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Statement of Environmental Effects

Digital Advertising Signage Pacific Highway, Pymble



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

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Appendix 2	Architectural Plans
Appendix 3	Traffic Safety Assessment
Appendix 4	Lighting Impact Assessment
Appendix 5	Public Benefit Statement
Appendix 6	Site Survey

Project Summary

Project Element	Summary of the project
Proposed Signage	<ul style="list-style-type: none"> digital conversion of an existing static advertising sign visible to northbound traffic along the Pacific Highway display of illuminated advertisements 24 hours a day, 7 days a week
Advertising Display Area	<ul style="list-style-type: none"> 50.12m²
Visual Screen Size	<ul style="list-style-type: none"> existing: 42.41m² (12.66m x 3.35m) proposed: 39.94m² (12.48m x 3.2m)
Site Description	<ul style="list-style-type: none"> Lot 2073 DP 1132828 and partial overhang of road reserve
Visual Impacts	<ul style="list-style-type: none"> this SEE undertakes an assessment of visual impacts due to the orientation of the sign, there are limited sensitive receivers within the visual catchment of the sign as the proposed sign is 6% smaller and the advertising structure is to be upgraded, the proposal will result in positive visual impacts
Lighting Impacts	<ul style="list-style-type: none"> a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4) the LIA confirms the proposal: <ul style="list-style-type: none"> complies with the relevant illumination criteria will not result in unacceptable glare will not unreasonably impact on the visual amenity of nearby residences of accommodation the LIA states baffles are incorporated and recommends that the average luminance between successive images does not exceed 30% to ensure illumination impacts are mitigated the Applicant is committed to implementing the mitigation measures
Road Safety Impacts	<ul style="list-style-type: none"> a Traffic Safety Assessment (TSA) has been prepared by Bitzios Consulting (Appendix 3) the TSA confirms the proposed sign: <ul style="list-style-type: none"> will be visible from northbound traffic along the Pacific Highway from a maximum distance of 230m requires a minimum dwell time of 10 seconds complies with the relevant road safety criteria would not compromise safety for road users
Public Benefit	<ul style="list-style-type: none"> a Public Benefit Statement has been prepared by Sydney Trains (Appendix 5) the statement confirms the revenue will support essential Sydney Trains services, the proposed sign will be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour
Hours of Operation	<ul style="list-style-type: none"> 24 hours a day, 7 days a week
Cost of Works	<ul style="list-style-type: none"> \$578,600 (including GST)

Table 1: Project Summary

1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) for JCDecaux on behalf of *Sydney Trains* (the Applicant) to accompany a Development Application (DA) for the digital conversion of an existing static advertising sign between the Pacific Highway and the T1 Rail Line within the Ku-ring-gai Local Government Area.

The Minister for Planning and Homes (the Minister) is the consent authority for the application, as prescribed under section 3.10(c) of *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP). Accordingly, this SEE has been prepared and is submitted to the Department of Planning and Environment (DPE) pursuant to the provisions of Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

As the Applicant is a public authority, the subject application is a Crown Development Application pursuant to Part 4 Division 4.6 of the EP&A Act.

This SEE also includes a detailed assessment of the operation of the proposed digital advertising signage against the requirements outlined in the *Transport Corridor Outdoor Advertising and Signage Guidelines, Assessing Development Applications under SEPP 64* (DPE, 2017) (Signage Guidelines).

The proposed development comprises the removal of an existing static advertising sign and its replacement with a digital advertising sign. The new digital advertising sign provides:

- an advertising display area of 50.12m² and a visual screen size of 39.94m²
- the continued display of illuminated advertisements
- a minimum dwell time of 10 seconds for message changes
- a maximum luminance of 200 cd/m² during the night time period
- webcam mounted on a safety arm to monitor visual content

The proposed digital advertising sign has a 6% smaller visual screen size than the existing 42.41m² illuminated static sign and will improve the overall quality and visual appearance of the display.

The application seeks consent to operate the sign for a period of 15 years. The estimated cost of works of the development is \$578,600 (including GST).

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

Supporting documentation	Appendices
Industry and Employment SEPP & Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Traffic Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Public Benefit Statement	Appendix 5
Site Survey	Appendix 6

Table 2: List of Appendices

1.1 Pre-lodgement meeting

Department of Planning and Environment

On 7 March 2022, a DA pre-lodgement meeting was convened with DPE to discuss key issues associated with the development application.

The meeting provided an opportunity for JCDecaux to introduce the site and the proposal and to facilitate discussion on key issues that are considered as part of this DA. The application has been prepared in accordance with the advice given at the pre-lodgement meeting with DPE.

Key issues discussed include:

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

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

Transport for NSW

A meeting was convened with TfNSW to discuss traffic and road safety issues associated with the development application. During this meeting no significant issues were raised with the proposal from a traffic safety perspective.

Road safety is addressed at Section 5.1.

2 The site and locality

2.1 Site Description

The subject site is within the Ku-ring-gai Local Government Area (LGA) and is approximately 15km north of the Sydney Central Business District (CBD). The site is located 350m southeast of Pymble Train Station and sits between the Pacific Highway and the T1 Rail Line.

The Pacific Highway is a Classified Road (Highway 10) that is frequented by high traffic volumes travelling north towards Hornsby and the Pacific Motorway and south towards Chatswood and the CBD. However, the sign will only be visible to northbound motorists.

There is an existing static sign currently on the site visible to motorists travelling northbound. The existing sign has dimensions 12.66m x 3.35m and is backlit from dusk til dawn. The site adjoins a digital advertising sign which is orientated towards southbound traffic on the Pacific Highway.

Other signage in the vicinity visible to northbound traffic includes a sign advising drivers to form 2 lanes approximately 50m south of the site, clearway and no stopping signs, and directional signage advising distances to key centres approximately 30m north of the site.

The subject site in context to the surrounding area is shown in Figure 1. The existing static sign as viewed from the Pacific Highway northbound is shown in Figure 2 and as an elevation at Figure 3.



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



Figure 2: Existing static sign as viewed from the Pacific Highway northbound (Source: Keylan)

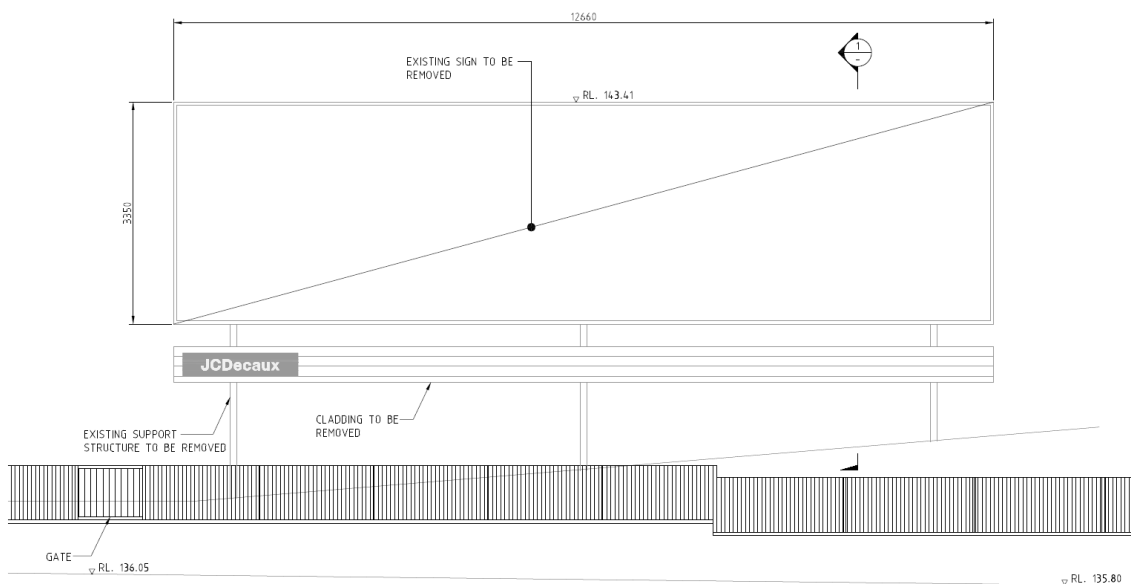


Figure 3: Elevation of existing sign (Source: DBCE)

2.2 Existing Road Environment

The Pacific Highway is an established road corridor comprising six lanes in most locations, however there are only five lanes adjacent to the site. A speed limit of 60km/h applies to motorists travelling in both directions.

The site is approximately 80m southeast of an unsignalised right turn onto Grandview Street and 150m north of the unsignalised intersection of Bloomsbury Ave and the Pacific Highway. The Pacific Highway merges from 3 to 2 lanes northbound approximately 60m south of the site.

There are pedestrian footpaths located on both sides of the Pacific Highway. The proposed sign will be visible to pedestrians travelling north and south on both footpaths due to the position of the sign being set back from the road and footpath. On road cycling is permitted on the Pacific Highway, however no formal cycling facilities are provided.

2.3 Surrounding Locality

The advertising sign will be located within an established railway corridor and visible to northbound traffic along the Pacific Highway. The surrounding locality is characterised by the Pacific Highway as a major throughfare and a mix of commercial and residential uses fronting the Pacific Highway.

Development surrounding the site and in proximity to the road and rail corridor includes:

- commercial uses 70m south of the site on the eastern side of the Pacific Highway
- residential dwellings to the south, with the nearest dwelling being approximately 45m from the subject site
- a heritage conservation area to the northeast of the site,
- a reserve zoned RE1 public recreation to the west of the site
- another advertising sign to the immediate north of the site

The visual catchment of the site includes approximately one multi-dwelling housing development, a residential dwelling and a commercial building currently occupied by an indoor recreation facility.



Figure 4: Adjoining advertising sign to the north of the site and commercial development to the south of the site in background (Source: Keylan)



Figure 5: Reserve zoned RE1 Public Recreation to the west of the site (Source: Keylan)



Figure 6: Nearest residential receiver at 1026-1028 Pacific Highway (Source: Keylan)

2.4 Site History

On 28 November 2008, the then Minister for Planning approved DA 24-4-2008 for the erection of two single-sided externally illuminated freestanding advertising panels on railway corridor land on the eastern side of the Pacific Highway at Pymble. The development consent established the scale, height and dimensions of the advertising signs and the advertising panel sizes. The two signs replaced four existing billboards.

The subject site therefore has a long history of advertising as this location facilitates good exposure to the road corridor while being sufficiently separated from other land uses. Furthermore, advertising in this location does not pose a significant distraction to road users and meets the standards for maintaining a high level of public safety, having regard to the location and traffic movement.

Subsequently, APN Outdoor lodged a development application (DA) on behalf of Sydney Trains on 24 July 2014 seeking consent for the upgrade of the northern facing sign to a digital LED advertising screen. The delegate of the Minister for Planning granted development consent on 27 November 2014.

3 The Proposal

The proposal involves the digital conversion of an existing static advertising sign between the Pacific Highway and the T1 Rail Line in Pymble.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> digital conversion of an existing static advertising sign
Associated works	<ul style="list-style-type: none"> the existing advertising sign, cladding and steel columns are to be removed and the existing footing and fencing are to be retained the proposal includes a new advertising sign, steel columns, an anti-graffiti retaining wall and a ladder and platform for maintenance access supporting structures are to be painted black and monument to improve the visual appearance of the advertising structure
Sign location	<ul style="list-style-type: none"> the site is located between the Pacific Highway and the T1 Rail Line in Pymble (visible to northbound traffic along the Pacific Highway)
Advertising display area	<ul style="list-style-type: none"> 50.12m²
Visual screen size	<ul style="list-style-type: none"> 39.94m² (12.48m x 3.2m)
Dwell time	<ul style="list-style-type: none"> minimum dwell time of 10 seconds in accordance with the Signage Guidelines
Sign exposure	<ul style="list-style-type: none"> the proposed sign will have a sight length for northbound motorists from approximately 230m southeast of the sign and will be readable from approximately 140m southeast
Illumination	<ul style="list-style-type: none"> the digital signage is to be illuminated using LEDs installed within the front face 24 hours a day, 7 days a week
Consent time period	<ul style="list-style-type: none"> 15 years
Existing signage	<ul style="list-style-type: none"> existing static advertising sign to be removed <ul style="list-style-type: none"> the existing static advertising sign (12.66m x 3.35m, 42.41m²) is larger than the proposed sign the new sign will be 6% smaller than the existing sign the existing static advertising sign is illuminated from dusk to dawn

Table 3: Development summary

The proposed sign will be available for display of emergency messaging by Sydney Trains and other NSW Government agencies such as NSW Police, NSW Health and Transport for NSW.

Architectural drawings for the sign are shown in Figure 7 to Figure 9 and provided within the Architectural package at Appendix 2.

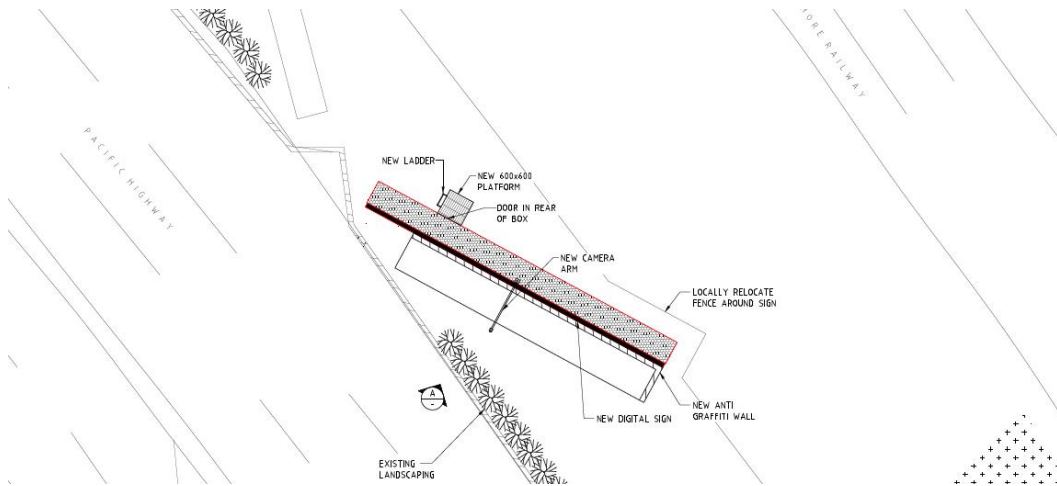


Figure 7: Digital signage plan (Source: DBCE)

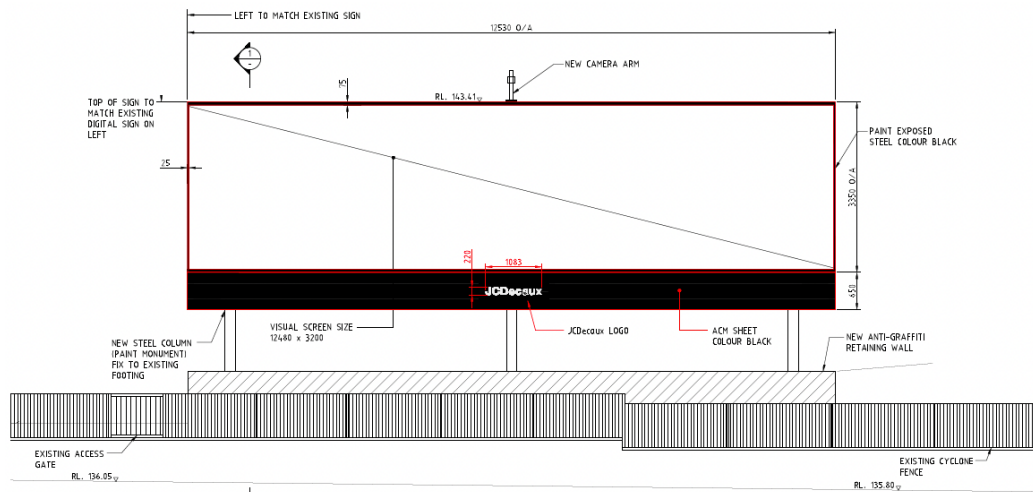


Figure 8: Elevation of proposed sign (Source: DBCE)

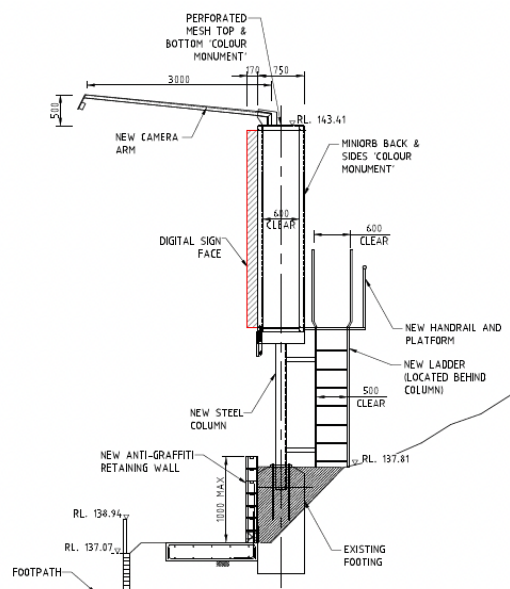


Figure 9: Section of proposed sign (Source: DBCE)



Figure 10: Indicative view from the Pacific Highway (Source: JCDecaux)

3.1 Digital LED Technology for Outdoor Advertising

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

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

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

3.2 Digital LED Screen Operation and Management

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

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

The LED screen will display content in feed cycles that are sequentially rotated on a loop cycle. Static digital advertisements will appear on the screen for a minimum 10 second dwell time before changing to a new static digital image. There will be a 0.1 second transition time between images, which appears instantaneous.

The proposed dwell time is consistent with the global and national operation of LED screens, variable messaging and scrolling technology as demonstrated below:

- the dwell time for electronic signage in the United States is typically 8 seconds
- scrolling technology is typically 7 to 8 seconds
- NSW TfNSW variable messaging signage works on a 3 second transition time for both information and emergency displays
- the 10 second dwell time specified for this 60km/hr speed zone is consistent with the Signage Guidelines

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

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

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

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

Sign Access and Maintenance

The sign will be accessed from the supporting platform which is proposed to be constructed behind the sign. JCDecaux will be responsible for maintenance of the signage structure. Maintenance will be undertaken by employees/ representatives of JCDecaux.

Hours of Operation

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

4 Statutory Planning Framework

4.1 Environmental Planning and Assessment Act 1979

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

The proposal is consistent with the objects of the EP&A Act as it is considered to promote the orderly and economic use and development of land without resulting in an adverse impact on the environment. Detailed assessment against the objects of the EP&A act is provided below.

Objective	Comment
(a) <i>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,</i>	The development promotes the social and economic welfare of the community by generating revenue to improve and maintain the Sydney Trains network and to provide emergency messages to the community during key periods on behalf of the NSW Government.
(b) <i>to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,</i>	This SEE provides information on the relevant economic, environmental and social impacts of the proposed development to enable the consent authority to undertake a thorough environmental assessment and assist in its decision-making on the application.
(c) <i>to promote the orderly and economic use and development of land,</i>	The development promotes the orderly and economic use of the land by providing a new digital advertising sign within an established transport corridor that will provide public benefits including the generation of revenue to contribute to improving and maintaining the Sydney Trains network
(d) <i>to promote the delivery and maintenance of affordable housing,</i>	Affordable housing does not form part of this application.
(e) <i>to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,</i>	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	There are no significant historical or Aboriginal cultural heritage features nearby to the site that will be impacted by the development.
(g) <i>to promote good design and amenity of the built environment,</i>	The development will be located within an established transport corridor. The design of the sign is considered to promote good design and will not have an adverse impact on the amenity of the surrounding location.
(h) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	The development will be constructed and maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to

Objective	Comment
	health and safety, construction and maintenance.
(i) <i>to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	This SEE is submitted to DPE to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPE to other State agencies and Council for further assessment and comment.
(j) <i>to provide increased opportunity for community participation in environmental planning and assessment.</i>	As part of DPE's assessment of the application, the SEE will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report.

Table 4: Assessment against Objectives of the EP&A Act

This section of the report provides the planning assessment against the key statutory environmental planning instruments and Development Control Plans relevant to the development. The following detailed assessment of the proposal is provided and which is based on the heads of consideration contained in section 4.15 of the EP&A Act.

Relevant Provision	Comment
(a) <i>the provisions of:</i>	
(i) <i>any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 4.
(ii) <i>any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	The relevant proposed environmental planning instruments are addressed at Section 4
(iii) <i>any development control plan, and</i>	The Ku-ring-gai Development Control Plan is addressed at Section 4.4.
(iiia) <i>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</i>	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) <i>the regulations (to the extent that they prescribe matters for the purposes of this paragraph),</i>	The application is consistent with the relevant matters of the EP&A Regulations.
(v) <i>(Repealed)</i>	N/A
(b) <i>the likely impacts of that development, including environmental impacts on both the natural and built environments,</i>	The impacts of the proposal are addressed in Section 5.

Relevant Provision	Comment
<i>and social and economic impacts in the locality,</i>	
(c) <i>the suitability of the site for the development,</i>	Site suitability is addressed at Section 5.5.
(d) <i>any submissions made in accordance with this Act or the regulations,</i>	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e) <i>the public interest.</i>	Public interest is addressed at Section 5.6.

Table 5: Section 4.15(1) assessment

4.2 State Environmental Planning Policies

The proposal has been designed with regard to the objectives and standards of the relevant planning instruments and policies that apply to the site. Under the provisions of the EP&A Act, the key applicable state environmental planning policies are:

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

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

4.2.1 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 – Advertising and Signage

Chapter 3 of the Industry and Employment SEPP aims to ensure that advertising and signage is well located, compatible with the desired amenity of an area and of high quality. Chapter 3 applies to all signage, advertisements that advertise or promote any goods, services or events and any structure that is used for the display of signage.

Regardless of permissibility under the KLEP 2015, the proposed sign is permissible with consent under section 3.14 of the Industry and Employment SEPP as it is on behalf of Sydney Trains and is within a railway corridor.

Further, under section 3.10(c) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is for an advertisement displayed on behalf of Sydney Trains in a rail corridor.

A comprehensive assessment against the provisions of Chapter 3 of the Industry and Employment SEPP that apply to the development is provided at Appendix 1.

Schedule 5 Assessment

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

Schedule 5	Comment	Compliance
1. Character of the Area		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<ul style="list-style-type: none"> the proposal is compatible with the existing and desired future character of the area as it reduces the advertising area of an existing sign and improves the quality of the advertising structure 	Yes
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none"> the proposal is consistent with outdoor advertising in the area being a major transport corridor and adjacent to an identical sign visible to southbound traffic there are also various types of commercial signage associated with businesses further north and south of the site 	Yes
2. Special Areas		
<i>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?</i>	<ul style="list-style-type: none"> the proposal is not visible from any environmentally sensitive areas, heritage areas, waterways or rural landscapes the proposal is opposite an area of land zoned RE1 Public Recreation, however, this area of land is not usable open space and is primarily an environmental reserve the proposal does not detract from the amenity or visual quality of the area the proposal is visible from some low-density residential dwellings however it improves the visual quality of the display by reducing the visual screen size of an existing sign which is already illuminated 	Yes
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none"> the proposal is not visible from any important views 	Yes
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<ul style="list-style-type: none"> the proposal does not dominate the skyline as it sits below the treeline and is located on an area of steeply sloped topography 	Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<ul style="list-style-type: none"> the proposal does not conflict with the viewing rights of other advertisers as it is a conversion of an existing advertising sign 	Yes

Schedule 5	Comment	Compliance
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<ul style="list-style-type: none">as identified above, the proposal is appropriate for the streetscape as it reduces the advertising area of an existing sign and sits within the landscape below the treelinethe proposal contributes to the visual interest of the streetscape and locality through the display of high-quality advertisementsthe proposal rationalises the existing advertising by reducing the display areathe proposal requires some minor ongoing vegetation management in front of the signage panel	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?		Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?		Yes
Does the proposal screen unsightliness?		Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?		Yes
Does the proposal require ongoing vegetation management?		Yes
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	<ul style="list-style-type: none">the proposal is compatible with the scale, proportion and characteristics of the site as it reduces the area of an existing signthe proposal respects and improves the features of the site being residual land between the train line and Pacific Highwaythe proposal shows innovation by upgrading the existing display to provide high quality advertisements and community messaging	Yes
Does the proposal respect important features of the site or building, or both?		Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?		Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	<ul style="list-style-type: none">a security camera / web camera is proposed to ensure the display of the LED screen is working properlya compliant operator logo will also be located at the bottom of the screen and within the advertising structure	Yes
7. Illumination		
Would illumination result in unacceptable glare?	<ul style="list-style-type: none">a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?		Yes

Schedule 5	Comment	Compliance
Would illumination detract from the amenity of any residence or other form of accommodation?	<ul style="list-style-type: none">the LIA confirms that the proposed digital conversion would not result in unacceptable glare or have any detrimental impacts to safetythe proposed signage incorporates baffles which reduce any upward light spilladditionally, the sign complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenity to nearby residencesthe brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditionsthe proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019	Yes
Can the intensity of the illumination be adjusted, if necessary?		Yes
Is the illumination subject to a curfew?		Yes
8. Safety		
Would the proposal reduce the safety for any public road?	<ul style="list-style-type: none">the Traffic Safety Assessment prepared by Bitzios Consulting confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists.the proposal does not obscure sightlines from public areas	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?		
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?		

Table 6: Schedule 5, SEPP (Industry and Employment) 2021 consideration

4.2.2 Transport Corridor Advertising and Signage Guidelines 2017

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

The Signage Guidelines have been established to compliment the provisions of the Industry and Employment SEPP. The DA for any advertising sign that is located in, or adjacent to, a transport corridor to demonstrate how the proposal addresses the Signage Guidelines. An assessment against the criteria within Signage Guidelines is provided at Appendix 1 and Section 5.

The assessment provided at Appendix 1 demonstrates the proposal is consistent with:

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Digital Sign Criteria
- the Freestanding Signage Criteria
- Road Safety (refer Section 5.1)
- Luminance Levels for Digital Advertisements (refer Section 5.1)
- the Public Benefit Test (refer Section 5.6)

4.2.3 State Environmental Planning Policy (Transport and Infrastructure) 2021

Chapter 2 - Infrastructure

Chapter 2 of *State Environmental Planning Policy (Transport and Infrastructure) 2021* (Transport and Infrastructure SEPP) identifies the environmental assessment category into which different types of infrastructure and services development fall. In addition, Chapter 2 identifies those matters that are to be considered in the assessment of development that is adjacent to particular types of infrastructure, including development in and adjacent to road corridors.

Section 2.118 of the SEPP requires the consent authority to be satisfied that any new development with a frontage to a classified road would not compromise the operation and function of the road. The proposal comprises development with frontage to a classified road (Pacific Highway – Highway 10).

A Traffic Safety Assessment (TSA) has been prepared as part of the application and is included at Appendix 3. The TSA considers the ongoing operation and function of the Pacific Highway in context to the development and concludes that the surrounding road environment presents a low risk environment for the proposed digital advertising sign. Road safety is further discussed at Section 5.1.

4.3 Ku-ring-gai Local Environmental Plan 2015

The *Ku-ring-gai Local Environmental Plan 2015* (KLEP 2015) is the principal Environmental Planning Instrument applicable to the land.

4.3.1 Zoning

The proposed sign is located on land zoned SP2 Infrastructure – Rail Infrastructure under the KLEP 2015. Signage is permissible with consent in the SP2 zone under the KLEP 2015 as it is *ordinarily incidental or ancillary* to the railway corridor given it will generate revenue to maintain and improve Sydney Trains' infrastructure.

Additionally, as the proposed sign is on behalf of Sydney Trains and is within a railway corridor, it is also permissible with consent under section 3.14 of the Industry and Employment SEPP.

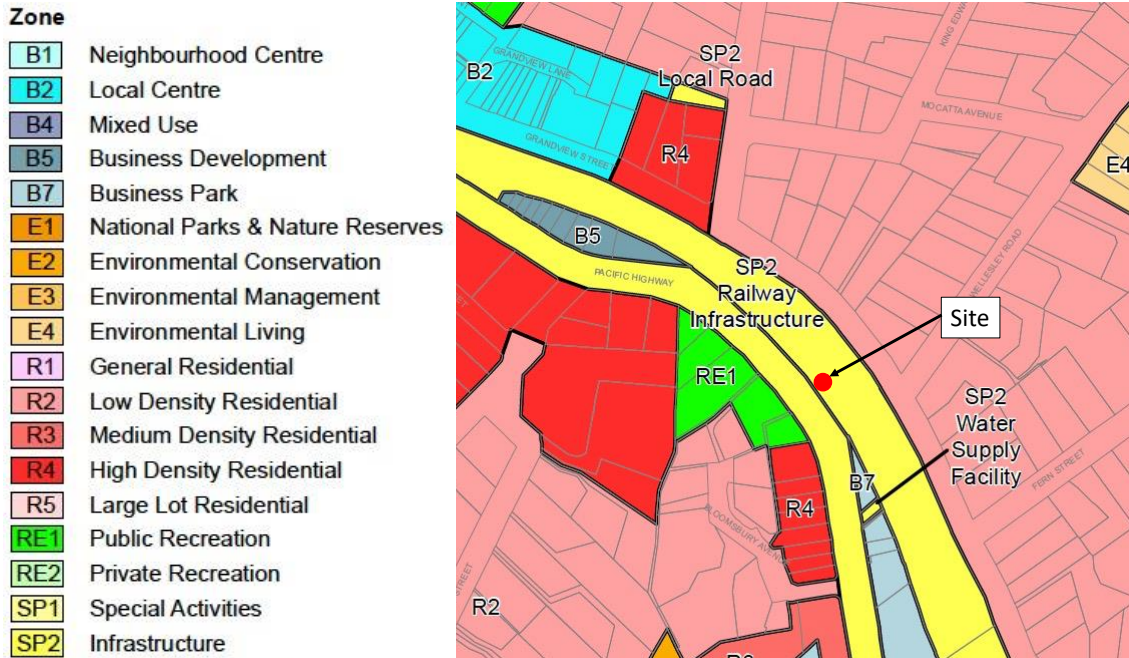
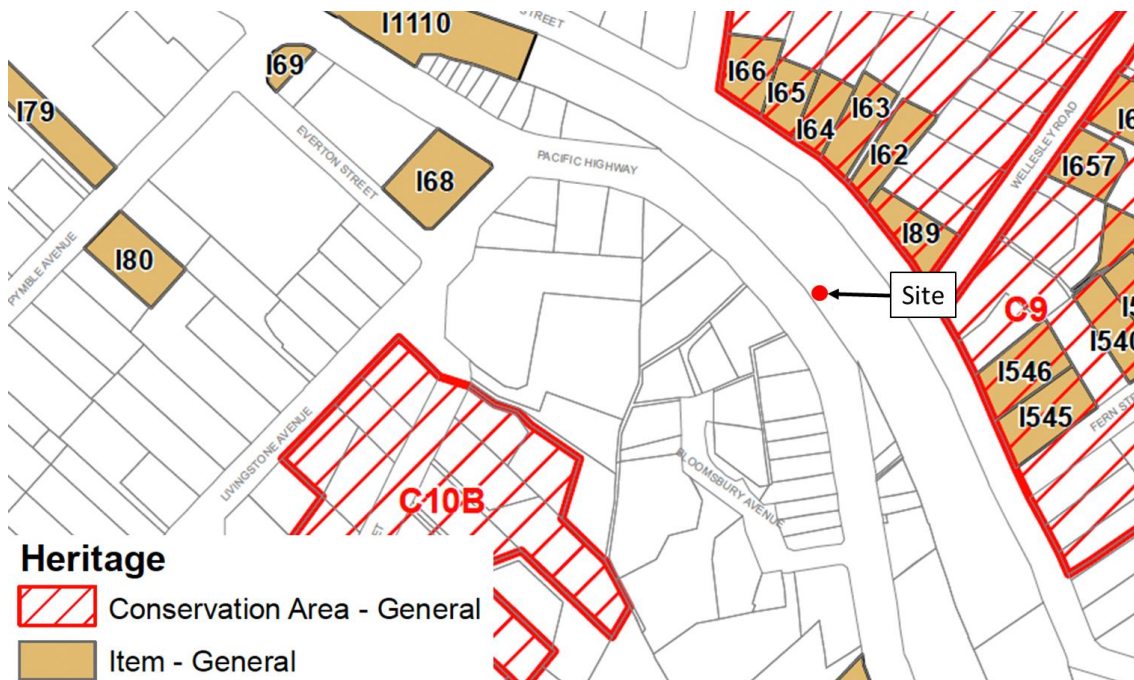


Figure 11: Land use zoning map (Source: KLEP 2015)

4.3.2 Heritage

There are several heritage items and heritage conservation areas within the surrounding locality as illustrated in the below figure. However, due to the proposed sign's orientation visibility will be limited from any heritage items or conservation areas and is therefore unlikely to result in any adverse heritage impacts.



4.3.3 Clause 6.3 Biodiversity Protection

The site is nearby to areas identified as biodiversity on the Terrestrial Biodiversity Map under clause 6.3 of the KLEP 2015, however the site itself is not identified. The proposal only seeks the digital conversion of an existing illuminated advertising sign and is therefore not anticipated to have any biodiversity impacts.



Figure 13: Terrestrial Biodiversity (Source: KLEP 2015)

4.4 Ku-ring-gai Development Control Plan

The proposal is generally in compliance with the aims, objectives and key provisions of the DCP. In areas of non-compliance the proposal has been well justified as detailed in this SEE.

A detailed assessment of the proposal against the relevant provisions of the DCP is provided below:

Provision	Comment	Complies
Part 12: Signage and Advertising		
12.1 Signage General	<ul style="list-style-type: none"> the proposed sign utilises non-combustible, graffiti resistant and easily cleaned materials control 4 states third party advertising signage and freestanding signs/pole signs are not permitted despite this, the proposal seeks digital conversion of an existing sign and is permissible under the Industry and Employment SEPP which overrides controls within the DCP the proposal is also consistent with the objectives of this section as the sign: <ul style="list-style-type: none"> creates visual interest is compatible with vehicular flow 	No, but acceptable

Provision	Comment	Complies
	<ul style="list-style-type: none"> communicates effectively does not dominate the public domain 	
12.4 Advertising Structures	<ul style="list-style-type: none"> the proposed sign avoids visual clutter as there are no other advertising signs visible to northbound traffic in the vicinity of the site the proposed design of the sign is simplistic and present a form that will reduce visual clutter and ensure safety for motorists 	Yes
12.7 Illumination of Signs	<ul style="list-style-type: none"> a LIA prepared by Electrolight is included at Appendix 4 the LIA confirms the proposed illumination impacts are minimal and will not impact the amenity of users of nearby buildings the LIA also confirms illumination will not be hazardous to vehicular traffic or pedestrians the illuminated sign will use LED technology which will be concealed in the advertising structure 	Yes
12.10 Maintenance	<ul style="list-style-type: none"> JCDecaux is committed to maintaining the sign to the satisfaction of Council at all times 	Yes

Table 7: DCP Assessment

5 Environmental Planning Assessment

5.1 Road safety

A Traffic Safety Assessment (TSA) has been prepared by Bitzios Consulting (Appendix 3). The TSA considers the signage exposure and road accident history and has been prepared having considered the requirements for road safety set out in the Signage Guidelines.

5.1.1 Road environment

The existing road environment along the Pacific Highway in proximity to the site is summarised in the below table.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> Pacific Highway – Classified Road (Highway 10)
Speed limit	<ul style="list-style-type: none"> Pacific Highway – 60km/h
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> the site is approximately 80m southeast of an unsignalised right turn onto Grandview Street the site is approximately 150m north of the unsignalised intersection of Bloomsbury Ave and the Pacific Highway.
Road configuration and geometry	<ul style="list-style-type: none"> dual carriageway primarily with three traffic lanes southbound and three traffic lanes northbound merging into two lanes approximately 75m southeast of the sign
Crash data	<ul style="list-style-type: none"> three road accidents recorded in past 5 years within the viewing area of the proposed sign (approximately 230m southeast along the Pacific Highway)
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> pedestrian paths located on either side of the Pacific Highway no cyclist infrastructure along the Pacific Highway
Parking	<ul style="list-style-type: none"> the Pacific Highway is a no stopping zone northbound and a clearway southbound

Table 15: Existing road environment

5.1.2 Signage exposure

The TSA estimates that the proposed sign will have a sight length for northbound motorists from approximately 230m southeast of the sign. The sign will be partially visible from 140m, visible from 90m and clearly visible at 20m.

The signage exposure distance and indicative views are shown in the figures below.



Figure 14: Signage exposure distance and sightlines (Source: Bitzios Consulting)

5.1.3 Road accident history

Historic crash data has been obtained by Bitzios Consulting from TfNSW to identify incidents which have occurred within the viewing area of the proposed sign (230m southeast).

The TSA found three crashes were recorded within the viewing area of the proposed sign between January 2016 and December 2020. Of the three crashes one was a rear-end crash, one was out of control on carriageway, and one was a head on collision where fatigue was a factor.

No crashes involved pedestrians and no fatalities were recorded. The TSA analysis of the crash records found there is nothing to suggest a relationship between the crashes and the existing static advertising sign.

The TSA states the crash data indicates a very low crash rates with an average of less than one crash per year. The TSA concluded that crash data indicates that this is not an inherently unsafe location.

The locations of the crashes are identified in Figure 15.

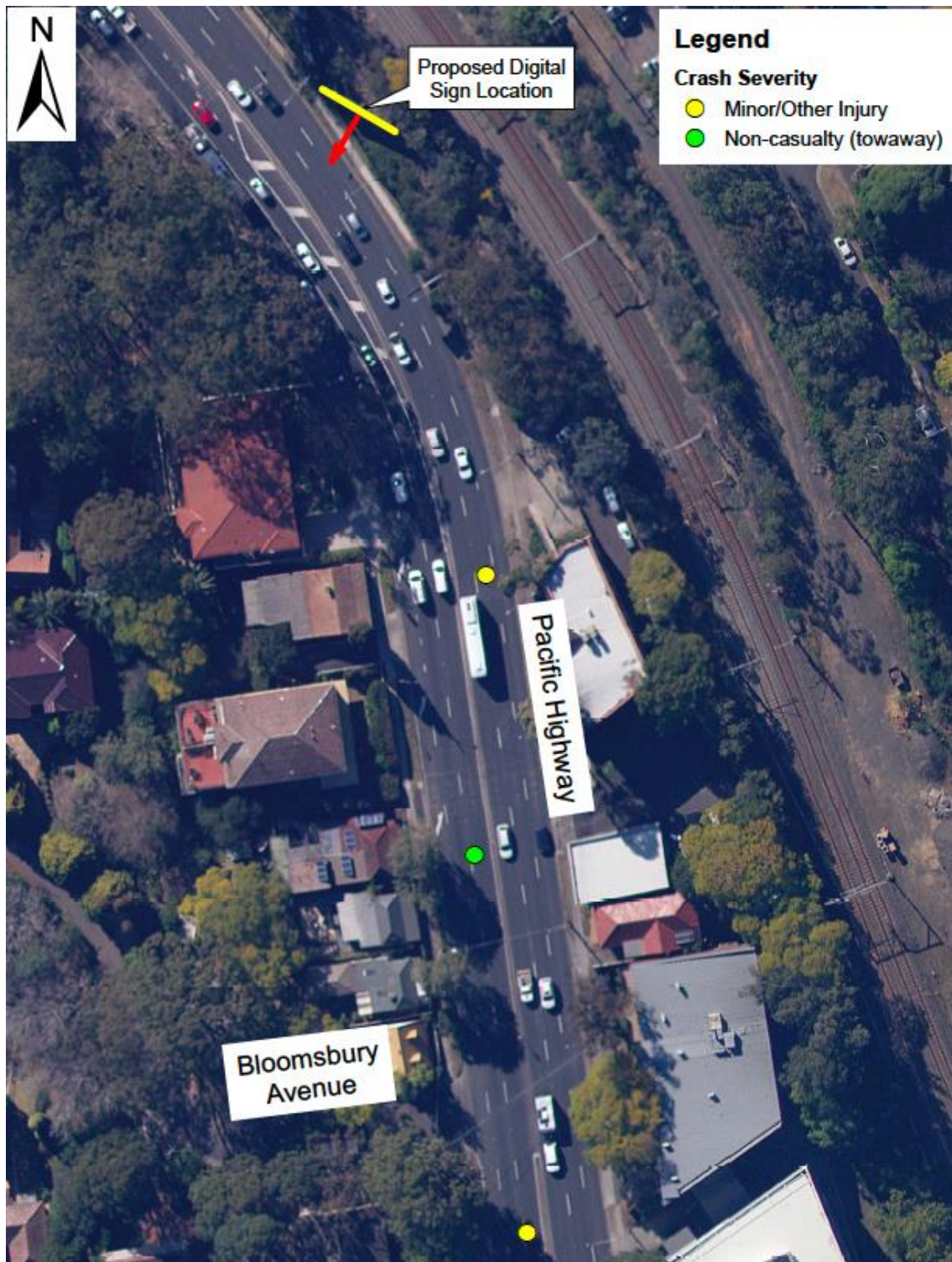


Figure 15: Locations of crashes (Source: Bitzios Consulting)

5.1.4 Road safety criteria – Signage Guidelines

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

Responses provided in the TSA in respect to the Transport for NSW Advertising Sign Safety Assessment Matrix and the Transport Corridor Outdoor Advertising and Signage Guidelines Table 3 are outlined in Table 8 and Table 9, respectively.

Consideration	Response provided by Bitzios Consulting	Risk Level
a. <i>It obscures a view of an object/vehicle/pedestrian that creates a hazard</i>	<i>The proposed sign will be located beside all surrounding objects/vehicles /pedestrians etc.</i>	Low
b. <i>Sign positioning relative to travel direction</i>	<i>The proposed sign will be positioned so that only glance appreciation is required. Additionally, drivers would not need to turn/raise their head to fully observe the sign. The sign will be visually prominent northbound.</i>	Low
c. <i>It distracts a driver at a critical time</i>	<i>The proposed sign will be located 60m after near the merge point of lanes 1 and 2 northbound on the Pacific Highway, though it is unlikely to be visually prominent to drivers until they do merge.</i>	Low
d. <i>It interferes with the effectiveness and safety of a traffic control device (e.g. traffic signs, traffic signals or other traffic control devices)</i>	<i>The proposed sign is unlikely to noticeably obstruct or directly interfere with any traffic control devices.</i>	Low
e. <i>Sign Clutter</i>	<i>No other advertising sign is visible when a driver is in view of the subject sign.</i>	Low

Table 8: Response to Transport for NSW Advertising Sign Safety Assessment Matrix (Source: Bitzios Consulting)

Criteria	Response provided by Bitzios Consulting
a. <i>Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.</i>	<i>Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.</i>
b. <i>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.</i>	<i>Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.</i>
c. <i>The image must not be capable of being mistaken:</i> i. <i>for a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device</i>	<i>Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers.</i> <i>For example, advertisements must not instruct drivers to perform an action such as 'Stop'.</i>

Criteria	Response provided by Bitzios Consulting
ii. as text providing driving instructions to drivers.	
d. Dwell times for image display must not be less than: <ul style="list-style-type: none"> i. 10 seconds for areas where the speed limit is below 80km/h ii. 25 seconds for areas where the speed limit is 80km/h and over. 	The minimum allowed dwell time is 10 seconds based on the posted speed limit of 60km/h. Conditions can be imposed by the consent authority to ensure this minimum dwell time.
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.	Conditions can be imposed by the consent authority to ensure that the sign has a transition time of no more than 0.1 seconds and a black screen in the event of image failure.
f. Luminance levels must comply with the requirements in Section 3 below.	This area is Zone 4 as categorised in Section 3.3 of the Signage Guidelines. Acceptable luminance levels for this zone as specified in Table 6 of the Signage Guidelines are: no limit (full sun on face of signage), 6000cd/m ² (daytime), 500cd/m ² (twilight and inclement weather) and 250cd/m ² (night-time). Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.
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.	Conditions can be imposed by the consent authority to ensure that the sign's images comply with requirements to not contain flickering or flashing content.
h. 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).	Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.
i. Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	N/A – The sign is not visible from a school zone.
j. Each sign proposal 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.	All relevant traffic directions have been assessed on their own merits.
k. At any time, including where the speed limit in the area 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 using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are	Noted.

Criteria	Response provided by Bitzios Consulting
to be discussed between RMS and the sign owner and operator.	
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 TfNSW as part of their concurrence role	The proposed digital sign replaces an existing static sign, and no other sign is visible less than 150m.
m. Signs greater than or equal to 20sqm must obtain TfNSW concurrence and must ensure the following minimum vertical clearances; <ul style="list-style-type: none"> i. 2.5m from lowest point of the sign above the road surface if located outside the clear zone 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. 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. 	Under Section 4.13(2) of the Environmental Planning and Assessment Act 1979, development to be determined by the Minister does not require TfNSW concurrence. Instead, the Minister is only required to consult with TfNSW.
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 TfNSW to allow a review of the sign's activity in case of a complaint.	Conditions can be imposed by the consent authority to ensure that an electronic log is kept for the duration of the consent and be available to the consent authority and/or TfNSW for review in case of a complaint.
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 TfNSW Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the signs installation. The road safety check must be carried out by an independent TfNSW accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to TfNSW and any safety concerns identified by the auditor relating to the operation or	Conditions can be imposed by the consent authority for a road safety check to be carried out after 12 months but within 18 months of the sign's installation.

Criteria	Response provided by Bitzios Consulting
<i>installation of the sign must be rectified by the applicant. In cases where the applicant is the TfNSW, the report is to be provided to the Department of Planning and Environment as well.</i>	

Table 9: Assessment against the Transport Corridor Outdoor Advertising and Signage Guidelines Table 3
 (Source: Bitzios Consulting)

5.1.5 Road safety summary

Road safety impacts have been comprehensively assessed in accordance with the requirements of the Industry and Employment SEPP and the road safety criteria set out in the Signage Guidelines.

The TSA has determined the proposed sign will be visible from approximately 230m to the southeast of the site. The TSA also found the proposed sign will not obstruct or interfere with the view of or restrict sight distances to any intersections, traffic control devices, vehicles, pedestrians or cyclists given its location adjacent to the road.

Further, the proposed minimum dwell time of 10 seconds is suitable as drivers would be viewing the sign while travelling 60km/hour or less.

In summary, based on the findings of Bitzios Consulting in its TSA, the proposed sign is not expected to reduce the safety of the road environment and is therefore considered acceptable on road safety grounds.

5.2 Illumination

The proposed sign will be illuminated using LEDs installed within the front face on a 24 hour, 7 days per week basis. The brightness of the LEDs shall be controlled to provide upper and lower thresholds (as required) and will include a light sensor to automatically adjust the brightness of the display area to adjust to ambient lighting conditions. Note, the existing sign is also illuminated.

A Lighting Impact Assessment (LIA) has been prepared by Electrolight (Appendix 4). The LIA has assessed the proposal against the illumination criteria under:

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

5.2.1 Illumination criteria – Signage Guidelines

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

The luminance levels for digital advertisements that are within a Zone 4 environment, as outlined in the Signage Guidelines, are shown in Table 12.

Lighting Condition	Max Permissible Luminance for Zone 4 (cd/sqm)	Complies
Full sun on face of signage	No limit	Yes
Daytime luminance	6000	Yes
Morning and evening, twilight and overcast weather	500	Yes
Night time	200	Yes

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

The LIA confirms that the sign at maximum luminance, will be visually consistent with the existing ambient lighting and is therefore suitable for the local area. It is noted that the maximum luminance limit during the night time period will not exceed the recommended maximum luminance level set out in the Signage Guidelines of 200 cd/sqm for Zone 4.

Further to the above, a lower luminance limit of 140cd/sqm will be adopted between 11pm and 6am (post-curfew period) to ensure compliance with AS 4282-2019.

5.2.2 AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting

The Control of the Obtrusive Effects of Outdoor Lighting (AS 4282-2019) sets out limits for different obtrusive factors associated with the night time operation of outdoor lighting systems. The LIA has undertaken an assessment of the sign during the 'post-curfew' period (11 pm to 6 am), which is considered the most obtrusive night time period and generally when residents are trying to sleep.

The LIA has categorised the nearest residential properties as all being within Environmental Zone A3 of AS 4282-2019, which is described as having medium district brightness (e.g. suburban areas in towns and cities). Lighting impacts on the three nearest residential dwellings with potential views to the sign are assessed. The location of the nearest dwellings is shown in Figure 16.



Figure 16: Location of assessed residential properties (Source: Electrolight)

The maximum lighting limits for Environmental Zone A3 during the pre-curfew and post-curfew periods, as set out in AS 4282-2019, is shown in Table 11.

Environmental Zone	Maximum vertical illuminance (lux)		Complies
	Pre-curfew	Post-curfew	
A3	10	2	Yes

Table 11: Maximum lighting limit

The LIA undertook a lighting model which found the maximum illuminance during night time operation is 1.56 lux to dwellings within zone A3 which is compliant with the limit of 2 lux outlined above. Consequently, the sign demonstrates an acceptable level of compliance with the maximum night time illumination criteria specified under AS 4282-2019.

5.2.3 Illumination summary

The LIA recommends the Applicant ensure that the average luminance difference between successive images do not exceed 30% to ensure compliance with AS 4282-2019 and for the dwell time to be at least 10 seconds or greater. The LIA also confirms the sign includes baffles to mitigate upward waste light.

In summary, the LIA determines that the sign:

- is found to be compliant with the criteria set out in AS 4282-2019 and the Signage Guidelines
- will not result in unacceptable glare or adversely impact the safety of pedestrians, residents or vehicular traffic
- will not unreasonably impact on the visual amenity of nearby residences or accommodation.

5.3 Heritage

There are several heritage items and heritage conservation areas within the surrounding locality as identified in Section 4.3. Despite this, the site does not appear to be visible from any heritage items or conservation areas and is therefore unlikely to result in any adverse heritage impacts.

5.4 Visual Impacts

The proposal involves the installation of a digital advertising sign facing southwest between the Pacific Highway and the T1 Train Line. The proposed sign has a visual screen size which is 6% smaller than the existing static advertising sign and will therefore result in overall positive visual impacts.

The orientation of the sign towards northbound traffic limits visibility to sensitive receivers to a few residential dwellings along the Pacific Highway southwest of the site. As properties along the Pacific Highway are oriented to address the street facing east, visual impacts are further limited to those closest to the sign.

Additionally, street tree planting and vegetation further obstructs views towards the sign from sensitive receivers.

View impacts from nearby residential properties

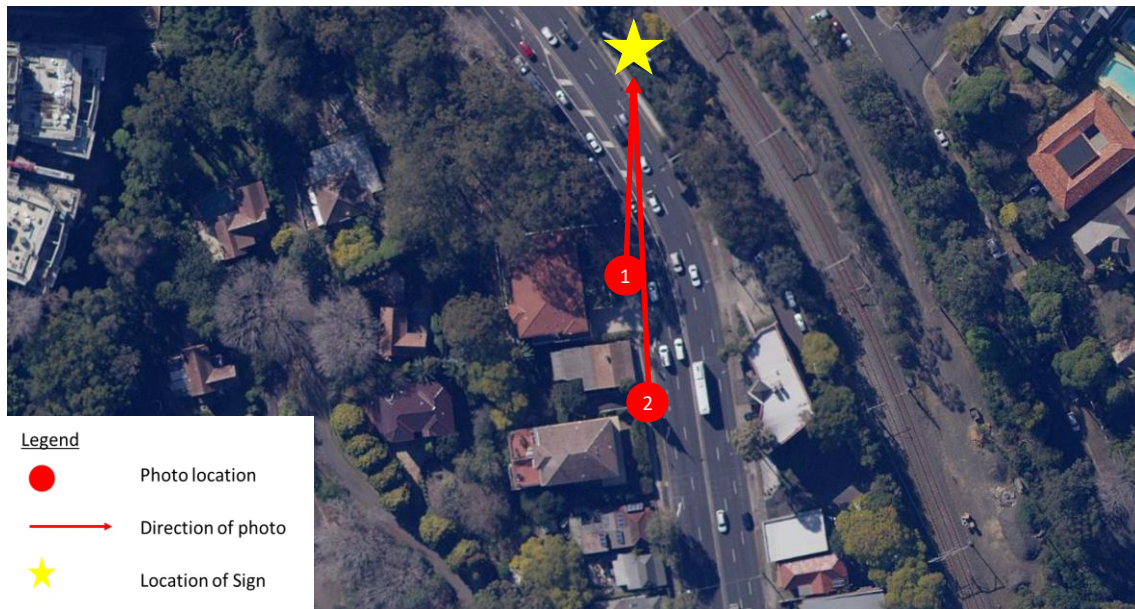


Figure 17: Map showing location of photos (Base source: SixMaps)

View 1

1026-1028 Pacific Highway is occupied by multi-dwelling housing containing 4 units (Figure 20). However, due to the sign orientation, the sign is only visible from the northern units.

Further, sloping topography is likely to further limit visibility for the bottom level units. There is also dense vegetation which will obstruct views from internal areas.

Additionally, in accordance with the Industry and Employment SEPP and the Signage Guidelines, the proposal is consistent with the nature and character of this area as it is located on the opposite side of the Pacific Highway between two transport corridors and sits below surrounding infrastructure and the tree canopy.

Overall, the proposed digital conversion of the existing sign will result in positive visual impacts from 1026-1028 Pacific Highway as the display will be 6% smaller and the overall advertising structure will be upgraded to be of a higher quality and visual appearance.



Figure 18: Existing view from entrance to 1026-1028 Pacific Highway (Photo 1) (Source: Keylan)



Figure 19: Indicative view from entrance to 1026-1028 Pacific Highway (Photo 1) (Source: Keylan)

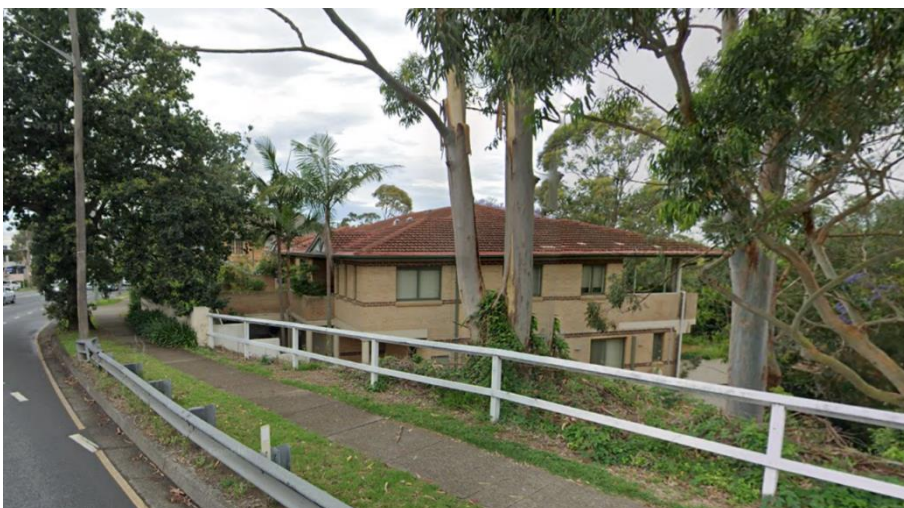


Figure 20: 1026-1028 Pacific Highway (Source: Google Maps)

View 2

1022 Pacific Highway is occupied by a single detached dwelling. Visibility to the sign from internal areas of this property is anticipated to be limited due to limited windows along the site's northern boundary and screening by vegetation and development at 1026-1028 Pacific Highway.

Additionally, in accordance with the Industry and Employment SEPP and the Signage Guidelines, the proposal is consistent with the nature and character of this area as it is located on the opposite side of the Pacific Highway between two transport corridors and sits below surrounding infrastructure and the tree canopy.

Nonetheless, the proposed digital conversion of the existing sign will result in positive visual impacts from 1022 Pacific Highway as the display will be 6% smaller and the overall advertising structure will be upgraded to be of a higher quality and visual appearance.



Figure 21: Existing view from entrance to 1022 Pacific Highway (Photo 2) (Source: Keylan)



Figure 22: Indicative view from entrance to 1022 Pacific Highway (Photo 2) (Source: Keylan)



Figure 23: 1022 Pacific Highway (Source: Google Maps)

Visual impact summary

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

- the proposed visual screen size is 6% smaller than the existing illuminated static sign
- the proposed advertising structure will be of a higher quality and visual appearance
- sign orientation ensures the proposed sign will not be visible from any heritage items and visibility from residential dwellings will be limited
- the presence of mature trees and vegetation along the road corridor will restrict views of the sign from surrounding land uses
- the proposal does not obstruct any important public views or vistas
- the proposal is considered appropriate for its setting, as it is located between two transport corridors which do not include any important visual features
- the installed digital advertising sign will enhance visual interest along the Pacific Highway through the presentation of high resolution static digital advertisements

5.5 Site suitability

The site is a suitable location for the provision of digital advertising signage on the basis that:

- the proposal is compatible with the existing and desired future character of the area, noting that the advertising sign is proposed on a rail corridor
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be a positive visual impact on sensitive land uses as the proposed digital advertising sign is 6% smaller than the existing illuminated static sign
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of the Pacific Highway in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

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

5.6 Public benefit

In accordance with the Signage Guidelines, an application for digital advertising that is proposed by Sydney Trains is to demonstrate how the local community will benefit from the proposal, such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management.

A Public Benefit Statement prepared by Sydney Trains is included as part of the application (Appendix 5). The statement confirms that part of the revenue generated by the proposed advertising sign will help fund essential Sydney Trains services to the benefit of the local community, including:

- improvements and maintenance programs
- ensuring the continued provision of clean, frequent, and reliable services for customers
- supporting the next generation of transport solutions online
- provision of emergency messaging and announcements to the public such as during:
 - station emergency situations
 - any major disruption which is likely to cause delays to train running times
 - Sydney Trains and TfNSW promotions and events
 - threat-to-life alerts by NSW Government Emergency and Police Agencies

The proposed new digital advertising signage will also provide public benefit through availability to be used for an emergency or community message (e.g. display of information relating to major disruption to the operation of the surrounding road network which is likely to cause delays to traffic or emergency information). The emergency messaging system will be available to Sydney Trains and other NSW Government agencies such as NSW Police, NSW Health and Transport for NSW.

Further, Sydney Trains and Transport for NSW will also be able to display messages on the digital screens for up to 5 minutes per hour for customer and event promotions at no cost.

Accordingly, the application addresses the public benefit test outlined in the Signage Guidelines through the provision of funding toward improvements to the Sydney Trains network and direct messaging to the community.

6 Conclusion

This SEE supports a DA for the digital conversion of existing static advertising signage between the T1 Train Line and the Pacific Highway in Pymble.

The sign is proposed to comprise an advertising display area of approximately 50.12m² and a visual screen size of 39.94m². The sign will be visible to motorists travelling northbound along the Pacific Highway and pedestrians.

The proposed digital advertising sign has a 6% smaller visual screen size than the existing 42.41m² illuminated static sign and will improve the overall quality and visual appearance of the display.

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

- meets the objectives of Chapter 3 of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 5 of the Industry and Employment SEPP
- demonstrates compliance with the criteria set out in the Signage Guidelines in regard to land use compatibility, digital signage, road safety and illumination requirements and the public benefit test
- will have acceptable visual impacts consistent with the Signage Guidelines
- will not impact on any items of European or Aboriginal heritage
- will be of high quality design and finish and will provide visual interest for motorists using the Pacific Highway
- will be in the public interest as the revenue that is generated by the advertising signage will be used by Sydney Trains to improve the network through projects such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management

In light of the above, it is considered that the digital advertising sign will not have an adverse impact on the environment or on the safety of road users and therefore warrants approval.

Appendix 1

Industry and Employment SEPP & Signage Guidelines Assessment

Appendix 2

Architectural Drawings

Appendix 3

Traffic Safety Assessment

Appendix 4

Lighting Impact Assessment

Appendix 5

Public Benefit Statement

Appendix 6

Site Survey