



# Statement of Environmental Effects

Digital Advertising Signage  
Pacific Highway, Lindfield



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

**October 2022**



This report has been prepared by:



**Padraig Scollard** BA MURP  
Principal Planner  
E: padraig@keylan.com.au

This report has been reviewed by:



**Michael Woodland** BTP MPIA  
Director  
E: michael@keylan.com.au

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Appendix 5	Lighting Impact Assessment
Appendix 6	Public Benefit Statement
Appendix 7	Site Survey
Appendix 8	Cost of Works
Appendix 9	Structural Feasibility Statement

## Project Summary

Project Element	Summary of the project
<b>Proposed Signage</b>	<ul style="list-style-type: none"> <li>demolition and removal of four existing static landscape signs on the eastern side of the Pacific Highway, Lindfield</li> <li>installation of one digital portrait monopole sign on the eastern side of the Pacific Highway, Lindfield</li> <li>display of illuminated advertisements 24 hours a day, 7 days a week</li> </ul>
<b>Site Description</b>	<ul style="list-style-type: none"> <li>Lot 1 DP 1131000</li> </ul>
<b>Advertising Display Area</b>	<ul style="list-style-type: none"> <li>Dimensions: 3.172m x 4.708m</li> <li>Area: 14.93m<sup>2</sup> (+ logo)</li> </ul>
<b>Visual Screen Size</b>	<ul style="list-style-type: none"> <li>Dimensions: 3.072m x 4.608m</li> <li>Area: 14.16m<sup>2</sup></li> </ul>
<b>Visual Impacts</b>	<ul style="list-style-type: none"> <li>a Visual Impact Assessment (VIA) accompanies this application at Appendix 5</li> <li>the VIA confirms that the anticipated visual impacts will be of low significance and can be appropriately managed</li> </ul>
<b>Lighting Impacts</b>	<ul style="list-style-type: none"> <li>a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4)</li> <li>the LIA confirms the proposal: <ul style="list-style-type: none"> <li>complies with the relevant illumination criteria</li> <li>will not result in unacceptable glare</li> <li>will not unreasonably impact on the visual amenity of nearby residences of accommodation</li> </ul> </li> </ul>
<b>Road Safety Impacts</b>	<ul style="list-style-type: none"> <li>a Traffic Safety Assessment (TSA) has been prepared by Bitzios (Appendix 3)</li> <li>the TSA confirms the proposed sign: <ul style="list-style-type: none"> <li>will be visible from northbound traffic along the Pacific Highway from a maximum distance of 115m</li> <li>requires a minimum dwell time of 10 seconds</li> <li>complies with the relevant road safety criteria</li> <li>will not compromise safety for road users</li> </ul> </li> </ul>
<b>Public Benefit</b>	<ul style="list-style-type: none"> <li>a Public Benefit Statement has been prepared by Sydney Trains (Appendix 6)</li> <li>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</li> </ul>
<b>Hours of Operation</b>	<ul style="list-style-type: none"> <li>24 hours a day, 7 days a week</li> </ul>
<b>Capital Investment Value (CIV)</b>	<ul style="list-style-type: none"> <li>\$551,100</li> </ul>

Table 1 Project Summary

# 1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) for JCDecaux on behalf of *Sydney Trains* (the Applicant) to accompany a Development Application (DA) for the removal of four existing static advertising signs and installation of one digital portrait advertising signage at the Pacific Highway, Lindfield within the Ku-ring-gai Local Government Area (LGA).

As Sydney Trains is the Applicant, the Minister for Planning and Homes (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* (DP&E, 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 14.93m<sup>2</sup>
- a visual screen size of 14.16m<sup>2</sup>
- the continued display of illuminated advertisements
- a 10 second dwell time for message changes
- a maximum night time luminance of 350 cd/m<sup>2</sup>

The application seeks consent to operate the sign for a period of 15 years. The estimated capital investment value of the development is \$551,100.

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 Statement	Appendix 5
Public Benefit Statement	Appendix 6
Site Survey	Appendix 7
Cost of Works	Appendix 8
Structural Feasibility Statement	Appendix 9

Table 2 List of Appendices



## **1.1 Pre-lodgement meeting with the Department of Planning and Environment**

On 4 August 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 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.

These issues are addressed at Section 5.

## **1.2 Consultation with TfNSW**

A pre-lodgement 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.

Following the pre-lodgement meeting an independent peer review of the proposed sign was undertaken by TfNSW. This peer review did not raise any significant issues from a traffic safety perspective.

Road safety is addressed at Section 5.1.



## 2 The site and locality

### 2.1 Site Description

The Site is legally identified as Lot 1 DP 1131000 and located on the eastern side of Pacific Highway, Lindfield.

Pacific Highway is a state and regional classified highway (No. 10). The portion of Pacific Highway at Lindfield travels in a general north-south alignment. At the site, the Pacific Highway comprises three lanes of traffic in each direction.

There are four existing static advertising sign located at the site. Three of these signs are single sided and face east towards the train station. One sign is double sided and faces both east and west towards the station and the Pacific Highway.

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

Commercial and retail uses are the prominent typology nearest to the site. Lindfield Train Station is located to the immediate east of the site. There are also residential typologies in proximity to the site and mainly consist of medium and high density dwellings, located further east of the site. There are pedestrian pathways either side of the Pacific Highway at the location of the site.

The site as viewed from the southern side of the Pacific Highway is shown in Figure 2 and Figure 3.



Figure 1: Site context (Source: Near Maps)



Figure 2: Existing Street View – looking east towards existing signage at the site (Source: Keylan)



Figure 3: Existing Street View - looking north east towards existing signage at the site (Source: JCDecaux)

## **2.2 Existing Road Environment**

The Pacific Highway is an established, arterial road corridor, comprising three lanes travelling in both directions. Parking of vehicles on either side of the Pacific Highway is restricted and is only generally permitted outside of peak times.

On approach to the proposed sign, a speed limit of 60km/hr applies to both directions of traffic. On road cycling is permitted, however no formal cycling facilities are provided.

The nearest intersection is the Bent Street and the Pacific Highway intersection, and it is located approximately 25m north-west of the proposed sign.

## **2.3 Surrounding Locality**

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

- mixed use and medium to high density housing to the east
- commercial/retail uses surrounding the site
- a retail shopping strip directly opposite the site on the western side of the Pacific Highway
- a mixed use Planning Proposal (PP-2020-866) approximately 80m west of the site. The PP will comprise of residential flat buildings with a maximum height of 26.5m
- a development application (DA-0070-20) 150m south of the site and is, at the time of writing, at the construction stage. The DA proposes a 20.5m mixed use building with residential apartments on the upper levels
- Lindfield Railway Station to the immediate east of the site



### 3 The Proposal

The proposal involves the removal of four existing static advertising signs and the installation of one new digital advertising signage on the eastern elevation of the Pacific Highway in Lindfield. The proposal is considered a conversion. The new sign will be oriented to the south and will be visible to traffic travelling north. The development is summarised in the table below.

Development Aspect	Description
<b>Development summary</b>	Removal of four existing static advertising signs at the site and installation of one new monopole digital advertising sign at the site.
<b>Signage location</b>	The new sign is proposed on the Pacific Highway, Lindfield. The sign is proposed to be oriented to be one sided and to face northbound traffic.
<b>Advertising display area</b>	14.93m <sup>2</sup> (3.172m x 4.708m)
<b>Visual Screen Size</b>	14.16m <sup>2</sup> (3.072m x 4.608m)
<b>Road clearance from ground level to the sign</b>	8.29m clearance to ground level (Pacific Highway)
<b>Dwell time</b>	10 seconds
<b>Signage exposure</b>	Visibility is from a distance of 115m south
<b>Illumination</b>	The digital signage is illuminated using LEDs installed within the front face
<b>Consent time period</b>	15 years
<b>Existing signage</b>	There are four static advertising signs located in proximity to the site

Table 3 Development summary

The proposed sign may also 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 provided within the Architectural package at Appendix 2. An indicative photomontage of the sign, as viewed from the Pacific Highway (northbound) is provided at Figure 5.

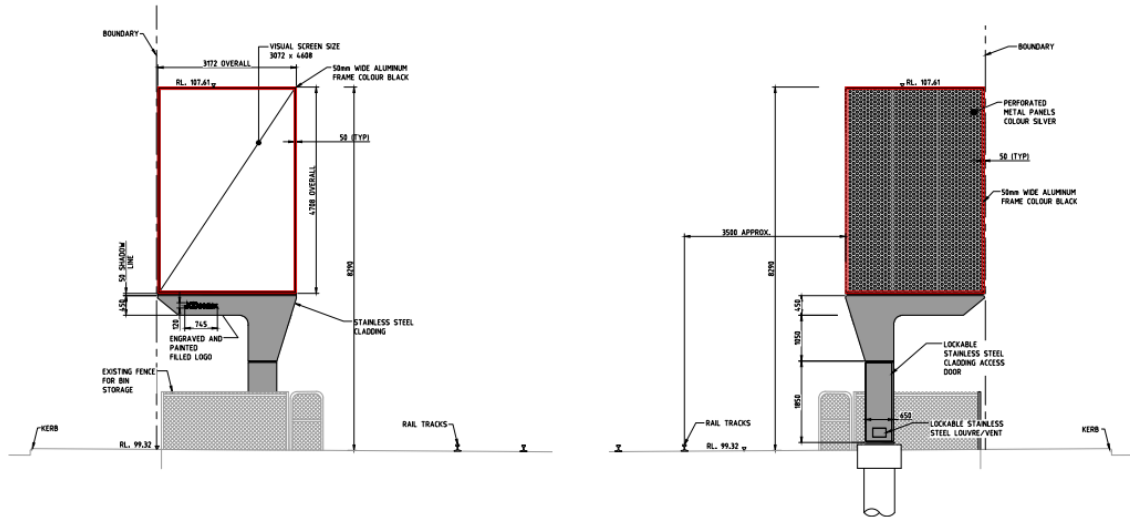


Figure 4: Architectural Plans (Source: Dennis Bunt Consulting Engineers)



Figure 5: Indicative photomontage - looking towards the site from the western side of Pacific Highway (Source: JCDecaux)



Figure 6: Indicative photomontage –looking towards the site from the south western side of the Pacific Highway (Source: JCDecaux)



Figure 7: Indicative photomontage - looking towards the site from the northern side of the Pacific Highway (Source: JCDecaux)

### 3.1 Digital LED Technology for Outdoor Advertising

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

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

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

### **3.2 Digital LED Screen Operation and Management**

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

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 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 will typically be suitable for the proposed digital signage in a 60km/hr speed zone
- it is recommended by the signage safety assessment to increase the dwell time to 15 seconds in consideration of the signs proximity to traffic signals

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.

### **3.3 Hours of Operation**

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



### 3.4 Excavation and Footings

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 9).

The statement confirms the works involve excavation to a depth of 8m below the existing ground level. A pier and pile cap are proposed to support the sign and structure.

Details regarding the structural integrity are provided at Section 5.4.

### 3.5 Sign Access and Maintenance

The site will be accessed from the existing footpath via a gate. The sign is to be located at the boundary on the Pacific Highway side in an area with a low-level fence that currently stores rubbish bins. The sign will be accessed via a ladder and platform which provides access to each sign.

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.

### 3.6 Signage Rationalisation

There are four existing signs in the area that are to be removed. The steel frames will first be removed, and then the existing piles that support the signs cut back to a depth of 300m below the ground. Any exposed reinforcement will be coated with an approved epoxy grout and the existing footing covered with soil. Signage to be removed is shown in the existing site plan and provided in the figure below.

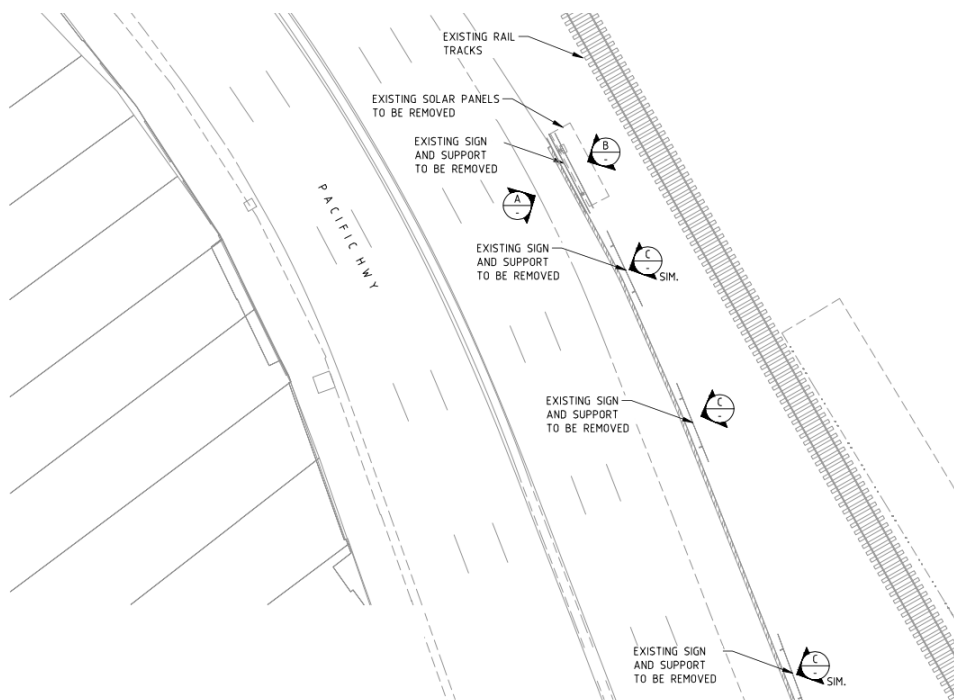


Figure 8: Existing site plan showing four signs to be removed (Source: Dennis Bunt)

## 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 Division 4.4 of the EP&A integrated development provisions do not apply to Crown Development Applications (other than development that requires a heritage approval). The development does not require heritage approval as it is not listed on the State Heritage Register and therefore the subject application is not considered Integrated Development. Note, the proposed site is included within the Lindfield Railway Station Group Item which is listed by the *Transport Asset Holding Entity* (TAHE) as a State Agency Heritage Item (ID 4800184) under section 170 of the Heritage Act, however it is not listed on the State Heritage Register.

#### ***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. An 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 converting an existing 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.

Objective	Comment
(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>	<p>There are no Aboriginal cultural heritage features at the site that will be impacted by the development.</p> <p>There will be minimal adverse impacts on the local heritage items in proximity to the site as the proposal will rationalise signage at the site through the removal of four existing signs and installation of one sign in a digital format.</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 design of the sign is considered to promote good design and will not have an adverse impact on the amenity of the surrounding location.
(h) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	The development will be constructed and maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to health and safety, construction and maintenance.
(i) <i>to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	This SEE is submitted to DPE to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPE to other State agencies and Council for further assessment and comment.
(j) <i>to provide increased opportunity for community participation in environmental planning and assessment.</i>	As part of DPE's assessment of the application, the SEE will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report.

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

### **Matters for Consideration**

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 assessment of the proposal is based on 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.

Relevant Provision	Comment
(ii) <i>any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	The relevant proposed environmental planning instruments are addressed at Section 4.
(iii) <i>any development control plan, and</i>	The Ku-ring-gai Development Control Plan 2021 is addressed at Section 4.5.
(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 5.7.
(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 5.8.

Table 5: Section 4.15(1) assessment

## 4.2 Heritage Act 1977

The *Heritage Act 1977* (Heritage Act) makes provisions to conserve the State's environmental heritage. It provides for the identification, registration and protection of items of State heritage significance and constitutes the Heritage Council of New South Wales.

The proposed site is included within the Lindfield Railway Station Group Item (ID 4800184) and is listed by the *Transport Asset Holding Entity* (TAHE) as a State Agency Heritage Item under section 170 of the Heritage Act, however it is not listed on the State Heritage Register.

As the site is not listed on the State Heritage Register, the proposed works do not require referral to Heritage NSW under S.60(1) of the NSW Heritage Act 1977



The heritage item boundary encompasses the following area:

- North: 10m from end of the platform
- South: 20m from the southern end of the Signaling Hut
- East: fence line along Lindfield Avenue
- West: the property boundary fronting Pacific Highway (excluding shops)
- Any proposed development within the vicinity of the listed site should also consider the historic relationship between the listing and its surrounding area

The heritage item boundary is shown in Figure 9.



Figure 9: Lindfield Railway Station Group boundary (Base Source: State Heritage Inventory)

The site is also near the following local heritage items as defined by KLEP 2015:

- 'Commercial building – Churches Restaurant' (item I48)
- 'Lindfield Rail Station Group' (item I1109)
- 'St Alban's Anglican Church' (item I55)
- 'Commercial block' (item I41)

Though the proposed digital advertising sign will be visible from the heritage item, the proposed works are not likely to adversely impact the heritage significance of the 'Lindfield Railway Station Group' or the surrounding local heritage items.

The proposal will rationalise signage at the site through the removal of four existing signs at the site.

### 4.3 State Environmental Planning Policies

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

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

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

#### 4.3.1 State Environmental Planning Policy (Industry and Employment) 2021

##### Chapter 3 – Advertising and Signage

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

Regardless of permissibility under the KLEP 2015, the proposed sign is permissible with consent under 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	Complies
<b>1. Character of the Area</b>		
<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"> <li>the proposed sign has been designed and suitably positioned to ensure it is compatible with the character of the surrounding area</li> <li>the sign is located within a railway corridor and is orientated to present to vehicles travelling north along the Pacific Highway which is a highly frequently road corridor</li> </ul>	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"> <li>the proposal is compatible with the existing and desired future character of the areas as: <ul style="list-style-type: none"> <li>the area is of a mixed use character with</li> </ul> </li> </ul>	Yes

Schedule 5	Comment	Complies
	<p>commercial/retail premises and a highly frequented road corridor</p> <ul style="list-style-type: none"> <li>the scale of the sign is in keeping with surrounding development as there is existing signage at the site (that is proposed to be reduced as part of this DA)</li> <li>the site is located on the edge of the Lindfield Train Station heritage item boundary and will result in an improved outcome for the heritage item through the removal of four existing signs that are currently visible from the station</li> <li>the sign represents a contemporary form of digital advertising signage, designed by Tzannes that is considered and creative ensuring a high quality design outcome</li> <li>there is no identified theme for outdoor advertising in the area, however there are four existing static advertising signs at the site and all of these are proposed to be removed as part of this application</li> </ul>	
<b>2. Special Areas</b>		
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"> <li>the sign is located on the edge of the boundary of a heritage item (Lindfield Railway Station), however is not expected to detract from the amenity or visual quality and will instead result in an improved outcome for the heritage item through the removal of four existing signs that are currently visible from the station</li> <li>the signage is considered to have an acceptable impact on the surrounding area for the following reasons: <ul style="list-style-type: none"> <li>the sign will be oriented to face northbound traffic travelling along the Pacific Highway</li> <li>the area is of mixed use character</li> </ul> </li> </ul>	Yes



Schedule 5	Comment	Complies
	<ul style="list-style-type: none"> <li>commercial/retail premises are the main use in proximity to the site</li> <li>there are limited residential receivers in the area and the sign is orientated away from these properties</li> <li>the sign meets the relevant lighting criteria, guidelines and standards as demonstrated in the LIA at Appendix 4</li> <li>visual impacts are considered acceptable as demonstrated in the VIA Appendix 5</li> <li>it is noted there is an approved DA (DA/0070/20) and planning proposal (PP/2020/866) in proximity to the site. It is anticipated the proposed sign will be visible from these developments, however the impacts are considered acceptable as identified in the LIA (Appendix 4) and the VIA (Appendix 5)</li> </ul>	
<b>3. Views and vistas</b>		
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none"> <li>the proposal will not obscure or compromise any important views as: <ul style="list-style-type: none"> <li>there are no identified significant views within the vicinity of the site under the KDCP</li> <li>there are no areas of open space that the proposal is expected to block or prevent views towards</li> <li>the train line runs immediately behind the site</li> <li>the proposal is not expected to prevent views through to the Lindfield Train Station heritage item and will instead improve views through the removal of four existing signs</li> </ul> </li> <li>the proposal will not dominate the skyline as there is mature vegetation and various built form elements including medium to high density mixed use buildings in proximity to the site</li> <li>the proposal will not conflict with the viewing rights of other</li> </ul>	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

Schedule 5	Comment	Complies
	advertisers as there are no known advertising signs operated by other advertising companies nearby	
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"><li>the proposal involves the erection of a monopole sign with a visual display area of 14.16m<sup>2</sup></li><li>the advertisement will 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 reserve</li><li>the proposal will reduce clutter and simplify advertising at the site by removing four existing signs at the site and converting a sign at the site into a new digital format</li><li>the proposal is appropriate for the streetscape as it is a mixed use environment dominated by the busy road corridor and commercial/retail shopping strip</li><li>the proposal contributes to the visual interest along the Pacific Highway through the display of high-quality advertisements</li><li>the proposal does not require ongoing vegetation management</li></ul>	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"><li>the proposal is compatible with the scale, proportion and characteristics of the site and is reflective of surrounding built form as:<ul style="list-style-type: none"><li>there is mature vegetation located in proximity to the site</li><li>the surrounding build form is of mixed use nature and dominated by commercial/retail uses</li><li>the area is dominated by a highly frequented road corridor</li><li>there is existing signage at the site and in proximity of the site</li><li>the sign provides a human scale and is compatible with the characteristics of the site</li></ul></li></ul>	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

Schedule 5	Comment	Complies
	<ul style="list-style-type: none"> <li>the proposal will result in an improved outcome for the Lindfield Train Station heritage item through rationalisation of signage</li> <li>the sign represents an innovative form of advertising, designed by Tzannes that is considered and creative ensuring a high-quality design outcome</li> </ul>	
<b>6. Associated Devices and Logos with Advertisements and Advertising structures</b>		
<i>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?</i>	<ul style="list-style-type: none"> <li>JCDecaux will operate the content management system for the sign. This management system ensures that unapproved content is not downloaded either by mistake or without appropriate authorisation</li> <li>a compliant operator logo will also be located at the bottom of the screen and within the skirting of the sign.</li> </ul>	Yes
<b>7. Illumination</b>		
<i>Would illumination result in unacceptable glare?</i>	<ul style="list-style-type: none"> <li>a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4</li> <li>the LIA confirms that the proposed digital sign will not result in unacceptable glare or have any detrimental impacts to safety</li> <li>the sign complies with all relevant criteria for luminance of digital advertisements and is not expected to cause any reduction in visual amenity to nearby residences</li> <li>the LIA confirms the illumination impacts on future development in proximity to the site will be below the maximum AS4282 limit</li> <li>the 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 conditions</li> <li>the proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019</li> <li>the LIA notes that nearby development is shielded by</li> </ul>	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

Schedule 5	Comment	Complies
	<p>mature vegetation and/or barriers which effectively obstructs the spill light of the proposed signage</p> <ul style="list-style-type: none"> <li>the LIA also confirms illumination will not be hazardous to vehicular traffic or pedestrians</li> <li>the illuminated sign will use LED technology which will be concealed in the advertising structure</li> </ul>	
<b>8. Safety</b>		
<p><i>Would the proposal reduce the safety for any public road?</i></p> <p><i>Would the proposal reduce the safety for pedestrians or bicyclists?</i></p> <p><i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i></p>	<ul style="list-style-type: none"> <li>the Traffic Safety Assessment prepared by Bitzios confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists.</li> <li>the proposal is not expected to obscure sightlines from or to public areas</li> <li>Road safety is discussed in further detail at Section 5.1</li> </ul>	Yes

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

#### 4.3.2 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.

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 5.7)

#### 4.3.3 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 into which different types of infrastructure and services development fall.

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

Clause	Comment	Compliance
<b>2.98 Development adjacent to rail corridors</b>		
<p>(1) <i>This section applies to development on land that is in or adjacent to a rail corridor, if the development—</i></p> <p>(a) <i>is likely to have an adverse effect on rail safety, or</i></p> <p>(b) <i>involves the placing of a metal finish on a structure and the rail corridor concerned is used by electric trains, or</i></p> <p>(c) <i>involves the use of a crane in air space above any rail corridor, or</i></p> <p>(d) <i>is located within 5 metres of an exposed overhead electricity power line that is used for the purpose of railways or rail infrastructure facilities.</i></p>	<p>The proposed signage is unlikely to adversely impact on the safety and operation of the rail line as:</p> <ul style="list-style-type: none"> <li>the sign is located approximately 3.5m from the rail tracks as detailed in the Architectural Plans (Appendix 2)</li> <li>the sign will be bound by secure fencing, which will ensure only authorised persons can access</li> <li>the advertising structure will be orientated so to be visible to vehicular traffic travelling north on the Pacific Highway</li> <li>the Applicant is Sydney Trains and it will ensure no structure is approved to be erected that may impact the ongoing operation of the Sydney Trains rail network</li> </ul> <p>The proposed sign will comprise metal finishes. However, this finish will not impact the function of the railway as the railway line is for heavy rail only.</p> <p>The construction and operation of the sign will involve the use of a crane in the air space above the rail corridor. The operation of the crane will be during the construction stage only and will be appropriately managed in accordance with DPE's <i>Development near railways and busy corridors Guideline (2008)</i>.</p> <p>It is noted the proposed sign is located within 5m of an exposed overhead power line as shown in the Architectural Plans. It is anticipated TfNSW will consider this accordingly.</p>	Yes

Clause	Comment	Compliance
(2) <i>Before determining a development application for development to which this section applies, the consent authority must—</i> (a) <i>within 7 days after the application is made, give written notice of the application to the rail authority for the rail corridor, and</i> (b) <i>take into consideration—</i> i. <i>any response to the notice that is received within 21 days after the notice is given, and</i> ii. <i>any guidelines that are issued by the Secretary for the purposes of this section and published in the Gazette.</i>	It is anticipated DPE will notify the application accordingly.	Yes
(3) <i>Despite subsection (2), the consent authority is not required to comply with subsection (2)(a) and (b)(i) if the development application is for development on land that is in or adjacent to a rail corridor vested in or owned by ARTC or the subject of an ARTC arrangement.</i>	Not applicable. As above, it is anticipated DPE will notify the application in accordance with Section 2.98 (2).	N/A
(4) <i>Land is adjacent to a rail corridor for the purpose of this section even if it is separated from the rail corridor by a road or road related area within the meaning of the Road Transport Act 2013.</i>	Noted.	Yes
<b>2.99 Excavation in, above, below or adjacent to rail corridors</b>		
(1) <i>This section applies to development (other than development to which section 2.101 applies) that involves the penetration of ground to a depth of at least 2m below ground level (existing) on land—</i> (a) <i>within, below or above a rail corridor, or</i> (b) <i>within 25m (measured horizontally) of a rail corridor, or</i> (c) <i>within 25m (measured horizontally) of the ground directly below a rail corridor, or</i> (d) <i>within 25m (measured horizontally) of the ground directly above an underground rail corridor.</i>	<p>A Structural Feasibility Statement has been prepared by Dennis Bunt (Appendix 9).</p> <p>A concrete pile and pile cap are proposed to minimise the impact of the sign footing on the adjacent railway track. The pile cap will be 1.5m<sup>2</sup> in area and 1.5m deep.</p> <p>The concrete pile will be 1m in diameter and extend below ground by approximately 8m.</p> <p>An assessment against the provisions of Clause 2.99 is provided below.</p>	Yes
(2) <i>Before determining a development application for development to which this section applies, the consent authority must—</i>	DPE are required to give written notice of the subject application to the rail authority within 7 days after the application is made.	Yes



Clause	Comment	Compliance
<p>(a) within 7 days after the application is made, give written notice of the application to the rail authority for the rail corridor, and</p> <p>(b) take into consideration—</p> <p>(i) any response to the notice that is received within 21 days after the notice is given, and</p> <p>(ii) any guidelines issued by the Planning Secretary for the purposes of this section and published in the Gazette.</p>		
<p>(3) Subject to subsection (5), the consent authority must not grant consent to development to which this section applies without the concurrence of the rail authority for the rail corridor to which the development application relates.</p>	DPE is required to seek concurrence from the rail authority before granted consent to the development.	Yes
<p>(4) In deciding whether to provide concurrence, the rail authority must take into account—</p> <p>(a) the potential effects of the development (whether alone or cumulatively with other development or proposed development) on—</p> <p>(i) the safety or structural integrity of existing or proposed rail infrastructure facilities in the rail corridor, and</p> <p>(ii) the safe and effective operation of existing or proposed rail infrastructure facilities in the rail corridor, and</p> <p>(b) what measures are proposed, or could reasonably be taken, to avoid or minimise those potential effects.</p>	<p>The rail authority is required to assess the potential effects of the development on the safety and structural integrity of the rail infrastructure and rail activity.</p> <p>A Structural Feasibility Statement is provided at Appendix 9 that details the structural integrity of the proposed signage structure. The proposed structure has been designed and located so as to prevent interference with rail activities. Further, the demolition of existing structures and construction of the new structure will also take into account rail activity and measures to avoid and minimise potential effects.</p> <p>It is also noted that the Applicant is Sydney Trains and it will ensure no structure is approved to be erected that may impact the ongoing operation of the Sydney Trains rail network.</p>	Yes
<p>(5) The consent authority may grant consent to development to which this section applies without the concurrence of the rail authority concerned if—</p>	Noted.	Yes



Clause	Comment	Compliance
<p>(a) the rail corridor is owned by or vested in ARTC or is the subject of an ARTC arrangement, or</p> <p>(b) in any other case, 21 days have passed since the consent authority gave notice under subsection (2)(a) and the rail authority has not granted or refused to grant concurrence.</p>		
<b>2.119 Development with a frontage to a classified road</b>		
<p>(1) The objectives of this section are—</p> <p>(a) to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</p> <p>(b) to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</p> <p>(2) The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—</p> <p>(a) where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</p> <p>(b) the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</p> <p>(i) the design of the vehicular access to the land, or</p> <p>(ii) the emission of smoke or dust from the development, or</p> <p>(iii) the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</p> <p>(c) the development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicle emissions within the site of the development arising from the adjacent classified road</p>	<p>The proposal comprises development with frontage to a classified road, Pacific Highway (No.10).</p> <p>The assessment contained in the SEE and supporting reports concludes that the proposed signage is not likely to adversely impact on the effective and ongoing operation and function of the Pacific Highway.</p> <p>A Traffic Safety Assessment (TSA) has been prepared as part of the application and is included at Appendix 3. The TSA considers the ongoing operation and function of the Pacific Highway in context to the development and concludes that the surrounding road environment presents a low risk environment for the proposed digital advertising sign. Road safety is further discussed at Section 5.1.</p>	Yes

Clause	Comment	Compliance
<b>2.121 Excavation in or immediately adjacent to corridors</b>		
<p>(1) <i>This section applies to development that involves the penetration of ground to a depth of at least 3m below ground level (existing) on land that is the road corridor of any of the following roads or road projects (as described in Schedule 2)—</i></p> <p>(v) <i>the Pacific Highway.</i></p> <p>(2) <i>Before determining a development application (or an application for modification of a consent) for development to which this section applies, the consent authority must—</i></p> <p>(a) <i>give written notice of the application to TfNSW within 7 days after the application is made, and</i></p> <p>(b) <i>take into consideration—</i></p> <p>(i) <i>any response to the notice that is received within 21 days after the notice is given, and</i></p> <p>(ii) <i>any guidelines that are issued by the Planning Secretary for the purposes of this section and published in the Gazette, and</i></p> <p>(iii) <i>any implications of the ground penetration for the structural integrity of the road or project, and</i></p> <p>(iv) <i>any cost implications for the road or project of the ground penetration.</i></p> <p>(3) <i>The consent authority must provide TfNSW with a copy of the determination of the application within 7 days after the determination is made</i></p>	<p>The sign is located along the Pacific Highway Road corridor and involves a concrete pile that will extend below ground by approximately 8m.</p> <p>The development application will be referred to TfNSW by DPE as part of the assessment process.</p>	Yes

Table 7: Assessment – Transport and Infrastructure SEPP

## 4.4 Ku-ring-gai Local Environmental Plan 2015

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

### 4.4.1 Zoning

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

Notwithstanding, section 3.14 of the Industry and Employment SEPP overrides the provisions of any other environmental planning instrument including the KLEP 2015. Consequently, under section 3.14(1a) of the 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 10: Land use zoning map (Source: KLEP 2015)

### 4.4.2 Heritage

The site is included within the Lindfield Station Group Local Heritage Item (I109) listing under the KLEP 2015 as shown in Figure 11.

The proposed site is included within the Lindfield Railway Station Group Item (ID 4800184) and is listed by the *Transport Asset Holding Entity* (TAHE) as a State Agency Heritage Item under section 170 of the Heritage Act, however it is not listed on the State Heritage Register.

The site is also near the following local heritage items as defined by KLEP 2015 and shown in the below figure.

- 'Commercial building – Churches Restaurant' (item I48)
- 'Lindfield Rail Station Group' (item I1109)
- 'St Alban's Anglican Church' (item I55)
- 'Commercial block' (item I41)

Though the proposed digital advertising sign will be visible from the heritage item, the proposed works are not likely to adversely impact the heritage significance of the 'Lindfield Railway Station Group' or the surrounding local heritage items.

The siting and orientation of the sign has been strategically chosen to minimise and mitigate any heritage items associated with the proposal. The site is located at the edge of the heritage item and the proposed works will not adversely impact the heritage significance of the Lindfield Railway Station Group. In particular, the proposed sign will not damage the fabric of the heritage item.

Furthermore, the proposal will rationalise signage at the site through the removal of four existing signs at the site. These four signs currently face east towards the station platforms. One of the signs also faces west towards the Pacific Highway. Consequently, less signs will be visible when viewed from the Railway Station. Consequently, it is considered that the proposal will improve the setting of the heritage item when compared to the existing scenario.

With regard to surrounding heritage items, the proposal is over 80m from the surrounding heritage items and is sufficiently separated by existing built form elements. Consequently, the proposal will have negligible heritage impacts on these items.



Figure 11: Heritage map (Source: KLEP 2015)



#### 4.5 Ku-ring-gai Development Control Plan 2021

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
Part 12: Signage and Advertising		
12.1 Signage General	<ul style="list-style-type: none"> <li>the proposed sign utilises non-combustible, graffiti resistant and easily cleaned materials</li> <li>Control 4 states third party advertising signage and freestanding signs/pole signs are not permitted</li> <li>despite this, the proposal seeks the installation of one new digital sign and is permissible under the Industry and Employment SEPP which overrides controls within the DCP</li> <li>the proposal is also consistent with the objectives of this section as the sign: <ul style="list-style-type: none"> <li>creates visual interest</li> <li>is compatible with vehicular flow</li> <li>communicates effectively</li> </ul> </li> </ul>	Yes
12.4 Advertising Structures	<ul style="list-style-type: none"> <li>the proposed sign reduces visual clutter as it involves the removal of four existing signs at the site and installation of a new sign at the site in a digital south facing portrait format</li> <li>the proposed design of the sign is simplistic and presents a form of signage that will reduce visual clutter and ensure safety for motorists</li> </ul>	Yes
12.5 Advertising on Heritage Items or in Heritage Conservation Areas	<ul style="list-style-type: none"> <li>the proposed sign is consistent with this section</li> <li>the proposal is located at the edge of the Heritage Item listing under the KLEP 2015</li> <li>the proposed works will not adversely impact the heritage significance of the Lindfield Railway Station Group or the surrounding local heritage items for the following reasons: <ul style="list-style-type: none"> <li>the site is located on the edge of the Lindfield Train Station heritage item boundary</li> <li>the proposal will not block views towards the Lindfield Train Station heritage item as the panel/advertising section of the sign is located approximately 3m from ground level and will therefore be above the line of sight for pedestrians and vehicles looking towards the station</li> <li>the proposal will result in an improved outcome for the heritage item through the removal of four existing signs that are currently visible from the station, therefore rationalising signage at the site</li> </ul> </li> </ul>	Yes
12.7 Illumination of Signs	<ul style="list-style-type: none"> <li>N/A, notwithstanding a LIA prepared by Electrolight is at Appendix 4</li> </ul>	N/A

Provision	Comment	Complies
	<ul style="list-style-type: none"> <li>the LIA confirms the proposed illumination impacts will be minimal and will not impact the amenity of users of nearby buildings</li> <li>the LIA confirms the illumination impacts on future development in proximity to the site will be below the maximum AS4282 limit</li> <li>the LIA notes that some of the houses are shielded by mature vegetation and/or barriers which effectively obstructs the spill light of the proposed signage</li> <li>the LIA also confirms illumination will not be hazardous to vehicular traffic or pedestrians</li> <li>the illuminated sign will use LED technology which will be concealed in the advertising structure</li> </ul>	
12.10 Maintenance	<ul style="list-style-type: none"> <li>JCDecaux is committed to maintaining the sign to the satisfaction of Council at all times</li> </ul>	Yes
Part 19: Heritage and Conservation Areas		
19F Development in the Vicinity of Heritage Items or Heritage Conservation Areas	<ul style="list-style-type: none"> <li>heritage impacts are discussed further at Section 5.3</li> <li>the proposal is consistent with the character of the area being a local centre adjacent to the Pacific Highway and the railway corridor</li> <li>the proposal will not reduce or impair important views to and from heritage items</li> </ul>	Yes

Table 8: DCP Assessment

## 5 Environmental Planning Assessment

### 5.1 Road safety

A Traffic Safety Assessment (TSA) has been prepared by Bitzios (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 Pacific Highway in proximity to the site is summarised in the table below.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> <li>Pacific Highway is a classified State and Regional Road (No.10)</li> </ul>
Speed limit	<ul style="list-style-type: none"> <li>the speed limit on Pacific Highway at this location is 60 km/h</li> </ul>
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> <li>the proposed digital sign will be located approximately 25m before the Pacific Highway/Bent Street T-intersection and 100m before the Pacific Highway/Havilah Road/Balfour Street signalised intersection</li> </ul>
Road configuration and geometry	<ul style="list-style-type: none"> <li>the northbound approach along the Pacific Highway is slightly downhill with bends at the start and end</li> <li>in the vicinity of the proposed sign location the Pacific Highway is a six lane carriageway with three lanes travelling in each direction (north and south)</li> </ul>
Crash data	<ul style="list-style-type: none"> <li>no crashes were reported in a 5 year period from 2016 to 2020, as such the proposed sign will be in a very low crash risk location</li> </ul>
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> <li>pedestrian footpaths are located on both sides of the Pacific Highway</li> <li>pedestrian crossings are provided at the intersection of Pacific Highway and Balfour/Havilah Road as well as on the Pacific Highway near Tryon Place</li> <li>no cyclist infrastructure is provided along either side of the Princes Highway</li> <li>the digital sign will not physically obstruct any vehicle, pedestrian, and cyclist movements as it will be placed within the railway corridor, east of the Pacific Highway.</li> <li>the digital sign board will not cantilever over the pedestrian footpath.</li> <li>the edge of the signage closest to the pedestrian footpath will be set-back behind the existing concrete safety barrier and wire fence</li> </ul>
Parking	<ul style="list-style-type: none"> <li>stopping and car parking is permitted at certain times along the eastern side of the Pacific Highway, in proximity to the sign, however only the rear of the proposed sign will be visible to traffic traveling on this side of the road (southbound) traffic</li> <li>stopping and carparking is also permitted at certain times along the western side of the Pacific Highway, opposite the proposed sign. The kerbside lane is signposted as clearway 3pm-7pm Monday-Friday, 1/2P 8:30am-3pm Monday to Friday and 8:30am-12:30pm Saturday</li> </ul>

Table 9 Existing road environment (Source: Bitzios)



### 5.1.2 Signage exposure

The TSA estimates that as the sign is proposed on the eastern side of the Pacific Highway, it will be visible to northbound motorists from approximately 115m south of the sign.

It is relevant to note that beyond 115m to the sign and on approach to the pedestrian signals at the station, the sign cannot be seen because of the sharp concave bend in the Pacific Highway which means that the buildings to the left, and their awnings, will obscure it from view.

As such, drivers will not see the sign on approach to the signal stop line, and hence any decision making to stop at, or to pass through the signalised crossing will occur before drivers are in view of the sign. That is, no decisions in relation to the signals are required where the sign is visible.

Additionally, there are four signal lanterns on this approach (including two mast arm signals which could be relied upon if a car driver was following a truck or bus).

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



Figure 12: Driver sight lines – northbound approach (Source: Bitzios)



Figure 13: In-vehicle viewing range and views along the Pacific Highway northbound (Source: Bitzios)

### 5.1.3 Road accident history

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

The TSA found zero crashes were reported within this viewable area. As such, the proposed sign will be in a very low crash risk location.

### 5.1.4 Road safety criteria – Signage Guidelines

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

Responses provided in the TSA in respect to the TfNSW *Advertising Sign Safety Assessment Matrix* and the Signage Guidelines are outlined in the tables below.



Consideration	Response
A. It obscures a view of an object/vehicle/pedestrian that creates a hazard	<i>The proposed sign will be located behind all surrounding objects/vehicle/pedestrians etc</i>
B. Sign positioning relative to travel direction	<i>The proposed sign will be positioned so that only glance appreciation is required. It will be visually prominent northbound.</i>
C. It distracts a driver at a critical time	<i>The proposed sign will be located approximately 25m before the Pacific Highway/Bent Street T-intersection and 100m before the Pacific Highway/Havilah Road/Balfour Street signalised intersection for northbound drivers. However, given drivers; proximity to the sign, both decision points are considered to be outside the influence zone of the signals/vehicles/pedestrians/cyclists, all of which would be in the forward field of view as the sign.</i>
D. It interferes with the effectiveness and safety of a traffic control device (e.g. traffic signs, traffic signals or other traffic control devices)	<i>The proposed sign is unlikely to noticeably obstruct or interfere with any traffic control devices.</i>
E. Sign clutter	<i>Four static signs are located adjacent to the proposed digital sign location. These signs sit in line with the fence and are orientated to the Pacific Highway and towards the Lindfield Railway Station. These four signs are proposed to be removed, resulting in reduced clutter and improved visibility towards the heritage item (Lindfield Railway Station Group).</i>

Table 10: Assessment against the TfNSW Advertising Sign Assessment Matrix (Bitzios)

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 images presented on a single sign and across a series of signs.	<i>Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.</i>
c. The image must not be capable of being mistaken: <ul style="list-style-type: none"> <li>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</li> <li>ii. as text providing driving instructions to drivers.</li> </ul>	<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:	<i>The minimum allowed dwell time is 10 seconds based on the posted speed limit of 60km/h. Conditions can be imposed by the</i>

Criteria	Response provided by Bitzios
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>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 categorised as Zone 3 as per Section 3.3 of the Signage Guidelines. The Lighting Impact Assessment (LIA) provided at Appendix 4 details further information.</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>
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 11: Assessment against the Signage Guidelines Digital Sign Criteria (Source: Bitzios)

### 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 TSA has determined there is a low risk environment for the proposed digital advertising sign. The proposed sign will be visible from approximately 115m to the south of the sign. The Pacific Highway at the location of the proposal has a posted speed limit of 60km/h. As such, a dwell time of 10 seconds for the digital sign is required in accordance with the Guidelines.

In summary, based on the findings of Bitzios in their TSA, the road environment along the Pacific Highway in proximity to the proposed sign 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
- Australian Standards 'AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting'

### 5.2.1 Illumination assessment – Signage Guidelines criteria

Section 3.3.3 of the Signage Guidelines sets out the illumination criteria for digital signs. Under the Guidelines, the proposed signage is classified as within Zone 3, which is described as an area with generally medium off-street ambient lighting, such as 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 the below table.

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	350	✓

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

The proposed signage complies with the Maximum Permissible Luminance set out for Zone 3. 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 350 cd/sqm for Zone 3.

### 5.2.2 Illumination assessment – Australian Standards AS 4282-2019 criteria

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 at Appendix 4 has undertaken an assessment of the sign during the ‘post-curfew’ period (11pm to 6am daily), which is considered the most obtrusive night time period and generally when residents are trying to sleep.

The subject site is categorised under the AS4282 criteria as within Environmental Zone A4, which is described as areas of high district brightness such as town and city centres, commercial areas, and residential areas abutting commercial areas. The maximum night time luminance is 350 cd/m<sup>2</sup> in this zone.

The AS4282 assessment also includes a review of nearby residential dwellings and calculation of the amount of illuminance that these properties are likely to receive from the signage during night time operation. The acceptable level of illuminance will in part be determined by the night time lighting environment around the dwellings. The nearest residential properties with potential views towards the sign are identified in Table 13 and Figure 14 below. The LIA found these properties are located within Zone A3 which is described as ‘medium district brightness such as suburban areas in towns and cities’.

The signage complies with the maximum illuminance limit for Zone A3. It can be seen from the lighting model (refer Figure 14) that the maximum illuminance to dwellings in Zone A3 is 0.5 lux at 2 Bent St. This illuminance level complies with the maximum AS4282 limit of 2 lux shown in Table 14. This is further described in the LIA at Appendix 4.

Address	Zone
19 Woodford Lane	A3
2 Bent Street	A3
305-315 Pacific Hwy	A3

Table 13: Residential properties and AS4282 zone

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

Table 14: Maximum lighting limit (post-curfew)



Figure 14: Lighting calculations nearby properties (Source: Electrolight)

### 5.2.3 Illumination summary

The LIA recommends the Applicant ensure that the average luminance difference between successive images do not exceed 30% to ensure compliance with AS 4282-2019 and for the dwell time to be 10 seconds or greater. 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

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.

### 5.3 Heritage

The site is located in proximity to local heritage items and an agency heritage item.

The proposal is not expected to be visible from any local heritage items listed under Schedule 5 of the KLEP 2015 listed below:

- Lindfield Rail Station Group' (item I1109)
- 'Commercial building – Churches Restaurant' (item I48)
- 'St Alban's Anglican Church' (item I55)
- 'Commercial block' (item I41)

The Lindfield Railway Station Group is considered an agency heritage item with the *Transport Asset Holding Entity* (TAHE) (ID 4800184). The proposal is also located on the boundary of the heritage item as shown in Figure 9. The proposal will be visible from this agency heritage item. An indicative photomontage of the proposal is provided at Figure 15 and Figure 16 below. Notwithstanding, the proposal is not expected to adversely impact the heritage significance of the item as detailed below:

- the siting and orientation of the proposed sign has been strategically chosen to minimise and mitigate heritage impacts associated with the proposal
- the proposal is located on the edge of the Lindfield Train Station heritage item boundary as shown in Figure 9
- the sign will not directly face the train station and instead be orientated south to face oncoming traffic travelling along the Pacific Highway
- there is existing mature vegetation in the area and directly behind the proposed sign
- the proposal will not block views towards the Lindfield Train Station heritage item as the panel/advertising section of the sign is located more than 3m from ground level and is therefore expected to exist above the line of sight for pedestrians and vehicles looking towards the station
- the proposal will result in an improved outcome for the heritage item through the removal of four existing signs that are currently visible from the station, therefore rationalising signage at the site and improve the setting of the heritage item when compared to the current scenario

With regard to surrounding heritage items, the proposal is over 80m from the surrounding heritage items and is sufficiently separated by existing built form elements. Consequently, the proposal will have negligible heritage impacts on these items.

Overall, the proposal is not expected to result in any additional adverse heritage impacts surrounding heritage items, associated fabric, settings or views.



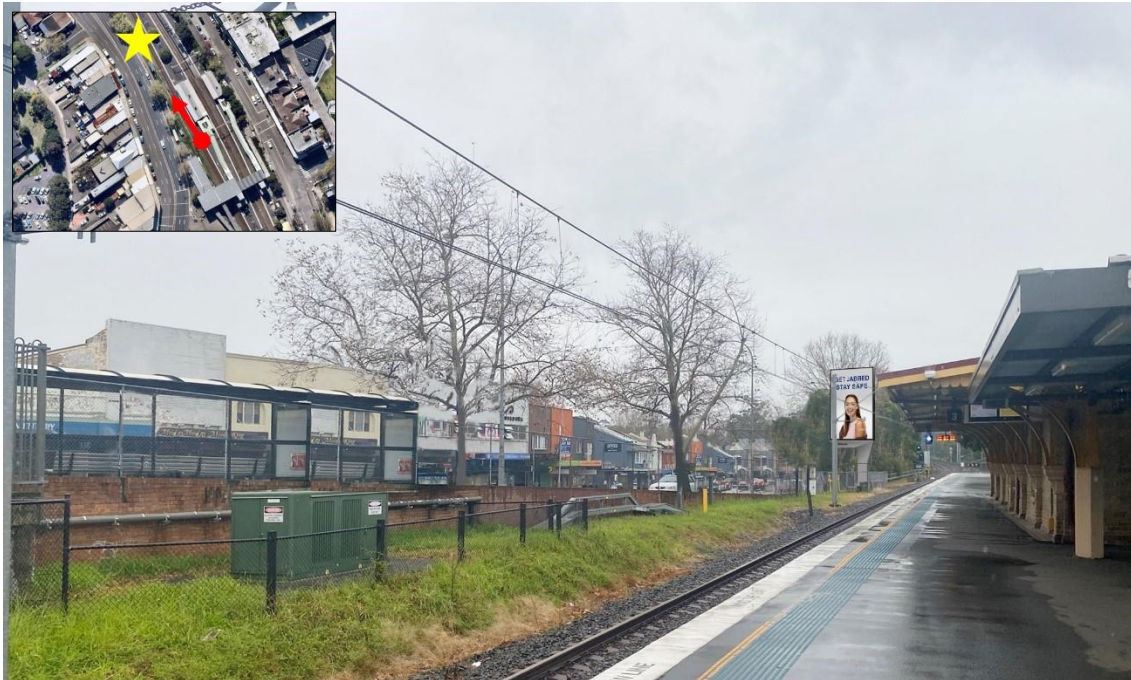


Figure 15: Indicative photomontage of the proposal as viewed from Lindfield Station platform 3 (Source: Keylan)



Figure 16: Indicative photomontage of the proposal as viewed from station ramp above Lindfield Avenue (Source: Keylan)

## **5.4 Structural Integrity**

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 9) to determine the structural integrity and extent of the proposed sign.

The proposed structure contains two integral elements, being the steel frame and the footing. Details of these elements are outlined below:

### *Steel Frame*

- the proposed structure will consist of a fabricated steel column (600mm x 300mm x 20mm) and a rectangular box section welded to the top of the column to form an L shape
- a door is located in the rear of the column to store equipment so the column will act as a C section for most of its height
- a welded steel frame will be bolted to the top of the horizontal box section
- the LED screen will be clamped to the welded frame

### *Footings*

- a pier and pile cap are proposed to be implemented into the structure of the sign to minimise the impact of the footing
- the pile cap will be 1.5m<sup>2</sup> in area and 1.5m deep
- the concrete pile will be 1m in diameter and will extend below ground by approximately 8m

As the works involve penetration of 8m below the existing ground level consideration against Section 2.99 and 2.121 of the Transport and Infrastructure SEPP is provided in Section 4 of this report.

### **5.4.1 Signage Assembly**

The LED screen will be assembled in the contractor's factory and clamped to the welded frame so it can be transported to site as one unit. The sign and structure will have stainless steel cladding fixed to it, also in the contractor's factory and be transported to the site as one unit.

On site, the sign and structure will be bolted to the top of the concrete footing and the welded frame supporting the LED screen bolted to the structure.

The weight of the structure including the digital screen and the cladding is approximately 3.1 tonnes. The sign is to be designed for a wind load for region A, terrain category 2.5 and a 50 year design life in accordance with AS1170.2.

The statement concludes that the proposed signage will be structurally sound.



## 5.5 Vegetation

There is mature vegetation located behind the proposed sign to the north of the sign location as shown in Figure 17 and Figure 18 below. The tree canopy extends above the sign and when viewed from the Lindfield train station the vegetation forms behind the sign and prevents the sign from being seen as a standalone structure. On this basis, the vegetation is considered a mitigation measure in that it reduces the potential visual impact of the sign. Further, the sign is not considered to protrude above any elements due to the height of the mature vegetation located behind the sign.

No trees or vegetation is required to be removed or pruned in order to facilitate the proposed development. Further, no ongoing vegetation management is required as there is sufficient distance between the trees and the proposed sign.



Figure 17: Vegetation behind the sign – proposed sign (rear) as viewed from the Pacific Highway (Source: JCDecaux)



Figure 18: Vegetation behind the sign - proposed sign as view from Lindfield train station (Source: JCDecaux)

## 5.6 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 sign 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 is considered to have moderate visual sensitivity as:
  - the Pacific Highway is a highly frequented transport corridor that allows for a high number of pedestrians and motorists to pass through the Lindfield area
  - there are current and proposed residential dwellings in the vicinity of the site
  - the proposal will be visible from a heritage item
- notwithstanding the above, views towards the proposed sign from any sensitive receivers will be not result in unacceptable adverse impacts as:
  - the sign will be oriented to face northbound traffic and therefore the visual catchment will mainly consist of vehicles travelling along the Pacific Highway
  - the area is of a mixed use character and commercial/retail premises are the main use in proximity to the site
  - the sign meets the relevant lighting criteria, guidelines and standards as demonstrated in the LIA at Appendix 4
  - the DA proposes to rationalise of signage at the site resulting in an improved outcome

- the proposal will be visible from an agency heritage item, however will have minimal impact upon the heritage values and scenic views for the reasons detailed in the VIA
- the signage is consistent with the character of the surrounding area that being a rail and road corridor with existing signage

## **5.7 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, including the Lindfield local centre, noting that the advertising sign is proposed on a rail corridor
- there will be minimal impact on the nearby heritage item and there will be no significant impact on other European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive land uses due to the reasons outlined in the VIA at Appendix 5
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of the Pacific Highway in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

Further to the above, the site is an effective location for outdoor advertising that will generate revenue to the benefit of the local community. The public benefits of the proposal are discussed in further detail at Section 5.7.

## **5.8 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 all revenue generated by the proposed advertising sign will help fund essential Sydney Trains services to the benefit of the local community, including:

- improvements and maintenance programs
- ensuring the continued provision of clean, frequent, and reliable services for customers
- supporting the next generation of transport solutions online
- provision of emergency messaging and announcements to the public such as during:
  - station emergency situations
  - any major disruption which is likely to cause delays to train running times

- Sydney Trains and TfNSW promotions and events
- threat-to-life alerts by NSW Government Emergency and Police Agencies

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

The emergency messaging system may be available to Sydney Trains and other NSW Government agencies such as NSW Police, NSW Health and Transport for NSW.

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

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



## 6 Conclusion

This SEE supports a DA for the installation of a new digital advertising sign on the eastern side of the Pacific Highway in Lindfield.

The sign will be visible to motorists travelling northbound along the Pacific Highway. The sign is proposed to comprise an advertising display area of approximately 14.93m<sup>2</sup> with a visual screen size of 14.16m<sup>2</sup>.

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
- has considered the nearby agency heritage item and resultant impacts are considered acceptable largely due to the orientation of the sign towards oncoming traffic as well as the removal of four existing signs at the site
- will not have an impact on other local heritage items or any items of Aboriginal heritage significance
- will be of high quality design and finish and will provide visual interest for motorists using the Pacific Highway
- will be in the public interest as the revenue that is generated by the advertising signage will be used by Sydney Trains to improve the network through projects such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management

In 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**

### **Signage Safety Assessment**



## **Appendix 4**

### **Lighting Impact Assessment**



## **Appendix 5**

### **Visual Impact Assessment**





## **Appendix 6**

### **Public Benefit Statement**



**Appendix 7**  
**Site Survey**

**Appendix 8**  
**Cost of Works**



## **Appendix 9**

### **Structural Feasibility Statement**