

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

1 Industry and Employment SEPP Assessment

Industry and Employment SEPP Provision	Comment	Compliance
3.1 Aims, objectives etc.		
<p>(1) <i>This Chapter aims:</i></p> <p>(a) <i>To ensure that signage (including advertising):</i></p> <p>(i) <i>is compatible with the desired amenity and visual character of an area, and</i></p> <p>(ii) <i>provides effective communication in suitable locations, and</i></p> <p>(iii) <i>is of high quality design and finish, and</i></p> <p>(b) <i>to regulate signage (but not content) under part 4 of the Act, and</i></p> <p>(c) <i>to provide time-limited consents for the display of certain advertisements, and</i></p> <p>(d) <i>to regulate the display of advertisements in transport corridors, and</i></p> <p>(e) <i>to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</i></p> <p>(2) <i>This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.</i></p>	<p>(a) The proposal is assessed to be compatible with the visual character and desired amenity of the locality as the development proposes a digital advertising sign located above a highly frequented road corridor within a mixed use and largely commercial land use environment. The sign will have a high design quality.</p> <p>(b) The proposal will be assessed and regulated under Part 4 of the EP&A Act and will be appropriately managed by the Minister's conditions of consent.</p> <p>(c) Duration of consent for the proposal will be controlled by section 3.12 of the SEPP and will be consistent with the Minister's conditions of consent.</p> <p>(d) The proposal does not present any significant road safety issues and is not expected to compromise road safety in its vicinity. The proposal is also regulated against the Guidelines.</p> <p>(e) The proposal demonstrates public benefit by providing a revenue stream for the State Government and by providing important information to customers in special events and circumstances.</p>	Yes

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3.2 Definitions		
	<p>The proposal constitutes an advertisement to which Part 3 of the SEPP applies.</p> <p>The Parramatta Road is a State classified road (No.640) under the <i>Roads Act 1993</i>.</p> <p>The proposal constitutes an advertisement on a bridge on railway corridor land.</p>	Yes
3.6. Granting of consent to signage		
<p><i>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:</i></p> <p>(a) <i>that the signage is consistent with the objectives of this Chapter as set out in section 3.1 (1) (a), and</i></p> <p>(b) <i>that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</i></p>	<p>An assessment against section 3.1 (1) (a) is provided above.</p> <p>The SEE undertakes a detailed assessment demonstrating that the proposal is consistent with the objectives of the Chapter and the Assessment Criteria specified in Schedule 5.</p>	Yes
3.7. Advertisements to which this Part applies		
<p>(1) <i>This Part applies to all signage to which this Chapter applies, other than the following:</i></p> <p>(a) <i>business identification signs,</i></p> <p>(b) <i>building identification signs,</i></p> <p>(c) <i>signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,</i></p> <p>(d) <i>signage on vehicles.</i></p> <p>(2) <i>Despite subsection (1) (d), section 3.26 applies to signage on a trailer (within the meaning of the Road Transport Act 2013).</i></p>	<p>The proposal constitutes an advertisement under the provisions of Part 3.</p>	Yes
3.8. Prohibited advertisements		
<p>(1) <i>Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:</i></p> <ul style="list-style-type: none"> <i>environmentally sensitive area</i> <i>heritage area (excluding railway stations)</i> <i>natural or other conservation area</i> <i>open space</i> 	<p>The land upon which the sign is proposed to be erected is not described as being within any of the zones or descriptions identified and therefore it is not a prohibited advertisement.</p> <p>It is noted that as the proposed sign is on behalf of Sydney Trains and is located within a railway corridor, it is</p>	Yes

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<ul style="list-style-type: none"> • <i>waterway</i> • <i>residential (but not including a mixed residential and business zone, or similar zones)</i> • <i>scenic protection area</i> • <i>national park</i> • <i>nature reserve</i> <p>(2) <i>This section does not apply to the following:</i></p> <p>(a) <i>the Mount Panorama Precinct,</i></p> <p>(b) <i>the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.</i></p>	<p>permissible with consent under chapter 3, section 3.14 of SEPP Industry and Employment.</p>	
3.10. Consent authority		
<p><i>For the purposes of this Chapter, the consent authority is:</i></p> <p>(a) <i>the council of a local government area in the case of an advertisement displayed in the local government area (unless paragraph (c), (d) or (e) applies), or</i></p> <p>(b) <i>TfNSW in the case of an advertisement displayed on a vessel, or</i></p> <p>(c) <i>the Minister for Planning in the case of an advertisement displayed by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor, or</i></p> <p>(d) <i>the Minister for Planning in the case of an advertisement displayed by or on behalf of TfNSW on -</i></p> <p>(i) <i>a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or</i></p> <p>(ii) <i>a bridge constructed by or on behalf of TfNSW on any road corridor, or</i></p> <p>(iii) <i>land that is owned, occupied or managed by TfNSW, or</i></p> <p>(e) <i>the Minister for Planning in the case of an advertisement displayed on transport corridor land comprising a</i></p>	<p>In accordance with Section 3.10(c), the Minister is the consent authority for the proposal as it is on behalf of Sydney Trains on a railway corridor.</p>	<p>Yes</p>

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<p><i>road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</i></p>		
3.11 Matters for consideration		
<p>(1) <i>A consent authority (other than in a case to which subsection (2) applies) must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires:</i></p> <p>(a) <i>is consistent with the objectives of this Chapter as set out in subsection 3.1 (1) (a), and</i></p> <p>(b) <i>has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</i></p> <p>(c) <i>satisfies any other relevant requirements of this Chapter.</i></p> <p>(2) <i>If the Minister for Planning is the consent authority or section 3.16 or 3.22 applies to the case, the consent authority must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires:</i></p> <p>(a) <i>is consistent with the objectives of this Chapter as set out in subsection 3.1(1)(a), and</i></p> <p>(b) <i>has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and in the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of</i></p> <p>(i) <i>design, and</i></p> <p>(ii) <i>road safety, and</i></p> <p>(iii) <i>the public benefits to be provided in connection with the display of the advertisement, and</i></p>	<p>The proposal satisfies the objectives detailed in Section 3.11(1).</p> <p>The SEE concludes that the proposal is consistent with the assessment criteria detailed in Schedule 5 and in the Signage Guidelines.</p> <p>The Minister for Planning is the consent authority and section 3.16 and 3.22 apply. An assessment against subsection 3.1(1)(a) is provided in this table and an assessment against Schedule 5 is provided in the SEE.</p> <p>Further, the proposal demonstrates acceptable design and road safety as detailed in the SEE and in the Architectural Plans and Traffic Impact Assessment (Appendix 2 & 3).</p> <p>As part of the application, the Applicant has committed to the provision of funding towards essential Sydney Trains services to the benefit of the local community.</p>	<p>Yes</p>

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<p>(c) <i>satisfies any other relevant requirements of this Chapter.</i></p> <p>(3) <i>In addition, if section 3.16 or 3.22 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.</i></p>		
3.12 Duration of consents		
<p>(1) <i>A consent granted under this Part ceases to be in force:</i></p> <p>(a) <i>on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or</i></p> <p>(b) <i>if a lesser period is specified by the consent authority, on the expiration of the lesser period.</i></p> <p>(2) <i>The consent authority may specify a period of less than 15 years only if:</i></p> <p>(a) <i>before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or</i></p> <p>(b) <i>the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or</i></p> <p>(c) <i>the specification of a lesser period is required by another provision of this Policy.</i></p>	<p>It is acknowledged that any consent granted for the application would expire 15 years after the date on which the consent becomes effective.</p>	Yes
3.14 Transport corridor land		
<p>(1) <i>Despite section 3.8 (1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases:</i></p>	<p>(1) In accordance with section 3.14 (1)(a), the proposal is permissible with development consent as the application is for the display of an</p>	Yes

Industry and Employment SEPP Provision	Comment	Compliance
<p>a. <i>the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,</i></p> <p>b. <i>the display of an advertisement by or on behalf of TfNSW on:</i></p> <p style="padding-left: 20px;">(i) <i>a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or</i></p> <p style="padding-left: 20px;">(ii) <i>a bridge constructed by or on behalf of TfNSW on any road corridor, or</i></p> <p style="padding-left: 20px;">(iii) <i>land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,</i></p> <p>c. <i>the display of an advertisement on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</i></p> <p>(2) <i>Before determining an application for consent to the display of an advertisement in such a case, the Minister for Planning may appoint a design review panel to provide advice to the Minister concerning the design quality of the proposed advertisement.</i></p> <p>(3) <i>The Minister must not grant consent to the display of an advertisement in such a case unless:</i></p> <p style="padding-left: 20px;">(a) <i>the relevant local council has been notified of the development application in writing and any comments received by the Minister from the local council within 28 days have been considered by the Minister, and</i></p> <p style="padding-left: 20px;">(b) <i>the advice of any design review panel appointed by the Minister has been considered by the Minister, and</i></p> <p style="padding-left: 20px;">(c) <i>the Minister is satisfied that the advertisement is consistent with the Guidelines.</i></p>	<p>advertisement on behalf of Sydney Trains on a rail corridor.</p> <p>(2) In accordance with section 3.14(2), the Minister may appoint a design review panel to provide advice concerning the design quality of the proposal.</p> <p>(3) In accordance with section 3.14(3), Council will be formally advised of the development application as part of DPE's assessment. Further, an assessment against the Guidelines is provided below.</p> <p>(4) In accordance with subsection 3.14(4), surrounding land uses have been assessed in the SEE and an assessment against the Guidelines is provided below.</p>	

Industry and Employment SEPP Provision	Comment	Compliance
(4) <i>This section does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines.</i>		
3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground		
(1) <i>This section applies to an advertisement:</i> (a) <i>that has a display area greater than 20 square metres, or</i> (b) <i>that is higher than 8 metres above the ground.</i> (2) <i>The display of an advertisement to which this section applies is advertised development for the purposes of the Act.</i> (3) <i>The consent authority must not grant consent to an application to display an advertisement to which this section applies unless:</i> (a) <i>the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</i> (b) <i>the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies.</i>	<p>Section 3.15 applies as the proposed sign has a display area of 41.98m².</p> <p>An assessment against the assessment criteria in Schedule 5 is provided within the SEE.</p> <p>The application will be referred to TfNSW.</p>	Yes
3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road		
(1) <i>This section applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.</i> (2) <i>The consent authority must not grant development consent to the display of an advertisement to which this section applies without the concurrence of TfNSW.</i> (3) <i>In deciding whether or not concurrence should be granted, TfNSW must take into consideration:</i>	<p>This section applies as the proposal has an advertising display area of more than 20 square metres and it is also within 250 metres of and visible from a classified road.</p> <p>The application will be referred to TfNSW.</p> <p>Notwithstanding the above, sub-section (6) states that this section does not apply when</p>	N/A

Industry and Employment SEPP Provision	Comment	Compliance
<p>(a) <i>the impact of the display of the advertisement on traffic safety, and</i></p> <p>(b) <i>the Guidelines.</i></p> <p>(c) <i>(Repealed)</i></p> <p>(4) <i>If TfNSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15 (2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.</i></p> <p>(5) <i>Nothing in this section affects section 3.14.</i></p> <p>(6) <i>This section does not apply when the Minister for Planning is the consent authority.</i></p>	<p>the Minister for Planning is the consent authority.</p>	
3.17 Advertising display area greater than 45 square metres		
<p><i>The consent authority must not grant consent to the display of an advertisement with an advertising display area greater than 45 square metres unless—</i></p> <p>(a) <i>a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or</i></p> <p>(b) <i>in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.</i></p>	<p>Section 3.17 does not apply as the proposed sign has an advertising display area of 41.98m².</p>	<p>N/A</p>
3.18 Location of certain names and logos		
<p>(1) <i>The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.</i></p> <p>(2) <i>If the advertising display area has no border or surrounds, any such name or logo is to be located:</i></p> <p>(a) <i>within the advertisement, or</i></p> <p>(b) <i>within a strip below the advertisement that extends for the full width of the advertisement.</i></p> <p>(3) <i>The area of any such name or logo must not be greater than 0.25 square metres.</i></p> <p>(4) <i>The area of any such strip is to be included in calculating the size of the advertising display area.</i></p>	<p>A logo will be located at the site and will be proportionate to the signage structure. The logo has been considered in the design and is an integral part of the proposed sign.</p> <p>The logo is situated to the side to ensure the sign fits within the soffit of the bridge and to prevent the sign extending below the bridge structure.</p> <p>This is considered an improved design outcome than if the logo were to be located below the sign as this would protrude below the bridge structure.</p>	<p>Yes</p>

Industry and Employment SEPP Provision	Comment	Compliance
3.22. Advertisements on bridges		
(1) <i>A person may, with the consent of the consent authority, display an advertisement on a bridge.</i>	This section applies as the sign is proposed on a bridge.	Yes
(2) <i>The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.</i>	An assessment against the Signage Guidelines is provided below.	
(3) <i>(Repealed)</i>		

2 Transport Corridor Advertising and Signage Guidelines Assessment

2.1 Land Use Compatibility Criteria – Transport Corridor Advertising

Land Use Compatibility Criteria	Response	Compliance
<p>i. <i>The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP.</i></p>	<p>The proposal is located on land zoned SP2 under the HLEP 2013.</p> <p>The proposal is consistent with the zone objectives in the HLEP 2013 as it is compatible with the surrounding land uses. The surrounding premises are mixed use and commercial uses that are associated with the highly frequented road corridor (Parramatta Road).</p>	Yes
<p>ii. <i>Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:</i></p> <ul style="list-style-type: none"> • <i>environmentally sensitive area</i> • <i>heritage area (excluding railway stations)</i> • <i>natural or other conservation area</i> • <i>open space (excluding sponsorship advertising at sporting facilities in public recreation zones)</i> • <i>waterway</i> • <i>residential area (but not including a mixed residential and business zone, or similar zones)</i> • <i>scenic protection area</i> • <i>national park or nature reserve.</i> 	<p>The proposal will be visible from a local heritage item, however, it is not expected to be directly visible from any of the other named areas.</p> <p>No adverse impacts are anticipated on the heritage item for the following reasons:</p> <ul style="list-style-type: none"> • the proposal will be sufficiently separated from the item by the Parramatta Road corridor (120m) which is a highly frequented corridor with many vehicles travelling in both directions • the proposed signage will not block any views towards the heritage item as the proposed sign will be located on an existing bridge and contained wholly within the bridge structure • the proposed signage will be consistent with the wider setting of the item, as it is a busy commercial corridor with existing business identification signage and commercial and industrial premises • the proposed sign is a conversion of an existing sign located at the site and the new sign will be of similar size and nature to the existing sign • the proposed sign will add to the visual interest of the area without distracting from the heritage item. • the proposed sign will be digital and architecturally designed by Tzannes Architects and the images will change every 10 	Yes

Land Use Compatibility Criteria	Response	Compliance
	seconds which will result in a low visual impact on the item	
<p>iii. <i>Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.</i></p>	<p>The sign will not protrude or dominate the skyline, nor will it obscure or obstruct significant views for the following reasons:</p> <ul style="list-style-type: none"> the sign will be located wholly within the existing bridge structure and will not protrude above or below the structure the sign is a conversion of an existing sign at the site the proposed sign will be of similar size and nature to the existing sign at the site the sign will be located above a highly frequented road corridor in a commercial area <p>Further to the above, there are no known scenic views or areas of open space in the immediate area to which the site is located.</p>	Yes
<p>iv. <i>Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.</i></p>	<p>The proposal will be visible from the Vauxhall Inn (tem no. 111) local heritage item, however the proposal is not expected to diminish the heritage value or significance as detailed below:</p> <ul style="list-style-type: none"> there is an existing sign at the site and the proposal involves a conversion of this sign the proposed sign will be of similar size and nature to the current sign at the site the proposal will not block views towards heritage item the visibility of the sign from the heritage item will be restricted primarily due to the distance between the item and the proposed sign during the night the proposed sign is expected to be more visible, however the proposed sign will be calibrated to the levels recommended in the LIA (Appendix 4), which is an acceptable level that does not introduce any adverse lighting impacts upon the heritage item 	Yes

Land Use Compatibility Criteria	Response	Compliance
	<ul style="list-style-type: none"> it is also noted that the heritage item fronts the major intersection comprising of Woodville Road, Church Street, Parramatta Road and the Great Western Highway 	
v. <i>Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.</i>	<ul style="list-style-type: none"> the proposed sign will be located within the structure of the existing bridge and will not protrude above or below the structure the proposed sign will screen unsightly aspects of the bridge 	Yes

Table 1: Land Use Compatibility Criteria – Signage Guidelines

2.2 Digital Sign Criteria

Digital Sign Criteria	Comment	Compliance
a. <i>Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.</i>	The proposed minimum dwell time for the sign is 10 seconds which complies with criterion (d) below. There will be a 0.1 second transition time between images, which appears instantaneous. Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.	Yes
b. <i>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>	<p>The sign does not propose message sequencing.</p> <p>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.</p>	Yes
c. <i>The image must not be capable of being mistaken: i. for a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device ii. as text providing driving instructions to drivers</i>	<p>Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers.</p> <p>For example, advertisements must not instruct drivers to perform an action such as 'Stop'.</p>	Yes

Digital Sign Criteria	Comment	Compliance
d. <i>Dwell times for image display must not be less than: i. 10 seconds for areas where the speed limit is below 80 km/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.	Yes
e. <i>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.	Yes
f. <i>Luminance levels must comply with the requirements in Section 3 below</i>	<p>This area is in Zone 3 as categorised in Section 3.3 of the Signage Guidelines. Acceptable luminance levels for this zone as specified in Table 6 of the Signage Guidelines are: no limit (full sun on face of signage), 6000cd/m² (daytime), 700cd/m² (twilight and inclement weather) and 350/m² (night-time).</p> <p>Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.</p>	Yes
g. <i>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.	Yes
h. <i>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.	Yes
i. <i>Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.</i>	The proposal will not be visible from a school zone.	Yes
j. <i>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>	<p>This SEE provides a comprehensive assessment of the proposal and considers impacts of the digital advertising sign on motorists travelling along Parramatta Road.</p> <p>All relevant traffic directions have been assessed on their own merits.</p>	Yes

Digital Sign Criteria	Comment	Compliance
k. <i>At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.</i>	This requirement is noted.	Yes
l. Sign spacing should limit drivers' view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by TfNSW as part of their concurrence role	The proposed digital sign replaces an existing static sign and no other sign is visible less than 150m.	Yes
m. Signs greater than or equal to 20sqm must obtain TfNSW concurrence and must ensure the following minimum vertical clearances; i. 2.5m from lowest point of the sign above the road surface if located outside the clear zone ii. 5.5m from lowest point of the sign above the road surface if located within the clear zone (including shoulders and traffic lanes) or the deflection zone of a safety barrier if a safety barrier is installed. If attached to road infrastructure (such as an overpass), the sign must be located so that no portion of the advertising sign is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.	<p>The proposed sign will be greater than 20sqm and as such must obtain TfNSW concurrence. It will be located on a pedestrian bridge above the road within a clear zone.</p> <p>The sign will have a minimum vertical clearance of 5.0m from the lowest point above the road surface.</p>	Yes
n. An electronic log of a sign's operational activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or TfNSW to allow a review of the sign's activity in case of a complaint.	Conditions can be imposed by the consent authority to ensure that an electronic log is kept for the duration of the consent and be available to the consent authority and/or TfNSW for review in case of a complaint.	Yes

Digital Sign Criteria	Comment	Compliance
o. A road safety check which focuses on the effects of the placement and operation of all signs over 20sqm must be carried out in accordance with Part 3 of the TfNSW Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the signs installation. The road safety check must be carried out by an independent TfNSW accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to TfNSW and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant. In cases where the applicant is the TfNSW, the report is to be provided to the Department of Planning and Environment as well.	Conditions can be imposed by the consent authority for a road safety check to be carried out after 12 months but within 18 months of the sign's installation.	Yes

Table 2: Digital Sign Criteria – Signage Guidelines

2.3 Bridge signage criteria

Bridge Signage Criteria	Response	Compliance
a. <i>The architecture of the bridge must not be diminished.</i>	The proposal will not diminish the architecture of the bridge. The proposal involves the conversion of an existing sign to a digital sign that will be of similar size and nature.	Yes
b. <i>The advertisement must not extend laterally outside the structural boundaries of the bridge.</i>	The proposed sign will not extend above or below the bridge structure and will be located and contained wholly within the bridge.	Yes
c. <i>The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8m.</i>	The proposed vertical clearance is 5.09m. The proposed sign will not extend above or below the bridge structure and will be located and contained wholly within the bridge.	Yes
d. <i>On a road or pedestrian bridge, the advertisement must:</i> i. <i>not protrude above the top of the structural boundaries of the bridge</i> ii. <i>not block significant views for pedestrians or other bridge users (e.g. cyclists)</i>	The proposed sign will not extend above or below the bridge structure and will be located and contained wholly within the bridge. The bridge will not block any significant views or impede passive	Yes

Bridge Signage Criteria	Response	Compliance
iii. <i>not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users.</i>	surveillance as it will be located within the existing bridge structure. The bridge to which the sign is proposed is not trafficable by motorists, cyclists or pedestrians.	
e. <i>Paragraphs (a) to (d) above do not apply to the continuation of the display of any existing advertising on bridges approved prior to the gazettal of State Environmental Planning Policy No 64 (Advertising and Signage) (Amendment No 2) in 2007 for only one additional period under SEPP 64 Clause 14 if there is no increase in the advertising display area of the signage.</i>	N/A.	N/A
f. <i>A DCP to display an advertisement on a bridge must be accompanied by a statement demonstrating how the advertisement will contribute to a public benefit. Section 4 outlines the public benefit test requirements.</i>	A DCP is not proposed as part of this application. Notwithstanding, public benefits are addressed in a Public Benefit Statement at Appendix 5.	Yes
g. <i>Any advertising sign proposed for development on a bridge over a classified road requires that construction drawings be submitted for review and approval by RMS bridge engineers prior to construction to ensure all road safety requirements are met.</i>	DPE will provide the application to TfNSW as part of the assessment process.	Yes
h. <i>Any advertising sign proposed for development on a bridge over a road requires provision of a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of impact by an over high vehicle.</i>	A fall arrest system will be implemented as part of the design and will ensure the sign will not detach in the event of impact by an over height vehicle. The Applicant is satisfied for this requirement to be included as a condition of consent.	Yes

Table 3: Bridge signage Criteria – Signage Guidelines