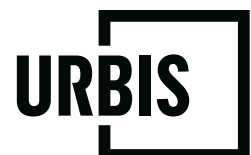




STATEMENT OF ENVIRONMENTAL EFFECTS

Cleveland Street, Redfern

Prepared for
JCDECAUX
17 May 2022



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1. INTRODUCTION

This Statement of Environmental Effects (**SEE**) has been prepared by Urbis for JCDecaux, on behalf of Sydney Trains (**the applicant**). The SEE supports a Crown Development Application (**DA**) under Part 4 Division 4.6 (Section 4.33) of the *Environmental Planning and Assessment Act 1979* (**EP&A Act**), being submitted to the Department of Planning and Environment (**DPE**), installation of a new third-party digital advertising signage at the south-western corner of the intersection of Cleveland Street and Regent Street, Redfern (**the site**).

The site is located along a railway corridor. The site is owned by Transport for New South Wales (**TfNSW**). Therefore, as per Clause 3.10 of the *State Environmental Planning Policy (Industry and Employment) 2021* (**Industry and Employment SEPP**), the consent authority is the Minister of Planning and Homes.

The DA seeks development consent for the following:

- Installation of a column paint monument at RL 20.62 approximately 5m away from the railway track and installation of pile cape of dimensions 1m x 1m and dia pier of size 750mm;
- Installation of digital advertising structure above the column paint monument of the following features:
 - Screen dimension of 3.172m x 4.708m, attached to a monopole of height 3.3m (known as a Portrait 50);
 - JCDecaux logo of dimension 120mm x 745mm, located at the bottom right of the screen;
 - Perforated silver metal panels rear of the sign;
- Installation of bolt column to the top of concrete tunnel;

The proposed works have an estimated cost of \$424,050 (including GST) and development consent is sought under Part 4 Division 4.6 (Section 4.33) of the EP&A Act to the consent authority being the Minister for Planning and Homes.

The proposed has been assessed in accordance with relevant environmental planning instruments and policies, including the relevant matters for consideration listed in section 4.15 of the Act. A summary of the key planning considerations is below:

- **The proposal satisfies the applicable planning controls and policies** – the proposal is consistent with the objectives of all relevant planning controls and achieves a sound architectural form proposed to be installed on site. The proposal is generally compliant with the controls regarding built form, illumination and operations contained within *State Environment Planning Policy (Industry and Employment) 2021*, the Transport Corridor Outdoor Advertising and Signage Guideline, the *State Environmental Planning Policy (Precincts – Eastern Harbour) 2021* and Sydney Development Control Plan 2012.
- **The proposal will not result in any adverse environmental impacts** – it is demonstrated that the proposal will not cause any negative environmental impacts, such that there is no impact on natural biodiversity, vegetation and waterways. The proposal does not hamper any significant features contained within Redfern.
- **The proposal is an appropriate built form in the streetscape** – the built form and scale of the proposed digital advertisement structure is such that there is no appearance of adverse bulk along the railway corridor. The proposed structure is designed to remain sympathetic to the character of the locality as well as surrounding developments. The proposed structure will not threaten the safety of vehicles, pedestrians and cyclists. The proposed structure does not hamper the movement of the train running along the railway corridor.
- **The proposal will offer a high standard of amenity** – the proposal will provide a high level of amenity for future and existing residents as well as retain the amenity and safety of patrons utilising the surrounding public domain. The illumination element of the structure is compliant with the relevant controls, ensuring surrounding land uses and developments remain unaffected.
- **The proposal is in the public interest** – the proposal is in the public interest as it does not hamper the safety for vehicles, pedestrians, and cyclists. Further, the proposal also allows Sydney Trains to generate revenue through the proposed advertisement structure. The revenue generated can then be used for

other operations and services that cater to and benefit the public. As such, the proposal sits well within the public interest.

Accordingly, it is recommended that approval be granted for the proposed development, subject appropriate conditions of consent.

1.1. PROJECT AIM

Sydney Trains has an established partnership with JCDecaux to manage advertising on the concourses and platforms of Sydney Trains Stations and road corridors across Greater Metropolitan Sydney.

The subject site is one of the many assets owned by TfNSW within the Sydney LGA. The proposal allows Sydney Trains to generate revenue through installation of a third-party advertisement structure at the subject site. The revenue generated can be utilised to support a number of improvements and maintenance programs for Sydney Trains in accordance with the public benefit test provisions identified in the Industry and Employment SEPP and the Transport Corridor Outdoor Advertising and Signage Guidelines.

In September 2021, the Secretary for Transport advised that JCDecaux was awarded as the concession for advertising for the fourth time, recognising the proven track-record and success of this partnership to date.

In awarding this concession Sydney Trains conducted a substantial review of the network of advertising assets, recognising that with a growing demand in the digital advertising market, there was an opportunity to rationalise existing assets and provide improved customer experience. Across the Sydney Trains network this will result in more than 990sqm of decommissioned advertising content within the Sydney metropolitan region.

The proposed advertising structure will be capable of displaying information regarding to customers in the event of emergency situations, Sydney Trains and Transport for New South Wales (TfNSW) promotions and events and threat-to-life alerts by NSW Government Emergency and Police Agencies. Therefore, the proposal provides an opportunity for serving the public benefit.

1.2. REPORT STRUCTURE

This SEE is structured in the following manner:

- **Section 1 – Introduction**
- **Section 2 – Site and Surrounding Context:** identifies the site and describes the existing development at a local context.
- **Section 3 – Proposed Development:** a detailed description of the proposed development.
- **Section 4 – Statutory Planning Framework:** provides a detailed assessment of the State and local environmental planning instruments and plans relevant to the site and development.
- **Section 5 – Assessment of Key Planning Considerations:** identifies the potential impacts arising from the proposal and recommends measures to mitigate, minimise or manage these impacts.
- **Section 6 – Section 4.15 Considerations:** provides an assessment of the proposal against other matters of consideration listed in Section 4.15 of the EP&A Act
- **Section 7 – Conclusion:** provides an overview of the development assessment outcomes and recommended determination of the DA.

1.3. SUPPORTING DOCUMENTATION

The technical and design documents that have been prepared to accompany this DA are provided as attachments to this SEE and in appendices A to J.

Table 1 Supporting Documents

Document	Consultant	Appendix
Owners Consent	TfNSW	Appendix A

Document	Consultant	Appendix
QS Cost Summary Report	JCDecaux	Appendix B
Survey Plan	CMS Surveyors	Appendix C
Proposed Elevation Plan	DBCE	Appendix D
Traffic Safety Assessment	Bitzios Consulting	Appendix E
Lighting Impact Assessment	Electrolux	Appendix F
Public Benefit Statement	JCDecaux	Appendix G
Heritage Impact Assessment	Weir Phillips	Appendix H
Visual Impact Assessment	Urbis	Appendix I
Plan of Management	Urbis	Appendix J

2. SITE AND SURROUNDING CONTEXT

2.1. SITE DESCRIPTION

The site is legally identified as Lot 2 in DP 1011782 and is located at coordinates -33.889449, 151.201465 (using NearMaps) as depicted on the site survey plan included in Appendix C.

As shown in Figure 1, the site is located near the junction of Regent Street and Cleveland Street and is along a railway corridor which runs six lines, these being the Eastern Suburbs & Illawarra Line, Leppington to City Circle, Bankstown Line, Northshore & Western Line, Inner West & South Line and Northshore to Hornsby & Berowra Line. The railway tracks run along the western side of the site.

Currently, the site does not contain any signage. In terms of topography, the site is generally flat. Fencing and moderate vegetation is present along the northern and eastern side of the site, as shown in Figure 2. The site is owned by TfNSW.

An aerial photograph of the site is included in Figure 1 below. Photographs of the site and surrounding context are included in Figure 2 to Figure 8.

Figure 1 Aerial image of the site



Source: Urbis

Figure 2 Existing condition on site, viewed from Regent Street



Source: Urbis

Figure 3 Site condition behind the fence line



Source: Urbis

Figure 4 Existing condition on site, viewed from Cleveland Street



Source: Urbis

Figure 5 Street character and low-density mixed-use developments north of the site



Source: Urbis

Figure 6 Mixed use development located east of the site, at Regent Street



Source: Urbis

Figure 7 Residential development located south of the site, along Regent Street and Renwick Street



Source: Urbis

Figure 8 Hotel located west of the site, at Cleveland Street



Source: Urbis

2.2. LOCALITY

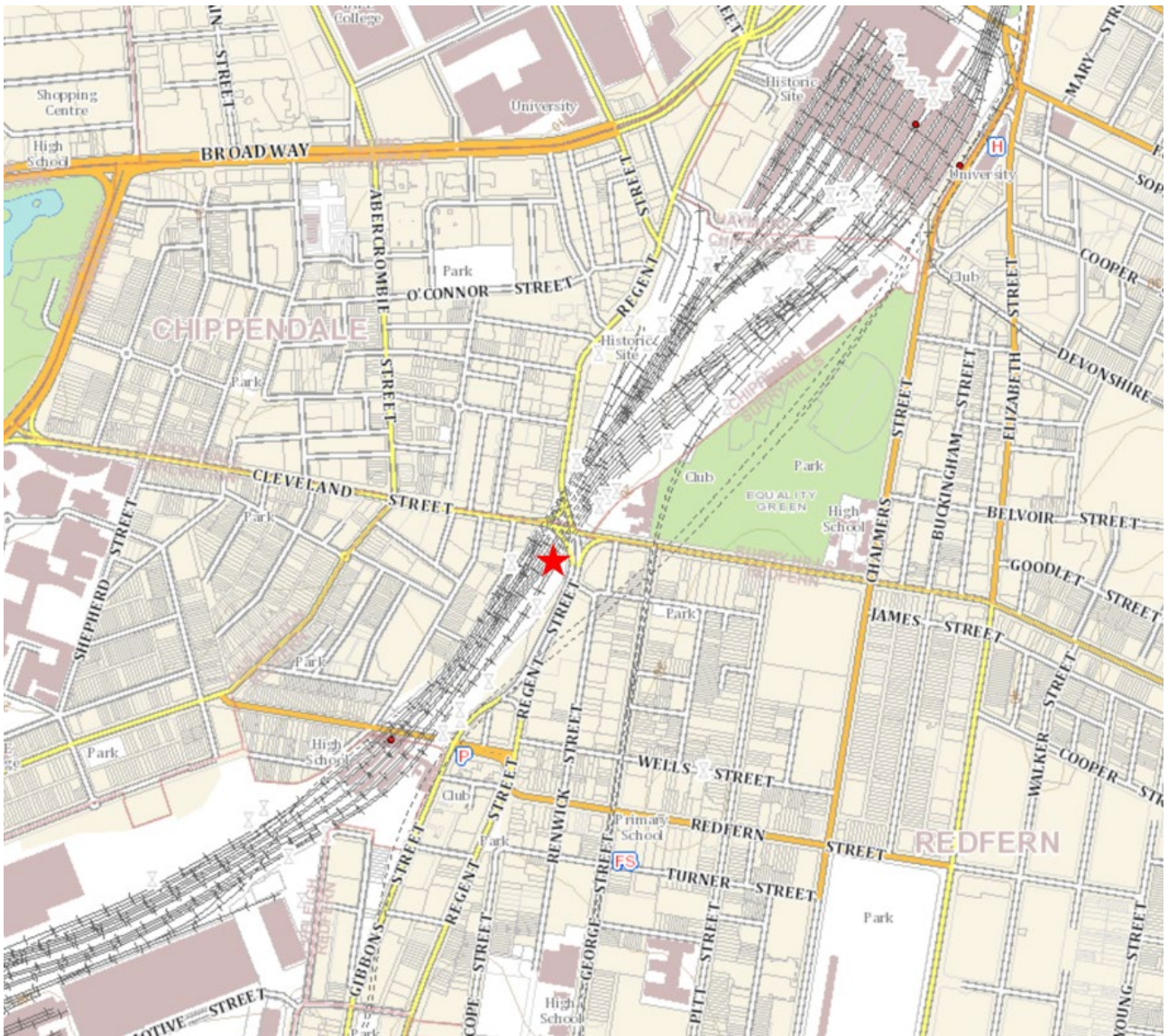
The site is located within the City of Sydney Local Government Area (LGA) and is approximately 3km from the Sydney Central Business District (CBD). The site is located within the Redfern locality, which is an important location within the City of Sydney LGA, providing a variety of housing types, commercial opportunities and public open spaces such as the Prince Alfred Park.

The site locality is characterised by predominately mixed-use developments comprising of commercial premises and residential flat buildings. The surrounding developments are described below:

- To the north – directly south of the site is a traffic signal. Low-density mixed-use developments falling under B4 Mixed use zone are located north of the site. The developments comprise of two storey business or retail premises; however, some developments include residential space above. The north-east of the site is occupied by a church known as the Greek Orthodox Archdiocese of Australia.
- To the east – directly east of the site is a two storey mixed use development comprising of business and retail premises, falling within the B4 Mixed use zone.
- To the south – directly south of the site is a mixed-use development ranging from three to six storeys in height including commercial premises along the ground floor and apartment units above, located within the B4 Mixed Use zone. Further south along Regent Street includes two storey commercial developments.
- To the west – directly west of the site runs the railway corridor. Further west of the site is the Hotel Hacienda and medium to high density mixed-use developments located within the B4 Mixed Use zone, comprising of commercial premises on the ground floor level and residential uses above.

A search of the City of Sydney Council's DA tracker and the Planning Portal showed that there is no application under assessment which may be detrimentally impacted by the proposed digital signage.

Figure 9 Location Context (site identified as a red star)



Source: Urbis

In terms of existing signage within the locality, there are multiple signs located along Regent Street and Cleveland Street in the form of windows, pylon, top hamper and wall signs as shown in Figure 10.

Figure 10 Existing signage in the locality



Picture 1 Pylon sign located along Regent Street

Source: Urbis



Picture 2 Top hamper signs located along Regent Street

Source: Urbis



Picture 3 Top hamper signs located along Regent Street

Source: Urbis



Picture 4 Digital advertisement sign located along Cleveland Street

Source: Urbis

2.3. SURROUNDING ROAD NETWORK

In terms of the surrounding road network, Cleveland Street and Regent Street is located towards the north and east of the site respectively. Cleveland Street is a 2.7km long road, part of Sydney's orbital road network that connects to City Road to the west and Anzac Parade to the east.

Regent Street is approximately 1.3km long and connects George Street to the north and Botany Road to the south. Further east of Regent Street is Renwick Street which receives minimal traffic movement. Regent Street has a south-north upward slope leading up to the site. It presents as an essential road network providing access into the Sydney CBD towards the north.

Regent Street and Cleveland Street provides six lanes, allowing for two-way vehicular traffic movement running at a moderate speed. Footpaths are provided along each side of the road facilitating adequate pedestrian movement. There are no dedicated cycle pathways, accordingly cyclists share the same road as vehicles, given there are not many cyclists within the surrounding road network.

3. PROPOSED DEVELOPMENT

3.1. OVERVIEW

This development application seeks approval for installation of a new digital advertising signage. More specifically, this includes the following works:

- Installation of a column paint monument at RL 20.62 approximately 5m away from the railway track and installation of pile cap of dimensions 1m x 1m and dia pier of size 750mm;
- Installation of digital advertising structure above the column paint monument of the following features:
 - Screen dimension of 3.172m x 4.708m, attached to a monopole of height 3.3m (known as a Portrait 50);
 - JCDecaux logo of dimension 120mm x 745mm, located at the bottom right of the screen;
 - Perforated silver metal panels rear of the sign;
- Installation of bolt column to the top of concrete tunnel;

The digital sign will have a dwell time of six (6) advertisements per minute and an instantaneous (or 0.1 second) transition time.

The extent of the proposed digital structure is shown in Figure 11 below. Elevation plans of the proposed structure are provided in Figure 12.

Table 2 below details the dimensions of the proposed structure. While the proposed digital structure has a dimension of 3.172m x 4.708m, the digital screen itself has a dimension of 3.072m x 4.608m and a display area of 14.15sqm. The thickness of the digital structure is 1.690m. The digital structure is attached to a monopole and has a total height of 8.9m when viewed north along Regent Street.

The signage is oriented towards the southbound (outbound) traffic on Regent Street.

Table 2 Proposed structure dimensions

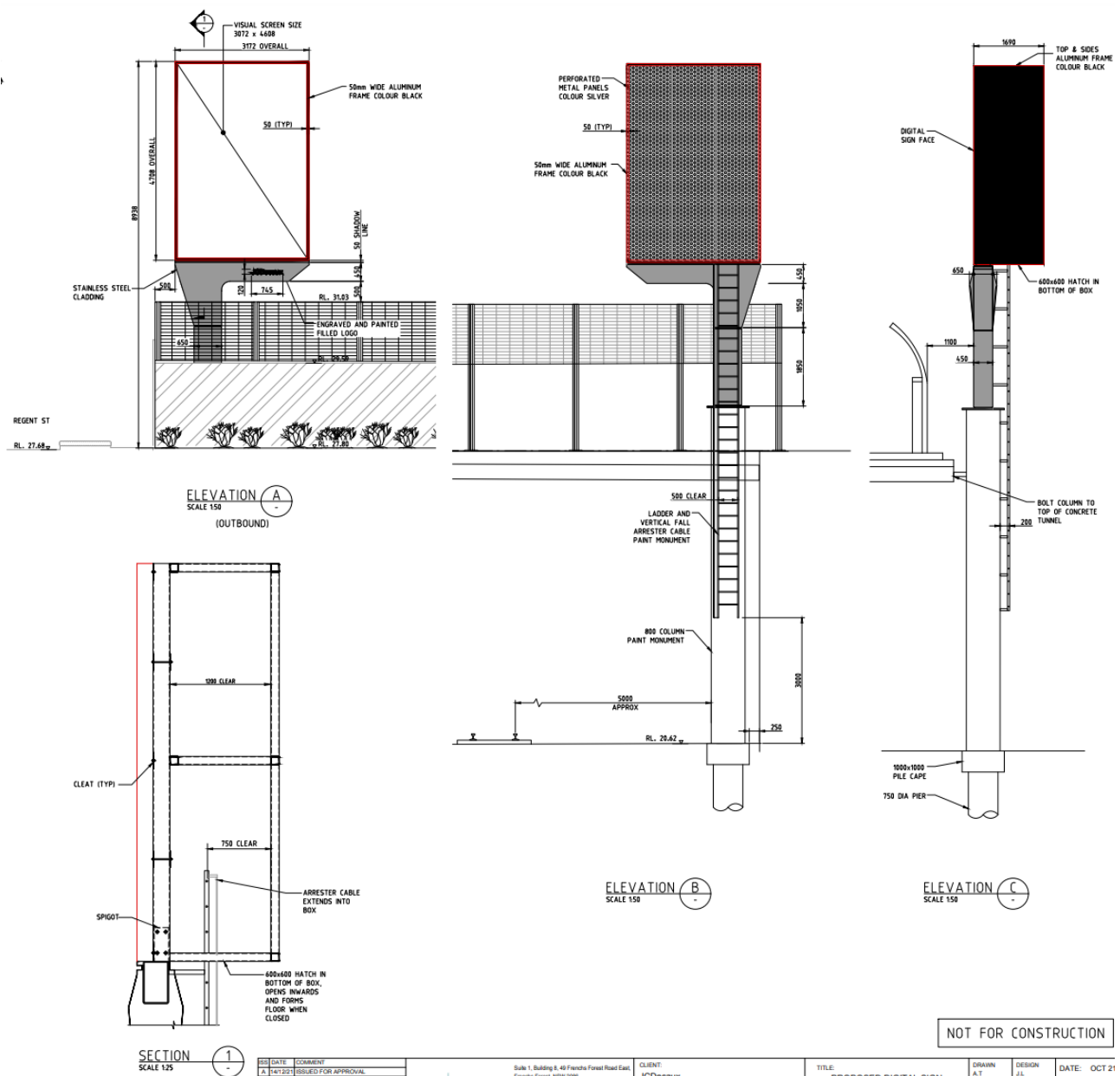
Measurement	Proposed
Height of monopole	3.3m
Length of structure	4.708m
Width of structure	3.172m
Screen display dimension	3.072m x 4.608m

Figure 11 Proposed structure – Photomontage



Source: JCDecaux

Figure 12 Elevation Plan – Proposed Digital Sign



Source: DBCE

3.2. ILLUMINATION

The proposed digital signage is illuminated using LEDs installed within the front face. The brightness of the LEDs shall be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions.

The electronic display screen has an inbuilt light adjustment sensor that measures ambient light around the structure and gradually adjusts the screen brightness based on the need for light. The brightness adjustments occur in small increments so that no dramatic change in illuminance level is experienced. However, the luminance of the advertisements will be such that they do not give a veiling luminance to the driver of greater than 200cd/m² in the night time.

The screen brightness outputs are designed in accordance with Australian Standard AS4282:2019 *Control of the Obtrusive Effects of Outdoor Lighting*. The maximum screen brightness is summarised in Table 3.

Table 3 Screen Brightness Levels

Lighting Condition	Maximum
Full direct sun on panel	6000 cd/m2
Day time	6000 cd/m2
Overcast Weather	600 cd/m2
Twilight	600 cd/m2
Night time	200 cd/m2

3.3. CONTENT MANAGEMENT

All digital infrastructure is remotely monitored and controlled by JCDecaux staff via an internal content management software system. The content management system has firewalls and security protocols in place to ensure the integrity of the digital advertising network.

3.4. MONITORING AND MAINTENANCE

The electronic display screen on the railway overpass is equipped with features that continuously monitor the operating parameters of the structure and automatically send alerts if an operational problem or loss of content occurs to JCDecaux's management software.

If power is entirely lost, the screen maintains sufficient power to allow for an orderly shut-down of the electronic advertising sign and operating system, saving all settings and slowing the modem to send an alert about the problem. Once power is restored the electronic advertising sign will automatically display a black screen.

The sign will be cleaned and maintained 1-2 times per annum, as outlined in the Plan of Management attached at Appendix J.

3.5. INDUSTRY MEMBERSHIP AND ADVERTISING CODES

JCDecaux is a member of the Outdoor Media Association (OMA) who are the peak body representing Out-of-Home advertising within Australia. As a tier one member of the OMA, JCDecaux are committed to complying with the following codes that regulate the content and placement of advertisement which include:

- *OMA Code of Ethics*
- *OMA Advertising Context Policy*
- *OMA Alcohol Advertising Guidelines*
- *OMA National Health and Wellbeing Policy*
- *OMA Placement Policy*
- *OMA Political Advertising Policy*
- *AANA Code of Ethics*
- *AANA Environmental Claims Code*
- *AANA Children's Advertising Code*
- *AANA Food and Beverages Code*
- *AANA Wagering Advertising Code*
- *ABAC Responsible Alcohol Marketing Code*

- *Federal Chamber of Automotive Industries' Voluntary Code of Practice for Motor Vehicle Advertising (FCAI Code)*
- *Therapeutic Goods and Advertising Code (TGAC)*
- *Weight Management Industry Code of Practice*

JCDecaux have an internal creative review process to ensure that advertisements do not breach any applicable code. This review process is undertaken prior to advertisements being sent for printing/production and being displayed. This process will ensure that advertising content and the sequencing of imagery will not cause driver distraction.

It is also noted that the partnership between JCDecaux and Sydney Trains will ensure relevant third-party advertisements are displayed, with inclusion of emerging messaging ensuring the public interest is maintained.

3.6. COST OF DEVELOPMENT

A Cost Summary Report prepared by JCDecaux and included in Appendix B stated an estimated cost of \$424,050 (including GST).

4. STATUTORY CONTEXT

This section provides an assessment of compliance of the proposed development against the relevant legislation, planning instruments and documents, including:

- *Environmental Planning and Assessment Act 1979*;
- *State Environmental Planning Policy (Industry and Employment) 2021*;
- *Transport Corridor Outdoor Advertising and Signage Guidelines 2017*;
- *State Environmental Planning Policy (Biodiversity and Conservation) 2021*;
- *State Environmental Planning Policy Planning Systems 2021*; and
- Sydney Development Control Plan 2012.

4.1. ENVIRONMENTAL PLANNING AND ASSESSMENT ACT 1979

Development in NSW is regulated pursuant to the EP&A Act, which applies to all development in NSW and sets out the procedures and objects for all development.

This application is considered as a Crown DA per Part 4 Division 4.6, being an application lodged by an authority that is prescribed as the Crown for the purposes of Division 4.6. Sydney Trains, through Transport for NSW, are identified as a public authority. The Minister for Planning and Homes is the consent authority for this application, under the provision of Clause 3.14 of the Industry and Employment SEPP (explained under Section 4.2 of this SEE).

4.2. STATE ENVIRONMENTAL PLANNING POLICY (INDUSTRY AND EMPLOYMENT) 2021

Chapter 3 of the *State Environmental Planning Policy (Industry and Employment) 2021* (**Industry and Employment SEPP**) relates to advertising and signage. It aims to ensure that signage and advertisement is compatible with the desired amenity and visual character of an area, provides effective communication in suitable locations, and is of high-quality design and finish.

The proposed structure is identified as an advertisement signage as it displays third-party advertisement. Therefore, Chapter 3 of Industry and Employment SEPP is applicable to the proposal.

The proposed advertisement is on behalf of Sydney Trains and located on a railway corridor. Therefore, the proposal is permissible with consent as per Clause 3.14 and the consent authority is the Minister of Planning and Homes in accordance with Clause 3.10.

Clause 3.11 of the Industry and Employment SEPP prevents a consent authority from granting development consent to display signage unless the consent authority is satisfied that the signage is consistent with the objectives of Chapter 3 and satisfies the assessment criteria specified in Schedule 5 and in the Guidelines.

The proposal is compliant with the objectives of Chapter 3 due to the following:

- The proposed structure remains consistent with the commercial character of the area.
- The proposed structure allows for effective communication of third-party advertisements, whilst ensuring safety for vehicles, motorists and pedestrians. Further, the trains moving in the southern direction along the railway corridor will not be impacted by the proposed signage.
- The proposal will provide a public benefit through the revenue generated from the advertising sign which can be used for other operations and services that cater to and benefit the public. Additionally, the proposed structure can display information on Sydney Trains and TfNSW promotions and events as well as threat-to-life alerts by NSW Government Emergency and Police Agencies, ensuring the public benefit is served.

An assessment of the proposed signage against Schedule 5 of the Industry and Employment SEPP is included in Table 4. An assessment against the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines) is provided in Section 4.4 of this SEE.

Table 4 Industry and Employment SEPP Schedule 5 Assessment

Provision	Comment	Compliance
1. Character of the area		
Is the proposal compatible with the character of the area or locality in which it is proposed to be located?	<p>The proposal is compatible with the desired future character of the site and the wider Redfern locale. The Signage Strategy establishes the provisions and design parameters to achieve appropriate advertisement structure, ensuring the railway corridor remains unaffected.</p> <p>The advertisement typologies and materials and finishes nominated in the Strategy are compatible with the context of the surrounding public domain.</p>	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	<p>The proposal involves installation of an outdoor advertisement as a digital third-party advertisement structure installed along the railway corridor.</p> <p>The site adjoins B4 Mixed Use zone and therefore includes mixed use developments comprising of commercial and residential uses. In terms of signage opportunities, there are multiple signs located along Regent Street and Cleveland Street in the form of windows, pylon, top hamper, wall signs and digital sign, as shown in Figure 9 above. The proposed structure therefore stands consistent with the mixed-use commercial nature of developments located along Regent Street and Cleveland Street.</p>	Yes
2. Special Areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscape or residential areas?	<p>The subject site is not identified as a heritage item or located within a heritage conservation area. The site is however surrounded by other listed heritage items including:</p> <ul style="list-style-type: none"> State Heritage Item 'Sydney Terminal and Central Railway Stations Group' (SHR no. 01255) located approximately 60m north of the site. State Heritage Item 'Cathedral of the Annunciation of Our Lady' (SHR no. 01881) located approximately 60m north of the site. State Heritage Item 'Redfern Railway Station group' (SHR no. 01234) located approximately 300m south-west of the site. 'C56 Redfern Estate' conservation area located east of the site, as contained within the Sydney LEP. 	Yes

Provision	Comment	Compliance
	<ul style="list-style-type: none"> Heritage items (LEP ID I1314): Terrace house including interior (18 George Street) located approximately 120m east of the site (Local significance within Sydney LEP) Heritage item (LEP ID I199): Former Mercantile Bank Chambers including interior (151 Regent Street) located approximately 65m north of the site (Local significance within Sydney LEP) Heritage item (LEP ID I198): Cottage including interior (137–139 Regent Street) located approximately 100m north of the site (Local significance within Sydney LEP) <p>Heritage is further discussed in Section 5.1 of the SEE. A Heritage Impact Statement is attached at Appendix H.</p> <p>In terms of sensitive uses, residential uses are located approximately 80m north and 50m south of the site. The proposed structure is designed to remain sympathetic to residential uses in terms of bulk, scale, and lighting impact. As stated in the Lighting Impact Assessment, the maximum illuminance to habitable windows from the proposed digital signage is 0.63 lux. This illuminance is less than the level 2 lux maximum outlined in Table 3.9 of the Sydney DCP. As such, the surrounding residential uses will not be impacted from a lighting perspective.</p> <p>In terms of recreational uses, Prince Alfred Park is located approximately 120m north-east of the site. The proposed structure is not visible from the park. Accordingly, the park facility remains unaffected in terms of visual and lighting impact.</p> <p>There are no environmentally sensitive areas adjacent to the site. Further, the structure does not detract from the amenity or visual quality of the surrounds.</p>	
3. Views and Vistas		
Does the proposal obscure or compromise important views?	The proposed structure is attached to a monopole and has a maximum height of 8.9m when viewed from the street level and is appropriate in size and scale and that is sympathetic to the surrounding environment. Importantly, the existing vegetation along the northern and eastern side of the site ensures the structure can only be partially viewed from the residential development located south of the site. The	Yes

Provision	Comment	Compliance
	<p>existing vegetation will be retained and help soften any visual impacts of the proposal.</p> <p>The Visual Impact Assessment states the following:</p> <p><i>To the north of the site from footpaths and for a limited time from moving situations there are views of the Redfern Station Booking Office. The proposed sign will obscure a small and isolated part of this view, which is considered a glimpse rather than a clear view and is not identified for protection in planning policies. The proposed sign would not be seen in front of the Greek Orthodox Church from any viewpoint.</i></p> <p><i>The sign will protrude above the existing wall and into the low immediate foreground in close views. It is low in height, being visible approximately 5.708m above the top of the wall. The structure will not dominate the skyline because it presents against a background of buildings and vegetation. The proposed development will therefore not reduce the quality of vistas.</i></p>	
Does the proposal dominate the skyline and reduce the quality of vistas?	<p>The proposed structure will be installed at RL 20.62, along the eastern boundary of the railway track approximately 5m away from the railway tracks. As stated in the Visual Impact Assessment (Appendix I), the structure does not dominate the skyline or reduce the quality of vistas in any way.</p> <p>The Visual Impact Assessment states the following:</p> <p><i>The sign will protrude above the existing wall and into the low immediate foreground in close views. It is low in height, being visible approximately 5.708m above the top of the wall. The structure will not dominate the skyline because it presents against a background of buildings and vegetation. The proposed development will therefore not reduce the quality of vistas.</i></p>	Yes
Does the proposal respect the viewing rights of other advertisers?	Existing signs within the same view composition will not be blocked therefore the viewing rights of other advertisers will be respected.	Yes
4. Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposed structure is appropriate in the context of the surrounding streetscape and broader Redfern locality.	Yes

Provision	Comment	Compliance
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	<p>The proposed structure is designed as an aesthetically pleasing, tall and slender form which remains consistent with the City of Sydney's vision to allow signage achieving high design quality.</p> <p>The proposed structure stands appropriate to the railway corridor. The colour palette used is contemporary yet subdued and the materials are of a high-quality finish that contribute positively to the streetscape and surrounding public domain.</p>	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The sign is appropriately distanced from other signage and does not result in clutter of advertisements in the area.	Yes
Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The structure does not protrude over the surrounding tree canopies located at the Cleveland Street and Regent Street frontage. Further, the proposed structure remains well below the height of surrounding developments and not lead to an adverse visual impact when viewed from the street or adjoining developments.	Yes
Does the proposal require ongoing vegetation management?	<p>The proposal does not include removal of trees.</p> <p>The existing tree branches north and east of the sign will be managed and removed as required. Regular vegetation maintenance will be undertaken as required. The site will be inspected every six (6) months to determine if any branches need to be pruned to ensure clear visibility of the proposed sign.</p> <p>Refer to the Plan of Management (Appendix J).</p>	Yes
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The proposed structure is compatible with the railway corridor and allows smooth movement of trains along the railway corridor, particularly trains moving south along the corridor. The location, design and format of the structure is such that there is no overbearing effect on ongoing vehicular traffic, cyclists, and pedestrians. Additionally, the proposal is sympathetic to the bulk and architectural features of surrounding developments.	Yes

Provision	Comment	Compliance
Does the proposal respect important features of the site or building, or both?	<p>The proposed structure will not dominate the railway corridor it is located along, rather it will achieve a balance between fulfilling its purpose as a third-party advertisement whilst remaining subservient to the railway corridor.</p> <p>Further, the proposal does not jeopardise the heritage significance of the surrounding items.</p>	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	<p>The proposal demonstrates innovation through a structure with a digital display screen showing a variety of advertisements as well as other important civic messages in the event of emergency (through JCDecaux's web-based Emergency Messaging System) or unplanned operations, any major disruption which is likely to cause commuter delays, Sydney Trains promotions and events.</p> <p>As such, the structure is designed to show innovation and imagination through an appropriate scale, proportion, signage type and design</p>	Yes
6. Associated devices and logos with advertisement 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?	All signage illumination, fixings and cabling will be concealed within the structure.	Yes
7. Illumination		
Would illumination result in unacceptable glare?	The proposed signage does not result in unacceptable glare. Refer to the Lighting Impact Assessment Report at Appendix F.	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?	Given the size, scale, location and proportion of the proposed advertisement structure, the proposal will not impact upon pedestrian or vehicular safety on the surrounding road network.	Yes
Would illumination detract from the amenity of any residence or other form of accommodation?	There are residential uses located in the immediate surrounds of the site. Table 3.9 Sydney DCP outlines maximum illuminance limits on windows on habitable rooms of the accommodation uses in the vicinity of digital (electronic) signage. The maximum illuminance from the digital sign to windows of habitable rooms of an accommodation use is not to exceed 2 lux or not be greater than the illuminance from existing advertising structure (whichever is less). As there is	Yes

Provision	Comment	Compliance
	<p>no existing illuminated signage on the site, the maximum vertical illuminance to windows of habitable rooms is 2 lux.</p> <p>As per the Lighting Impact Assessment, the lighting model showed that the maximum illuminance to habitable windows from the proposed digital signage is 0.63 lux, less than the level 2 lux maximum outlined in Table 3.9 of the DCP.</p> <p>Therefore, the illumination will not detract from the amenity of residential accommodations located south and west of the site.</p>	
Can the intensity of the illumination be adjusted, if necessary?	The brightness of the LEDs can be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions.	Yes
Is the illumination subject to a curfew?	No illumination curfew is proposed. The digital signage is to be in 24-hour operation.	Yes
8. Safety		
Would the proposal reduce the safety for any public road?	<p>The proposed signage will not impact upon the safety of the surrounding road network for vehicles, pedestrians or cyclists given the structure will be situated away from the street, along the eastern side of Regent Street.</p> <p>For further detail in this regard, refer Traffic Safety Assessment included in Appendix E.</p>	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?	<p>The proposal structure does not interfere with the existing footpaths and cycleways. The proposal therefore does not hamper the safety of pedestrians and cyclists.</p> <p>In terms of illumination, the lighting component of the proposed structure is compliant with the relevant Australian Standard.</p> <p>For further detail in this regard, refer Lighting Impact Assessment and Traffic Safety Assessment.</p>	Yes
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	<p>The proposed structure will not obscure sightlines from public areas that are of key importance.</p> <p>Additionally, the proposal will not hamper the safety of children and pedestrians.</p>	Yes

Clause 3.21 relates to free standing advertisements. The proposal is compliant with Clause 3.21 as the sign does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when

viewed from ground level within a visual catchment of 1 kilometre, as explain in the Visual Impact Assessment (Appendix I).

4.3. TRANSPORT CORRIDOR OUTDOOR ADVERTISING AND SIGNAGE GUIDELINES 2017

The proposed signage has been developed in consideration of *Transport Corridor Outdoor Advertising and Signage Guidelines* (the Guidelines). Table 5 below assesses the proposed signage against the relevant controls as contained within the Guidelines is relevant to this application.

Table 5 Electronic Sign Criteria

Provision	Comment	Compliance
Section 1.6 - Development applications in transport corridors		
Land Use Compatibility Criteria		
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 subject site is located in the Eastern Harbour SEPP and is consistent with the land use objectives as stated in Section 4.5.1 below. The proposed structure is along a railway corridor which supports important transportation infrastructure across Greater Sydney. The proposal is to allow installation of a new digital signage that demonstrates advertising as a compatible land use, without detracting from the commuter corridor.	Yes
ii. Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas: <ul style="list-style-type: none"> ▪ environmentally sensitive area ▪ heritage area (excluding railway stations) ▪ natural or other conservation area ▪ open space (excluding sponsorship advertising at sporting facilities in public recreation zones) ▪ waterway ▪ residential area (but not including a mixed residential and business zone, or similar zones) ▪ scenic protection area ▪ national park or nature reserve. 	<p>The sign will be primarily visible from the mixed-use developments (containing commercial and residential uses) located north of the site. The digital screen will not be visible from the residential developments located south of the structure, as such there will no illumination impact on the residential uses. Residential uses located north, east, and west of the site will not be impacted as the proposal is compliant with the illumination requirements under the Sydney DCP.</p> <p>The sign will largely be covered by the existing vegetation south of the structure, therefore reducing the visual impact on the residential developments south of the site.</p> <p>The sign will not be visible from the public recreation facility known as the Prince Alfred Park located 150m north-east of the site.</p> <p>The sign is not considered to have an adverse impact on the amenity of either the mixed-use developments north of the site or the residential uses south of the site as it is</p>	Yes

Provision	Comment	Compliance
	<p>primarily viewed by pedestrians, bicyclists and passengers travelling southbound on Regent Street.</p> <p>Further, the heritage conservation area (C56 Redfern Estate) located east of the site will not be impacted by the proposal as explained in the Heritage Impact Statement prepared by Weir Phillips (Appendix H).</p>	
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 proposed sign does not protrude above the skyline and does not compromise views or character of the area, as explained in the Visual Impact Assessment (Appendix I). The proposal ensures the monopole is suitably installed within the ground, behind the existing fence and 5m away from the railway track. The location of the structure is appropriate and does not obstruct any essential views. Refer Section 5.3 for further discussion regarding visual impact.	Yes
iv. Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.	A Heritage Impact Statement has been prepared by Weir Phillips (attached at Appendix H) that demonstrates the proposal does not diminish the heritage values of the surrounding items and conservation areas.	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 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.	The sign is proposed to be installed along a railway corridor owned by TfNSW and is located within an urban setting. The sign is positioned to remain appropriately distanced from the railway track and train pathway. The digital screen is approximately 10.41m above the railway track level and will in no way impact movement of trains. The monopole installed in the ground is approximately 5m away from the railway track, ensuring smooth movement of trains.	Yes
Section 2.5.4 - Freestanding advertisements criteria		
a. The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies, when viewed from ground level within a visual catchment of 1km. Note: This impact should be measured from the vehicle	<p>As stated before, the sign does not protrude above the dominant skyline of the Sydney CBD visible from the site when looking north.</p> <p>The proposed sign does not protrude above the surrounding building heights. There is a slight protrusion of the sign over the existing trees located behind the sign. This however does not cause a detrimental impact on</p>	Yes

Provision	Comment	Compliance
approach location and any other critical viewpoints.	<p>surrounding building in terms of visual impact and amenity and the commercial character of the locality.</p> <p>As stated in the Visual Impact Assessment, 50mm medium focal length photographs have been documented to show the visual setting of the subject site and the proposed development within it. The assessment states that the overall rating of significance of visual impact is medium.</p> <p>When the sign is viewed from ground level within a visual catchment of 1km, it does not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies.</p>	
b. For a freestanding advertisement greater than 45sqm that requires consent from local council, a DCP must be in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct.	The sign is not greater than 45sqm and does not require consent from the local council.	NA
c. Where the sign is in a transport corridor a landscape management plan may be required as part of the DA approval for a freestanding advertisement. This may include requirements to provide appropriate vegetation behind and adjacent to the advertising structure to minimise unintended visual impacts. Landscaping should include trees, shrubs and ground covers to provide adequate screening, softening, colour, soil stabilisation and weed reduction.	There is existing vegetation behind and in front of the proposed structure which will be retained and help minimise unintended visual impacts. The existing vegetation management details are stated in the Plan of Management (Appendix J). No new vegetation is proposed as part of this proposal.	Yes
Section 2.5.8 - Digital signs (less than 20sqm in area)		
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.	Yes
b. Message sequencing designed to make a driver anticipate the next	Conditions can be imposed by the consent authority to ensure there is no message	Yes

Provision	Comment	Compliance
message is prohibited across images presented on a single sign and across a series of signs.	sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.	
<p>c. The image must not be capable of being mistaken:</p> <p>(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</p> <p>(ii) as text providing driving instructions to drivers.</p>	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. For example, advertisements must not instruct drivers to perform an action such as 'Stop'.	Yes
<p>d. Dwell times for image display must not be less than:</p> <p>(i) 10 seconds for areas where the speed limit is below 80 km/h</p> <p>(ii) 25 seconds for areas where the speed limit is 80km/h and over.</p>	The minimum allowed dwell time is 10 seconds based on the posted speed limit of 50km/h. Conditions can be imposed by the consent authority to ensure this minimum dwell time.	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.	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.	Yes
f. Luminance levels must comply with the requirements in Section 3 below.	The proposal complies with the luminance levels. Refer to the Lighting Impact Assessment included in Appendix F.	Yes
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.	Yes
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.	Yes
i. Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a	N/A – The sign is not visible from a school zone.	NA

Provision	Comment	Compliance
fixed display during school zone hours.		
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.	Yes
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 to be discussed between RMS and the sign owner and operator.	Noted.	Yes
Section 3.2 - Sign location criteria		
3.2.1 Road clearance		
<p>a. The advertisement must not create a physical obstruction or hazard. For example:</p> <p>(i) Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?</p> <p>(ii) Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?</p> <p>(iii) Does the sign protrude laterally into the transport corridor so it</p>	The proposed structure is located behind the fence line, away from Regent Street, ensuring vehicular and pedestrian movement is not impacted. Further, the structure does not come in the way of the train pathway.	Yes

Provision	Comment	Compliance
could be hit by trucks or wide vehicles?		
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 sign supports are not frangible.	NA
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 sign is not located within a clear zone.	NA
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 structure does not hang over a road.	NA
<p>Additional road clearance criteria for digital signs:</p> <p>Digital signs greater or equal to 20sqm must ensure the following clearances:</p> <p>a. 2.5m from lowest point of the sign above the road surface if located outside the clear zone</p> <p>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.</p> <p>If attached to road infrastructure (such as an overpass), the digital sign must be positioned so that no portion of the sign is lower than the minimum vertical</p>	The proposed sign is not greater or equal to 20sqm.	NA

Provision	Comment	Compliance
clearance under the overpass or supporting structure.		
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 sign is considered to not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings as the sign is located behind the fence away from Regent Street and is adequately screened by existing vegetation along the north and south of the sign, reducing visual impact. Refer Traffic Safety Assessment included at Appendix E.	Yes
b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The sign is located on the roadside and will not obscure sightlines of pedestrians or cyclists.	Yes
c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.	A traffic signal is provided directly north of the site at the Regent Street and Cleveland Street junction. A 'No Stopping' sign is located east of the sign along Regent Street. The proposed sign is installed appropriately on the roadside behind the fence and will not give incorrect information on the alignment of the road.	Yes
d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example: (i) The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/ or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view. (ii) The sign should be oriented in a manner that does not create headlight reflections in the	The proposal is located within the periphery of the driver's eyesight and will not require them to overextend themselves to be able to view the sign. As stated in the Traffic Impact Assessment, the proposed sign is not expected to reduce the safety of any traffic, pedestrians or cyclist movements given its location. It will be located within a driver's ordinary field of view when approaching southbound and a glance to the sign will still permit coincident recognition of signal changes, and vehicle, and/or pedestrian and cyclist movements in the forward view.	Yes

Provision	Comment	Compliance
driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.		
3.2.3 Proximity to decision making points and conflict points		
<p>a. The sign should not be located:</p> <p>(i) less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</p> <p>(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</p> <p>(iii) so that it is visible from the stem of a T-intersection.</p>	<p>The Traffic Safety Assessment prepared by Bitzios Consulting (included at Appendix E) provides the following in this regard:</p> <p><i>The proposed sign will be located near the congested, multi-lane Cleveland Street/Regent Street signalised intersection and by the time drivers are in viewing distance of the sign, they would already be in their intended lane, and would have already reacted to signal changes and/or pedestrians crossing.</i></p>	Yes
<p>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:</p> <p>(i) of a road hazard</p> <p>(ii) to an intersection</p> <p>(iii) to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)</p> <p>(iv) to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.</p>	<p>The proposal is in proximity to a key decision point being the Regent Street and Cleveland Street intersection located approximately 40m north of/before the sign. As mentioned above, the Traffic Safety Assessment, the proposal does not distract a driver at a critical time.</p> <p>The sign is also proximate to the Regent Street and Carlton Street intersection located approximately 340m before the sign. A signalised pedestrian crossing is also located at this intersection. The Assessment of still images identified that the although the sign is visible from approximately 140m away across three lanes, content is unrecognisable, and it is only after the approach to the Meagher Street intersection that the sign is clearly visible (after the key decision point). The pedestrian crossing is a simple decision-point environment and due</p>	Yes

Provision	Comment	Compliance
	to the simplicity and low cognitive load required to consider this in the same forward view as the sign it is unlikely to have an adverse impact on the safety of drivers.	
3.2.4 Sign spacing		
The proposed site should be assessed to identify any road safety risk in relation to visual clutter and the proximity to other signs.	The proposed sign facing southbound traffic on Regent Street does not result clutter in the area, such that the view rights of signage on other developments is protected.	Yes
<p>Additional criteria for digital signs:</p> <p>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 zones will be assessed by RMS as part of their concurrence role.</p>	No other advertising sign is visible when a driver is in view of the subject site.	Yes
Section 3.3 - Sign design and operation criteria		
3.3.1 Advertising signage and traffic control devices		
<p>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.</p>	<p>The proposal will not distract drivers or reduce their visibility of the directional signs and traffic signals in the area.</p> <p>As stated in the Traffic Safety Assessment, the proposed structure will not impact the movement of trains along the railway corridor as the digital screen will not be visible to train drivers and therefore will not be a distraction. As such, the proposal is also deemed appropriate from a rail safety perspective.</p> <p>Refer to the Traffic Safety Assessment for further information.</p>	Yes
<p>b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example:</p> <p>(i) Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</p>	The proposal will not distract drivers or reduce their visibility of the directional signs and traffic signals in the area, including the appropriate stopping sight distance. Refer to the Traffic Safety Assessment for further information.	Yes

Provision	Comment	Compliance
<p>(ii) Does the advertisement imitate a prescribed traffic control device?</p> <p>(iii) If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?</p>		
<p>Additional criteria for digital signs and moving signs:</p> <p>a. The image must not be capable of being mistaken:</p> <p>(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</p> <p>(ii) as text providing driving instructions to drivers.</p> <p>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).</p>	<p>JCDecaux have a comprehensive process of reviewing content to ensure it is not interpreted as a traffic device or instruction to drivers. Refer to Section 3.4 for further information.</p>	<p>Yes</p>
3.3.2 Dwell time and transition time		
<p>a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.</p>	<p>The proposal will be limited to completely static content without any motion.</p>	<p>Yes</p>
<p>b. Dwell times for image display must not be less than:</p> <p>(i) 10 seconds for areas where the speed limit is below 80km/h.</p> <p>(ii) 25 seconds for areas where the speed limit is 80km/h and over.</p>	<p>The proposal seeks approval for a dwell time of 10 seconds per advertisement.</p>	<p>Yes</p>
<p>c. Any digital sign that is within 250 metres of a classified road and is</p>	<p>The proposal will be conditioned as static content with instantaneous (0.1 second)</p>	<p>Yes</p>

Provision	Comment	Compliance
visible from a school zone must be switched to a fixed display during school zone hours.	transition, and a default image of black screen in the event of an error. Refer to the Plan of Management for further detail.	
d. Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.	Noted. The proposed asset will be limited to static content.	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.	JCDecaux have a comprehensive process of reviewing content to ensure content does not dazzle or distract drivers. All content will be static and not include any flickering, flashing or motion. Refer to Section 3.4 for further information.	Yes
Dwell time criteria for moving signs: a. The image must be completely static from its first appearance to the commencement of a change to another display. b. Dwell times for image display are to be a minimum of 10 seconds which includes 3 seconds to scroll.	The dwell time of 10 seconds will be limited to only static content.	NA
3.3.3 Illumination and reflectance		
Illumination criteria for digital signs: a. Luminance levels must comply with the requirements in Table 6 below.	As mentioned in the Light Impact Assessment the proposal is compliant with the Transport Corridor Outdoor Advertising & Signage Guidelines.	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.	The proposal does not result in such effects.	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 proposal does not include technology which interacts with in-vehicle electronic devices or mobile devices.	Yes

Provision	Comment	Compliance
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 Plan of Management includes content management protocols that will ensure message sequencing does not allow a driver to anticipate the next message.	Yes
Section 3.4 - Road safety review of new or modified signs		
RMS may review the crash history of any new or modified advertising signs after a three-year period to determine whether the sign has had an adverse effect on road safety. If RMS is of the opinion that a sign is a traffic hazard, RMS may direct the owner or occupier of the land on which the sign is situated or the person who erected the sign to screen, modify or remove the sign, regardless of whether or not the sign is the subject of a development consent under the Act or a consent under the Roads Act 1993.	Noted.	Yes
Section 3.5 - Road safety review of digital signs		
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.	The proposal is less than 20sqm as such a Road Safety Audit is not required.	NA
Section 4 - Public benefit test for advertisement proposals		
4.2 What is an appropriate public benefit?		

Provision	Comment	Compliance
<p>The level of public benefit for a given SEPP 64 advertisement is to be negotiated and agreed upon between the consent authority and the applicant. The public benefit can be provided as a monetary contribution or as an ‘in-kind’ contribution. Both monetary and in-kind contributions must be linked to improvements in local community services and facilities including benefits such as:</p> <ul style="list-style-type: none"> improved traffic safety (road, rail, bicycle and pedestrian) improved public transport services improved public amenity within, or adjacent to, the transport corridor support school safety infrastructure and programs other appropriate community benefits such as free advertising time to promote a service, tourism in the locality, community information, or emergency messages. 	<p>The proposal is consistent with the public interest as it will generate revenue for the NSW Government that can be used to fund improvements to essential public infrastructure and other rail programs that allow for the maintenance and operations of the wider Sydney Trains network both in regional and wider state where Sydney Trains operates.</p> <p>In addition to generating revenue, the proposed structure is capable of displaying information regarding the following:</p> <ul style="list-style-type: none"> Sydney Trains and TfNSW promotions and events, and Threat-to-life alerts by NSW Government Emergency and Police Agencies. <p>As such, the proposal will deliver public benefit.</p>	Yes

4.4. STATE ENVIRONMENTAL PLANNING POLICY (BIODIVERSITY AND CONSERVATION) 2021

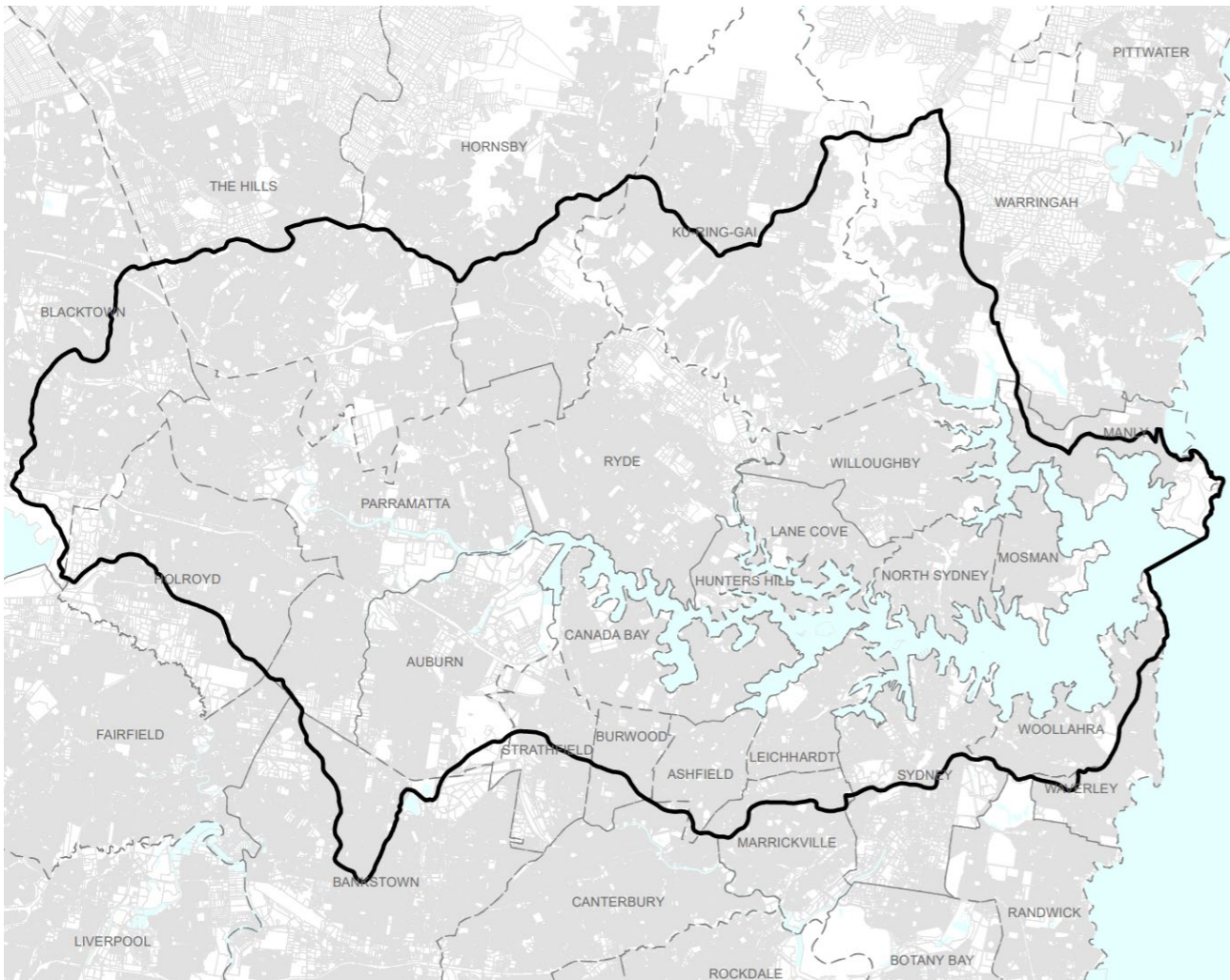
Chapter 10 of the *State Environmental Planning Policy (Biodiversity and Conservation) 2021* (**Biodiversity and Conservation SEPP**) relates to the Sydney Harbour Catchment.

As shown in Figure 13 below, the site is within the Sydney Harbour Catchment boundary, as shown on the map “Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005 Sydney Harbour Catchment Map (Amendment 2016)”. The site is however not located within the following zones:

- (a) *the Foreshores and Waterways Area, and*
- (b) *various strategic foreshore sites, as shown on the Strategic Foreshore Sites Map, and*
- (c) *various heritage items, as shown on the Heritage Map, and*
- (c1) *the Sydney Opera House buffer zone, as shown on the Sydney Opera House Buffer Zone Map, and*
- (d) *various wetlands protection areas, as shown on the Wetlands Protection Area Map.*

Clause 10.10 of the Biodiversity and Conservation SEPP states the planning principles for land within the Sydney Harbour Catchment. Considering the nature of the proposal, it will not impact the ecological communities, or hamper the visual qualities of the Sydney Harbour.

Figure 13 Sydney Regional Environmental Plan (Sydney Harbour Catchment) 2005 Sydney Harbour Catchment Map (Amendment 2016)



Source: DPE

4.5. STATE ENVIRONMENTAL PLANNING POLICY (STATE SIGNIFICANT PRECINCTS) 2005 – (PLANNING SYSTEMS SEPP)

An assessment of the proposal against the relevant provisions of the *State Environmental Planning Policy (State Significant Precincts) 2005* (SEPP State Significant Precincts) has been undertaken and confirms that the site is subject to State Significant Development Site, Redland- Waterloo, in accordance with Section 2.6 and Schedule 2.

4.6. STATE ENVIRONMENTAL PLANNING POLICY (PRECINCTS – EASTERN HARBOUR CITY) 2021 – (EASTERN HARBOUR SEPP)

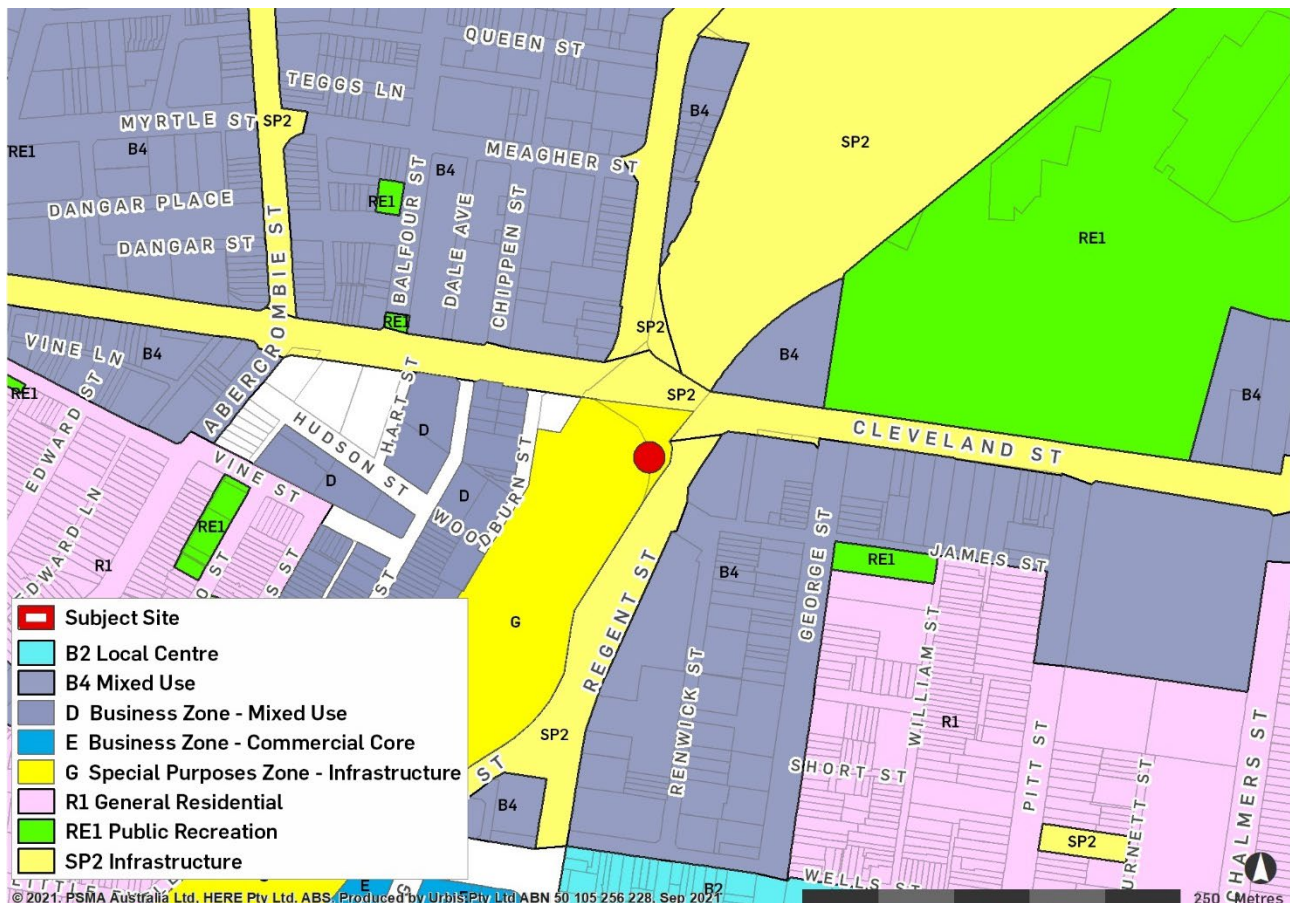
An assessment of the proposal against the relevant provisions of the *State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021* (Eastern Harbour SEPP) has been undertaken below.

4.6.1. Zoning and Permissibility

Under the provisions of the Eastern Harbour SEPP, the site falls under the Redfern- Waterloo Authority Sites precinct and is zoned G - Special Purpose Zone - Infrastructure (refer Figure 13 below)

The proposed advertisement sign is permissible with consent as it is considered ancillary to the existing railway corridor. It is essential to note that the permissibility is determined by the Industry and Employment SEPP.

Figure 14 LEP Land Zoning Map



Source: SEPP State Significant Precincts

The objectives of the Special Purpose Zone - Infrastructure are as follows:

- To provide for railway infrastructure and related facilities.
- To prevent development in the Zone that is not compatible with or may detract from the provision of railway infrastructure and related facilities.
- To ensure the vitality and safety of the community and public domain.

The proposed development is consistent with the Special Purpose Zone - Infrastructure objectives for the following reasons:

- The proposal will provide a new advertisement structure, of a scale and size complimentary to the railway corridor and surrounding road network.
- The proposal does not result in adverse environmental impact and will not hamper the amenity of the public domain.
- The proposal will be in favour of the public interest, ensuring the structure does not cause any negative impact on vehicular traffic as well as the amenity of surrounding developments.

4.6.2. Key Development Standards

Considering the nature of the proposal, there are limited controls applicable within the SEPP State Significant Precincts.

Clause 27 Heritage provides provisions to protect the heritage items within the State. As mentioned previously, the subject site is not identified as a heritage item or located within a heritage conservation area (refer Figure 14 below). The site is however surrounded by other listed heritage items including:

- State Heritage Item 'Sydney Terminal and Central Railway Stations Group' (SHR no. 01255) located approximately 60m north of the site.

- State Heritage Item 'Cathedral of the Annunciation of Our Lady' (SHR no. 01881) located approximately 60m north of the site.
- State Heritage Item 'Redfern Railway Station group' (SHR no. 01234) located approximately 300m south-west of the site.
- 'C56 Redfern Estate' conservation area located east of the site, as contained within the Sydney LEP.
- Heritage item I1314: Terrace house including interior (18 George Street) located approximately 120m east of the site (Local significance within Sydney LEP)
- Heritage item I199: Former Mercantile Bank Chambers including interior (151 Regent Street) located approximately 65m north of the site (Local significance within Sydney LEP)
- Heritage item I198: Cottage including interior (137–139 Regent Street) located approximately 100m north of the site (Local significance within Sydney LEP)

Figure 15 Heritage Map

Source: Eastern Harbour SEPP

4.7. SYDNEY DEVELOPMENT CONTROL PLAN 2012

A comprehensive compliance table is provided below assessing the proposal against each of the relevant site-specific controls as outlined within the Sydney DCP.

Table 6 DCP Compliance

Clause	Provision	Proposed	Complies
Section 3 – General Provisions			
3.9.1 Heritage Impact Statements	<p>A Heritage Impact Statement is to be submitted as part of the Statement of Environmental Effects for development applications affecting:</p> <ul style="list-style-type: none"> ▪ heritage items identified in the Sydney LEP 2012; or ▪ properties within a Heritage Conservation Area identified in Sydney LEP 2012. 	<p>The subject site is not identified as a heritage item or located within a heritage conservation area. The site is however located in close proximity to a number of heritage items.</p> <p>This application is accompanied by a Heritage Impact Statement prepared by Weir Phillips (included at Appendix H) assessing the impact of proposed structure on surrounding heritage item.</p>	Yes
3.14 Waste	<p>A Waste and Recycling Management Plan is to be submitted with the Development Application and will be used to assess and monitor the management of waste and recycling during construction and operational phases of the proposed development. The Waste and Recycling Management Plan is to be consistent with the City of Sydney Guidelines for Waste Management in New Developments.</p>	<p>The Plan of Management outlines the proposed waste and recycling plan for the installation of the asset.</p>	Yes
3.16.1 Signage strategy	<p>A signage strategy is to be prepared for all signage applications:</p> <p>(a) in a heritage conservation area or involving a heritage item;</p> <p>(b) on sites that are strata titled or contain more than four business premises; or</p> <p>(c) seeking variations to the requirements of this section.</p>	<p>A Plan of Management has been submitted which includes details of a signage strategy referenced by the DCP in Appendix J.</p>	Yes
3.16.4 Illuminated signage	<p>(1) Any illuminated signage is to be designed to ensure that the illuminance and luminance from the sign or advertisement is, in the</p>	<p>The illumination of signage will not result in any unacceptable glare and will comply with all relevant Australian Standards and</p>	Yes

Clause	Provision	Proposed	Complies
	opinion of the consent authority, consistent with the existing light level of the streetscape or environment within which it is located and does not cause glare.	<p>guidelines. The proposal does not impact sensitive residential uses located north, south, and west of the site. The residential land uses located in close vicinity of the site form part of mixed-use developments and are located a minimum of 50m from the site, such that there is ample distance between the proposed illuminated structure and residential developments.</p> <p>For further detail, refer Lighting Impact Assessment Report included in Appendix F.</p>	
	(2) Unless otherwise provided for in this Section, the illuminance, luminance and threshold increment of illuminated signage is to comply with the recommended values of AS 4282-1997.	As stated in the Lighting Impact Assessment, the proposed signage does not exceed the maximum night time luminance of 200cd/m ² and is compliant with the relevant Australian Standards.	Yes
	(3) Signage is only permitted to be illuminated while a premises is open and trading where the sign is on, or within 25m of and visible from, land zoned R1 General Residential or R2 Low Density Residential.	The proposed structure is not within 25m of and visible from land zoned R1 General Residential.	NA
	(4) Any externally illuminated signage is to have a downward facing light source focused directly on the display area. Upward facing light sources are not permitted.	<p>The proposed digital signage is illuminated using LEDs installed within the front face.</p> <p>The signage includes baffles which mitigate upward waste light, resulting in an Upward Light Ratio (ULR) of less than 50%.</p> <p>The proposal does not utilise upward facing light sources.</p>	Yes
	(5) Signs with flashing, chasing, pulsating or flickering lights are not permitted unless part of an approved public artwork.	The proposed advertisement structure will not flash, pulsate, flicker, or have chasing lights.	Yes
	(6) Where the consent authority is of the opinion that an illuminated	The proposed signage will not result in high levels of energy use.	Yes

Clause	Provision	Proposed	Complies
	<p>sign or advertisement is expected to generate high levels of energy use based on size, hours of operation or illumination source, the signage is to be powered by:</p> <p>(a) onsite renewable energy of a capacity to provide the energy required to illuminate the sign; or</p> <p>(b) the purchase of a renewable energy product offered by an electricity supplier equivalent to the estimated annual amount of electricity used.</p>		
3.16.7 Advertising structures and third-party advertisements	<p>(1) Generally, new advertising signs and third-party advertisements are not permitted. The exceptional circumstances where advertising signs and third-party advertisements are permitted shall be assessed against the following criteria:</p> <p>(a) Whether the sign is advertising a civic or community event in the City of Sydney area;</p>	The proposal involves installation of an advertising structure as permissible under Clause 3.14 of the Industry and Employment SEPP.	Yes
	(d) Whether part of the sign occupied by corporate markings, logos, branding or similar is not more than 5% of the total sign area;	The proposed JCDecaux logo is aligned to the existing asset with a size less than 5% of the proposed digital signage.	Yes
	(e) Whether the number of existing signs on the site and in the vicinity do not cumulatively create unacceptable visual clutter;	<p>The proposed sign facing southbound traffic on Regent Street does not result in clutter.</p> <p>The proposal ensures the view rights of signage on other developments is protected.</p>	Yes
Section 5 – Specific Areas			
5.1.8 Views from public places	Development must not encroach within any of the views nominated on the Public Views Protection Maps and where possible should improve the views to Sydney	<p>The Visual Impact Assessment states the following in this regard:</p> <p><i>The site is near to, but not within a nominated view to a significant structure. The Public Views Protection Map 2 in Section 5.1</i></p>	Yes

Clause	Provision	Proposed	Complies
	Harbour (surface of the water) through modulation of built mass.	<p><i>Central Sydney identifies views to Central Station Clock Tower from Cleveland Street approximately 50m west of the site and from Cleveland Street near Pitt St which is 250m east of the site. The proposed sign would not block views from either of these locations.</i></p> <p><i>It is unlikely that proposed sign would block views to the Central Station Clock Tower including when approaching the rear of the sign from the south on Regent Street, because of the angle of the road corridor, elevation difference and existing vegetation at the site.</i></p> <p><i>Public domain structures are not relied upon in isolation when assessing views to the Central Station Clock Tower. The Greek Orthodox Church is partially blocked by vegetation; however, the proposed sign would not block views of the tower because the tower is a taller structure.</i></p> <p><i>The views listed in this provision are not relevant to the site.</i></p> <p><i>The proposal does not terminate a public view on the Public Views Protection Map.</i></p>	

5. ASSESSMENT OF KEY PLANNING ISSUES

5.1. HERITAGE IMPACT

The subject site is not identified as a heritage item or located within a heritage conservation area. The site is however surrounded by other listed heritage items including:

- State Heritage Item 'Sydney Terminal and Central Railway Stations Group' (SHR no. 01255) located approximately 60m north of the site.
- State Heritage Item 'Cathedral of the Annunciation of Our Lady' (SHR no. 01881) located approximately 60m north of the site.
- State Heritage Item 'Redfern Railway Station group' (SHR no. 01234) located approximately 300m south-west of the site.
- 'C56 Redfern Estate' conservation area located east of the site, as contained within the Sydney LEP.
- I1314: Terrace house including interior (18 George Street) located approximately 120m east of the site (Local significance within Sydney LEP)
- I199: Former Mercantile Bank Chambers including interior (151 Regent Street) located approximately 65m north of the site (Local significance within Sydney LEP)
- I198: Cottage including interior (137–139 Regent Street) located approximately 100m north of the site (Local significance within Sydney LEP)

A Heritage Impact Statement (HIS) prepared by Weir Phillips (attached at Appendix H) provides the heritage assessment of the proposed development. The HIS assessed the possible impact on the heritage significance of surrounding heritage items.

The Statement stated the proposed signage will have a minimal and acceptable impact on the surrounding heritage items for the following reasons:

- There will be no impact on the fabric of the heritage items and buildings that make up these conservation areas. The site lies well outside the curtilage of these items.
- The proposed signage will not block significant view corridors towards these heritage items and conservation areas as the signage is located outside these view corridors and is otherwise minor in scale.
- Where visible from the heritage items and conservation areas, the proposed signage will provide for a more visually interesting element within the public domain without detracting from the character of the items or the surrounding streetscape. The images will be static and not animated, which is consistent with Section 3.16 of the Sydney DCP 2012 that permits illuminated signage.
- The proposed signage will be consistent with the setting of the items, as a busy commercial corridor already characterised by existing advertising signage.
- The proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of these items.

5.2. TRAFFIC SAFETY IMPACT

A Traffic Safety Assessment prepared by Bitzios Consulting is included in Appendix E. The assessment includes a literature review of the relationship between distraction, crashes and large-format digital signage. Importantly, it confirms the chain of events that is required to link a digital sign to increased crash rates is immeasurably small.

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 on the roadside.

The proposed sign is not expected to reduce the safety of any traffic, pedestrians or cyclist movements given its location. It will be located within a driver's ordinary field of view when approaching southbound and a glance to the sign will still permit co-incident recognition of signal changes, and vehicle, and / or pedestrian and cyclist movements in the forward view.

Crash data for a period of five years has been reviewed to inform the road safety assessment of the site, identifying a low crash rate. Only one crash was reported in 2020 of non-casualty crash severity. The site has an extremely low crash rate of less than 1 crash per year when considering the high traffic volumes through this area and its congestion. The crash severity was mostly minor, suggesting slow speed crashes. The data highlights that this is not an inherently unsafe location. Furthermore, the analysis of the crash records suggests that a digital sign where proposed is not likely to influence the future crash history in any way.

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 above the road. As such, the proposal complies with the requirements of SEPP 64 and the Transport for NSW Advertising Sign Safety Assessment Matrix in terms of obscurity, positioning and sign clutter.

Regarding impact on movement on trains, the proposed structure will not impact the movement of trains along the railway corridor as the digital screen will not be visible to train drivers and therefore will not be a distraction. As such, the proposal is also deemed appropriate from a rail safety perspective.

5.3. VISUAL IMPACT

A Visual Impact Assessment was prepared by Urbis is included in Appendix I. The site itself is considered to be of low scenic quality, being a road and rail transport corridor, however the wider visual setting and view compositions facing away from the site are expansive and arguably more scenic compared to the site. Southerly views to the site from the north include glimpses of the Redfern Station Overhead Booking Office. The Greek Orthodox Church tower is a notable feature visible from locations west of the site on Cleveland Street. Northerly views approaching the site from Regent Street include partial views of the distant buildings in CBD and the Greek Orthodox Church. There are no areas of public open space proximate to the site, with the exception of Prince Alfred Park.

It is unlikely that proposed sign would block views to the Central Station Clock Tower including when approaching the rear of the sign from the south on Regent Street, because of the angle of the road corridor, elevation difference and existing vegetation at the site.

Visibility of the proposed sign is restricted to a small and localised visual catchment around the Cleveland Street and Regent Street junction. Views will predominantly be of short duration from moving viewing locations.

The proposed sign introduces a new vertical visual element to the area in a transport corridor with existing built form in the immediate vicinity including road carriageway, walls, road signs, streetlights, traffic lights and advertisements signs.

From locations to the north, the sign will predominantly appear in front of vegetation or distant buildings with no heritage or scenic significance. From the northeast, the sign will be seen in front of the Redfern Station Overhead Booking Office, a state heritage item which is partially visible in the background. This view is from a transport corridor rather than a public space or private residence however and is available for only short periods and is mitigated as the viewer moves across the intersection. The nearby Greek Orthodox Church tower heritage item is not blocked in the modelled views and there is no impact to surrounding heritage conservation areas.

For residential locations which may have views of the proposed sign it is unlikely to be the main focus of the view, as the views would be of the rear or side of the sign, and it would be partially blocked by intervening vegetation.

The assessment of visual effects and impacts of the proposed sign has been informed by an analysis of photomontages. In all views the proposal was found to generate a medium level of visual effects on baseline factors and medium level of visual impacts.

In the context of the site and area, the visual impacts of the proposal were found to be acceptable and can be supported from a visual impact perspective.

5.4. LIGHTING IMPACT

A Lighting Impact Assessment (LIA) prepared by Electrolight is included in Appendix F. The LIA concluded the following:

- The signage operator must ensure that the average luminance difference between successive images does not exceed 30% to ensure compliance with AS4282. The dwell time shall be 10 seconds or greater.
- The proposed digital signage has been found to comply with all relevant requirements of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.
- In complying with the above requirements, the proposed signage should not result in unacceptable glare, nor should it adversely impact the safety of pedestrians, residents or vehicular traffic. Additionally, the proposed signage should not cause any reduction in visual amenity to nearby residences or accommodation.
- The proposal, if commissioned according to the LIA, complies with the following criteria, guidelines and standards:
 - State Environmental Planning Policy (Industry and Employment) 2021
 - Transport Corridor Outdoor Advertising & Signage Guidelines 2017
 - AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting
 - Sydney Development Control Plan (Signs and Advertisement) 2012

6. SECTION 4.15 ASSESSMENT

The following planning assessment has been undertaken in accordance with the requirements of Section 4.15 of the *Environmental Planning and Assessment Act 1979* (the EP&A Act).

6.1. ENVIRONMENTAL PLANNING INSTRUMENTS

The proposed development has been assessed in accordance with the relevant state and local environmental planning instruments in Section 4.

This SEE and the supporting documentations demonstrates that the proposed development is generally consistent with the relevant environmental planning instruments and achieves the objectives of the relevant provisions. Where the proposal is not compliant with the relevant provisions, it has been demonstrated to produce a superior outcome.

6.2. DRAFT ENVIRONMENTAL PLANNING INSTRUMENTS

No draft environmental planning instruments are relevant to this proposal.

6.3. PLANNING AGREEMENT

No planning agreements are relevant to this proposal.

6.4. REGULATIONS

This application has been prepared in accordance with the relevant provisions of the *Environmental Planning and Assessment Regulations 2021*.

6.5. LIKELY IMPACTS OF THE PROPOSAL

The proposal is unlikely to result in any adverse environmental, social or economic impacts with consideration of the following:

- The proposal is permissible under all relevant planning controls.
- The proposed development will not create any adverse impacts on the surrounding heritage items.
- As concluded in the Traffic Safety Assessment, Regent Street and Cleveland Street can accommodate the proposed structure with negligible impact on the ongoing road traffic. Additionally, surrounding street networks remain unaffected because of this proposal.
- The proposal will not result in the removal of significant biodiversity, nor have any adverse impacts on the waterways and natural landscape.
- The proposed structure is designed to remain sympathetic to the form and composition of the railway corridor as well adjoining developments. The proposal considers surrounding residential uses, ensuring there is no adverse impact in terms of illuminating, lighting, and traffic.
- The structure has a maximum height of 8.9m above ground level and does not obscure or compromise any important views at street level.

6.6. SUITABILITY OF THE SITE

The site is highly suitable for the proposed development for the following reasons:

- The site is zoned G - Special Purpose Zone - Infrastructure under the Eastern Harbour SEPP and is an ancillary use to the railway corridor, therefore permissible with development consent.
- The proposed advertisement structure is compliant with the built form envisaged in the planning controls and guidelines, particularly regarding illumination and dwell times and does not compromise the safety for movement of light rail, vehicles, pedestrians, and cyclists.
- The proposal does not conflict with any of the surrounding land uses in the locality.

- Technical reports including Heritage Impact Statement, Traffic Safety Assessment and Light Impact Assessment Report have provided and demonstrated the site is capable of being developed in the manner proposed without any adverse impacts.

6.7. SUBMISSIONS

Any submissions received by Council in response to the proposal will be considered under Section 4.15 of the *Environmental Planning and Assessment Act 1979*.

6.8. PUBLIC INTEREST

The proposal does not present any issues that are contrary to the public interest. The proposed digital advertisement structure provides an opportunity for multiple advertisements to be run at an appropriate dwell time, resulting in a better outcome to the vinyl advertisement currently in place. The structure is designed to ensure sensitive land uses such as that of residential and recreational nature remain unaffected.

In awarding this concession Sydney Trains conducted a substantial review of the network of advertising assets, recognising that with a growing demand in the digital advertising market, there was an opportunity to rationalise existing assets and provide improved customer experience. Across the Sydney Trains network this will result in more than 990sqm of decommissioned advertising content within the Sydney metropolitan region.

The proposal will generate revenue that can be used to fund public amenities as well as upgrades to essential public infrastructure and other rail programs. The NSW State Government allocates this revenue to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across NSW.

Along with third-party advertisements, the proposed structure may also display messages regarding road safety or other public awareness messages, ensuring safety of vehicles and pedestrians, further facilitating the public interest.

This is in addition to key partnerships of JCDecaux, that facilitate the promotion of important public messages. This has been most recently exemplified with a number of successful campaigns such as 'Shop Local' encouraging stimulation of localised economies, 'Thank you' campaign for the Australian essential workers, and most recently the 'National Vaccine Tally' in a drive to encourage Australians to book their vaccinations. It is JCDecaux's partnerships with key authorities that enables these campaigns to reach broad audiences in diverse formats for the betterment of the general public.

A Public Benefit Statement has been prepared by Sydney Trains (Appendix G).

7. CONCLUSION

The proposed development has been assessed in accordance with section 4.15 of the EP&A Act and is considered appropriate for the site and the locality as summarised below:

- **The proposal satisfies the applicable planning controls and policies** – the proposal is consistent with the objectives of all relevant planning controls and achieves a sound architectural form proposed to be installed on site. The proposal is generally compliant with the controls regarding built form, illumination and operations contained within *State Environment Planning Policy (Industry and Employment) 2021*, the Transport Corridor Outdoor Advertising and Signage Guideline, the *State Environmental Planning Policy (Precincts – Eastern Harbour) 2021* and Sydney Development Control Plan 2012.
- **The proposal will not result in any adverse environmental impacts** – it is demonstrated that the proposal will not cause any negative environmental impacts, such that there is no impact on natural biodiversity, vegetation and waterways. The proposal does not hamper any significant features contained within Redfern.
- **The proposal is an appropriate built form in the streetscape** – the built form and scale of the proposed digital advertisement structure is such that there is no appearance of adverse bulk along the railway corridor. The proposed structure is designed to remain sympathetic to the character of the locality as well as surrounding developments. The proposed structure will not threaten the safety of vehicles, pedestrians and cyclists. The proposed structure does not hamper the movement of the train running along the railway corridor.
- **The proposal will offer a high standard of amenity** – the proposal will provide a high level of amenity for future and existing residents as well as retain the amenity and safety of patrons utilising the surrounding public domain. The illumination element of the structure is compliant with the relevant controls, ensuring surrounding land uses and developments remain unaffected.
- **The proposal is in the public interest** – the proposal is in the public interest as it does not hamper the safety for vehicles, pedestrians, and cyclists. Further, the proposal also allows Sydney Trains to generate revenue through the proposed advertisement structure. The revenue generated can then be used for other operations and services that cater to and benefit the public. As such, the proposal sits well within the public interest.

Having considered all relevant matters, we conclude that the proposed development is appropriate for the site and approval is recommended, subject to appropriate conditions of consent.

DISCLAIMER

This report is dated 17 May 2022 and incorporates information and events up to that date only and excludes any information arising, or event occurring, after that date which may affect the validity of Urbis Pty Ltd (**Urbis**) opinion in this report. Urbis prepared this report on the instructions, and for the benefit only, of JCD (**Instructing Party**) for the purpose of Part 4 Division 4.6 Crown Development Application (**Purpose**) and not for any other purpose or use. To the extent permitted by applicable law, Urbis expressly disclaims all liability, whether direct or indirect, to the Instructing Party which relies or purports to rely on this report for any purpose other than the Purpose, and to any other person which relies or purports to rely on this report for any purpose whatsoever (including the Purpose).

In preparing this report, Urbis was required to make judgements which may be affected by unforeseen future events, the likelihood and effects of which are not capable of precise assessment.

All surveys, forecasts, projections and recommendations contained in or associated with this report are made in good faith and on the basis of information supplied to Urbis at the date of this report, and upon which Urbis relied. Achievement of the projections and budgets set out in this report will depend, among other things, on the actions of others over which Urbis has no control.

In preparing this report, Urbis may rely on or refer to documents in a language other than English, which Urbis may arrange to be translated. Urbis is not responsible for the accuracy or completeness of such translations and disclaims any liability for any statement or opinion made in this report being inaccurate or incomplete arising from such translations.

Whilst Urbis has made all reasonable inquiries it believes necessary in preparing this report, it is not responsible for determining the completeness or accuracy of information provided to it. Urbis (including its officers and personnel) is not liable for any errors or omissions, including in information provided by the Instructing Party or another person or upon which Urbis relies, provided that such errors or omissions are not made by Urbis recklessly or in bad faith.

This report has been prepared with due care and diligence by Urbis and the statements and opinions given by Urbis in this report are given in good faith and in the reasonable belief that they are correct and not misleading, subject to the limitations above.

APPENDIX A

OWNERS CONSENT

APPENDIX B

QS COST SUMMARY REPORT

APPENDIX C

SURVEY PLAN

APPENDIX D

ELEVATION PLAN (EXISTING AND PROPOSED)

APPENDIX E

TRAFFIC SAFETY ASSESSMENT

APPENDIX F

LIGHTING IMPACT ASSESSMENT

APPENDIX G

PUBLIC BENEFIT STATEMENT

APPENDIX H

HERITAGE IMPACT ASSESSMENT

APPENDIX I

VISUAL IMPACT ASSESSMENT

APPENDIX J

PLAN OF MANAGEMENT

