



Statement of Environmental Effects

Digital Advertising Signage
City West Link, Lilyfield



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

July 2022



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2				

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Project Summary

Project Element	Summary of the project
Proposed Signage	<ul style="list-style-type: none"> installation of a new two-sided monopole digital advertising sign on the northern side of Brennan Street/City West Link Road, situated between the curtilage of the light rail line and the road display of illuminated advertisements 24 hours a day, 7 days a week
Site Description	<ul style="list-style-type: none"> Lot 1 DP 1258121 Lot 50 DP 1260259
Advertising Display Area	<ul style="list-style-type: none"> Dimensions: 3.172m x 4.708m Area: 14.93m²
Visual Screen Size	<ul style="list-style-type: none"> Dimensions: 3.072m x 4.608m Area: 14.16m²
Visual Impacts	<ul style="list-style-type: none"> Visual Impact Assessment (VIA) accompanies this application at Appendix 5 the VIA confirms that the anticipated visual impacts will be of moderate significance and can be appropriately managed
Lighting Impacts	<ul style="list-style-type: none"> Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4) the LIA confirms the proposal: <ul style="list-style-type: none"> complies with the relevant illumination criteria will not result in unacceptable glare will not unreasonably impact on the visual amenity of nearby residences of accommodation
Road Safety Impacts	<ul style="list-style-type: none"> Signage Safety Assessment (SSA) has been prepared by Bitzios (Appendix 3) the SSA confirms the proposed sign: <ul style="list-style-type: none"> will be visible to eastbound and westbound traffic along City West Link Road requires a minimum dwell time of 10 seconds complies with the relevant road safety criteria will not compromise safety for road users
Public Benefit	<ul style="list-style-type: none"> Public Benefit Statement has been prepared by Sydney Trains (Appendix 6) the statement confirms the revenue will support essential Sydney Trains services, the proposed sign may be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour
Hours of Operation	<ul style="list-style-type: none"> 24 hours a day, 7 days a week
Capital Investment	<ul style="list-style-type: none"> \$502,700

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 on Brenan Street/City West Link, Lilyfield within the Inner West Local Government Area (LGA).

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

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

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

The proposed development comprises the construction of a digital advertising sign. The new digital advertising sign provides:

- an advertising display area of 14.93m²
- a visual screen size of 14.16m²
- the continued display of illuminated advertisements
- a 10 second dwell time for message changes
- a maximum night time luminance of 200cd/m²

The application seeks consent to operate the sign for a period of 15 years. The estimated capital investment value of the development is \$502,700.

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

Supporting documentation	Appendices
Industry and Employment SEPP & Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Signage Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Visual Impact Assessment	Appendix 5
Public Benefit Statement	Appendix 6
Site Survey	Appendix 7
Heritage Impact Assessment	Appendix 8
Cost Estimate	Appendix 9

Table 2: List of Appendices

1.1 Pre-lodgement meeting with DPE

On 24 May 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. In-principle approval should be gained from TfNSW for proposal.
- Amenity – The proposal should include measures to avoid residential impacts. This may include reducing LUX levels and curfews.
- Visual Impact – Visual impact should be assessed carefully. Avoid blocking other signs such as businesses identification signs and any key views such as the cityscape.
- Heritage/National Parks – Respect sensitive areas such as the natural setting and heritage items.
- Public Benefit – Show how the 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.

These issues are addressed at Section 5.

1.2 Consultation with TfNSW

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

2 The site and locality

2.1 Site Description

City West Link Road is a state classified road (MR650) and long-established transport corridor. The site is located between the curtilage of the light rail line and City West Link Road. The light rail line is located to the immediate north of the site and runs east and west. The section of City West Link Road where the site is located is also known as Brennan Street.

The site is surrounded by low scale residential housing to the north and south and a mix of light industrial and business development to the north-east and further west.

The subject site is located on the northern elevation of the road corridor, and there is no pedestrian footpath or access on this side of the road. There is a pedestrian footpath located on the southern elevation.

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

The existing site location as viewed from the City West Link Road, from both west and eastbound directions is shown in Figure 2 and Figure 3.



Figure 1: Site context (Base source: Nearmap)



Figure 2: Street view - westbound (Source: JCDecaux)

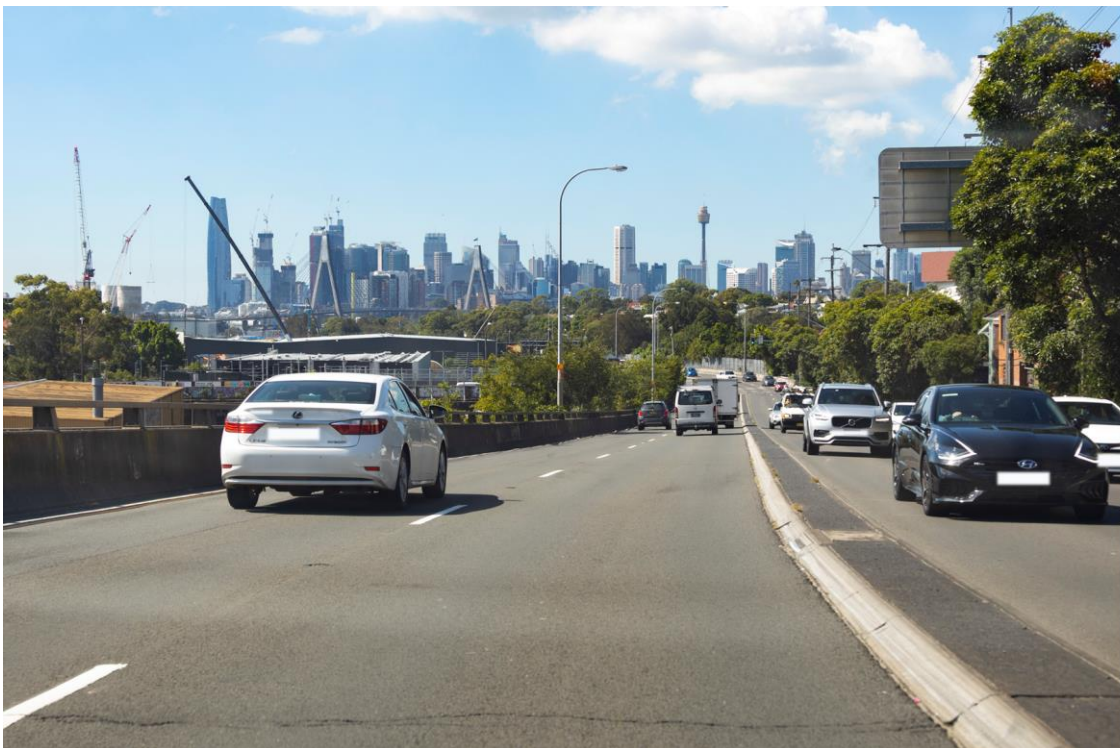


Figure 3: Street view - eastbound (Source: JCDecaux)

2.2 Existing Road Environment

City West Link is a major classified road forming part of Sydney's arterial road network (MR650). The road runs east west between The Crescent at Rozelle Bay and Dobroyd Parade at Haberfield, however, is known as Brennan Street between Catherine Street and Balmain Road. City West Link Road forms part of route A4 which links the Sydney CBD to the M4 Motorway at Concord. It carries 70,800 vehicles on an average weekday (RMS 2012 AADT data).

At the location of the subject site, City West Link Road carries 2 lanes of traffic in each direction. On approach to the proposed sign, a speed limit of 70km/h applies in both directions. On-road cycling is permitted, however no formal cycling facilities are provided.

On the northern elevation of City West Link Road between Catherine Street and Balmain Road there are no intersections or driveways into private properties. Traffic signals exist at the intersection with Catherine Street and Balmain Road, 160 metres and 190 metres from the site, respectively.

2.3 Surrounding Locality

The advertising sign will be located within the curtilage of the light rail corridor, and visible from an established TfNSW Road corridor.

The light rail corridor is located to the immediate north of the sign and runs east and west. The light rail corridor supports a range of former railway infrastructure buildings, stabling yards, container storage sites, light industrial buildings and vacant sites as well as the current light rail line.

The wider surrounding context generally consists of:

- low scale residential housing to the north and south
- a mix of light industrial and business development to the north-east and further west

There are two existing landscape digital monopole advertising signs located approximately 300 metres and 450 metres east of the proposal. One sign faces west and is visible to eastbound traffic and one faces east and is visible to westbound traffic.

The proposed sign that is the subject of this application is of a similar nature, however, is of different proportion and size to these nearby existing signs. The nearby existing signs are operated by JCDecaux. The west facing sign is shown in Figure 5.



Figure 4: Catherine Street Railway Bridge as viewed from Catherine Street (Source: Keylan)



Figure 5: Nearby existing sign (Source: Keylan)

3 The Proposal

The proposal involves the installation of a digital advertising monopole sign, located on the northern side of City West Link, also known as Brennan Street in Lilyfield.

The proposed sign has been carefully designed by Tzannes Architects with consideration of the surrounding streetscape. The proposed cutting edge design of the sign is much smaller than most traditional billboard signs and is sympathetic to the surrounding residential environment.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	Installation of a new, double sided digital advertising sign
Signage location	The sign is proposed on the northern elevation of the City West Link Road in Lilyfield. The sign is proposed to be oriented to face eastbound and westbound traffic.
Advertising display area	14.93m ² (3.172m x 4.708m)
Visual Screen Size	14.16m ² (3.072m x 4.608m)
Road clearance from ground level to the sign	6.880 m clearance to ground level (City West Link Road)
Dwell time	Minimum dwell time of 10 seconds
Signage exposure	The viewing area of the proposed digital sign is from approximately 160 metres away for vehicles travelling eastbound and 230 metres for vehicles travelling westbound.
Illumination	The digital signage is illuminated using LEDs installed within the front face
Consent time period	15 years
Existing signage	There is no existing signage at the site. However, existing signage is located approximately 300m from the proposed sign.

Table 3: 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 6 and Figure 7 and provided within the Architectural package at Appendix 2. Indicative photomontages of the sign, as viewed from the east, west and north are provided at Figure 8- 10

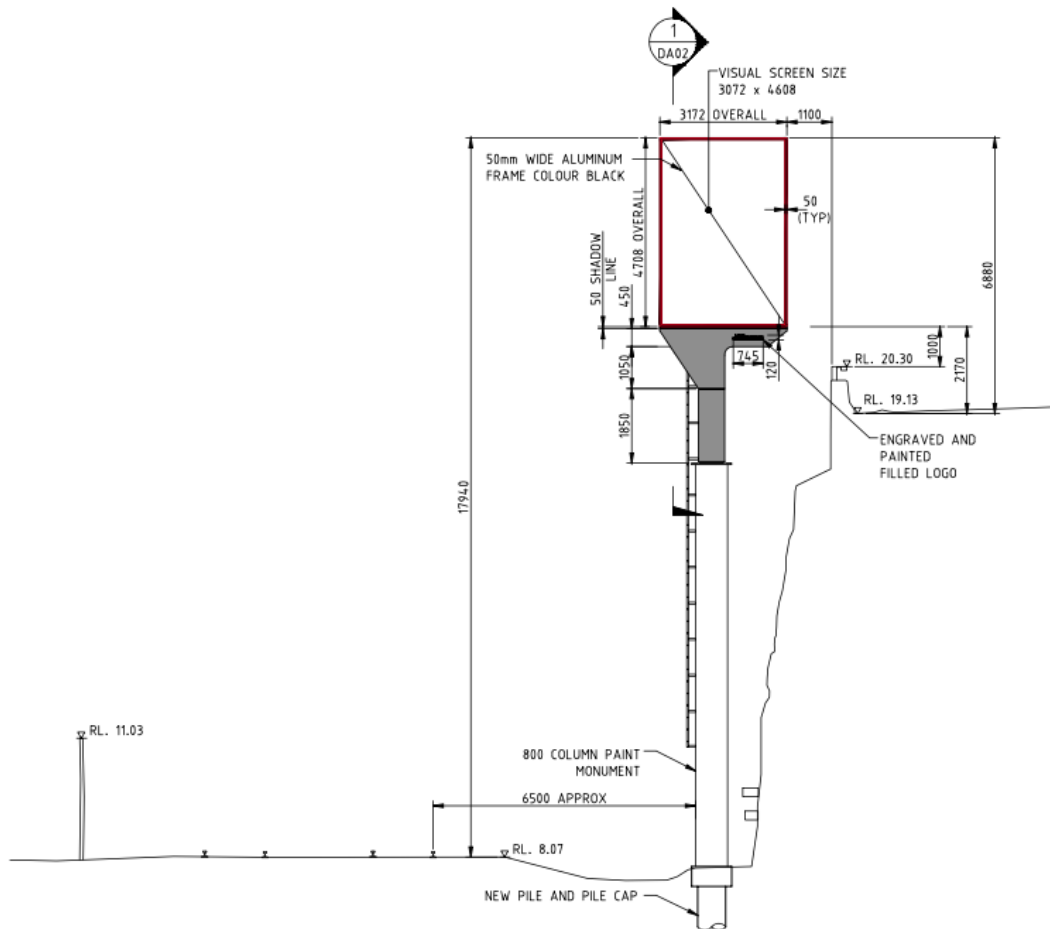


Figure 6: Proposed sign with west facing panel (Source: Dennis Blunt Consulting Engineers)

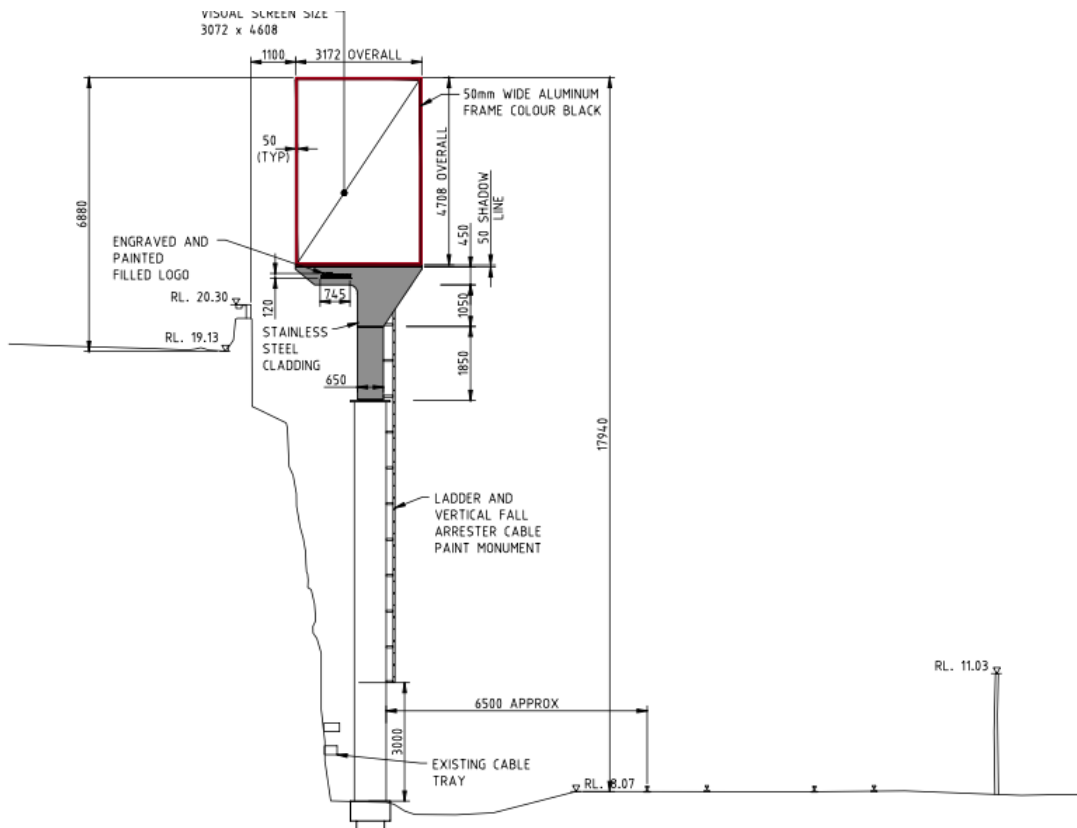


Figure 7: Proposed sign with east facing panel (Source: Dennis Blunt Consulting Engineers)

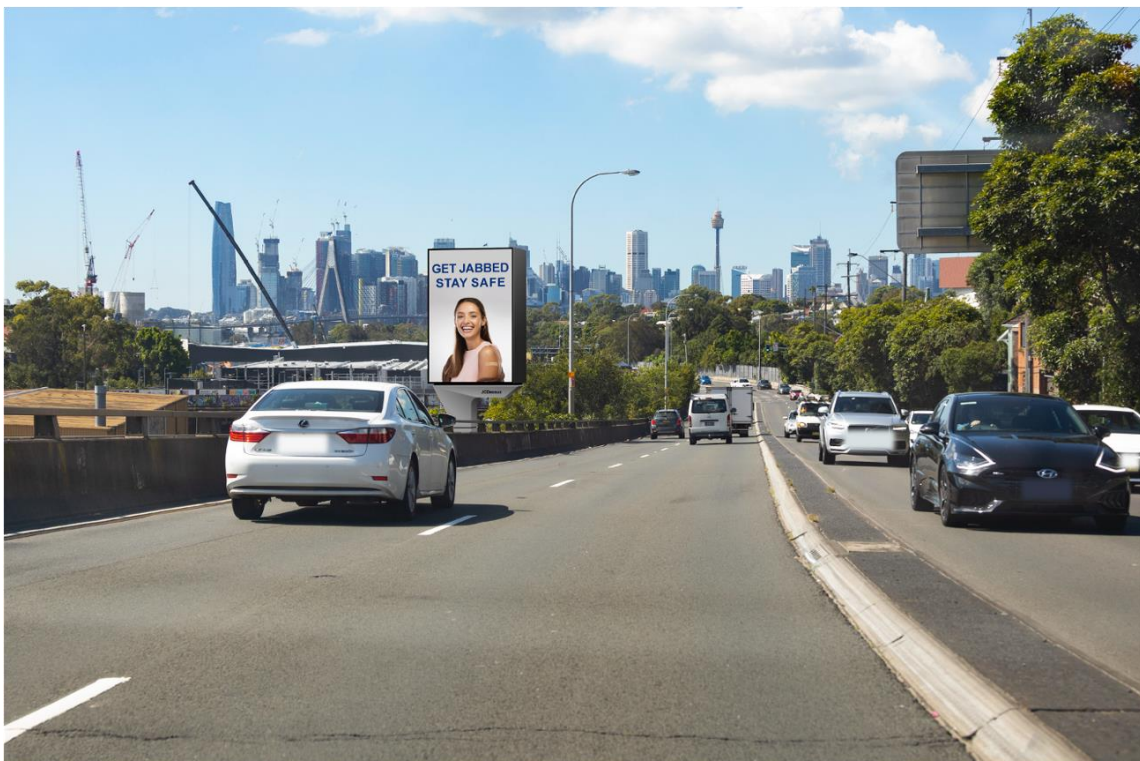


Figure 8: Proposed sign photomontage – west facing panel (Source: JCDecaux)



Figure 9: Proposed sign photomontage – east facing panel (Source: JCDecaux)



Figure 10: Proposed sign photomontage - view from residential area to the north beyond the rail corridor (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 minimum 10 second dwell time before changing to a new static digital image. There will be a 0.1 second transition time between images, which appears instantaneous.

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

- the dwell time for electronic signage in the United States is typically 8 seconds
- scrolling technology is typically 7 to 8 seconds
- NSW TfNSW variable messaging signage works on a 3 second transition time for both information and emergency displays
- a dwell time of 10 seconds would typically be suitable for the proposed digital signage in a 70km/hr speed zone

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.
- 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 accessible via a ladder and platform from the lower ground level as there is no public pedestrian footpath located on the northern elevation of City West Link Road.

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 below 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

Crown Development

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).

Integrated Development

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). The subject application is not Integrated Development.

Objects of the Act

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

Objective	Comment
(a) <i>To promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources,</i>	The development promotes the social and economic welfare of the community by generating revenue to improve and maintain the Sydney Trains network and provide messages to the community during key periods on behalf of the NSW Government.
(b) <i>to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,</i>	This SEE provides information on the relevant economic, environmental and social impacts of the proposed development to enable the consent authority to undertake a thorough environmental assessment and assist in its decision-making on the application.
(c) <i>to promote the orderly and economic use and development of land,</i>	The development promotes the orderly and economic use of the land by providing a new digital advertising sign within an established transport corridor that will provide public benefits including the generation of revenue to contribute to improving and maintaining the Sydney Trains network
(d) <i>to promote the delivery and maintenance of affordable housing,</i>	Affordable housing does not form part of this application.
(e) <i>to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,</i>	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats

Objective	Comment
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	<p>The Catherine Street railway bridge is listed as a heritage item (no. 12) under Part 3 of the Precinct SEPP. The bridge is located approximately 180m to the east of the site as shown in Figure 12.</p> <p>The proposed new advertising structure is located at a substantial distance from the Catherine Street Bridge and will not impose any adverse impacts on the heritage value.</p>
(g) <i>to promote good design and amenity of the built environment,</i>	The development will be located within an established transport corridor. The sign is considered to promote good design and will not have minimal impact on the amenity of the surrounding location.
(h) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	The development will be constructed and maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to 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 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 to the community and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report.

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

Matters for consideration

This section of the report provides the planning assessment against the key statutory environmental planning instruments. 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</i>	The relevant proposed environmental planning instruments are addressed at Section 4.

Relevant Provision	Comment
<i>the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	
(iii) <i>any development control plan, and</i>	The proposed signage is subject to the Precinct SEPP and as such, there is no applicable DCP.
(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, and social and economic impacts in the locality,</i>	The impacts of the proposal are addressed in Section 5.
(c) <i>the suitability of the site for the development,</i>	Site suitability is addressed at Section 0.
(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 0.

Table 5: Section 4.15(1) assessment

4.2 State Environmental Planning Policies

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

- *State Environmental Planning Policy (Industry and Employment) 2021*
- *State Environmental Planning Policy (Transport and Infrastructure) 2021*
- *State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021*

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

4.2.1 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 – Advertising and Signage

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

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

Clause 3.6 of the Industry and Employment SEPP requires the consent authority to assess the proposal against the criteria within Schedule 5 prior to granting consent to carrying out of any development on that land. An assessment of these matters is provided 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 proposed sign has been designed and suitably positioned to ensure it is compatible with the character of the surrounding area the sign is located within a railway corridor and is orientated to present to vehicles travelling east and west along City West Link Road 	Yes
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none"> the scale of the sign is in keeping with surrounding development, the sign will not dominant the skyline or view corridor 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 the proposal is consistent with outdoor advertising in the area given the site is located on a highly frequented transport corridor and two digital advertising signs of a larger 	Yes

Schedule 5	Comment	Compliance
	scale are located approximately 300 metres and 450 metres to the east	
2. Special Areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	<ul style="list-style-type: none"> the site is not located near to land identified as environmentally sensitive the sign location and sloping topography ensures that it will not detract from the heritage item located 180m to the east of the site the sign will not likely detract from the amenity of residential buildings along City West Link Road as visibility will be limited due to high fencing, vegetation and orientation of properties. Properties located on the road corridor are shown in Error! Reference source not found. and Error! Reference source not found. the sign will not likely detract from the amenity of Pretoria Street due to dense vegetation located at the end of the street. the sign will not likely detract from the amenity of residential buildings to the north beyond the rail corridor due to the distance between as well as the sloping topography and orientation of the sign (Figure 10) the sign will not be visible from the residential area to the north west due to the sloping topography, built form and vegetation (Error! Reference source not found. and Error! Reference source not found.) 	Yes
3. Views and vistas		
Does the proposal obscure or compromise important views?	<ul style="list-style-type: none"> the proposal will include a west facing panel that will be visible to motorists travelling east towards the CBD, notwithstanding, the proposal will not obscure, compromise or dominate views of the Sydney CBD skyline or other important views. The sloping nature of the land, and position of the sign to the side 	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?		Yes
Does the proposal respect the viewing rights of other advertisers?		Yes

Schedule 5	Comment	Compliance
	(north) of the road corridor will prevent this <ul style="list-style-type: none">the proposal will not conflict with the viewing rights of other advertisers. Nearby advertising signs are located more than 300 metres away and will not be visible from the subject site	
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<ul style="list-style-type: none">the proposal involves the erection of a monopole sign with a visual display area of 14.93m²there is no existing advertising at the sitethe advertisement is proposed to be flat and 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 and will not detract from the existing road corridorthe proposal contributes to the visual interest along City West Link Road through the display of high-quality advertisementsthe proposal does not require ongoing vegetation management	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?		Yes
Does the proposal reduce clutter by rationalizing and simplifying existing advertising?		Yes
Does the proposal screen unsightliness?		Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?		Yes
Does the proposal require ongoing vegetation management?		Yes
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	<ul style="list-style-type: none">the proposal is compatible with the scale, proportion and characteristics of the sitethe height of the sign is reflective of surrounding built form as it will be located in and surrounded by a major road corridorthe location of the sign is appropriate as it will contribute to the visual interest of the road corridor whilst ensuring minimal impacts on the surrounding areathe sign represents an innovative form of advertising, designed by Tzannes Architects that is considered and creative ensuring a high-quality design outcome	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	<ul style="list-style-type: none">JCDecaux will operate the content management system for	Yes

Schedule 5	Comment	Compliance
<i>designed as an integral part of the signage or structure on which it is to be displayed?</i>	<p>the sign. This management system ensures that unapproved content is not downloaded either by mistake or without appropriate authorisation</p> <ul style="list-style-type: none">a compliant operator logo will also be located at the bottom of the screen and within the skirting of the sign.	
7. Illumination		
<i>Would illumination result in unacceptable glare?</i>	<ul style="list-style-type: none">a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4the LIA confirms that the proposed digital sign will not result in unacceptable glare or have any detrimental impacts to safetythe sign complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenity to nearby residencesthe brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditionsthe proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019	Yes
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>		Yes
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>		Yes
<i>Can the intensity of the illumination be adjusted, if necessary?</i>		Yes
<i>Is the illumination subject to a curfew?</i>		Yes
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	<ul style="list-style-type: none">the proposal would not reduce the safety to the public road because there are no crash-related risks apparent in the crash datathere are very few on-road cyclists in this area, and off-road pedestrians and cyclists are protected by the kerb. In any event, the change in pedestrian and cyclist safety risk associated with a digital sign installation is considered to be negligibleno sightlines for pedestrians and children are obscured by the proposal as the sign is elevated above the road.	Yes
<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>		

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

4.2.2 Transport Corridor Advertising and Signage Guidelines 2017

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

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

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

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Digital Sign Criteria
- the Freestanding Signage Criteria
- Road Safety (refer Section 5.1)
- Luminance Levels for Digital Advertisements (refer Section 5.2)
- the Public Benefit Test (refer Section 0)

4.2.3 State Environmental Planning Policy (Transport and Infrastructure) 2021

Chapter 2 of *State Environmental Planning Policy (Transport and Infrastructure) 2021* (Transport and Infrastructure SEPP) identifies the environmental assessment category for different types of infrastructure and services development.

In addition, Chapter 2 identifies those matters that are to be considered in the assessment of development that is adjacent to particular types of infrastructure, including development in and adjacent to road corridors.

Clause 2.118 of the SEPP requires the consent authority to be satisfied that any new development with a frontage to a classified road will not compromise the operation and function of the road. The proposal comprises development with frontage to a State classified road, City West Link Road (MR650).

A Signage Safety Assessment (SSA) has been prepared as part of the application and is included at **Appendix 3**. The SSA considers the ongoing operation and function of City West Link Road in context to the development.

The SSA and concludes that the surrounding road environment presents a low risk environment for the proposed digital advertising sign. Road safety is further discussed at Section 5.1 of this Report.

4.2.4 State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021

The *State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021* (Precincts SEPP) seeks to facilitate development, redevelopment, and protection in the Eastern Harbour City. The Precincts SEPP repealed *Sydney Regional Environmental Plan No 26—City West (Amendment No 7—Bays Precinct)* (SREP 26) on 1 March 2022.

Chapter 4 – City West

Chapter 4 of the Precincts SEPP is the principle environmental planning instrument that applies to the subject site. There are four precincts identified by Chapter 4. The subject site is located in the 'Bays Precinct'.

Planning Principles for City West

Subsections 4.8 and 4.13 establish principles that the consent authority must consider in its assessment. The aim of this Chapter is to ensure that development within the Precincts is consistent with the planning principles set out in the Precinct SEPP.

A full assessment of the planning principles outlined in subsections 4.8 and 4.13 is provided in the table below. The assessment finds the proposal is entirely consistent with the aims of the plan.

Planning Principle	Comment	Complies
City West		
Regional Role	<p>Given the relatively small footprint of the proposal, and its position adjacent to the City West Link Road corridor, the proposal will not prevent or adversely impact urban consolidation of the precinct.</p> <p>The proposal will also provide a benefit to the people of the Sydney Region by generating revenue for Sydney Trains that can be used to fund upgrades to essential public infrastructure and other rail programs.</p>	Yes
Land Use Activities	The proposed advertisement will contribute towards the mixture of land uses throughout the City West area.	Yes
Mixed Living and Working Environment	The proposal will not impede the development of a mixed living and working environment within the City West area given the minor scale and location of the proposal.	Yes
Education	The proposal will not impede the development of educational establishments in the vicinity of the site or throughout the City West area.	Yes
Leisure and Recreation	The proposal is located between the curtilage of the light rail corridor and City West Link Road and will not impede access to surrounding leisure and recreation facilities or public open spaces.	Yes

Planning Principle	Comment	Complies
Port Functions	The proposal is located between the curtilage of the rail corridor and City West Link Road and will not impede on rail access to port functions or commercial shipping activities.	Yes
Social Issues	The proposal will not impede the delivery of social facilities and services to existing and future communities.	Yes
Environmental Issues	<p>The proposal will not result in any air quality, noise, wind, access to sunshine, privacy, soil conditions or water quality impacts.</p> <p>The proposal is consistent with the principles of ESD noting that the use of LED technology enables content to be changed without the need for the production of vinyl skins and will reduce waste over the long term.</p> <p>The proposal incorporates energy conserving measures by reducing luminance during night or typically darker hours.</p>	Yes
Urban Design and the Public Domain	The proposal will not result in any detrimental impacts to surrounding residential areas and enhances visual interest of the road corridor through the presentation of high resolution static digital advertisements.	Yes
Heritage	<p>The Catherine Street railway bridge (heritage item no. 12 under Part 3 of the Precinct SEPP) is located approximately 180m to the east of the site as shown in Figure 12.</p> <p>The proposed new advertising structure is appropriately distanced from the Catherine Street Bridge and will not impose any adverse impacts on the heritage value.</p>	Yes
Movement and Parking	The proposal will not impede the provision of roads, parking facilities or public transport services in the vicinity of the site or throughout the City West area.	Yes
Implementation and Phasing	The proposal will not impede existing rail and road infrastructure in the vicinity of the site.	Yes
Part 3 Bays Precinct		
Role and Land Use Activities	The proposal will contribute towards the range of land uses at the site and utilise the high exposure to traffic along the City West Link Road corridor to its benefit.	Yes
Urban Design	<p>The proposal will not result in any detrimental impacts to surrounding residential areas.</p> <p>Given the nature of the proposal, it will not result in any discernible impacts on views from within the Bays Precinct or to and across the Precinct from surrounding areas.</p>	Yes

Planning Principle	Comment	Complies
Public Domain	<p>The proposal does not include the provision of any public domain works.</p> <p>Notwithstanding, the proposal will not impede the provision of public domain in the surrounding area or throughout the Bays Precinct.</p>	Yes

Table 7: Assessment against the planning principles of Chapter 4 of the Precincts SEPP

Landuse Zoning

The subject site is identified within the Port and Employment zone under the *Precincts SEPP* as shown in Figure 11.

The proposal is generally consistent with one or more of the zone objectives listed in subsection 4.21. The following objectives are particularly relevant:

- encourages a mix of land uses which generate employment opportunities, particularly in relation to port and maritime uses, and
- to provide for the ongoing rail access to the port and related activities

Subsection 4.24 relates to the prohibition of advertisements on land zoned residential, business or public recreation. Subsection 4.24 does not apply as the proposal is on land zoned Port and Employment and will be erected on behalf of a public authority.

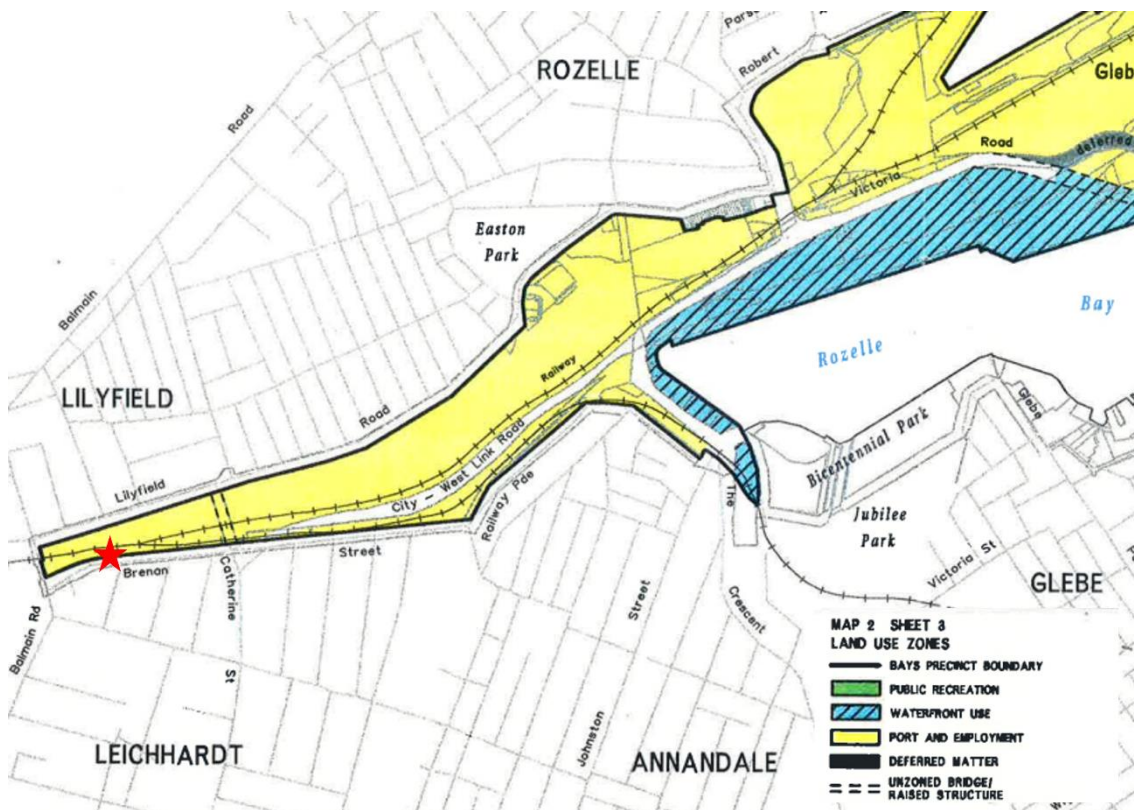


Figure 11: Site zoning (Source: Precincts SEPP)

Heritage Conservation

Heritage items are identified in Schedule 4 of the *Precincts SEPP*. The location of the proposed sign in relation to surrounding heritage items is provided in Figure 12. A Heritage Impact Assessment (HIA) has been prepared by Weir Phillips and is included at **Appendix 8**.

The HIA notes, the subject site is located 180 metres east of the Catherine Street railway bridge. The bridge is listed as heritage item no. 12 under Part 3 of the *Precinct SEPP* as shown in Figure 12. The proposed new advertising structure will be appropriately distanced from the Catherine Street railway bridge, and on that basis is not considered to adversely impact the items heritage value.

The proposal is therefore anticipated to result in a negligible impact to the heritage significance of this item.

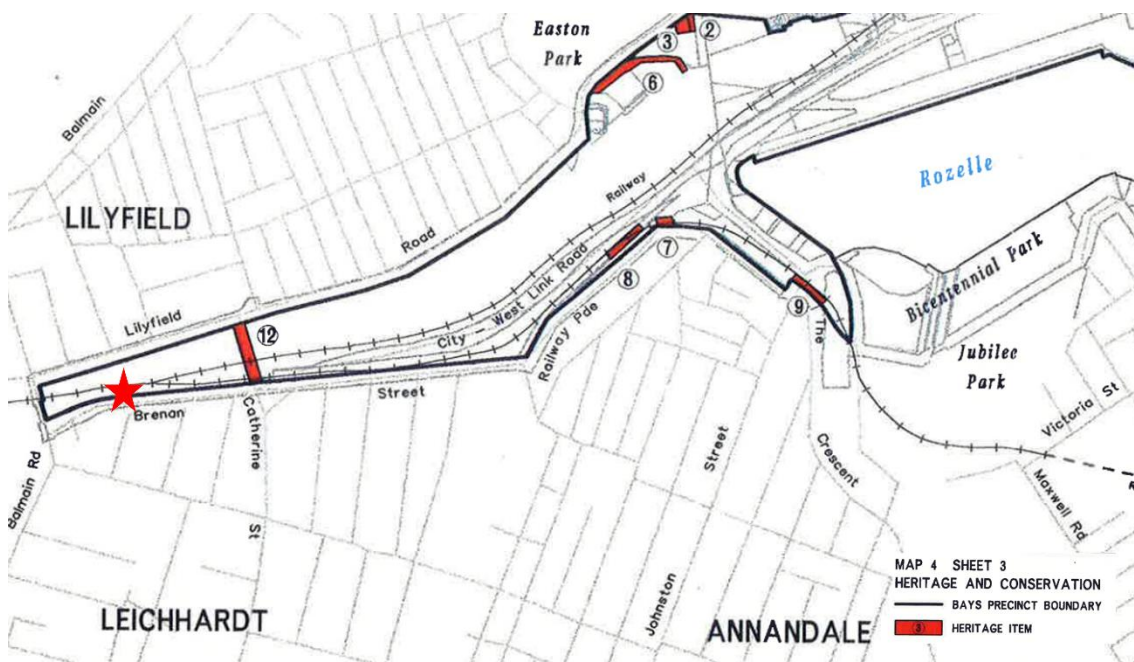


Figure 12: Surrounding heritage items (Source: Precincts SEPP)

Master Plans

The subject site is in the Bays Precinct Master Planning Area as shown in Figure 13. Part 4, Division 8, subsection 4.48 of the *Precincts SEPP* relates to the requirement for and use of Master Plans in the City West precinct. The subsection states:

Development consent must not be granted for development that relates to land indicated on Map 5 as requiring a Master Plan unless

- *there is a Master Plan for the land, and*
- *the consent authority has taken the Master Plan into consideration.*

The Minister may waive compliance with this requirement because of the nature of the development concerned, the adequacy of other guidelines that apply to the proposed development or for such other reason as the Minister considers sufficient.

It is considered the proposed digital advertising signage does not warrant a Master Plan. The proposal is of minor scale and expends a small portion of land, in an insignificant location between the curtilage of the light rail line and the northern elevation of City West Link Road. On this basis, it is requested the Minister waive compliance in regard to the requirement.

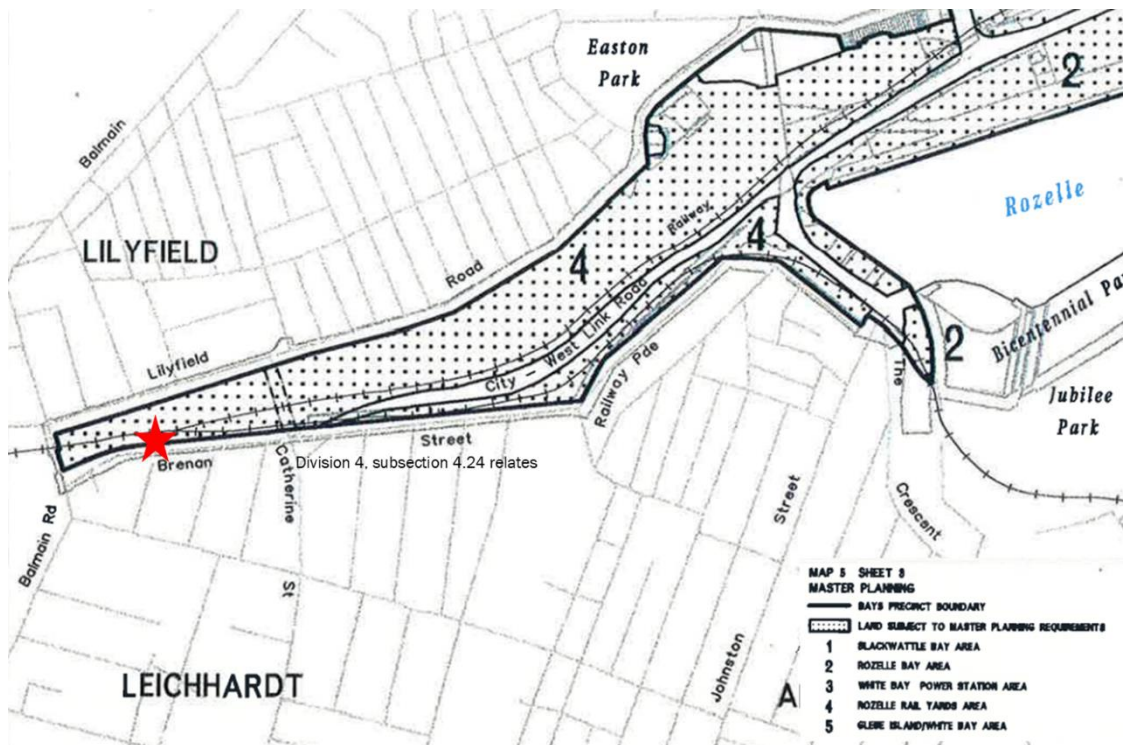


Figure 13 Bays Precinct Master Planning (Map 5) (Source: Precincts SEPP)

Miscellaneous provisions

Division 9, subsection 4.60 of the *Precincts SEPP* relates to views of other bodies about development in Precincts.

The Minister for Planning is the consent authority and will accordingly, if considered appropriate, consult TfNSW and the Port Authority of New South Wales before granting consent for the proposal.

In addition, the Minister for Planning should consider any submissions received from TfNSW or the Port Authority of New South Wales.

5 Environmental Planning Assessment

5.1 Road safety

A Signage Safety Assessment (SSA) has been prepared by Bitzios Consulting (**Appendix 3**). The SSA 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 Brenan Street/City West Link Road is summarised in Table 8.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> City West Link Road is a classified State Road (MR650).
Speed limit	<ul style="list-style-type: none"> the posted speed limit is 70 km/h in both directions.
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> the City West Link Road/Balmain Road signalised intersection is located 160m from the site the City West Link Road/Catherine Street signalised intersection is located 190m from the site
Road configuration and geometry	<ul style="list-style-type: none"> eastbound approach: two interrupted lanes westbound approach: two through lanes, lane 1 also allows left turn into Lonsdale Street
Crash data	<ul style="list-style-type: none"> crashes involving vehicles travelling in the direction of and in view of the site have been used for the assessment. for vehicles travelling west, the viewing area of the proposed digital sign is from approximately 230m east along the City West Link. Zero crashes were reported within this viewable area in a 5 year period between 2016 and 2020 for vehicles travelling east, the viewing area of the proposed sign is approximately 160m west along the City West Link. 2 reported crashes occurred in a 5 year period between 2016 and 2020 (discussed further at Section 5.1.3)
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> no pedestrian or cyclist infrastructure exists along City West Link Road on either side of the road corridor
Parking	<ul style="list-style-type: none"> no stopping or car parking is permitted on the northern elevation of City West Link. A clearway is in operation at all times. parking along City West Link on the southern elevation is restricted and limited to three parking bays. The parking bays are 50m, 20m and 15m long and are located 90m and 20m, 50m from the site, respectively. There is also a bus stop and bus stopping bay located on the southern elevation approximately 30m from the site. The bus stopping bay is approximately 50m in length.

Table 8: Existing road environment (Source: Bitzios Consulting)

5.1.2 Signage exposure

Eastbound approach

The eastbound approach along the City West Link is downhill with a right-hand curve towards the proposed digital sign. As drivers approach the City West Link/Balmain Road signalised intersection prior, the slight uphill in addition to the bend restricts visibility till after the signalised intersection, approximately 160 metres away.

Past the proposed sign, the next decision point is the City West Link/Catherine Street signalised intersection, 190 metres after the proposed sign. The in-vehicle sightlines from the City West Link eastbound towards the proposed sign is shown in Figure 14.

The digital sign is not expected to be viewed behind a traffic signal on approach from the City West Link. Figure 14 demonstrates a drivers view corridor approaching the sign.

The SSA concludes, there will be no impact on driver reaction times due to the sign. Based on the prevailing traffic conditions, there will be limited need to react in any case as flow is generally uninterrupted in this location.



Figure 14: In-vehicle sightlines along City West Link eastbound (Source: Bitzios Consulting)

Westbound approach

The westbound approach along the City West Link is uphill and straight towards the proposed digital sign. Drivers may recognise the sign as an object at approximately 230 metres away and prior two decision points: the Catherine Street signalised intersection and the Lonsdale Street left-in/left-out intersection (185 metres and 160 metres prior respectively).

However, at 160 metres away the sign is considered insignificant in terms of distraction in the field of view. Closer than 160 metres, there are no other decision points that drivers face, as they approach the sign.

The SSA concludes the digital sign is not expected to be viewed behind a traffic signal on approach from the City West Link. Figure 15 demonstrates there would be no impact on driver reaction times due to the sign. Based on the prevailing traffic conditions, there would be limited need to react in any case as flow is generally uninterrupted in this location.



Figure 15: In-vehicle sightlines along City West Link westbound (Source: Bitzios Consulting)

5.1.3 Road accident history

In determining the road accident history in proximity to the site, the SSA has relied upon crash data provided by TfNSW for the 5-year period between January 2016 and December 2020 and has the following findings:

Eastbound approach

The viewing area of the proposed west facing digital sign is from approximately 160 metre west along the City West Link. Two crashes occurred in the five year period. During this period:

- no fatalities were reported
- no pedestrians were involved
- 1 crash occurred in April 2017 during dry and daylight conditions 50 metres east of Balmain Road. The crash was classified as 'lane change left' and resulted in serious injury
- 1 crash occurred in September 2020 during dry and dawn conditions 100 metres east of Balmain Road. The crash was classified as 'lane change left' and resulted in a towaway

The data highlights that this is not an inherently unsafe location. Furthermore, the analysis of the crash records suggests that a digital sign where proposed is not likely to influence the future crash history in any way, noting the number of existing digital signs along the City West Link between Balmain Road and The Crescent.

Westbound approach

The viewing area of the proposed digital sign is from approximately 230 metres east along the City West Link. Zero crashes were reported within this viewable area.

As such, it is considered that the proposed sign will be in a very low crash risk location.

5.1.4 Road safety criteria – Signage Guidelines

The SSA 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 SSA in respect to the *TfNSW Advertising Sign Safety Assessment Matrix* and the Signage Guidelines are outlined in Table 9 below.

Criteria	Response provided by Bitzios
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	<i>Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.</i>
b. Message sequencing designed to make a driver anticipate the next message is prohibited across	<i>Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the</i>

Criteria	Response provided by Bitzios
images presented on a single sign and across a series of signs.	<i>next message on the proposed sign or with any other signs.</i>
c. The image must not be capable of being mistaken: <ul style="list-style-type: none"> i. for a rail or traffic sign or signal because it has, e.g. red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal ii. as text providing driving instructions to drivers. 	<i>Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers. For example, advertisements must not instruct drivers to perform an action such as 'Stop'.</i>
d. Dwell times for image display must not be less than: <ul style="list-style-type: none"> i. 10 seconds for areas where the speed limit is below 80km/h. ii. 25 seconds for areas where the speed limit is 80km/h and over 	<i>The minimum allowed dwell time is 10 seconds based on the posted speed limit of 70km/h. Conditions can be imposed by the consent authority to ensure this minimum dwell time.</i>
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.	<i>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.</i>
f. Luminance levels must comply with the requirements in Section 3 below.	<i>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/m² (daytime), 500cd/m² (twilight and inclement weather) and 200/m² (night-time). Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.</i>
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.	<i>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.</i>
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).	<i>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>
i. Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	<i>N/A. The sign is not visible from a school zone.</i>

Criteria	Response provided by Bitzios
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.	<i>All relevant traffic directions have been assessed on their own merits.</i>
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, TfNSW reserves the right to re-assess the site using an independent TfNSW- accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between TfNSW and the sign owner and operator.	<i>Noted.</i>

Table 9: Assessment against the Signage Guidelines Digital Sign Criteria (Source: Bitzios Consulting)

5.1.5 Road safety summary

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

The SSA has determined there is a low risk environment for the proposed digital advertising sign. The proposed west facing panel will be visible from approximately 160 metres to the east of the site and the proposed east facing panel will be visible from approximately 230 metres east of the site.

The proposed sign will be positioned on the northern elevation of City West Link in the curtilage between the light trail corridor and the road. Due to the positioning and location of the signage panels drivers will not be required to turn away from their direct line-of-sight to view the full extent of the sign. In addition, the digital panels are not expected to be viewed behind a traffic signal on approach along City West Link Road.

Further, the proposed dwell time of 10 seconds and transition time of no more than 0.1 seconds is suitable as drivers would be viewing the sign while travelling 70km/hour or less.

Based on the findings of Bitzios Consulting in its SSA, the road environment along City West Link Road 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 signs 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 4 of the Signage Guidelines, which is described as areas with generally low levels of off-street ambient lighting (e.g. most rural areas or areas that have residential properties nearby).

The luminance levels for digital advertisements that are within a Zone 4 environment, as outlined in the Signage Guidelines, are shown in Table 10.

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

Table 10: 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 200 cd/sqm for Zone 4.

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

The Control of the Obtrusive Effects of Outdoor Lighting (AS 4282-2019) sets out limits for different obtrusive factors associated with the night time operation of outdoor lighting systems.

The LIA has undertaken an assessment of the sign during the 'post-curfew' period (11 pm to 6 am), which is considered the most obtrusive night time period and generally when residents are trying to sleep.

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



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

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

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

Table 11: Maximum lighting limit (post-curfew)

The LIA undertook a lighting model which found the maximum illuminance during night time operation is 1.2 lux. The proposed lux to dwellings within Zone A3 is compliant with the limit of 2 lux as outlined above. Consequently, the sign demonstrates an acceptable level of compliance with the maximum night time illumination criteria specified under AS 4282-2019.

5.2.3 Illumination summary

The LIA recommends the Applicant ensure that the average luminance difference between successive images do not exceed 30 per cent to ensure compliance with AS 4282-2019 and for the dwell time to be 10 seconds or greater. The signage will include baffles which mitigate upward waste light, resulting in an Upward Light Ratio of less than 50%. The Applicant has committed to these recommendations.

In summary, the LIA determines that the sign:

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

5.3 Heritage

A Heritage Impact Assessment (HIA) has been prepared by Weir Phillips and is included at Appendix 8. The HIA notes the site is located in proximity to a local heritage item known as the 'Catherine Street Railway Bridge'.

The bridge is listed as heritage item no. 12 under Part 3 of the *Precinct SEPP* and is shown in Map 4 'Heritage and Conservation' under the Precincts SEPP (refer Figure 12). The bridge is located approximately 180 metres east of the site.

The HIA identifies the proposed works will have minimal and acceptable impact on the Catherine Street Railway Bridge as:

- *there will be no impact on the fabric of the railway bridge. The proposed signage is sufficiently removed from it.*
- *there will be no view impact on view corridors towards this item, which are obtained from within the railway corridor or Lilyfield Road and City West Link. The site lies to the west and will be a minor, unobtrusive element where visible within these view corridors*
- *the proposed signage is likely to have some visibility from the item, however, will have a minimal and acceptable impact as it is consistent with other existing digital advertising signage located in the vicinity of the item.*
- *the proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of this item.*



Figure 17 Catherine Street Railway Bridge (Source: Keylan)

The proposal is not expected to have any adverse impacts on the heritage significance, associated fabric, settings or view of or from the heritage item.

Specifically, the proposal will not impact the role of the heritage item in maintaining historic aesthetically built environments in Lilyfield and the City West precinct as identified in the Precincts SEPP.

5.4 Visual Impacts

A detailed Visual Impact Assessment (VIA) has been prepared by *Keylan Consulting* and is included at **Appendix 5**.

The VIA assesses the impact of the proposed digital conversion from a number of viewpoints and concludes that it will have minimal adverse visual impacts on the surrounding area.

The VIA concludes:

- the surrounding area has high visual sensitivity due to the many residential dwellings within the visual catchment
- views to the proposed sign from many sensitive receivers will be obstructed by existing structures and street trees
- the signage is consistent with the character of the surrounding area
- the surrounding area does not exhibit visual clutter
- the proposed sign will be visible to high numbers of pedestrians and motorists reflective of its location along a transport corridor
- the proposal does not impact upon any heritage values, scenic views or protrude above the dominant skyline of the proposed signage panels.

5.5 Site suitability

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

- the proposal is compatible with the existing and desired future character of the area, noting that the advertising sign will be visible primarily from a major road corridor adjacent to a rail corridor
- there will be minimal impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive land uses due to the signs position and panel orientation as well the sloping topography, existing vegetation and fencing
- detailed investigations of the road network have determined that the proposed sign will not impact on the continued and safe operation of City West Link Road in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

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

5.6 Public Benefit

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

A Public Benefit Statement prepared by Sydney Trains is included as part of the application (**Appendix 6**). 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.

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).

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 Development Application for the installation of a new digital advertising sign on the northern elevation of City West Link Road in Lilyfield.

The sign will be visible to motorist travelling eastbound and westbound along the City West Link Road corridor. The sign is proposed to comprise an advertising display area of approximately 14.93m² with a visual screen size of 14.16m².

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

- meets the objectives of Chapter 3 of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 5 of the Industry and Employment SEPP
- demonstrates compliance with the criteria set out in the Signage Guidelines in regard to land use compatibility, digital signage, road safety and illumination requirements and the public benefit test
- will have minimal impact on items of European or Aboriginal heritage
- will be of high quality design and finish and will provide visual interest for motorists using the City West Link Road corridor
- 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



Appendix 2

Architectural Drawings



Appendix 3

Signage Safety Assessment



Appendix 4

Lighting Impact Assessment



Appendix 5

Visual Impact Assessment



Appendix 6

Public Benefit Statement



Appendix 7
Site Survey

Appendix 8

Heritage Impact Assessment



Appendix 9
Cost Estimate