



Statement of Environmental Effects

Digital Advertising Signage
Pacific Highway, Pymble



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

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Appendix 9	Survey Plan
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Project Summary

Project Element	Summary of the project
Proposed Signage	<ul style="list-style-type: none"> installation of a new single sided, south-east facing monopole digital advertising sign located on the western elevation of the Pacific Highway bridge overpass display of illuminated advertisements 24 hours, 7 days a week
Site Description	<ul style="list-style-type: none"> Lot 2073 DP 1132828
Advertising Display Area	<ul style="list-style-type: none"> dimensions: 3.172m x 4.708m area: 14.93m² (+ logo)
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"> a <i>Visual Impact Assessment</i> (VIA) has been prepared by Keylan Consulting (Appendix 1) the VIA concludes the visual impact of the proposal ed development is minimal for a number of reasons, including screening by existing vegetation and orientated away from surrounding sensitive receivers
Heritage Impacts	<ul style="list-style-type: none"> an assessment of the heritage impacts is provided at Section 4.4.2 and 5.3 of this SEE and at Appendix 2 the Site is listed under Schedule 5 of the <i>Ku-ring-gai Local Environmental Plan (KELP) 2015</i> as a local heritage item (Pymble Railway Station Group) the Site is located near two items listed of local heritage significance under Schedule 5 of the KELP 2015 the <i>Heritage Impact Statement</i> (HIS) undertaken by Weir Phillips Heritage and Planning (Appendix 2) confirms the proposed sign will have a minimal level of impact on surrounding heritage items
Lighting Impacts	<ul style="list-style-type: none"> a <i>Lighting Impact Assessment</i> (LIA) has been undertaken by Electrolight (Appendix 3) the LIA confirms the proposal: <ul style="list-style-type: none"> complies with the relevant illumination criteria will not result in unacceptable glare unreasonably impact on the visual amenity of nearby residences of accommodation
Road Safety Impacts	<ul style="list-style-type: none"> a <i>Traffic Safety Assessment</i> (TSA) has been prepared by Bitzios the TSA (Appendix 4) confirms the proposed sign: <ul style="list-style-type: none"> visibility is from 220m and readability is from a distance of 150m requires a minimum dwell time of 10 seconds complies with the relevant road safety criteria would not compromise safety for road users or pedestrians
Arboricultural Impacts	<ul style="list-style-type: none"> an Arboricultural Impact Appraisal and Method Statement (AIAMS) has been prepared by Naturally Trees (Appendix 10) which confirms: <ul style="list-style-type: none"> the proposal will remove three trees which are exempt from the Ku-ring-gai Council Tree Preservation Order the proposal could potentially affect four trees through disturbance to their Tree Protection Zones protective measures are proposed which would result in no impact on these trees

Project Element	Summary of the project
Public Benefit	<ul style="list-style-type: none"> a <i>Public Benefit Statement</i> has been prepared by Sydney Trains (Appendix 5) confirming the revenue will support essential Sydney Trains services, 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"> \$591,800 inclusive of GST (Appendix 6)

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 a digital advertising sign on the western side of Pacific Highway, Pymble within the Ku-ring-gai Local Government Area.

As Sydney Trains is the Applicant, the Minister for Planning and Homes (the Minister) is the consent authority for the application, as prescribed under 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). Further, 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 14.93m²
- a visual screen size of 14.16m²
- the continued display of illuminated advertisements
- a minimum 10 second dwell time for message changes
- a maximum night-time luminance of 128 cd/m²

The application seeks consent to operate the sign for a period of 15 years. The estimated capital investment value of the development is \$591,800 inclusive of GST. This SEE should be read in conjunction with the following supporting documents:

Supporting documentation	Appendices
Visual Impact Assessment	Appendix 1
Heritage Impact Assessment	Appendix 2
Lighting Impact Assessment	Appendix 3
Traffic Impact Assessment	Appendix 4
Public Benefit Statement	Appendix 5
Cost of works	Appendix 6
Architectural Plans	Appendix 7
Industry and Employment SEPP & Signage Guidelines Assessment	Appendix 8
Survey Plan	Appendix 9
Arboricultural Impact Appraisal and Method Statement	Appendix 10
Structural Feasibility Statement	Appendix 11

Table 2: List of Appendices

1.1 Pre-lodgement meeting with DPE

On 10 October 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 at the meeting include:

- Geotechnical – address geotechnical issues including soil conditions, particularly where deep excavation is proposed
- Structural Integrity – provide information relating to the structural integrity of the sign
- Vegetation – outline the extent of existing vegetation at the site, including any vegetation proposed to be removed or managed and how the sign may impact upon the vegetation
- Architectural plans – include detailed plans, particularly in relation to setback boundaries, heights, and a comparison with an existing sign at the site (where relevant)
- Demolition – detail the proposed demolition including the extent of and waste management procedures
- Heritage – address any nearby heritage items adequately

These issues are addressed in the report.

Transport for NSW

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 2073 DP1132828 and located on the western side of Pacific Highway Pymble. The Pacific Highway is a Classified Road (Highway 10) and is frequented by drivers travelling northwest towards the Pacific Motorway and Hornsby and southeast towards Chatswood, North Sydney and the CBD.

The subject site is in the Ku-ring-gai Local Government Area and is approximately 23 Kilometres (km) northwest of the Sydney Central Business District (CBD). The Site is directly adjacent of the Pymble local centre pursuant to Section 14C of the Ku-ring-gai Development Control Plan (KDCP).

The Site in context to the surrounding area is shown in the below figure.



Figure 1: Site Context (Source: Six Maps)

The Site is elevated and sits above surrounding roads such as Avon Road and Grandview Street due to the topography of the Site. The Site is located on a retaining wall structure above the T1 train line which occupies railway corridor land.

2.2 Surrounding Locality

The advertising sign will be located within an established Sydney Trains corridor and visible from Pacific Highway and local roads such as Grandview Street and Avon Road.

Development surrounding the site and in proximity to the Pacific Highway road corridor includes:

- high density residential to the south at 3 Pymble Avenue
- high density residential to the south at 116 Pacific Highway
- retail and business to the north
- Pymble Train Station, retail and business to the east
- church retail and business to the west

The surrounding locality is shown in the Figures below:



Figure 2: Looking north from Avon Road showing residential buildings within the vicinity of the site (Source: Keylan)



Figure 3: Looking west showing the church and commercial uses along Pacific Highway (Source: Keylan)

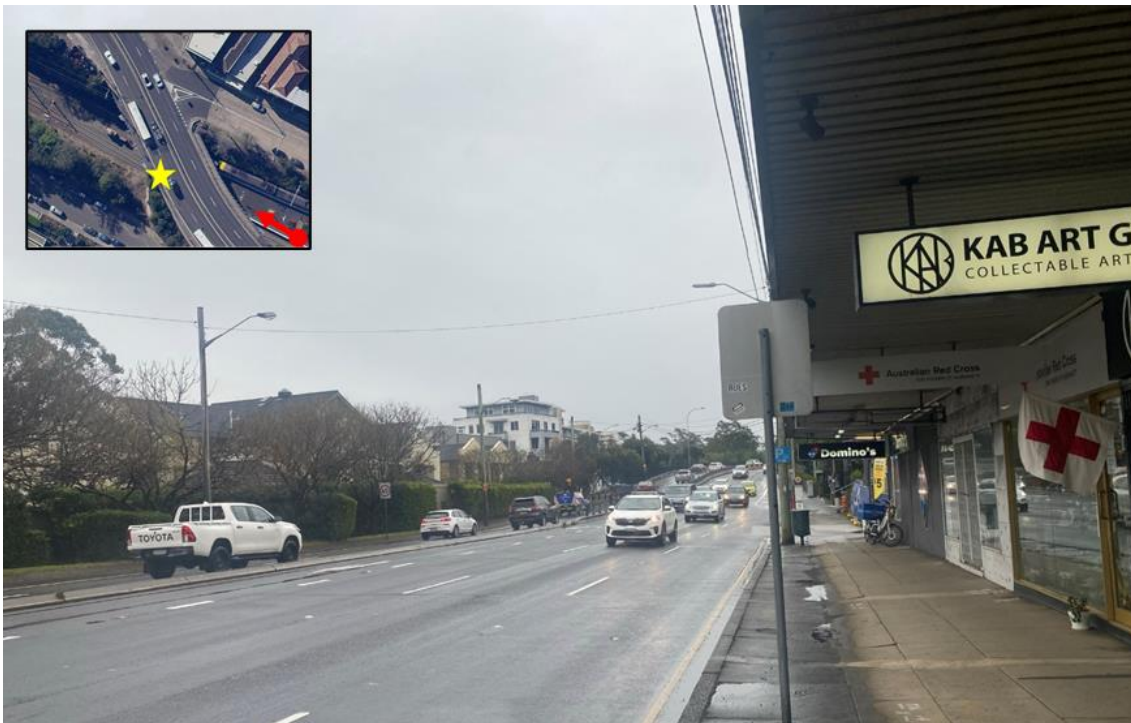


Figure 4: View showing commercial and residential uses on Pacific Highway (Source: Keylan)



Figure 5: Looking south towards residential and heritage item I69 on Pacific Highway (Source: Keylan)



Figure 6: Looking east from Pymble Railway Station (Source: Keylan)



Figure 7: Looking southwest from Grandview Street showing commercial uses (Source: Keylan)



Figure 8: Looking south from the intersection of Grandview Street and Pacific Highway (Source: Keylan)



Figure 10: Looking north showing the retaining wall and existing vegetation (Source: Keylan)

2.3 Existing Road Environment

The Pacific Highway is an established road corridor comprising four lanes of traffic at the subject site, two travelling northwest and two travelling southeast. A low concrete barrier separates the two traffic directions.

A speed limit of 60km/h applies to motorists travelling in both directions. Pedestrian footpaths with associated metal guards are located along both sides of the Pacific Highway at the subject site. The road environment does not incorporate cycling lanes or permit parking.

3 The Proposal

The proposal includes the installation of a new single-sided LED monopole sign on the western side of the Pacific Highway. The sign is oriented to the south-east, facing traffic travelling northwest.

The sign will be located behind the existing metal fence, on a brick retaining wall which forms part of the Pacific Highway bridge overpass.

The development is summarised in the table below:

Development Aspect	Description
Development summary	installation of a new digital advertising monopole sign
Signage location	western side of the Pacific Highway orientated towards traffic travelling northwest
Advertising display area	14.93m ² (3.172m x 4.708m)
Visual Screen Size	14.16m ² (3.072m x 4.608m)
Distance between retaining wall to bottom of the sign	2.9m (measured from where monopole penetrates the ground to the bottom of the sign)
Dwell time	10 seconds
Signage exposure	visibility is from 220m and readability is from a distance of 150m
Illumination	the digital signage is illuminated using LEDs installed within the front face
Consent time period	15 years
Existing signage	no existing signage
Vegetation Management	minor pruning required to maintain views of the 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.

The site plan and architectural drawings are shown in the Figures below and provided within the Architectural package at Appendix 7.

Indicative photomontages of the sign, as viewed from northwest traffic on the Pacific Highway are also provided below.

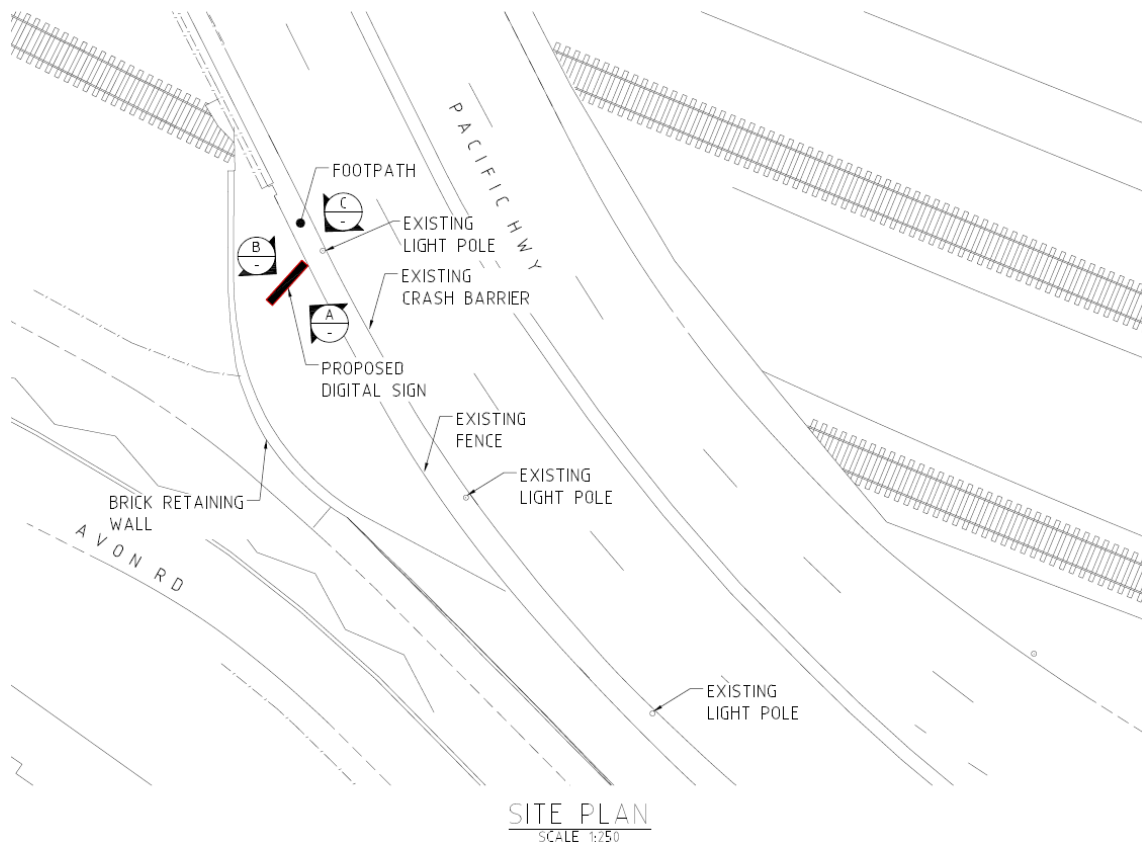


Figure 11: Site plan (Source: Dennis Blunt Consulting Engineers)

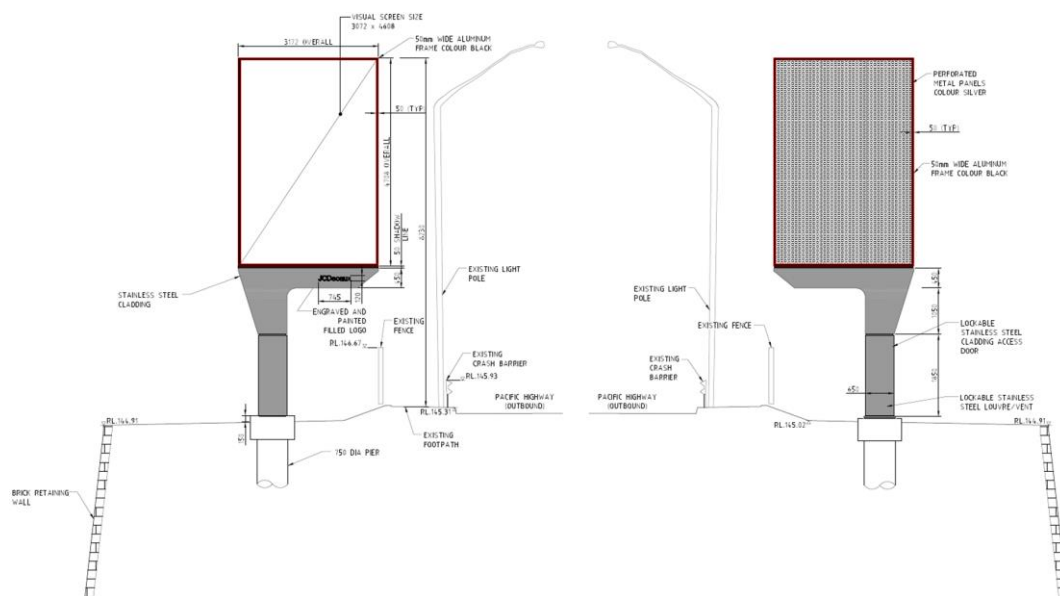


Figure 12: Proposed signage drawings (Source: Dennis Bunt Consulting Engineers)

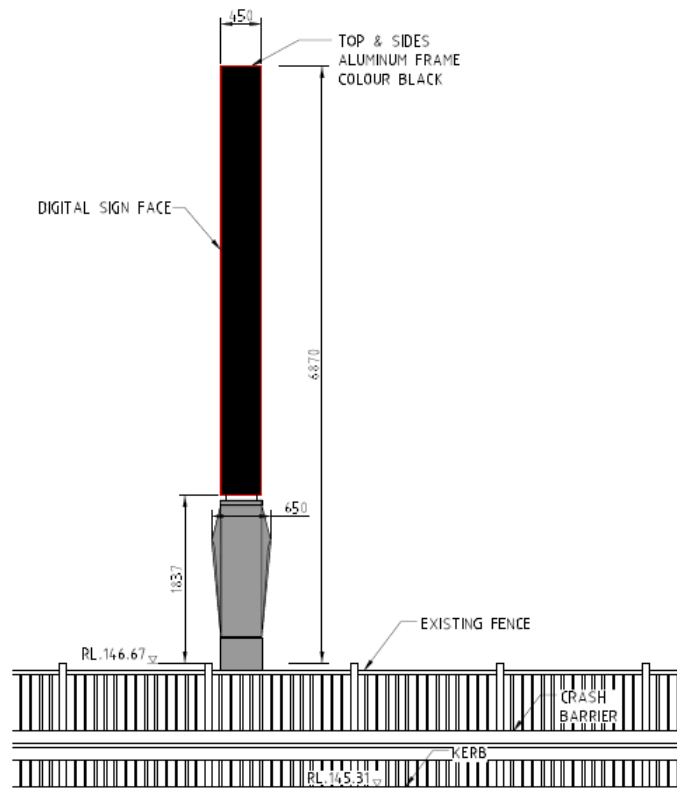


Figure 13: Proposed signage drawings (Source: Dennis Bunt Consulting Engineers)



Figure 14: Indicative view travelling northwest bound on Pacific Highway (Source: JCDecaux)



Figure 15: Indicative view travelling northwest bound on 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
- the minimum 10 second dwell time specified for this 60km/hr speed zone is consistent with the Signage Guidelines

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

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

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

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

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 11).

The statement confirms the works involve excavation to a depth of 14m below the existing ground level. A concrete pile and pile cap are proposed to minimise the impact of the sign footing on the brick retaining wall.

Details regarding the structural integrity are provided at section 5.5.

3.5 Sign Access and Maintenance

The site will be accessed from the existing footpath on the Pacific Highway. The signage panel will be accessed via a ladder and platform.

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 Sign Demolition

No demolition is proposed as part of the proposal as there is no existing signage at the site.

3.7 Vegetation Management

The retaining wall on which the proposed sign will located is comprised of a grassed area, low level hedging and a mature tree. No pruning of the tree is required due to the signs location.

Pruning of the hedging will be required so that views of the sign are not obstructed. The hedging will generally be maintained at a maximum height of 3.35m, which is consistent with the height of the base of the sign.

As discussed in Section 3.2, the maintenance will be undertaken by employees and representatives of JCDecaux to protect the surrounding road and pedestrian environment.

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 Act, 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 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 HIS confirms proposal will have minimal impact on the item (Pymble Railway Station Group) on which it is situated and surrounding heritage items.</p> <p>There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the development.</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 an adverse impact on the amenity of the surrounding area.
(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 any 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 detailed assessment of the proposal is provided, and which is based on the heads of consideration contained in section 4.15 of the EP&A Act.

Relevant Provision	Comment
(a) <i>the provisions of:</i>	
(i) <i>any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 4.
(ii) <i>any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the</i>	The relevant proposed environmental planning instruments are addressed at Section 4.

Relevant Provision	Comment
<i>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 Ku-ring-gai Development Control Plan (KDCP) 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 DA 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 NSW.

The proposed site is included within the Pymble Station Group Local Heritage Item (ID 1110) and is also near the following heritage items:

- Pymble Hotel (I70) Local Heritage Item
- Former Police Station Hotel (I69) Local Heritage Item
- Uniting Church (I68) Local Heritage Item
- 4A Park Crescent (dwelling house) (I78) Local Heritage Item

The Pymble Railway Station Group (I1110) is listed by the Transport Asset Holding Entity (TAHE) as a State Agency Heritage Item under section 170 of the Heritage Act but 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

Heritage impacts are further considered at Section 4.4.2 and Section 5.3 of this report.

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 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 8.

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 scale and visual compatibility of the sign are consistent with the surrounding road and locality • the proposed sign location ensures that it will not detract from nearby residential areas or heritage items • the sign is directly adjacent of the Pymble local centre pursuant to Section 14C of the KDCP • the character of the locality is an urbanised local centre within a transport corridor 	Yes

Schedule 5	Comment	Compliance
	<ul style="list-style-type: none"> the proposed sign is compatible with the centre as its height and scale is generally consistent with the surrounding development the proposal is not inconsistent with the objectives of Section 14C of the KDCP 	
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none"> there is no theme for outdoor advertising in the area notwithstanding, the proposal is consistent with advertising signage that is provided along Pacific Highway, which is a major transport corridor 	Yes
2. Special Areas		
<i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i>	<ul style="list-style-type: none"> the proposal is not located on or in the vicinity of an environmentally sensitive area, conversation area, open space, waterways or rural landscapes the proposal does not unreasonably impact the amenity or visual quality of any sensitive areas as described in the HIS, the Site is listed in Schedule 5 of the KLEP 2015 as an item of local heritage significance and also is in the vicinity of heritage items listed by the KLEP 2015. the sign is orientated away from key elements that form the focus of the items and will have an acceptable impact. As detailed within the HIS (Appendix 2), there will be no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the items the Site will be visible from two high density developments to the south of the Site The VIA confirms there is minimal impact on the residential amenity due to the orientation of the sign and existing vegetation which provides screening and an illumination curfew (Appendix 3) 	Yes
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none"> the proposal will not obscure or compromise any important views as it is located on a transport corridor and is not identified to contain any 	Yes

Schedule 5	Comment	Compliance
	significant views under the KDCP 2022	
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<ul style="list-style-type: none"> the proposal does not dominate the skyline as its sits lower in height than neighbouring buildings 	Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<ul style="list-style-type: none"> the proposal does not conflict with the viewing rights of other advertisers as there is no nearby advertising signs 	Yes
4. Streetscape, Setting or Landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<ul style="list-style-type: none"> the proposal involves the erection of a monopole sign with a visual display area of 14.16m² the proposal is appropriately located wholly within the railway corridor and will not protrude into the road reserve the advertisement is flat and will be mounted on a monopole. scale, proportion and form are and consistent with the scale of surrounding development 	Yes
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	<ul style="list-style-type: none"> the proposed sign will sit comfortably within the context of the locality which is an urbanised local centre the proposal is appropriate for the streetscape and will not detract from the existing road corridor and is in keeping with the surrounding area the sign represents an innovative form of advertising, designed by Tzannes Architects, that will contribute to the visual interest of the streetscape and ensuring a high-quality design outcome 	Yes
<i>Does the proposal reduce clutter by rationalizing and simplifying existing advertising?</i>	<ul style="list-style-type: none"> there is no existing signage at the site and the proposal therefore does not result in signage clutter 	Yes
<i>Does the proposal screen unsightliness?</i>	<ul style="list-style-type: none"> the proposal does not screen unsightliness, rather the sign contributes to the visual interest along the Pacific Highway through the display of high-quality advertisements 	Yes
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	<ul style="list-style-type: none"> due to the topography of the surrounding area, the proposal is elevated above Avon Road to the south, however the sign is 	Yes

Schedule 5	Comment	Compliance
	<p>effectively on the southern side of Pacific Highway</p> <ul style="list-style-type: none"> the sign will not be higher than other built form elements on Pacific Highway which are primarily two storeys 	
<i>Does the proposal require ongoing vegetation management?</i>	<ul style="list-style-type: none"> the proposal does will require minor vegetation management relating to the bushes on the retaining wall. this will be undertaken by representatives of JCDecaux if required, a vegetation management plan can be provided prior to the issue of a construction certificate, via relevant conditions of consent 	
5. Site and Building		
<i>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?</i>	<ul style="list-style-type: none"> the proposal is compatible with the scale, proportion of the existing overpass and the transport corridor characteristics of the Site as described in Section 2 the location of the sign is appropriate as it will contribute to the visual interest of the area whilst ensuring minimal impacts on the surrounding development the sign represents an innovative form of advertising, designed by Tzannes Architects, that will contribute to the visual interest of the Site and ensuring a high-quality design outcome 	Yes
<i>Does the proposal respect important features of the site or building, or both?</i>	<ul style="list-style-type: none"> as described in the HIS (Appendix 2) the sign is identified as an item of local heritage significance under the KLEP 2015 the HIS confirms the proposal signage respects the important features of the site and overall has no impact on the ability of the public to understand and appreciate the item the proposed signage requires limited excavation ensuring minimal soil disturbance 	Yes
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	<ul style="list-style-type: none"> the sign represents an innovative form of advertising, designed by Tzannes Architects, that will contribute to the visual interest of the Site and ensuring a high-quality design outcome 	Yes

Schedule 5	Comment	Compliance
6. Associated Devices and Logos with Advertisements and Advertising structures		
<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"> 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 a compliant operator logo will also be located at the bottom of the screen 	Yes
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 3 the LIA confirms that the proposed digital sign would not result in unacceptable glare or have any detrimental impacts to safety of pedestrians, residents or vehicular traffic 	Yes
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	<ul style="list-style-type: none"> the sign complies with all relevant criteria for luminance of digital advertisements and should not result in unacceptable glare nor should it adversely impact the safety of pedestrians, residents or vehicular traffic. 	Yes
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	<ul style="list-style-type: none"> the sign complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenity to nearby residences or accommodation 	Yes
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	<ul style="list-style-type: none"> the brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions 	Yes
<i>Is the illumination subject to a curfew?</i>	<ul style="list-style-type: none"> the proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019 the curfew period is between 11pm and 6am daily 	Yes
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	<ul style="list-style-type: none"> a Traffic Safety Assessment (TSA) prepared by Bitzios is included at Appendix 4 given the signs location on the roadside, the TSA confirms the sign 	Yes

Schedule 5	Comment	Compliance
	<ul style="list-style-type: none"> will not obstruct or interfere with the view of any intersections, traffic control devices, vehicles, pedestrians or cyclists the proposal will not reduce the safety of any public road and is likely to have a positive road safety influence by drawing a drivers view towards the presence of the impending right-hand curve 	
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	<ul style="list-style-type: none"> as detailed within the TSA, the proposal will not reduce the safety of pedestrians and bicyclists the proposed sign does not distract the drivers view of the forward roadway 	
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	<ul style="list-style-type: none"> the proposal does not obscure sightlines from public areas 	

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

4.3.2 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. An assessment of these matters is provided in the Table below:

Section	Comment	Compliance
2.98 Development adjacent to rail corridors		
<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>	<ul style="list-style-type: none"> the assessment contained in the SEE and supporting reports concludes that the proposed signage is not likely to adversely impact on the safety and operation of the rail line. no impacts on rail safety are anticipated as: <ul style="list-style-type: none"> the sign is situated on a retaining wall and a notable distance from the rail tracks as shown in the Architectural Plans (Appendix 7) 	Yes

Section	Comment	Compliance
	<ul style="list-style-type: none"> the advertising structure will be also orientated so to be positioned towards vehicular traffic on Pacific Highway the Applicant is Sydney Trains and they will ensure no structure is approved to be erected that impacts on the ongoing operation of the Sydney Trains rail network the proposed sign will comprise metal finishes, however as the train line is associated with heavy rail, no consideration is required for the operation of electric trains given the location of the proposed sign and proximity to the rail line, it is not anticipated there will be any adverse impacts on the operation or safety of the railway line. 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 the proposed sign is not located within 5m of an exposed overhead power line as shown in the Architectural Plans. 	
<p>(2) <i>Before determining a development application for development to which this section applies, the consent authority must—</i></p> <p>(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></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 Secretary for the purposes of</i></p>	<ul style="list-style-type: none"> it is anticipated DPE will notify the application accordingly 	Yes

Section	Comment	Compliance
<i>this section and published in the Gazette.</i>		
(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>	<ul style="list-style-type: none"> 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>	<ul style="list-style-type: none"> noted 	Yes
2.99 Excavation in, above, below or adjacent to rail corridors		
(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 11).</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 1.5m² in area and 1.5m deep.</p> <p>The concrete pile will be 1m in diameter and extend below ground approximately 14m.</p> <p>An assessment against the provisions of Clause 2.99 are provided below.</p>	
(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> (j) <i>any guidelines issued by the Planning</i>	<p>DPE are required to give written notice of the subject application to the rail authority within 7 days after the application is made.</p>	

Section	Comment	Compliance
<i>Secretary for the purposes of this section and published in the Gazette.</i>		
(3) <i>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.</i>	DPE is required to seek concurrence from the rail authority before granted consent to the development.	
<p>(4) <i>In deciding whether to provide concurrence, the rail authority must take into account—</i></p> <p>(a) <i>the potential effects of the development (whether alone or cumulatively with other development or proposed development) on—</i></p> <p>(i) <i>the safety or structural integrity of existing or proposed rail infrastructure facilities in the rail corridor, and</i></p> <p>(ii) <i>the safe and effective operation of existing or proposed rail infrastructure facilities in the rail corridor, and</i></p> <p>(b) <i>what measures are proposed, or could reasonably be taken, to avoid or minimise those potential effects.</i></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 11 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.</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>	
<p>(5) <i>The consent authority may grant consent to development to which this section applies without the concurrence of the rail authority concerned if—</i></p> <p>(a) <i>the rail corridor is owned by or vested in ARTC or is the subject of an ARTC arrangement, or</i></p> <p>(b) <i>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.</i></p>	Noted.	
2.119 Development with a frontage to a classified road		
<p>(1) <i>The objectives of this section are—</i></p> <p>(a) <i>to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i></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</p>	

Section	Comment	Compliance
<p>(b) <i>to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i></p> <p>(2) <i>The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—</i></p> <p>(a) <i>where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i></p> <p>(b) <i>the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</i></p> <p>(i) <i>the design of the vehicular access to the land, or</i></p> <p>(ii) <i>the emission of smoke or dust from the development, or</i></p> <p>(iii) <i>the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</i></p> <p>(c) <i>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</i></p>	<p>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>	
2.121 Excavation in or immediately adjacent to corridors		
<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> <i>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>The sign is located along the Pacific Highway Road corridor and involves a concrete pile that will extend 14m below ground level (6m to bottom of retaining wall and then a further 8m).</p> <p>The development application will be referred to TfNSW by DPE as part of the assessment process.</p>	

Section	Comment	Compliance
<p>(a) give written notice of the application to TfNSW within 7 days after the application is made, 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 that are issued by the Planning Secretary for the purposes of this section and published in the Gazette, and</p> <p>(iii) any implications of the ground penetration for the structural integrity of the road or project, and</p> <p>(iv) any cost implications for the road or project of the ground penetration.</p> <p>(3) The consent authority must provide TfNSW with a copy of the determination of the application within 7 days after the determination is made</p>		

4.3.3 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 8 and Section 5 which 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 5.8)

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 Railway Infrastructure 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.

Additionally, as the proposed sign is on behalf of Sydney Trains and is within a railway corridor, it is also permissible with consent under Clause 3.14 of the Industry and Employment SEPP.

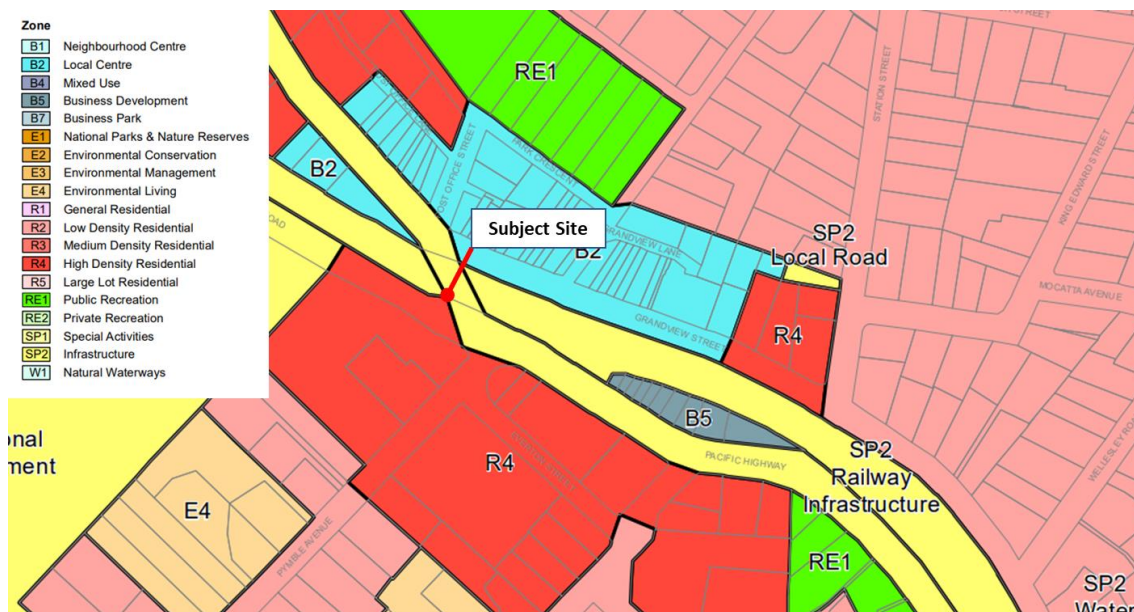


Figure 16: Land Zoning Map (Source: KLEP 2015, Map Sheet LZN_007)

4.4.2 Heritage

The Site is included within the Pymble Station Group Local Heritage Item 1110 listing under the KLEP 2015. The HIS confirms the Site is located at the edge of the heritage item and is not located nearby any key heritage features within the group.

As shown in the below figure, the Site is also nearby to the following local heritage items and Heritage Conservation Area:

- Item 70: Pymble Hotel
- Item 69: Former Police Station Hotel
- Item 78: 4A Park Crescent (dwelling house)
- C7: Park Estate Conservation Area, Pymble

The setting and orientation of the sign has been strategically chosen to minimise and mitigate any heritage impacts associated with the proposal. The sign is orientated away

Figure 17: Heritage Map Sheet (Source: KLEP 2015, Heritage Map Sheet HER_007)

4.5 Ku-ring-gai Development Control Plan

The proposal is generally compliant with the aims, objectives and key provisions of Part 12, Signage and advertising, of the KDCP. In areas of non-compliance, the proposal is well justified as detailed within this SEE.

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

Provision	Comment	Complies
12.1 Signage General		
<ul style="list-style-type: none"> Where located on a building, signage is to be integrated with the architecture and/or structure of the host building 	N/A, the proposal is not located on a building	N/A
<ul style="list-style-type: none"> Signage and advertising are to be constructed of non-combustible, graffiti resistant and easily cleaned materials 	The proposed sign utilises non-combustible, graffiti resistant and easily cleaned materials	Yes
Shopfront window signs: <ul style="list-style-type: none"> permanent in nature on ground floor shop windows are not to cover more than 25% of the window area between the windowsill and the level of the door lintel temporary in nature (up to a fortnight), particularly those using fluorescent and iridescent paints, are not to cover more than 60% of the window surface area for office premises are to be limited to one sign for each premises 	N/A, the proposal is not located on a shop front	N/A
The following signage is not permitted: <ul style="list-style-type: none"> flashing signs, moving signs, balloon signs, inflatable signs or the like, or any bunting, flag signs or those made of canvas, calico, textile or the like signs advertising a third party, activity or trade other than that associated with the building to which the sign is attached hoarding signs, painted bulletins or advertisements in the nature of posters (except newsagents' headlines) or stickers affixed to the exterior of the building signage above awning level, except for building identification signs signage affixed to or attached to telephone booths, trees, poles, signs, shelters, sheds, bins and the like fluorescent colours on signs or buildings 	<p>The proposed sign is a freestanding sign which is not permitted under the KDCP.</p> <p>As discussed in Section 4.3.1, regardless of permissibility under the KDCP, the proposed sign is permissible with consent under both the KLEP 2015 and the Industry and Employment SEPP (clause 3.14) as it is on behalf of Sydney Trains and is within a railway corridor.</p>	Yes, under SEPP

Provision	Comment	Complies
<ul style="list-style-type: none"> sky, roof or fin signs internally and externally illuminated signs, other than those permitted under 12.7 of this Part (except where internally lit signs do not cause any spillage of light onto neighbouring properties or can be proven not to cause any detracting from the amenity of the locality). freestanding signs/pole signs (except service stations) 		
12.4 Advertising Structures		
Flush wall signs are to: <ul style="list-style-type: none"> not project above the top of the wall to which they are attached not extend above awning height; be of a size and shape that relate to the architectural design of the building to which they are attached be limited to one sign per building street frontage. 	N/A, the proposed sign is a free-standing monopole	N/A
Fascia signs are to: <ul style="list-style-type: none"> not project above or below the fascia or return end of the awning to which it is attached be of a size and shape that relates to the architectural design of the building to which they are attached be limited to one sign per premises or one per street frontage. 	N/A, the proposed sign is a free-standing monopole	N/A
<ul style="list-style-type: none"> Advertising structures of a portable nature such as sandwich boards, A-frames or the like are not permitted. 	N/A, the proposal is a not portable	N/A
Variable Message Signs (VMS) advertising and stationary vehicles, including trailers, containing advertising are not to be parked on public roads when used principally for the purpose of advertising other than: <ul style="list-style-type: none"> directly in front of the business premises directly in front of the residential premises of the business owner. 	N/A the proposal is not a VMS sign	N/A
12.5 Advertising on Heritage Items or in Heritage Conservation Areas		
All signs on Heritage Items or in Heritage Conservation Area (HCAs) are to be: <ul style="list-style-type: none"> of a design that is in sympathy with the character of the Heritage Item or HCA 	A HIS is provided at Appendix 2 which details the proposed signage is located on local heritage item 1110, Pymble Railway Station Group	Yes, under SEPP

Provision	Comment	Complies
<ul style="list-style-type: none"> appropriately located located not to obscure or detract from significant fabric or views of the Heritage Item or HCA streetscape of appropriate size and scale to the Heritage Item or HCA streetscape, and not be the dominant visual element on the building or in the HCA streetscape non-illuminated. 	<p>The HIS and Section 5.3 of this report details there will be minimal impact on the item itself, surrounding heritage items and Heritage Conservation Area.</p> <p>The proposed sign is illuminated. Regardless of permissibility under the KDCP, the proposed sign is permissible with consent under both the KLEP 2015 and the Industry and Employment SEPP (clause 3.14) as it is on behalf of Sydney Trains and is within a railway corridor.</p>	
<p>Installation of a sign on a Heritage Item or within an HCA is to be</p> <ul style="list-style-type: none"> carried out in a reversible manner without damage to significant fabric attached to fabric of lesser significance freestanding signs may be permitted for Heritage Items to avoid adverse impacts on built fabric. 	<p>The excavation required is minimal and will not impact the structural integrity of the retaining wall.</p> <p>The proposed signage is attached to the brick retaining wall which the HIS details as a less significant component of the heritage item</p> <p>The proposed signage is freestanding and will not have any adverse impacts on the built fabric as minimal excavation is required</p>	Yes
<ul style="list-style-type: none"> Original or significant signs on a Heritage Item or within an HCA are to be retained. 	N/A, the site does not have existing signs	N/A
<ul style="list-style-type: none"> Painting of whole buildings, facades, windows and shopfronts in corporate colours is not permitted. 	N/A, painting is not proposed	N/A
12.10 Maintenance		
<ul style="list-style-type: none"> A sign is not to be altered in any way (except for removal) after approval, unless permission in writing for such alteration is obtained beforehand from Council. 	The sign will not be altered without permission	Yes
<ul style="list-style-type: none"> All signs are to be maintained to the satisfaction of Council at all times. 	The sign will be maintained by JCDecaux	Yes
Part 19: Heritage and Conservation Areas		
19F Development in the Vicinity of Heritage Items or Heritage Conservation Areas	Heritage impacts are discussed further at Section 5.3.	Yes

Provision	Comment	Complies
	<p>The proposal is consistent with the character of the area being a local centre adjacent to the Pacific Highway and the railway corridor.</p> <p>The proposal will not reduce or impair important views to and from heritage items.</p>	

Table 7: Ku-ring-Gai Development Control Plan 2022 Assessment

5 Environmental Planning Assessment

5.1 Road safety

A Traffic Safety Assessment (TSA) has been prepared by Bitzios (Appendix 4). 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 the Pacific Highway, Pymble in proximity to the proposed sign is summarised in the below table.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> Pacific Highway is a classified State Road (No. 10).
Speed limit	<ul style="list-style-type: none"> the speed limit on Pacific Highway at this location is 60 km/h both directions.
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> Grandview Street is an unsignalized intersection located approximately 10m north of the Site and allows entrance onto and exit off the southbound lanes of Pacific Highway Post Office Street is an unsignalized intersection located approximately 40m from the site and allows entrance and exit to southbound Pacific Highway Livingstone Avenue is a signalised intersection located approximately 229m south-east of the Site and allows entrance and exit from both northbound and southbound Pacific Highway
Road configuration and geometry	<ul style="list-style-type: none"> the Pacific Highway has two northbound travel lanes and two southbound travel lanes.
Crash data	<ul style="list-style-type: none"> in a 5 year period between 2016-2022, a total of 3 crashes travelling northbound the crash history analysis shows that there is no consistent pattern and that no fatalities were reported in the 5 year period the analysis of the crash records suggests that the proposed sign would not be likely to influence the future crash history Bitzios conclude the crash data showed a relatively low crash rate and does not identify an unusually high or inherently high crash risk on approach to the site that would not deem the proposed location unsuitable
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> pedestrian footpaths are located on either side of the Pacific Highway at the location of the Site no cyclist infrastructure is provided along either side of the Pacific Highway the digital sign would not physically obstruct any pedestrian or cyclist movements as it would be located behind a fence with no overhang of the footpath

Existing Feature	Description
Parking	<ul style="list-style-type: none"> no stopping or car parking is permitted along the Pacific Highway, in proximity to the sign

Table 8: Existing road environment

5.1.2 Signage exposure

The TSA estimates that the proposed digital sign will be visible from approximately 220m away (south-east of the sign). The sign content will be recognizable from about 150m away depending on the content of the advertisement. At 150m, the sign will appear as an object that is 3 centimeters (cm) high and 2cm wide.

The indicative signage exposure views are shown in the below figure.

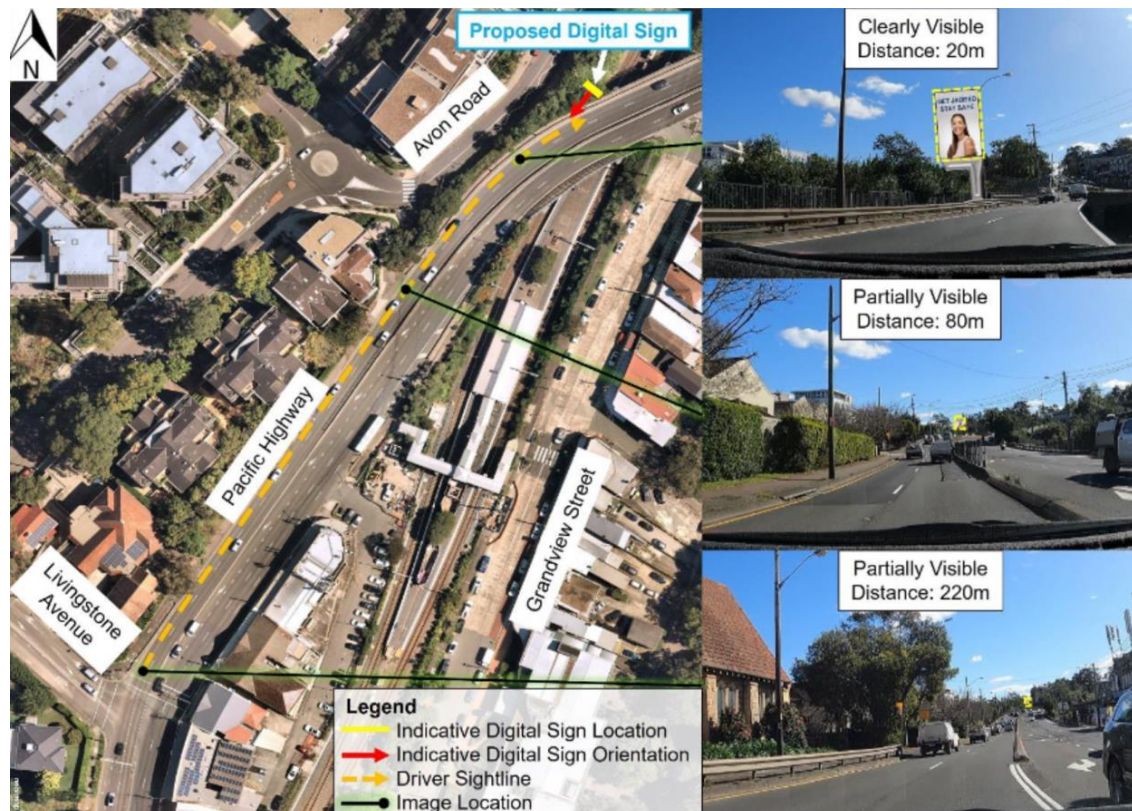


Figure 18: Indicative view from Pacific Highway Lane 2 at approximately 20m, 80 and 220m distance northbound direction (Source: Bitzios)

5.1.3 Road accident history

In determining the road accident history in proximity to the site, the TSA has relied upon crash data provided by Transport for NSW for the 5-year period between 2016 and 2020 and has the following findings for vehicles travelling in the direction of and in view of the sign. Six crashes occurred in total during the five-year period. The results are explained further below:

- no crashes involved pedestrians with all crashes occurring in darkness
- two crashes resulted in serious injury. Both occurred in 2019 approximately 135m before the sign (not in clear view of it), including one 'right off carriageway into object/parked vehicle' in wet surface and rainy conditions
- one 'left off carriageway into object/parked vehicle' crash occurred in July 2020, approximately 73m before the sign (not in clear view of it) in dry surface conditions with speed as a factor in the incident

The above findings indicate a low crash rate based on an average of less than one crash per year. The data highlights that although two of the three crashes resulted in serious injury, both occurred in darkness where there are no external distractions and a very low cognitive load.

In conclusion, the analysis of the crash records indicates that a digital sign where proposed is not likely to influence the future crash history.

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 provided by Bitzios	Risk Level
A. It obscures a view of an object/vehicle/pedestrian that creates a hazard	<i>The proposed sign will be located above all surrounding objects/vehicle/pedestrians etc</i>	Low
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 with a predominantly direct line of sight. It is likely to have a positive road safety influence by drawing a driver's view towards the presence of the impending right-hand curve</i>	Low
C. It distracts a driver at a critical time	<i>The proposed sign will not be located near any decision points.</i>	Low
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>	Low
E. Sign clutter	<i>No other advertising sign is visible when a driver is in view of the subject site.</i>	Low

Table 9: Assessment against the TfNSW Advertising Sign Assessment Matrix (Bitzios)

Criteria	Response provided by Bitzios Consulting
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (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"> 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 60km/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. 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>
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	<i>All relevant traffic directions have been assessed on their own merits.</i>

Criteria	Response provided by Bitzios Consulting
the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	
k. At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, 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 10: Assessment against the Transport Corridor Outdoor Advertising and Signage Guidelines

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 the proposed sign will be visible from approximately 220m away and content recognisable from 150m. The proposed sign will not obstruct or interfere with the view of or restrict sight distances to any intersections, traffic control devices, vehicles, pedestrians or cyclists given its location adjacent to the road.

Further, the proposed minimum dwell time of 10 seconds is suitable as drivers would be viewing the sign while travelling 60km/hour or less.

In summary, based on the findings of Bitzios Consulting in its TSA, the proposed sign is not expected to reduce the safety of the road environment and is therefore considered 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 3). The LIA has assessed the proposal against the illumination criteria under:

- Chapter 3 of the *Industry and Employment SEPP*
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017
- 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 which is described as an area with generally low levels of off-street ambient lighting, 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 the below table.

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	128	✓

Table 11: Luminance levels for digital advertisements criteria – Signage Guidelines

It is noted the maximum permissible luminance allowable under AS4282 and the Transport Corridor Outdoor Advertising & Signage Guidelines is actually 200 cd/m² at night time. The lower luminance limit of 128 cd/m² shown above is to ensure compliance with other criteria of AS4282 and any additional lighting requirements as described in the LIA.

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.

Further, 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 128 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 at Appendix 3 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 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 nearest residential dwellings with potential views to the sign are assessed. The location of the nearest dwellings is shown in the below figure.



Environmental Zone Legend:

- A0
- A1
- A2
- A3
- A4

Figure 19: 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 the below table.

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

Table 12: Maximum lighting limit (post-curfew)

The LIA undertook a lighting model which found the maximum illuminance during night time operation is 0.47 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% 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.

5.3 Heritage

A HIS has been prepared by Weir Phillip Heritage and Planning and is provided at Appendix 2.

As described in Section 4.2, the Site is included within the Pymble Station Group Local Heritage Item (I1110) and is listed by the TAHE as a State Agency Heritage Item. The Site is located at the edge of the heritage item and the proposed signage will be located well away from the elements that primarily define the item's significance such as the station building (approximately 65m) and footbridge (approximately 115m). The HIS (Appendix 2) outlines the brick retaining wall on which the sign is proposed is not considered to have any significance. The proposal is therefore not considered to result in adverse heritage impacts to the Pymble Railway Station.

Nearby heritage items under the KLEP 2015 are listed below:

- Pymble Station Group (I1110) State Agency Heritage Item and Local Heritage Item
- Pymble Hotel (I70) Local Heritage Item
- Former Police Station Hotel (I69) Local Heritage Item
- Uniting Church (I68) Local Heritage Item
- 4A Park Crescent (dwelling house) (I78) Local Heritage Item

The HIS (Appendix 2) notes the setting and orientation of the sign has been strategically chosen to minimise and mitigate any heritage impacts associated with the proposal. The sign is orientated away from Item 70 and is further mitigated by the curvature of the road and existing vegetated screening. This vegetation also screens Item 69 from the proposed signage.

Finally, Item 78 and Item C7 will not have any visibility of the sign due to intervening buildings up to 2 storeys and existing vegetation.

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

5.4 Vegetation Management

An AIAMS has been prepared by Naturally Trees and is provided at Appendix 10.

As described within the AIAMS, the proposal will remove three trees. These are of very low retention value and are exempt from the Ku-ring-gai Council Tree Preservation Order. Four trees could be potentially affected through disturbance of their Tree Protection Zones. If the recommended protective measures are carried out, the proposed signage will have no impact on the contribution of trees to the local amenity of character.

As discussed in Section 3.2, maintenance will be undertaken by employees and representatives of JCDecaux to protect the surrounding road and pedestrian environment. Pruning of the hedging will be required so that views of the sign are not obstructed. The hedging will generally be maintained at a maximum height of 3.35m, which is consistent with the height of the base of the sign.

5.5 Structural Integrity

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 11) 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 the weight of the structure including the digital screen and the cladding is approximately 3.1 tonnes

Footings

- a concrete pile and pile cap are proposed to be implemented into the structure of the sign to minimise the impact of the footing on the brick retaining wall
- the pile cap will be 1.5m² in area and 1.5m deep
- the concrete pile will be 1m in diameter and will extend below ground by approximately 14m

As the works involve penetration of 14m 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.

5.6 Visual Impacts

A detailed Visual Impact Assessment (VIA) prepared by Keylan Consulting is included at Appendix 1. The VIA assesses the impact of the proposed digital conversion from seven viewpoints and concludes that it will have a minor and acceptable visual impact on surrounding sensitive receivers. The seven viewpoints as identified in the below figure. These viewpoints have also been relied upon to estimate impacts on sensitive receivers including residential dwellings.

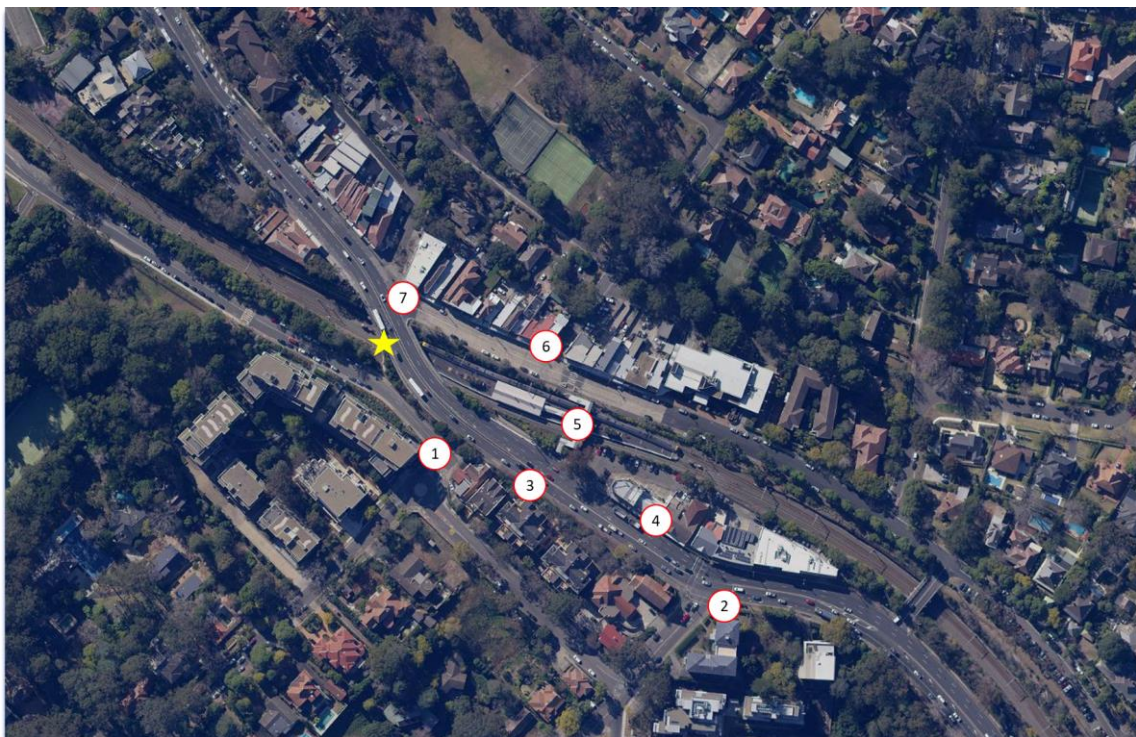


Figure 20: Viewpoints (Base source: SixMaps)

The assessment of viewpoints concludes that visual impacts from most locations were minimal due to:

- the south-eastern orientation of the sign which aligns with the road corridor and minimises views to the sign from surrounding residential properties
- screening of the proposed sign by existing structures and street trees from surrounding residential properties

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 character of the area, including the Pymble local centre, noting that the advertising sign is proposed on a rail corridor
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive residential receivers to the south due to the proposed signs orientation and screening from vegetation as described in Section 0
- 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
- the proposal has an acceptance level of impact on the heritage item on which it is located as the retaining wall is a less significant component of the item
- 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 5.8.

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 received by Sydney Trains from 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 new 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 western side of the Pacific Highway in Pymble.

The sign is proposed to comprise an advertising display area of approximately 14.93m² with a visual screen size of 14.16m². The sign will be visible to motorists travelling northwest along the Pacific Highway.

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 regarding land use compatibility, digital signage, road safety and illumination requirements and the public benefit test
- is compatible with the character of the surrounding area and the Pymble local centre
- will not impact on any items of European or Aboriginal heritage
- will be of high-quality design and finish and will provide visual interest for motorists using 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

Visual Impact Assessment

Appendix 2

Heritage Impact Assessment

Appendix 3

Lighting Impact Assessment



Appendix 4

Traffic Safety Assessment



Appendix 5

Public Benefit Statement

Appendix 6

Cost of Works



Appendix 7

Architectural Plans



Appendix 8

Industry and Employment SEPP and Signage Guidelines Assessment



Appendix 9

Survey Plan

Appendix 10

Arboricultural Impact Appraisal and Method Statement



Appendix 11

Structural Feasibility Statement