions of the BCA, to be reviewed by TfNSW engineers, and to have a fall arrest system to prevent the sign from causing traffic or pedestrian safety concerns.	Yes
<p>Signs and their supporting structures should not be:</p> <ul style="list-style-type: none"> ▪ hazardous to passers-by and for traffic safety ▪ located so as to obscure a driver's or pedestrian's view of road or rail vehicles, pedestrians or features of the road, railway or footpath ▪ highly illuminated so as to cause discomfort to, or inhibit vision of drivers or pedestrians ▪ mistaken as an official traffic sign and should not distract a drivers attention or be confused with traffic signal instructions. 	<p>The sign will not:</p> <ul style="list-style-type: none"> • be a hazard to pedestrians or vehicles • be a distraction or screen other pedestrians or vehicles • will not be illuminated above levels stipulated in the Australian Standards. • be able to be mistaken for traffic signals or signs <p>These matters are discussed in detail under Section 5.</p>	Yes

DCP Signage Objectives	Comments	Compliance
The erection of any sign must comply with the applicable requirements of the Building Code of Australia.	Conditions of consent are recommended requiring the sign to meet the provisions of the BCA.	Yes
Illuminated signs are not to detract from the architecture of the supporting building during daylight.	The illumination of the sign has been considered under Section 5 of the report	Yes
Illuminated signs are to be energy efficient.	The illumination of the sign has been considered under Section 5 of the report	Yes
In considering applications for new signs, the consent authority must have regard to the number of existing signs on the site or the number of signs on a new building and in its vicinity and whether the cumulative impact gives rise to visual clutter.	The sign is adequately sited away from other signage and will not result in an adverse cumulative impact or 'visual clutter'.	Yes
A curfew may be imposed on the operation of illuminated signs where continuous illumination may impact adversely on the amenity of residential buildings, serviced apartments or other visitor accommodation, or have adverse environmental effects.	The illuminated of the sign is required to be reduced based on the light levels outside. The sign will automatically adjust as light levels change	Yes
External lighting of signs is to be downward pointing and focused directly on the sign and is to prevent or minimise the escape of light beyond the sign.	N/A	N/A
Business Zones		
Signs should permit adequate identification and business advertising while avoiding visual clutter.	The sign will allow for the advertising and will not result in visual clutter	Yes
Signs are to reflect the character of the town, neighbourhood centre or mixed use locality in which they are located and are to be incorporated into the development at the design stage.	The sign reflects the commercial and civic nature of the area.	Yes
<p>To protect the amenity of adjoining residential uses:</p> <ul style="list-style-type: none"> signs may not be permitted on walls facing adjoining residences signs should be located on the street facing wall areas of buildings, below the roof 	N/A - The sign is not in close proximity to any residential premises	N/A

DCP Signage Objectives	Comments	Compliance
<ul style="list-style-type: none"> ▪ eaves line or parapet line, and relate to the architectural appearance of the building ▪ special care is to be taken to avoid any likely nuisance to nearby residents • as a result of glare or light spillage. 		
<p>Flush wall signs should not span across window openings or facade bays. Where traditional recessed advertising panels have been incorporated into the design of the facade, these should be utilised.</p>	N/A	N/A
<p>Under awning signs, illuminated and non-illuminated, are to:</p> <ul style="list-style-type: none"> ▪ have maximum dimensions 2500mm in length and 500mm in height ▪ be erected horizontal to the ground and at no point be less than 2600mm from the ground • not project beyond the edge of the awning include a separation distance of 3m from other under awning signs. 	N/A	N/A
<p>Top hamper signs are to be:</p> <ul style="list-style-type: none"> ▪ proportionate to the size of the top hamper fascia but, shall not exceed 600mm in height and 4000mm in length ▪ set back 600mm from side boundaries to satisfy fire regulations, where illuminated ▪ be restricted to one per premises 	N/A	N/A
<p>Signs on multi-storey office and multi tenancy retail buildings, usually referred to as naming rights, will be limited to a corporate or head tenant identification only. Secondary naming rights may also be located at the entrance(s) of a building. All other signs relating to the tenants of the building are to be contained in a directory board. Such directory boards are to be designed and constructed of high quality material, incorporated into the architecture of the building and are not to dominate landscaped areas and public domain</p>	N/A	N/A

DCP Signage Objectives	Comments	Compliance
areas. Individual tenant signs are not permitted.		
Signs for individual non-residential land uses are restricted to 1 top-hamper sign, 1 underawning sign and 1 wall sign.	N/A	N/A
Fascia signs are generally to be no larger than 0.75m ² , where the bottom of the sign is at least 2.6m above the pavement and where the outer edge is at least 1 metre from the kerb. Surface mounted box signs attached to the front fascia's which detract from the building's appearance will not be favoured. Timber or cast metal signs are encouraged on traditional shop frontages.	N/A	N/A

Appendix D – Recommended Instrument of Consent

The Instrument of Consent can be found here:

<https://pp.planningportal.nsw.gov.au/daex/under-consideration/da-225178-digital-advertising-signage-darcy-street-parramatta>