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Statement of Environmental Effects

Digital Advertising Signage Help Street, Chatswood



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

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Project Summary

Project Element	Summary of the project
Proposed Signage	<ul style="list-style-type: none"> Erection of a single panel monopole advertising sign
Advertising Display Area	<ul style="list-style-type: none"> Dimensions: 4.708m x 3.172m Advertising Area: 14.93m²
Visual Screen Size	<ul style="list-style-type: none"> Dimensions: 4.608m x 3.072m Area: 14.16m²
Site Description	<ul style="list-style-type: none"> Lot 270 in DP 1189550
Visual Impacts	<ul style="list-style-type: none"> a Visual Impact Assessment (VIA) accompanies this application at Appendix 7 the VIA confirms that anticipated visual impacts would not result in tangible impacts with consideration to the existing nature of the locality
Lighting Impacts	<ul style="list-style-type: none"> a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4) the LIA confirms the proposal: <ul style="list-style-type: none"> complies with the relevant illumination criteria will not result in unacceptable glare will not unreasonably impact on the visual amenity of nearby residences further detail on the anticipated impacts of signage illumination is provided at Section 5.2
Road Safety Impacts	<ul style="list-style-type: none"> a Traffic Safety Assessment (TSA) has been prepared by Bitzios (Appendix 3) the SSA confirms the proposed sign poses a low risk to the existing road conditions an analysis of crash data within the vicinity of the site has concluded that it is a low risk environment as further detailed in Section 5.1
Public Benefit	<ul style="list-style-type: none"> a Public Benefit Statement has been prepared by Sydney Trains (Appendix 5) the statement confirms the revenue will support essential Sydney Trains services, the proposed sign will be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour
Hours of Operation	<ul style="list-style-type: none"> 24 hours, 7 days a week
Cost of Works	<ul style="list-style-type: none"> \$352,550

Table 1: Project Summary

1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) for JCDecaux on behalf of *Sydney Trains* (the Applicant) to accompany a Development Application (DA) for digital advertising signage at Help Street, Chatswood within the Willoughby Local Government Area.

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

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

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

The proposed development comprises:

- The erection of a 14.93m² one sided monopole digital advertising sign
- a visual screen size of 14.16m²
- the continued display of illuminated advertisements
- a minimum dwell time of 25 seconds for message changes
- a maximum luminance of 300 cd/m² during the night time period

The application seeks consent to operate the sign for a period of 15 years. The estimated cost of works of the development is \$352,550.

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

Supporting documentation	Appendices
Industry and Employment SEPP & Transport Corridor Advertising and Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Traffic Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Public Benefit Statement	Appendix 5
Site Survey	Appendix 6
Visual Impact Assessment	Appendix 7

Table 2: List of Appendices

1.1 Pre-lodgement meeting

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

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

Key issues discussed include:

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

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

Transport for NSW

A meeting was convened with TfNSW to discuss traffic and road safety issues associated with the development application. During this meeting several traffic and road safety considerations were raised. These have been considered and addressed within the TSA (Appendix 3).

2 The site and locality

2.1 Site Description

Help Street is a classified road that travels in a general east-west alignment. Help Street extends through the Chatswood CBD from Pacific Highway to the west to Anderson Street to the east.

The site is located below the rail corridor, on the corner at the intersection of Help Street and Orchard Road. The corner contains landscape planting within a planter bed, together with two sets of traffic signals in the footpath.

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

The signage location, as viewed from the intersection of Help Street and Orchard Road is shown in Figure 2. There are no existing advertising signs at the subject site.



Figure 1: Site context (Base source: Nearmap)



Figure 2: Help Street indicative signage location – looking south-west

2.2 Existing Road Environment

Help Street is an established road corridor and comprises a dual carriageway with two traffic lanes in both directions.

On approach to the Help Street railway overpass, a speed limit of 40 km/h applies with consideration to the high pedestrianisation of the locality.

Pedestrian footpaths are provided along the extent of Help Street along with all adjoining roads, denoting the pedestrian orientated nature of the area. Footpaths are to be shared with cyclists as marked.

Given the proximity of the sign to St Pius X College and subsequent school zone, parking along Help Street near its intersection with Anderson Street is intermittent depending on school zone times. There is also a loading zone and bus zone located on the westbound approach, approximately 70m east of the proposed sign location.

The sign is to be located on the corner of Help street's intersection with Orchard Street.

2.3 Surrounding Locality

The advertising sign will be located within an established Sydney Trains corridor and visible from local streets. Development surrounding the site and in proximity to the road corridor includes:

- High rise commercial and residential towers directly north and east of the site
- Bus interchange located off Orchard Street, directly south of the subject site
- Chatswood Train Station located 240m south of the proposed signage location
- Westfield Chatswood located 190m to the southeast

2.3.1 PP-2021-2420 at 3-5 Help Street

A Planning Proposal (PP) for 3-5 Help Street received Gateway determination on 24 November 2020 and was exhibited between March and April 2021 seeking the following amendments to the *Willoughby Local Environmental Plan 2012*:

- increase the maximum building height from part 20m and part 25m to 90m; and
- increase the mapped maximum floor space ratio from 2.7:1 to 6:1 (including a minimum 1:1 commercial floor space).

The PP is currently in the 'Post-exhibition' phase. The relevant site subject to the PP in relation to the proposed signage location is shown in Figure 3 below.

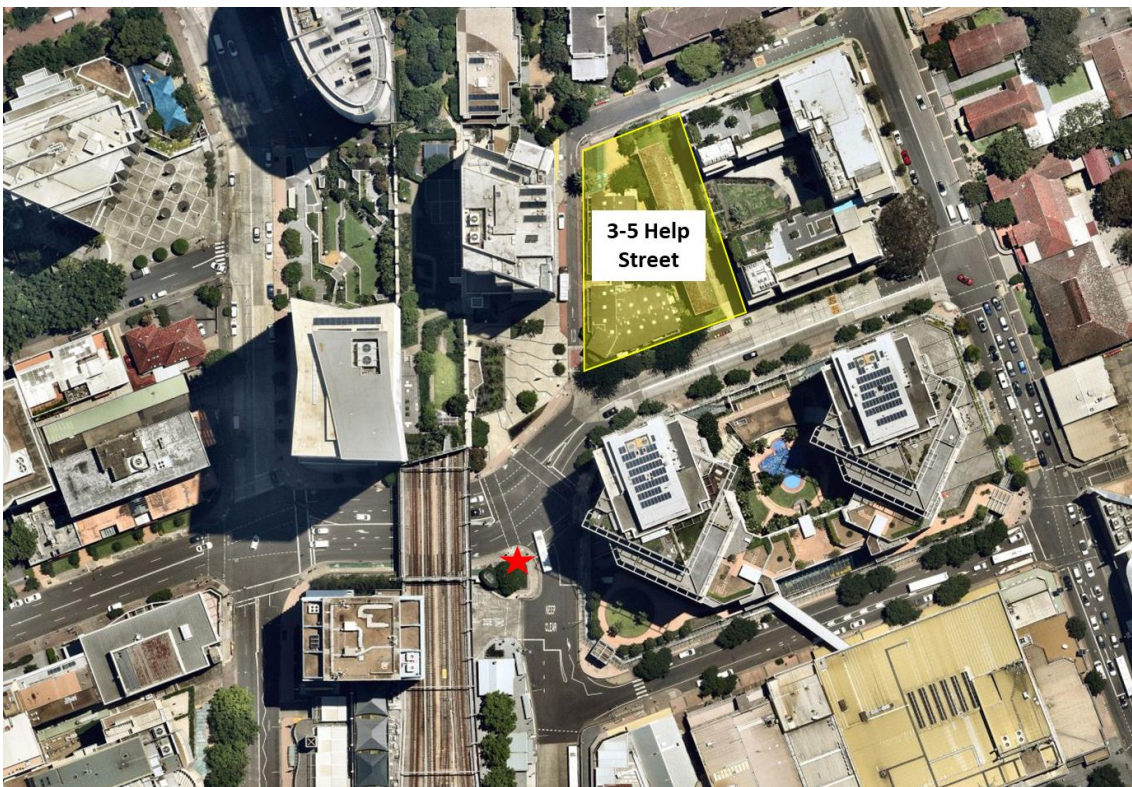


Figure 3: 3-5 Help Street in relation to the proposed signage location (Base source: Nearmap)

With consideration to the intended outcome of the PP, the future development at 3-5 Help Street will be consistent with the existing character of the area. Its use and built form will not be dissimilar to the existing buildings at 2A Help Street, providing commercial uses at ground floor with residential floors in the levels above.

Noting this consistency with the local character, the anticipated impacts of the proposed sign to any future development at 3-5 Help Street will be similar to those experienced at other surrounding mixed use towers.

The impact to future development of the site at 3-5 Help Street is further discussed in the accompanying Visual Impact Assessment (VIA) at Appendix 7.

2.3.2 DA 10662 - Digital Advertising Sign on the Help Street Overpass

On 12 January 2021, Sydney Trains lodged a DA for two digital advertising structures on the eastern and western elevations of the Help Street Overpass in Chatswood. The proposed sign on the eastern elevation was approximately 10 to 15m north of the sign proposed as part of this application.

On 12 March 2021, DPE issued a Request for Further Information (RFI) which raised several concerns regarding the proposal and notably the impacts associated with the sign proposed for the eastern elevation.

In response to the RFI, the applicant provided a Response to Submissions (RTS) on 27 May 2021 which amended the proposal by removing the proposed sign on the eastern elevation. The revised DA comprising only the western elevation sign, was approved on 1 April 2022.

Given the sign proposed under this DA is located within the same locality as the eastern elevation sign under DA 10662, consideration of the relevant issues raised in the 12 March 2021 DPE letter is provided in the table below.

DA 10662 Issue	Response
Residential Impacts <ul style="list-style-type: none"> <i>The digital advertising is approximately 40m from windows and balconies of 140 units at 2A Help Street and the constantly changing illuminated imagery which is clear from habitable rooms and balconies will likely have adverse effects on the residents. The illumination levels and hours of operation should be reconsidered to reduce the impact on these residents</i> 	<p>The digital advertising sign proposed under this application has an advertising display area approximately 70% smaller than the sign proposed under DA 10662 and is also orientated to face north-east rather than directly east towards 2A Help Street. This ensures impacts on residences are of an acceptable level and are consistent with the existing illumination environment along Help Street and Orchard Road.</p> <p>Visual impacts on 2A Help Street are considered in detail as part of VIA (Appendix 7) and illumination impacts are considered in detail as part of the LIA (Appendix 4).</p>
<ul style="list-style-type: none"> <i>When considering the information provided against the assessment criteria in Schedule 1 of SEPP 64, particularly <ul style="list-style-type: none"> <i>criteria no.2 - 'Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?'</i>, and <i>criteria no.7 - 'Would illumination detract from the amenity of any residence or other form of accommodation?'</i>, </i> <i>the Department is not satisfied the proposal is acceptable in terms of its design or public benefit as required by Clause 13(2)(b).</i> 	<p>The proposal does not unreasonably impact the amenity of the area as the locality is a highly urbanised area and is currently subject to high levels of illumination. Additionally, the site is not a heritage item and is not located within a heritage conservation area or environmentally sensitive area.</p> <p>As addressed above, the proposed sign is significantly smaller and oriented to ensure impacts from residential areas are minimal.</p> <p>Illumination impacts and public benefits are discussed further in Section 5.</p>

DA 10662 Issue	Response
<p>Pedestrian and Driver Safety</p> <ul style="list-style-type: none"> <i>The proximity of the proposed digital signs to the pedestrian crossings and traffic signals at the intersections of both Help Street and Orchard Road to the east and Help Street and Railway Street to the north is of concern to the Department. The size and nature of the proposal has the potential to distract drivers on approach to the crossings, impacting both driver and pedestrian safety.</i> <i>The proposed western and eastern elevations are located behind traffic signals, which has the potential to cause distraction for drivers upon approach of the traffic signals. The location of the illuminated signage in this location does not seem appropriate, and the Department is concerned that it will have safety implications.</i> <i>When considering the information provided against Schedule 1, criteria no.8 which states 'Would the proposal reduce the safety for any public road?' and 'Would the proposal reduce the safety for pedestrians or bicyclists?' the Department is not satisfied the proposal is acceptable in accordance with Clause 13(2)(b).</i> 	<p>As noted above, the proposed sign is significantly smaller than the sign proposed under DA 10662 and is strategically oriented to reduce impacts.</p> <p>The proposed sign is also located within a garden bed rather than above the road as proposed under DA 10662. This ensures the potential for driver distraction is reduced.</p> <p>Traffic safety impacts are considered further in Section 5 and Appendix 3.</p>
<p>Assessment Criteria</p> <ul style="list-style-type: none"> <i>The Visual Impact Assessment does not consider the impact on private domain or night-time impacts. As these are the main concerns with this proposal, the Department request that these impacts be adequately assessed and addressed within the Response to Submissions.</i> 	<p>The proposal is supported by a VIA (Appendix 7) and LIA (Appendix 4) which considers impacts on the private domain, notably nearby residents.</p>

Table 3: Consideration of issues raised during the assessment of DA 10662

3 The Proposal

The proposal involves the installation of a monopole digital advertising sign adjacent to the railway corridor on Help Street in Chatswood.

The development is summarised in Table 4 below.

Development Aspect	Description
Development summary	Installation of a new digital advertising sign
Signage location	Sign is proposed to face northeast on the corner of Help Street and Orchard Road, Chatswood (visible to westbound traffic)
Advertising display area	14.93m ² (4.708m x 3.172m)
Road clearance from ground level to the sign	3.35 metres clearance from ground to bottom of sign
Dwell time	Minimum 25 seconds
Signage exposure	Visibility and readability is from a distance of 50 metres
Illumination	The digital signage is illuminated using LEDs installed within the front face
Consent time period	15 years
Existing signage	None

Table 4: Development summary

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

Architectural drawings for the sign are shown in Figure 4 and Figure 5 and are provided within the Architectural package at Appendix 2. An indicative image of the sign, as viewed from the intersection of Help Street and Orchard Road, is provided at Figure 6.

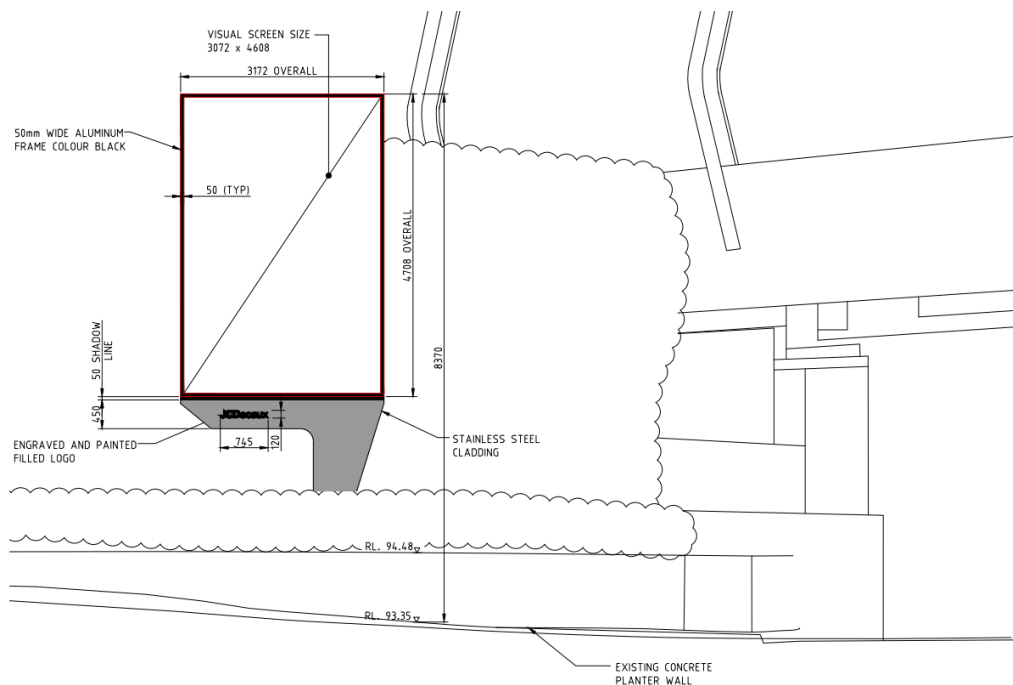


Figure 4: Digital signage plan (Source: Dennis Bunt Consulting Engineers)

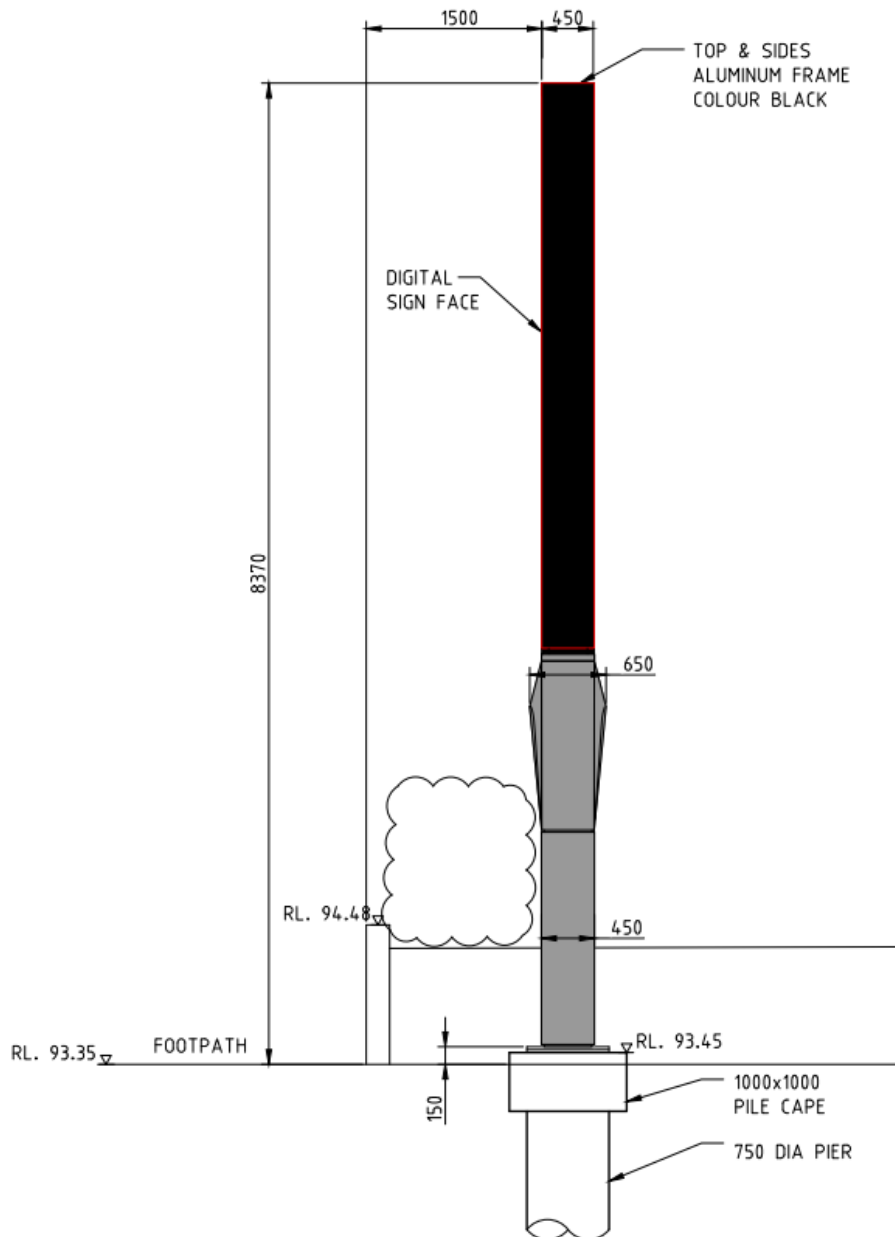


Figure 5: Side elevation of proposed signage (Source: Dennis Bunt Consulting Engineers)



Figure 6: Indicative view from the corner of Help Street and Orchard Road (Source: JCDecaux)

3.1 Digital LED Technology for Outdoor Advertising

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

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

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

3.2 Digital LED Screen Operation and Management

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

The LED screen will display content in feed cycles that are sequentially rotated on a loop cycle. Static digital advertisements will appear on the screen for a 25 second dwell time before changing to a new static digital image. There will be a 0.1 second transition time between images, which appears instantaneous.

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

- the dwell time for electronic signage in the United States is typically 8 seconds
- scrolling technology is typically 7 to 8 seconds
- NSW TfNSW variable messaging signage works on a 3 second transition time for both information and emergency displays
- the 25 second dwell time specified for this 40km/hr speed zone is consistent with the Signage Guidelines

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

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

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

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

Sign Access and Maintenance

The sign will be accessed from the existing footpath. JCDecaux will be responsible for maintenance of the signage structure. Maintenance will be undertaken by employees/representatives of JCDecaux during the night to protect the road environment.

Hours of Operation

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

4 Statutory Planning Framework

4.1 Environmental Planning and Assessment Act 1979

As the Applicant is a public authority, the subject application is a Crown Development Application pursuant to Part 4 Division 4.6 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Under section 4.44 of the EP&A, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown Development Applications (other than development that requires a heritage approval). Accordingly, the subject application is not integrated development.

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

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

Objective	Comment
(h) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	The development will be constructed and maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to health and safety, construction and maintenance.
(i) <i>to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	This SEE is submitted to DPE to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPE to other State agencies and Council for further assessment and comment.
(j) <i>to provide increased opportunity for community participation in environmental planning and assessment.</i>	As part of DPE's assessment of the application, the SEE will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report.

Table 5: Assessment against Objectives of the EP&A Act

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

Relevant Provision	Comment
(a) <i>the provisions of:</i>	
(i) <i>any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 4.
(ii) <i>any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	The relevant proposed environmental planning instruments are addressed at Section 4.
(iii) <i>any development control plan, and</i>	The Willoughby Development Control Plan 2006 is addressed at Section 4.4.
(iiia) <i>any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and</i>	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) <i>the regulations (to the extent that they prescribe matters for the purposes of this paragraph),</i>	The application is consistent with the relevant matters of the EP&A Regulations.
(v) <i>(Repealed)</i>	N/A
(b) <i>the likely impacts of that development, including environmental impacts on both the natural and built environments,</i>	The impacts of the proposal are addressed in Section 5.

Relevant Provision	Comment
<i>and social and economic impacts in the locality,</i>	
(c) <i>the suitability of the site for the development,</i>	Site suitability is addressed at Section 5.4.
(d) <i>any submissions made in accordance with this Act or the regulations,</i>	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e) <i>the public interest.</i>	Public interest is addressed at Section 5.5.

Table 6: Section 4.15(1) assessment

4.2 State Environmental Planning Policies

The proposal has been designed with regard to the objectives and standards of the relevant planning instruments and policies that apply to the site. Under the provisions of the EP&A Act, the key applicable state environmental planning policies is the *State Environmental Planning Policy (Industry and Employment) 2021*.

The application of this policy is discussed in detail in the following sections of this SEE.

4.2.1 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 – Advertising and Signage

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

Regardless of permissibility under the WLEP 2012, the proposed sign is permissible with consent under section 3.14 of the Industry and Employment SEPP as it is on behalf of Sydney Trains and is within a railway corridor. Further, under section 3.10(c) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is for an advertisement displayed on behalf of Sydney Trains in a rail corridor.

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

Schedule 5 Assessment

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

Schedule 5	Comment	Compliance
1. Character of the Area		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<ul style="list-style-type: none"> the proposal is well placed to complement its environmental setting and to minimise visual 	Yes

Schedule 5	Comment	Compliance
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none">impacts on the character of the area given its size and sitingthe scale of the sign is in keeping with surrounding development, the sign is smaller and respective of the surrounding buildingsthe sign represents a contemporary form of digital advertising signage, designed by Tzannes Architects, that is considered and creative ensuring a high quality design outcomethe sign is compatible with the character of the surrounding road and locality, which is highly urbanisedthere is no identified theme for outdoor advertising in the area	Yes
2. Special Areas		
<i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i>	<ul style="list-style-type: none">the proposal does not unreasonably impact the amenity of the area as the locality is a highly urbanised areathe site is not a heritage item and is not located within a heritage conservation area or environmentally sensitive area	Yes
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none">the proposal will not obscure or compromise any important viewsthe proposal does not dominate the skyline as it sits within the railway corridor, not within the road reserve in which it facesthe proposal does not conflict with the viewing rights of other advertisers as there are no nearby advertising signs	Yes
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>		Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>		Yes
4. Streetscape, Setting or Landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<ul style="list-style-type: none">the proposal involves the erection of a monopole sign with a visual display area of 14.16m²the advertisement is flat and is mounted on a monopole. The scale, proportion and form are appropriate as the proposal is located wholly within the railway corridor and does not protrude into the road reservethe proposal is appropriate for the streetscape as it will not detract from the existing road corridor and	Yes
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>		Yes
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>		Yes

Schedule 5	Comment	Compliance
Does the proposal screen unsightliness?	will complement the surrounding area	Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	<ul style="list-style-type: none">the proposal contributes to the visual interest along Help Street through the display of a high quality advertisementthe proposal will require ongoing vegetation management due to the signs location within a planter bed, notwithstanding this planter bed is already managed by Sydney Trains	Yes
Does the proposal require ongoing vegetation management?		Yes
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	<ul style="list-style-type: none">the proposal is compatible with the scale, proportion and characteristics of the sitethe sign provides a human scale and is therefore compatible with the character of the surrounding built form and streetscapethe location of the sign is appropriate given it is highly urbanised, located within the Chatswood CBDthe proposal does not protrude outside of the railway corridor in which it is locatedthe proposal contributes to visual interest to the streetscape as the digital nature of the sign represents an innovative form of advertising	Yes
Does the proposal respect important features of the site or building, or both?		Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?		Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	<ul style="list-style-type: none">there are no proposed safety devices as part of the signage design.	Yes
7. Illumination		
Would illumination result in unacceptable glare?	<ul style="list-style-type: none">a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?	<ul style="list-style-type: none">the LIA confirms that the proposed digital signage would not result in unacceptable glare or have any detrimental impacts to safety	Yes
Would illumination detract from the amenity of any residence or other form of accommodation?	<ul style="list-style-type: none">the sign complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenity to nearby residences	Yes
Can the intensity of the illumination be adjusted, if necessary?	<ul style="list-style-type: none">the brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local light	Yes
Is the illumination subject to a curfew?		

Schedule 5	Comment	Compliance
	sensor to adjust to ambient lighting conditions <ul style="list-style-type: none"> the proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019 	
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i> <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i> <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	<ul style="list-style-type: none"> as demonstrated in the accompanying Traffic Safety Assessment (TSA) at Appendix 3, the proposed digital sign is not anticipated to reduce the safety of drivers, cyclists or pedestrians along Help Street 	Yes

Table 7: Schedule 5, Industry and Employment SEPP Consideration

4.2.2 Transport Corridor Advertising and Signage Guidelines 2017

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

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

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

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Digital Sign Criteria
- the Freestanding Signage Criteria
- Road Safety (refer Section 5.1)
- Luminance Levels for Digital Advertisements (refer Section 5.2)
- the Public Benefit Test (refer Section 5.5)

4.3 Willoughby Local Environmental Plan 2012

The *Willoughby Local Environmental Plan 2012* (WLEP 2012) is the principal Environmental Planning Instrument applicable to the land.

4.3.1 Zoning

The proposed signage is located on land zoned B3 Commercial Core under the *Willoughby Local Environmental Plan 2012* (WLEP 2012). Signage is prohibited in the B3 zone under the WLEP 2012.

Notwithstanding, clause 3.14 of Industry and Employment SEPP overrides the provisions of any other environmental planning instrument including the provisions under the WLEP 2012. Consequently, under clause 3.14(1)(a) of Industry and Employment SEPP, the display of an advertisement by or on behalf of Sydney Trains on a railway corridor is permissible with development consent.

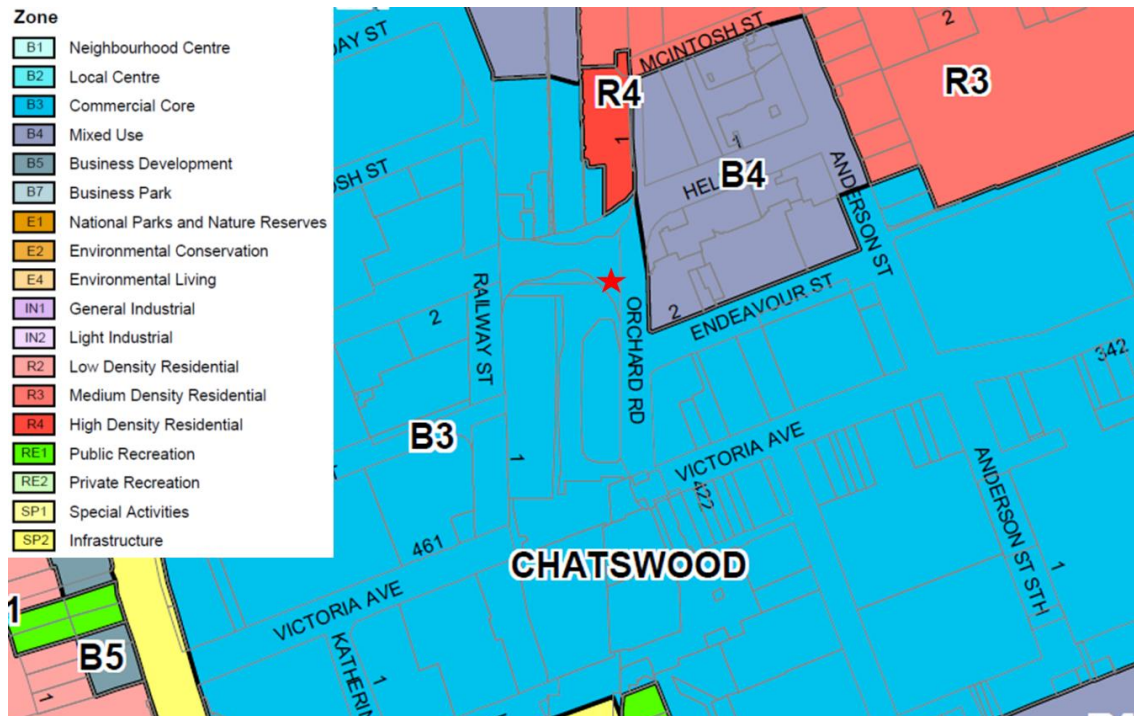


Figure 7: Land use zoning map (Source: WLEP 2012)

4.3.2 Signage

Clause 6.5 of the WLEP 2012 seeks to ensure that signage does not interfere with the visual amenity and safety of localities.

Clause 6.5 establishes that consent must not be granted for signage on land in a zone where it is permitted unless

- (a) the signage is associated with or ancillary to another permitted use of the land, and
- (b) the signage specifies one or more of the following—
 - (i) the purpose for which the land or premises is used,
 - (ii) the identification of a person residing or carrying on an occupation or business on the land or premises, including a description of the occupation or business,
 - (iii) the goods or services provided on the land or premises, and
- (c) the erection, siting, dimensions or display of the signage would not have a significant adverse impact on the visual amenity or the safety of the locality.

As identified, clause 3.14 of Industry and Employment SEPP overrides the provisions of any other environmental planning instrument including the provisions under the WLEP 2012. Consequently, under clause 3.14(1)(a) of Industry and Employment SEPP, the display of an advertisement by or on behalf of Sydney Trains on a railway corridor is permissible with development consent.

Notwithstanding, the proposed signage satisfies the objectives of clause 6.5 as it is ancillary to the primary use of the land, being a rail corridor. Furthermore, as detailed in Section 4.2.1 the proposed signage is consistent with the character of the area, which is highly urbanised, and is respective of surrounding development through its scale and design.

4.4 Willoughby Development Control Plan 2006

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

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

Provision	Comment	Complies
G.5 Advertisements and Advertising Structures		
G5.3 General Performance Requirements	The proposal will maintain adequate road safety as demonstrated in the Traffic Safety Assessment provided at Appendix 3.	Yes
G5.4.4 Advertising in Business Zones	<p>The sign is compatible with the character of the surrounding road and locality, which is highly urbanised.</p> <p>The scale of the sign is in keeping with surrounding development, the sign is smaller and respective of the surrounding buildings.</p> <p>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.</p> <p>A Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4). The LIA confirms the proposal:</p> <ul style="list-style-type: none"> • complies with the relevant illumination criteria • will not result in unacceptable glare • will not unreasonably impact on the visual amenity of nearby residences 	Yes
G5.4.6 Advertising in Recreation, Special Purpose and E1 & E2 Zones	It is noted an area of RE1 Public Recreation is located approximately 225m to the south of the site. The proposed sign will not adversely impact the visual amenity of the locality or this open space. This is demonstrated in the accompanying Visual Impact Assessment at Appendix 7.	Yes

Table 8: DCP Assessment

5 Environmental Planning Assessment

5.1 Road safety

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

5.1.1 Road environment

The existing road environment along Help Street, at its intersection with Orchard Road is summarised in Table 9.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> Help Street and Orchard Road are not classified roads.
Speed limit	<ul style="list-style-type: none"> 40km/h High Pedestrian Activity Area
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> Cambridge Lane intersection (located approximately 50m east of the sign) Orchard Road signalised intersection (located adjacent to the sign)
Road configuration and geometry	<ul style="list-style-type: none"> 2 through lanes, with lane 1 including left turns into Orchard Road and lane 2 including right turns into Cambridge Lane
Crash data	<ul style="list-style-type: none"> no crashes have occurred between 2016-2020 (last recorded crash data)
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> pathways along Help Street are marked for both pedestrian and cyclist use
Parking	<ul style="list-style-type: none"> no stopping or car parking is permitted in proximity to the Help Street railway overpass no stopping on westbound approach to the intersection with Orchard Road
Stopping sight distance (SSD)	<ul style="list-style-type: none"> the SSD along Help Street travelling westbound is 55 metres in the 40 km/h zone.

Table 9: Existing road environment

5.1.2 Signage exposure

The TSA estimates that the location of the sign on the south-western corner of Help Street and Orchard Street and will be visible and readable to westbound motorists from approximately 50 metres east of the sign. The signage exposure distance and indicative views are shown in Figure 8 and Figure 9.

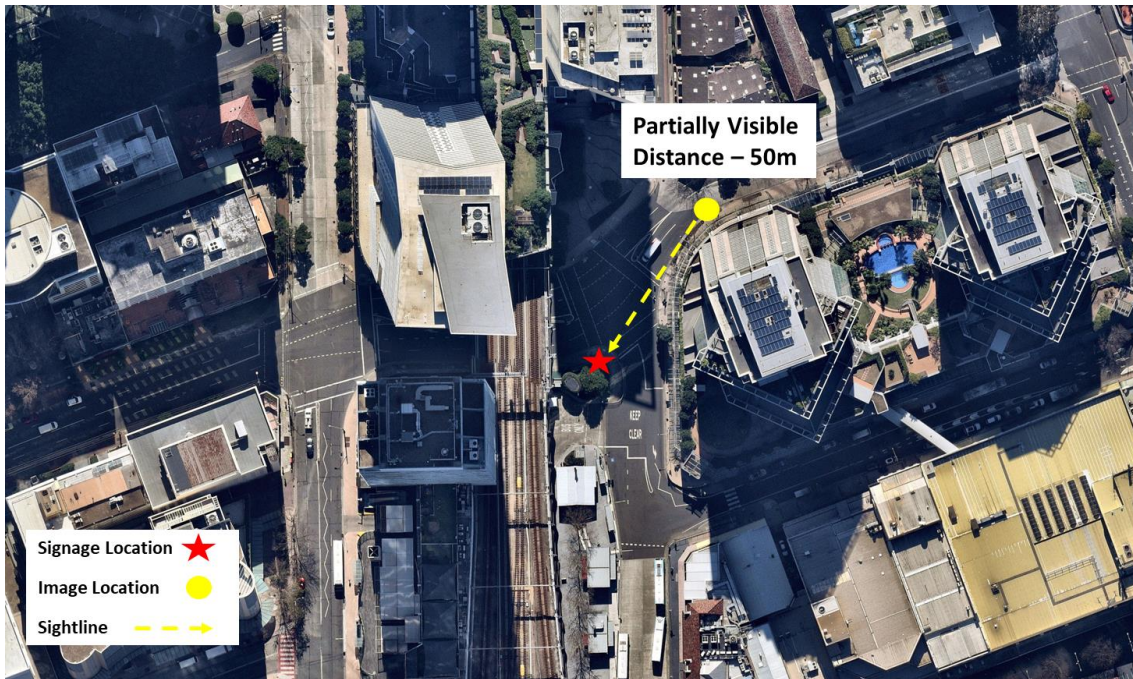


Figure 8: Signage exposure distance (Base source: Nearmap)



Figure 9: Indicative view from approximately 50m – westbound direction (Source: Bitzios Consulting)

5.1.3 Road accident history

In determining the road accident history in proximity to the site, the TSA has relied upon crash data provided by TfNSW for the 5-year period between 2016 and 2020. The TSA confirms that, during this period, there were no recorded crashes within the viewable area.

5.1.4 Stopping sight distance

Stopping Sight Distance (SSD) is defined in the *Guide to Road Design, Part 3: Geometric Design* (Austroads, 2016) as the distance required to enable a normally alert driver travelling at the design speed on wet pavement to perceive, react and brake to a stop before reaching a hazard on the road ahead.

Using the formula prescribed in the Austroads guide, the SSD along Help Street for westbound traffic is determined to be 55 metres. The TSA confirms the SSD was derived having considered the operating speed of the road, the road gradient and other road characteristics. The Signage Guidelines require signs to not be located:

- less than the SSD from an intersection, merge point, exit ramp, traffic control signal or sharp curves
- less than the SSD from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment
- so that it is visible from the stem of a T-intersection.

The SSA confirms that westbound drivers have sufficient sight distance and warning to the intersection's traffic signal/site (125m). The sign would not be visible within the stopping sight distance to the intersection (55m) and by the time drivers are, they would have already made a decision. Therefore, it will not affect signal detection.

The key decision conflict is for left turns across the southern pedestrian crossing. This is a slow-speed movement with all decision inputs in the same forward field of view as the digital sign.

5.1.5 Road safety criteria – Signage Guidelines

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

Responses provided in the TSA in respect to the Transport for NSW Advertising Sign Safety Assessment Matrix and the Transport Corridor Outdoor Advertising and Signage Guidelines Table 3 within the SEPP 64 Guidelines is outlined in Table 10 and Table 11, respectively.

Consideration	Response provided by Bitzios Consulting	Risk Level
a. <i>It obscures a view of an object/vehicle/pedestrian that creates a hazard</i>	<i>The proposed sign will be located behind all surrounding objects/vehicles /pedestrians etc.</i>	Low
b. <i>Sign positioning relative to travel direction</i>	<i>The sign is positioned so that only glance appreciation is required. Additionally, drivers would not need to turn/raise their head to fully observe the sign. The sign will be visually prominent westbound.</i>	Low
c. <i>It distracts a driver at a critical time</i>	<i>The proposed sign will be located near the multilane Help Street/Orchard Road signalized intersection. Westbound drivers have sufficient sight distance and warning to the intersection's traffic signal/site (125m). The sign would not</i>	Low

Consideration	Response provided by Bitzios Consulting	Risk Level
	<p>be visible within the stopping sight distance to the intersection (55m) and by the time drivers are, they would have already made a decision. Therefore, it will not affect signal detection. The key decision conflict is for left turns across the southern pedestrian crossing. This is a slow-speed movement with all decision inputs in the same forward field of view as the digital sign.</p> <p>Furthermore, it was observed onsite that the red arrow for left turns into Orchard Road is displayed during both the walk and clearance times for the southern pedestrian crossing (a total of 22 seconds), providing full protection for pedestrians.</p>	
d. It interferes with the effectiveness and safety of a traffic control device (e.g. traffic signs, traffic signals or other traffic control devices)	The proposed sign is unlikely to noticeably obstruct or interfere with any traffic control devices.	Low
e. Sign Clutter	No other advertising sign is visible when a driver is in view of the subject sign.	Low

Table 10: Response to Transport for NSW Advertising Sign Safety Assessment Matrix (Source: Bitzios Consulting)

Criteria	Response provided by Bitzios Consulting
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.
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.	Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.
c. The image must not be capable of being mistaken: <ul style="list-style-type: none"> 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 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.</p> <p>For example, advertisements must not instruct drivers to perform an action such as 'Stop'.</p>
d. Dwell times for image display must not be less than: <ul style="list-style-type: none"> i. 10 seconds for areas where the speed limit is below 80km/h 	<p>The minimum allowed dwell time is 25 seconds.</p> <p>Conditions can be imposed by the consent authority to ensure this minimum dwell time.</p>

Criteria	Response provided by Bitzios Consulting
ii. 25 seconds for areas where the speed limit is 80km/h and over.	
e. The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.	Conditions can be imposed by the consent authority to ensure that the sign has a transition time of no more than 0.1 seconds and a black screen in the event of image failure.
f. Luminance levels must comply with the requirements in Section 3 below.	This area is Zone 3 as categorised in Section 3.3 of the Signage Guidelines. Acceptable luminance levels for this zone as specified in Table 6 of the Signage Guidelines are: no limit (full sun on face of signage), 6000cd/m ² (daytime), 700cd/m ² (twilight and inclement weather) and 300cd/m ² (night-time). Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.
g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	Conditions can be imposed by the consent authority to ensure that the sign's images comply with requirements to not contain flickering or flashing content.
h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).	Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.
i. Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	N/A – The sign is not visible from a school zone.
j. Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	All relevant traffic directions have been assessed on their own merits.
k. At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.	Noted.

Table 11: Assessment against the Transport Corridor Outdoor Advertising and Signage Guidelines Table 3 (Source: Bitzios Consulting)

5.1.6 Road safety summary

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

The TSA has determined there is a low risk environment for the proposed digital advertising sign. The proposed sign will be readable from approximately 50 metres to the east of the overpass and will be positioned above the traffic lanes, therefore not requiring drivers to turn away from their direct line-of-sight to view the full extent of the sign.

Further, the proposed dwell time of 25 seconds is suitable as drivers would be viewing the sign while travelling 40km/hour or less.

In summary, based on the findings of Bitzios Consulting in its TSA, the road environment along Help Street in proximity to the railway overpass is considered to present a low risk environment for the proposed digital advertising sign and is acceptable on road safety grounds.

5.2 Illumination

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

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

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

5.2.1 Illumination criteria – Signage Guidelines

Section 3.3.3 of the Signage Guidelines sets out the illumination criteria for digital signs. The LIA has categorised the site as being within Zone 3 of the Signage Guidelines, which is described as areas with generally medium off-street ambient lighting (e.g. small to medium shopping/commercial centres).

The luminance levels for digital advertisements that are within a Zone 3 environment, as outlined in the Signage Guidelines, are shown in Table 12.

Lighting Condition	Max Permissible Luminance for Zone 3 (cd/sqm)	Complies
Full sun on face of signage	No limit	✓
Daytime luminance	6000	✓
Morning and evening twilight and inclement weather	700	✓
Night time	300	✓

Table 12: Luminance levels for digital advertisements criteria – Signage Guidelines

The LIA confirms that the sign, once illuminated to the maximum luminance, will be visually consistent with the existing ambient lighting and is therefore suitable for the local area. It is noted that the maximum luminance limit during the night time period will not exceed the recommended maximum permissible luminance level set out in the Signage Guidelines of 300 cd/sqm for Zone 3.

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

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

The LIA has categorised the nearest residential properties as all being within Environmental Zone A4 of AS 4282-2019, which is described as having high district brightness (e.g. town and city centres, commercial areas, and residential areas abutting commercial areas). Lighting impacts on the nine nearest residential dwellings with potential views to the sign are assessed. The location of the nearest dwellings is shown in Figure 10.

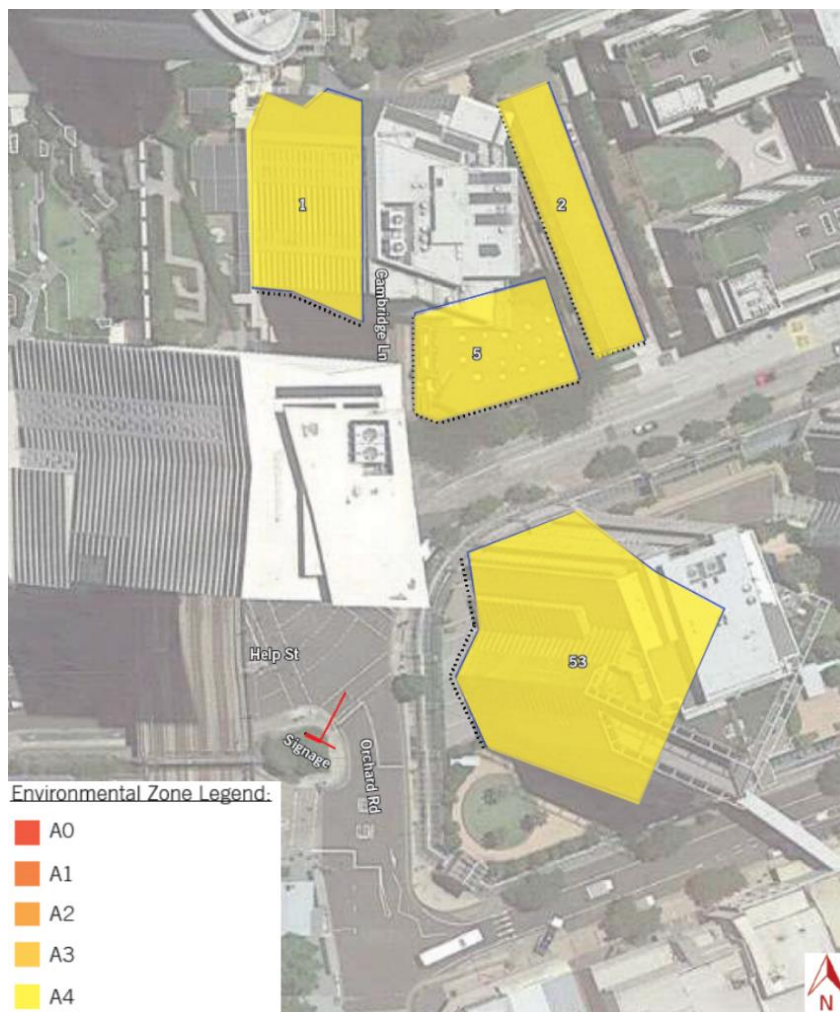


Figure 10: Location of assessed residential properties (Source: Electrolight)

The maximum lighting limits for Environmental Zone A4 during the pre-curfew and post-curfew periods, as set out in AS 4282-2019, is shown in Table 13.

Environmental Zone	Maximum vertical illuminance (lux)		Complies
	Pre-curfew	Post-curfew	
A4	25	5	✓

Table 13: Maximum lighting limit (post-curfew)

The LIA modelled the light spill from the proposed sign based on the proposed maximum night time illumination. It is noted that some of the residential properties are screened by vegetation which will obstruct any spill light from the signs. Notwithstanding, the model results presented in the LIA are provided on the assumption that there was no vegetation present at the site, in accordance with AS 4282-2019.

The modelling finds the nearest potentially affected residential property at 53 Orchard Road, Chatswood will receive a maximum luminance level of 4 lux during the post-curfew which is below the maximum vertical illumination level of 5 lux under AS 4282-2019. Consequently, the sign demonstrates an acceptable level of compliance with the maximum night time illumination criteria specified under AS 4282-2019.

5.2.3 Illumination summary

The LIA recommends the Applicant ensure that the average luminance difference between successive images do not exceed 30 per cent to ensure compliance with AS 4282-2019 and for the dwell time to not exceed 10 seconds or greater. The Applicant has committed to recommendations made under the LIA and is implementing a 25 second dwell time.

In summary, the LIA determines that the sign:

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

5.3 Visual Impacts

A detailed Visual Impact Assessment (VIA) prepared by Keylan Consulting is included at Appendix 7.

The VIA assesses the impact of the proposed digital conversion from a number of viewpoints and concludes that it will not have any additional visual impacts than those currently present. The VIA concludes:

- the surrounding area has moderate to high visual sensitivity due to the varying uses, large number of residential dwellings and nature of the visual catchment
- the sign is consistent with the character of the surrounding area which is highly urbanised in nature given its location with the Chatswood CBD
- the surrounding area does not display any evidence of visual clutter

- the proposed sign will be visible to a high number of pedestrians and motorists reflective of its location along a thoroughfare through the Chatswood CBD and proximity to the Pacific Highway
- views to the proposed sign from many sensitive receivers will be obstructed by existing street trees along Help Street
- the proposal does not impact upon any heritage values, scenic views or protrude above the dominant skyline

5.4 Site suitability

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

- the proposal is compatible with the existing and desired future character of the area, noting that the advertising sign is proposed on a rail corridor
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive land uses given the existing high luminance nature of the area
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of Help Street
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

Further to the above, the site is an effective location for outdoor advertising that will generate revenue to the benefit of the local community. The public benefits of the proposal are discussed in further detail at Section 5.5.

5.5 Public benefit

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

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

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

Additionally, the proposed new digital advertising signage will provide public benefit through availability to be used for an emergency or community message (e.g. display of information relating to major disruption to the operation of the surrounding road network which is likely to cause delays to traffic or emergency information.)

Further, Sydney Trains and Transport for NSW will also be able to display messages on the digital screens for up to 5 minutes per hour for customer and event promotions at no cost. Accordingly, the application addresses the public benefit test outlined in the Signage Guidelines through the provision of funding toward improvements to the Sydney Trains network and direct messaging to the community.

6 Conclusion

This SEE supports a DA for the installation of a new digital advertising sign at the corner of Help Street and Orchard Road in Chatswood.

The sign is proposed to comprise an advertising display area of approximately 14.93m². The sign will be visible to motorists travelling westbound along Help Street.

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

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

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

Appendix 1

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

DRAFT FOR CLIENT REVIEW

Appendix 2

Architectural Drawings

Appendix 3

Traffic Safety Assessment

Appendix 4

Lighting Impact Assessment

Appendix 5

Public Benefit Statement

Appendix 6

Site Survey

Appendix 7

Visual Impact Assessment