

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

## **1** Industry and Employment SEPP Assessment

Industry and Employment SEPP Provision	Comment	Compliance
3.1 Aims, objectives etc.		
<ul> <li>(1) This Policy aims: <ul> <li>(a) To ensure that signage (including advertising):</li> <li>(i) is compatible with the desired amenity and visual character of an area, and</li> <li>(ii) provides effective communication in suitable locations, and</li> <li>(iii) is of high quality design and finish, and</li> <li>(b) to regulate signage (but not content) under part 4 of the Act, and</li> <li>(c) to provide time-limited consents for the display of certain advertisements, and</li> <li>(d) to regulate the display of advertisements in transport corridors, and</li> <li>(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</li> </ul> </li> <li>(2) This Policy does not regulate the content of signage and does not require consent for a change in the content of signage.</li> </ul>	<ul> <li>(a) The proposal is assessed to be compatible with the visual character and desired amenity of the locality as it is proposed install digital advertising signage. The sign will have a high design quality and is compatible with the land use character of the location.</li> <li>(b) The proposal will be assessed and regulated under Part 4 of the EP&amp;A Act and will be appropriately managed by the Minister's conditions of consent.</li> <li>(c) Duration of consent for the proposal will be controlled by section 3.12 of the SEPP and will be consistent with the Minister's conditions of consent.</li> <li>(d) The proposal does not present any significant road safety issues and is not expected to compromise road safety in its vicinity. The proposal is also regulated against the Guidelines.</li> <li>(e) The proposal demonstrates public benefit by providing a revenue stream for the State Government and by providing important information to customers in special events and circumstances.</li> </ul>	
3.2 Definitions		
	The proposal constitutes an advertisement to which Part 3 of the SEPP applies. Help Street is <u>not</u> a State classified	$\checkmark$
	road under the Roads Act 1993.	



Industry and Employment SEPP Provision	Comment	Compliance
	The proposal constitutes an advertisement on <b>railway corridor</b> land.	
3.6 Granting of consent to signage		
<ul> <li>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:</li> <li>(a) that the signage is consistent with the objectives of this Policy as set out in section 3.1 (1) (a), and</li> <li>(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</li> </ul>	An assessment against section 3.1 (1) (a) is provided above. The SEE also undertakes a detailed assessment demonstrating that the proposal is consistent with the objectives of the Policy and the Assessment Criteria specified in Schedule 5.	$\checkmark$
3.7 Advertisements to which this Part applies		
<ol> <li>This Part applies to all signage to which this Policy applies, other than the following:         <ul> <li>(a) business identification signs,</li> <li>(b) building identification signs,</li> <li>(c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,</li> <li>(d) signage on vehicles.</li> </ul> </li> <li>Despite subsection (1) (d), section 3.26 applies to signage on a trailer (within the meaning of the Road Transport Act 2013).</li> </ol>	The proposal constitutes an advertisement under the provisions of Part 3.3.	$\checkmark$
3.8 Prohibited advertisements		
<ul> <li>(1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:</li> <li>environmentally sensitive area</li> <li>heritage area (excluding railway stations)</li> <li>natural or other conservation area</li> <li>open space</li> <li>waterway</li> <li>residential (but not including a mixed residential and business zone, or similar zones)</li> <li>scenic protection area</li> <li>nature reserve</li> <li>(2) This section does not apply to the following: <ul> <li>(a) the Mount Panorama Precinct,</li> <li>(b) the display of an advertisement at a public sporting facility situated on</li> </ul> </li> </ul>	The land upon which the sign is proposed to be erected is not described as being within any of the zones or descriptions identified and therefore it is not a prohibited advertisement. It is noted that as the proposed sign is on behalf of Sydney Trains and is located within a railway corridor, it is permissible with consent under chapter 3, section 3.14 of SEPP Industry and Employment.	



Industry and Employment SEP Provision       Comment       Compliance         Iand zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.       Comment       Comment         3.10 Consent authority       In accordance with Section 3.10(c), the council of a local government area in the case of an advertisement displayed in the local government area (unless paragraph (c), (d) or (e) applies), or (b) the Minister for Planning in the case of an advertisement displayed by or on behaff of RMS on - (i) the Minister for Planning in the case of an advertisement displayed by or on behaff of RMS on ay road, or (ii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge constructed by or on behaff of RMS on ay road corridor, or (iii) a bridge and known as the Sydney Harbour Tunnel, the Eastern Distributor, the MS Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road.         11 A consent authority (other than in a case to which subsection (2) applies) must not grant consent to an application to display an avertisement to which this Proive applies unl				
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	re	equires:	assessment criteria detailed in	



Indu	stry and Employment SEPP Provision	Comment	Compliance
	<ul> <li>(a) is consistent with the objectives of this Policy as set out in section 3.1</li> <li>(1) (a), and</li> </ul>	Schedule 5 and in the Signage Guidelines.	-compliance
	<ul> <li>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 1 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</li> <li>(c) satisfies any other relevant requirements of this Policy.</li> </ul>	As part of the application, the Applicant has committed to the provision of funding towards essential Sydney Trains services to the benefit of the local community.	
	<ul> <li>If the Minister for Planning is the consent authority or section 3.16 or 3.22 applies to the case, the consent authority must not grant consent to an application to display an advertisement to which this Policy applies unless the advertisement or the advertising structure, as the case requires: <ul> <li>(a) is consistent with the objectives of this Policy as set out in section 3.1</li> <li>(1) (a), and</li> </ul> </li> <li>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and in the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of <ul> <li>(i) design, and</li> <li>(ii) road safety, and</li> <li>(iii) the public benefits to be provided in connection with the display of the advertisement, and</li> </ul> </li> </ul>		
(3)	requirements of this Policy. In addition, if section 3.16 or 3.22 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.		
	2 Duration of consents		
	<ul> <li>A consent granted under this Part ceases to be in force:</li> <li>(a) on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act or</li> </ul>	It is acknowledged that any consent granted for the application would expire 15 years after the date on which the consent becomes effective.	$\checkmark$
	Act, or		



Ind	ustrv	and Employment SEPP Provision	Comment	Compliance
		if a lesser period is specified by the consent authority, on the expiration of the lesser period.		
(2)	(a)	consent authority may specify a iod of less than 15 years only if: before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or the specification of a lesser period is required by another provision of this Policy.		
3.1	4 Tra	ansport corridor land		
	Des of a inst adv is p in tl	pite section 3.8(1) and the provisions ny other environmental planning rument, the display of an ertisement on transport corridor land ermissible with development consent he following cases permissible with elopment consent in the following	<ol> <li>In accordance with subsection         <ol> <li>(1)(a), the proposal is             permissible with development             consent as the application is             for the display of an             advertisement on behalf of             Sydney Trains on a rail corridor.</li> <li>In accordance with subsection</li></ol></li></ol>	



Ind	ustry and Employment SEPP Provision	Comment	Compliance
(2)	<ul> <li>ustry and Employment SEPP Provision</li> <li>c. the display of an advertisement on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</li> <li>Before determining an application for consent to the display of an advertisement in such a case, the Minister for Planning may appoint a design review panel to provide advice to the Minister concerning the design quality of the proposed advertisement.</li> <li>The Minister must not grant consent to the display of an advertisement in such a case unless:</li> <li>(a) the relevant local council has been notified of the development application in writing and any comments received by the Minister from the local council within 28 days have been considered by the Minister, and</li> <li>(b) the advice of any design review panel appointed by the Minister have been considered by the Minister, and</li> <li>(c) the Minister is satisfied that the advertisement is consistent with the Guidelines.</li> </ul>	Comment	Compliance
	This clause does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines.		
	5 Advertisements with display area greater we ground	than 20 square metres or higher than	ometres
(1)	<ul> <li>This clause applies to an advertisement:</li> <li>(a) that has a display area greater than 20 square metres, or</li> <li>(b) that is higher than 8 metres above the ground.</li> </ul>	An assessment against the assessment criteria in Schedule 5 is provided within the SEE. Clause 3.16 does not apply as the	$\checkmark$
	The display of an advertisement to which this clause applies is advertised development for the purposes of the Act. The consent authority must not grant consent to an application to display an advertisement to which this clause applies unless:	proposed sign has an advertising display area less than 20 square metres (14.93 square metres) and is not higher than 8m above the ground.	

applies unless:



Industry and Employment SEPP Provision       Comment       Compliance         (a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and       Impact the proposal is acceptable in terms of its impacts, and polication is anapplication for the application is an application for the application is an application of the application is an application of the application is an application of the application is an application is a napplication is an application is a napplication is exhibited if the application and, therefore, section 3.16 does not achastified road any part of which is visible from the classified road any part of which is applies, that is within 250 metres of and vertisement to which section 3.15 applies without the concurrence of Thms.       N/A         (3) In deciding whether or not concurrence should be granted, TifNSW must take into consideration:       (a) the impact of the display of the advertisement on traffic safety, and (b) the Guidelines.       N/A         (4) If TiNSM whas not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15/(2)(b) that it has granted, or has declined to grant, its concurrence, TINSW.       N/A         (5) Nothing in this clause affects section 3.17 does not ap			
consent authority with an impact statement that addresses the assessment or literia in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and (b) the consent authority are a copy of the application to TfNSW before the application is a maplication for the display of an advertisement to which section 3.16 applies. 3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road (1) This clause applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road ary part of which is visible from the classified road. (2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of TTNSW. (3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration: (a) the impact of the display of the advertisement on traffic safety, and (b) the Guidelines. (c) (Repealed) (4) If TINS thas not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15(2)(b) that it has granted, or has declined to grant, its concurrence, TINSW is taken to have granted its concurrence. (5) Nothing in this clause affects section 3.14. (6) This clause does not apply when the Minister for Planning is the consent authority. <b>3.17 Advertising display area greater than 45 square metres</b> (1) The name or logo of the person who owrs or leases an advertisement or advertising structure may appear only at a devertion grant mappear onl	Industry and Employment SEPP Provision	Comment	Compliance
consent authority with an impact statement that addresses the assessment or literia in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and (b) the consent authority are a copy of the application to TfNSW before the application is an application for the display of an advertisement to which section 3.16 applies. <b>3.16</b> Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road (1) This clause applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road. (2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of TrNSW. (3) In deciding whether or not concurrence of TrNSW must take into consideration: (a) In the cludelines. (b) (Repealed) (c) (Repealed) (c) (Repealed) (d) If TINS duase affects section 3.15/2(b) that it has granted, or has declined to grant, its concurrence, its take to have granted its concurrence. (5) Nothing in this clause affects section 3.17 Advertising display area greater than 45 square metres <b>3.18 Location of certain names and logos</b> (1) The name or logo of the person who owns or leases an advertisement on grant authority. <b>3.18 Location of certain names and logos</b> (1) The name or logo of the person who owns or leases an advertisement on advertising display area area less than 45m <sup>2</sup> . (a) The name or logo of the person who owns or leases an advertisement on advertising structure may appear only at the uncurrence and working structure may appear only at the uncurrence and advertisement and advertise for supple structure. (a) The clause does not apply when the proposal has an advertising display area less than 45m <sup>2</sup> . <b>3.18 Location of certain names and logos</b> (a) The name or logo of the person who owrs o	(a) the applicant has provided the		
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3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road       I) This clause applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.       N/A         (2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of TrNSW.       The development consent to the display of an advertisement on traffic safety, and (b) the Guidelines.       N/A         (3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration:       (a) the impact of the display of the advertisement on traffic safety, and (b) the Guidelines.       (b) the Guidelines.         (c) (Repealed)       (f) This clause affects section 3.15(2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.       N/A         (f) This clause does not apply when the Minister for Planning is the consent authority.       N/A         3.17 Advertising display area greater than 45 square metres       Section 3.17 does not apply as the proposal has an advertising display area less than 45m <sup>2</sup> .         3.18 Location of certain names and logos       A compliant operator logo will also be located within the monopole structure.			
classified road         (1) This clause applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.       The Minister is the consent authority for the application and, therefore, section 3.16 does not apply.         (2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of TfNSW.       N/A         (3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration: <ul> <li>(a) the impact of the display of the advertisement on traffic safety, and (b) the Guidelines.</li> <li>(c) (Repealed)</li> <li>(4) If TfNSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15(2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.               (5) Nothing in this clause affects section 3.14.             <li>(6) This clause does not apply when the Minister for Planning is the consent authority.</li> </li></ul> 3.17 Advertising display area greater than 45 square metres               Section 3.17 does not apply as the proposal has an advertising display area less than 45m <sup>2</sup> .               3.18 Location of certain names and logos               (1) The name or logo of the person who owns or leases an advertisement or advertisemen		netres and within 250 metres of and y	visible from a
<ul> <li>(1) This clause applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.</li> <li>(2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of TfrNSW.</li> <li>(3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration:         <ul> <li>(a) the impact of the display of the advertisement on traffic safety, and</li> <li>(b) the Guidelines.</li> <li>(c) (Repealed)</li> <li>(d) their signent to it under section 3.12 (2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.</li> <li>(5) Nothing in this clause affects section 3.14.</li> <li>(6) This clause does not apply when the Minister for Planning is the consent authority.</li> </ul> </li> <li>3.17 Advertising display area greater than 45 square metres         <ul> <li>Section 3.1.7 does not apply as the proposal has an advertising display area less than 45m<sup>2</sup>.</li> <li>(1) The name or logo of the person who owns or leases an advertisement or ad</li></ul></li></ul>	-		nsible noni, a
advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.       authority for the application and, therefore, section 3.16 does not applies without the classified road.         (2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence should be granted, TfNSW must take into consideration:       authority without the concurrence should be granted, TfNSW must take into consideration:         (a) the eimpact of the display of the advertisement on traffic safety, and (b) the Guidelines.       (c) (Repealed)         (4) If TTNSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15(2)(b) that it has granted, or has declined to grant, its concurrence, TTNSW is taken to have granted its concurrence.         (5) Nothing in this clause affects section 3.14.       Section 3.17 does not apply as the proposal has an advertising display area less than 45m <sup>2</sup> .       N/A <b>3.18 Location of certain names and logos</b> A compliant operator logo will also be located within the monopole structure.       ✓		The Minister is the sensent	N1 / A
<ul> <li>applies, that is within 250 metres of a classified road any part of which is visible from the classified road.</li> <li>The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of TrNSW.</li> <li>In deciding whether or not concurrence should be granted, TfNSW must take into consideration:         <ul> <li>(a) the impact of the display of the advertisement on traffic safety, and</li> <li>(b) the Guidelines.</li> <li>(c) (Repealed)</li> </ul> </li> <li>(4) If TinSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15(2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.</li> <li>(5) Nothing in this clause affects section 3.14.</li> <li>(6) This clause does not apply when the Minister for Planning is the consent authority.</li> </ul> <li><b>3.17 Advertising display area greater than 45 square metres</b> <ul> <li>Section 3.17 does not apply as the proposal has an advertising display area less than 45m<sup>2</sup>.</li> <li>(1) The name or logo of the person who owns or leases an advertisement or appear only</li> </ul></li>			N/A
<ul> <li>classified road any part of which is visible from the classified road.</li> <li>(2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of TrNSW.</li> <li>(3) In deciding whether or not concurrence should be granted, TRNSW must take into consideration: <ul> <li>(a) the impact of the display of the advertisement on traffic safety, and</li> <li>(b) the Guidelines.</li> <li>(c) (Repealed)</li> </ul> </li> <li>(4) If TRNSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15(2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.</li> <li>(5) Nothing in this clause affects section 3.14.</li> <li>(6) This clause does not apply when the Minister for Planning is the consent authority.</li> </ul> <b>3.17 Advertising display area greater than 45 square metres</b> N/A <b>3.18 Location of certain names and logos</b> (1) The name or logo of the person who owns or leases an advertisement or advertising display and appear only A compliant on perator logo will also be located within the monopole structure. (2) The name or logo of the person who over so releases an advertisement or advertisement or mathematica. (3) The name or lease and apper only (4) The name or lease and were the proposal has an advertise or proposal has an advertise or person who over so leases an advertisement or advert			
<ul> <li>visible from the classified road.</li> <li>(2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of TTNSW.</li> <li>(3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration: <ul> <li>(a) the impact of the display of the advertisement on traffic safety, and</li> <li>(b) the Guidelines.</li> <li>(c) (Repealed)</li> </ul> </li> <li>(4) If TfNSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15(2)(b) that it has granted, or has declined to grant, its concurrence, TTNSW is taken to have granted its concurrence.</li> <li>(5) Nothing in this clause affects section 3.14.</li> <li>(6) This clause does not apply when the Minister for Planning is the consent authority.</li> </ul> 3.17 Advertising display area greater than 45 square metres Section 3.17 does not apply as the proposal has an advertising display area less than 45m <sup>2</sup> . 3.18 Location of certain names and logos (1) The name or logo of the person who owns or leases an advertisement or advertise			
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(2) (3) (4)	If th bor loge (a) (b) The not The incl adv	y and Employment SEPP Provision the advertising display area has no der or surrounds, any such name or o is to be located: within the advertisement, or within a strip below the advertisement that extends for the full width of the advertisement. e area of any such name or logo must be greater than 0.25 square metres. e area of any such strip is to be luded in calculating the size of the vertising display area.	Comment	Compliance
-	-	all advertisements		
	disp The to z (a) (b) (c) (c)	<ul> <li>y one wall advertisement may be played per building elevation.</li> <li>consent authority may grant consent a wall advertisement only if—</li> <li>the consent authority is satisfied that the advertisement is integrated with the design of the building on which it is to be displayed, and for a building having—</li> <li>(i) an above ground elevation of 200 square metres or more—the advertisement does not exceed 10% of the above ground elevation, and</li> <li>(ii) an above ground elevation of more than 100 square metres but less than 200 square metres, and</li> <li>(iii) an above ground elevation of 100 square metres, and</li> <li>(iii) an above ground elevation of 100 square metres or less—the advertisement does not exceed 20% of the above ground elevation, and</li> <li>the advertisement does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion, and</li> <li>the advertisement does not protrude above the parapet or eaves, and the advertisement does not extend over a window or other opening, and the advertisement does not extend over a window or other opening, and the building identification sign or business identification sign is not displayed on the building elevation.</li> </ul>	The proposal is not a wall advertisement.	N/A



(2A adv sub con sati	ustry and Employment SEPP Provision ) In the case of the display of a wall vertisement on transport corridor land, besection (2) does not apply and the issent authority may grant consent only if isfied that the advertisement is consistent th the Guidelines. In this clause, <b>building elevation</b> means an elevation of a building as commonly shown on building plans.	Comment	Compliance
3.2	1 Freestanding advertisement		
	The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed 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.	The proposal is a freestanding advertisement. The proposal does not protrude above the dominant skyline, including any buildings, structures or tree canopies.	$\checkmark$
3.2	2 Advertisements on bridges		
(2)	A person may, with the consent of the consent authority, display an advertisement on a bridge. The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines. (Repealed)	The proposal is not a bridge advertisement.	N/A

(3) (Repealed)



## 2 Transport Corridor Advertising and Signage Guidelines Assessment

#### 2.1 Land Use Compatibility Criteria – Transport Corridor Advertising

Land Lice Compatibility Critoria	Bosponso	Compliance
<ul> <li>Land Use Compatibility Criteria</li> <li>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.</li> </ul>	ResponseThe proposal is located on land zoned B3Commercial Core under the WilloughbyLocal Environmental Plan 2012 (WLEP).The proposed advertising signage is prohibited within the B3 zone under the WLEP.Notwithstanding, the proposal is consistent with the land use objectives for the B3 zone in the WLEP 2012 as it is compatible with the character of the Chatswood CBD, which is highly urbanised in nature, and will not detract from the road corridor.	Compliance √
<ul> <li>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:</li> <li>environmentally sensitive area</li> <li>heritage area (excluding railway stations)</li> <li>natural or other conservation area</li> <li>open space (excluding sponsorship advertising at sporting facilities in public recreation zones)</li> <li>waterway</li> <li>residential area (but not including a mixed residential and business zone, or similar zones)</li> <li>scenic protection area</li> <li>national park or nature reserve.</li> </ul>	The proposal is not located in an environmentally sensitive area and it is unlikely the sign will have tangible impacts to the nearby residential area as demonstrated in the accompanying Visual Impact Assessment and Lighting Impact Assessment. The proposal is unlikely to comprise any additional adverse visual impact to what is currently occurring on site from Help Street.	√
iii. Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.	The sign will be located within the railway corridor adjacent to the railway overpass. It will remain below the existing tree canopy and will not comprise any significant scenic views.	$\checkmark$
<ul> <li>Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.</li> </ul>	As there are no heritage items located within the vicinity of the proposed advertising signage, the proposal will not impact on any items of heritage significance.	$\checkmark$



Lai	nd Use Compatibility Criteria	Response	Compliance
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 proposal is considered to be consistent with the context of the existing setting, being an established road corridor, and will provide visual interest to motorists along Help Street. The sign represents a contemporary form of digital advertising signage, designed by Tzannes Architects, that is considered and creative ensuring a high quality design outcome	$\checkmark$

Table 1: Land Use Compatibility Criteria – Signage Guidelines

#### 2.2 Digital Sign Criteria (applies to signs less than 20 sqm)

De	sign Sign Criteria	Comment	Compliance
a.	Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below	Static digital advertisements will appear on the screen for a minimum 25 second dwell time before changing to a new static digital image.	$\checkmark$
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 signage content will be managed in order to comply with the requirements for message sequencing.	$\checkmark$
С.	<ul> <li>The image must not be capable of being mistaken:</li> <li>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.</li> <li>ii. As text providing driving instructions to drivers.</li> </ul>	The signage content will be managed in order to ensure images are not capable of being mistaken for a traffic control device or as text providing driving instructions to drivers.	$\checkmark$
d.	Dwell times for image display must not be less than: i. 10 seconds for areas where the speed limit is below 80km/h ii. 25 seconds for areas where the speed limit is 80km/h and over	A compliant dwell time of 25 seconds is proposed.	$\checkmark$
e.	The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.	The transition time between messages will be no longer than 0.1 seconds and the default image in the event of image failure will be a black screen.	$\checkmark$



De	sign Sign Criteria	Comment	Compliance
f.	Luminance levels must comply with the requirements in Section 3 below.	The Luminance criteria is addressed within the SEE and the Lighting Impact Assessment.	$\checkmark$
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.	The signage content will be managed in order to ensure drivers are not unreasonably distracted.	$\checkmark$
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).	The signage content will be managed in order to ensure text and information is kept to a minimum.	$\checkmark$
i.	Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	The proposal will not be visible from a school zone.	$\checkmark$
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.	This SEE provides a comprehensive assessment of the proposal and considers impacts of the digital advertising sign on westbound motorists and pedestrians of Help Street.	$\checkmark$
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.	This requirement is noted.	$\checkmark$

Table 2: Digital Sign Criteria – Signage Guidelines



### 2.3 Freestanding Advertisements Criteria

Freestanding Signage Criteria	Response	Compliance
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 approach location and any other critical viewpoints.	As demonstrated in the accompanying Traffic Safety Assessment at Appendix 3, upon vehicle approach the advertising structure does not protrude above the dominant skyline.	$\checkmark$
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 proposed sign is less than 45sqm (14.93 square metres).	$\checkmark$
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.	The proposal will require ongoing vegetation management due to the signs location within a planter bed. Notwithstanding the planter bed is currently managed and maintained by Sydney Trains which will continue when the sign is in place.	$\checkmark$

Table 3: Freestanding signage criteria – Signage Guidelines