# Statement of Environmental Effects

Digital Advertising Signage
Parramatta Road, Granville


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

**November 2022**

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Cover image: the site (Source: JCDecaux)



| Revision | Prepared by | Reviewed by | Date | Revision Type |
|---|---|---|---|---|
| 1 | LD | MW | 11/11/22 | Final |

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# Project Summary

| Project Element | Summary of the project |
|---|---|
| **Proposed Signage** | • Digital conversion of an existing static advertising sign on the western elevation of a rail overpass/bridge over Parramatta Road near Mort Street<br>• Demolition and removal of the existing sign and structure on the bridge<br>• Display of illuminated advertisements 24 hours a day, 7 days a week |
| **Advertising Display Area** | • Dimensions: 12.53m x 3.35m<br>• Area: 41.98m$^2$ |
| **Visual Screen Size** | • Dimensions: 12.48m x 3.2m<br>• Area: 39.94m$^2$ |
| **Visual Impacts** | • Visual impacts have been considered as part of this proposal at Section 5.6<br>• The anticipated visual impacts can be appropriately managed and will not adversely impact the surroundings |
| **Lighting Impacts** | • A Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4)<br>• The LIA confirms the proposal:<br>  ○ complies with the relevant illumination criteria<br>  ○ will not result in unacceptable glare<br>  ○ will not unreasonably impact on the visual amenity of nearby residences of accommodation |
| **Road Safety Impacts** | • A Traffic Safety Assessment (TSA) has been prepared by Bitzios (Appendix 3)<br>• The TSA confirms the proposed sign:<br>  ○ will be visible from eastbound traffic along Parramatta Road from a maximum distance of 190m<br>  ○ requires a minimum dwell time of 10 seconds<br>  ○ complies with the relevant road safety criteria<br>  ○ will not compromise safety for road users |
| **Public Benefit** | • A Public Benefit Statement has been prepared by Sydney Trains (Appendix 6)<br>• The statement confirms the revenue will support essential Sydney Trains services, the proposed sign may be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour |
| **Hours of Operation** | • 24 hours a day, 7 days a week |
| **Capital Investment** | • $658,900 |

Table 1 Project Summary

# 1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) for JCDecaux on behalf of *Sydney Trains* (the Applicant) to accompany a Development Application (DA) for the digital conversion of an existing static advertising sign on western elevation of the rail overpass/bridge over Parramatta Road in Granville within the Parramatta Local Government Area (LGA).

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

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

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

The proposed development comprises the conversion of an existing static advertising sign and installation of a digital advertising sign. The new digital advertising sign provides:

- an advertising display area of 41.98m$^2$
- a visual screen size of 39.94m$^2$
- the continued display of illuminated advertisements
- a 10 second dwell time for message changes
- a maximum night time luminance of 350 cd/m$^2$

The application seeks consent to operate the sign for a period of 15 years. The estimated capital investment value of the development is $658,900.

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

| Supporting documentation | Appendices |
|---|---|
| Industry and Employment SEPP & Signage Guidelines Assessment | Appendix 1 |
| Architectural Plans | Appendix 2 |
| Traffic Safety Assessment | Appendix 3 |
| Lighting Impact Assessment | Appendix 4 |
| Public Benefit Statement | Appendix 5 |
| Site Survey | Appendix 6 |
| Cost of Works | Appendix 7 |
| Structural Feasibility Statement | Appendix 8 |

Table 2 List of Appendices

## 1.1 Pre-lodgement meeting with DPE

On 10 October 2022, a DA pre-lodgement meeting and 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.

## 1.2 Consultation with TfNSW

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

# 2 The site and locality

## 2.1 Site Description

Parramatta Road is a state classified road (No. 640). The portion of Parramatta Road, through Granville travels in a general east-west alignment. The site is surrounded by highly frequented roads and a rail corridor. The proposed sign is attached to the 'Y-Link' (part of the Old Main South Line) rail bridge that travels over Parramatta Road, near Mort Street.

The surrounding locality consists of land uses associated with the B5 Business Development zone such as vehicle motor yards, car service centres, warehouse and distribution centres and concrete manufacturing facilities. The closest residential dwellings are located approximately 150m north-east of the sign and are separated from the proposed sign by the train line, roads and surrounding industrial areas. A local heritage item (Vauxhall Inn) is located 120m west of the site. The proposed sign will be visible from the heritage item.

There are pedestrian pathways located on either side of Parramatta Road at the location of the site.

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

The road overpass as viewed from Parramatta Road (eastbound) is shown in Figure 2. There is an existing static advertising sign located at the site.

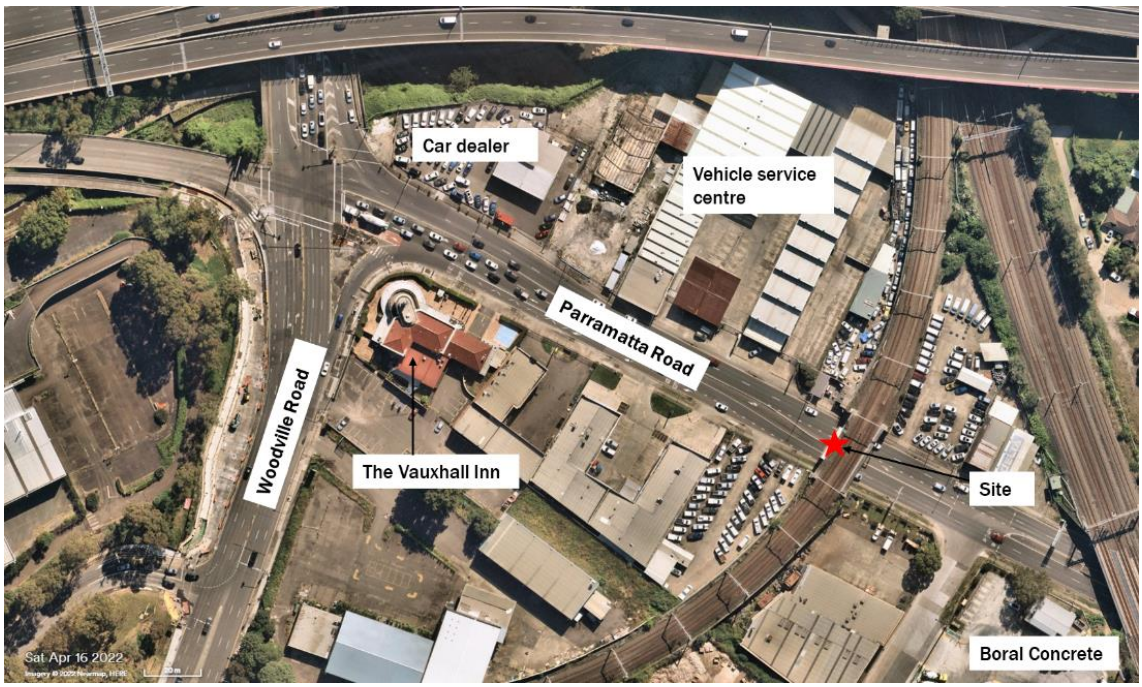

Figure 1: Site context (Source: Nearmap)

Figure 2: Existing overpass and signage, eastbound (Source: Keylan)

## 2.2 Existing road environment

Parramatta Road is an established arterial road corridor. In the eastbound direction the road comprises of two through lanes, with a right turn lane into Mort Street which starts at the site. There is no stopping or standing of vehicles permitted on either side of Parramatta Road at the location of the site.

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

The nearest intersection is the Parramatta Road and Mort Street intersection which is located approximately 50m east of the site. The intersection of Woodville Road, Church Street, Parramatta Road and the Great Western Highway is located approximately 200m west of the proposed site.


Figure 3: Major intersection to the west of the site (Source: Keylan)

## 2.3 Surrounding Locality

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

- land uses associated with the B5 Business Development zone such as vehicle motor yards, car service centres, warehouse and distribution centres and concrete manufacturing (refer Figure 4)
- low density residential dwellings approximately 150m north-east of the sign. Views from these residences are obstructed by the train line, roads and surrounding industrial areas
- a local heritage item (Vauxhall Inn - item no. I11) 120m west of the site which the sign will be visible from, however no adverse impacts are anticipated (refer Figure 5)

Figure 4: Surrounding built form (Source: Keylan)

Figure 5: Local heritage item in proximity to the site, facing west (Source: Keylan)

# 3 The Proposal

The proposal involves the digital conversion of an existing static advertising signage on the western elevation of the rail overpass/bridge above Parramatta Road in Granville, near Mort Street.

The development is summarised in the table below.

| Development Aspect | Description |
|---|---|
| **Development summary** | Conversion of an existing static advertising to a new digital advertising sign |
| **Signage location** | The sign is proposed on the western elevation of the rail overpass/bridge above Parramatta Road, Granville, near Mort Street. The sign will be oriented to the west and will face eastbound traffic |
| **Advertising display area** | 41.98m$^2$ (12.53m x 3.35m) |
| **Visual Screen Size** | 39.94m$^2$ (12.48m x 3.2m) |
| **Road clearance from ground level to the sign** | 5 m clearance to ground level (Parramatta Road) |
| **Dwell time** | 10 seconds |
| **Signage exposure** | Visibility is from approximately 190 metres east of the site |
| **Illumination** | The digital signage is illuminated using LEDs installed within the front face |
| **Consent time period** | 15 years |
| **Existing signage** | There is an existing static advertising located at the site that has an advertising display area of 42.41m$^2$.<br><br>There is also small poster style signage and general business identification signage located on either side of the rail bridge/overpass and within the nearby road corridor. |

Table 3 Development summary

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

Architectural drawings of the existing and proposed sign are shown in Appendix 1 and at the figures below.

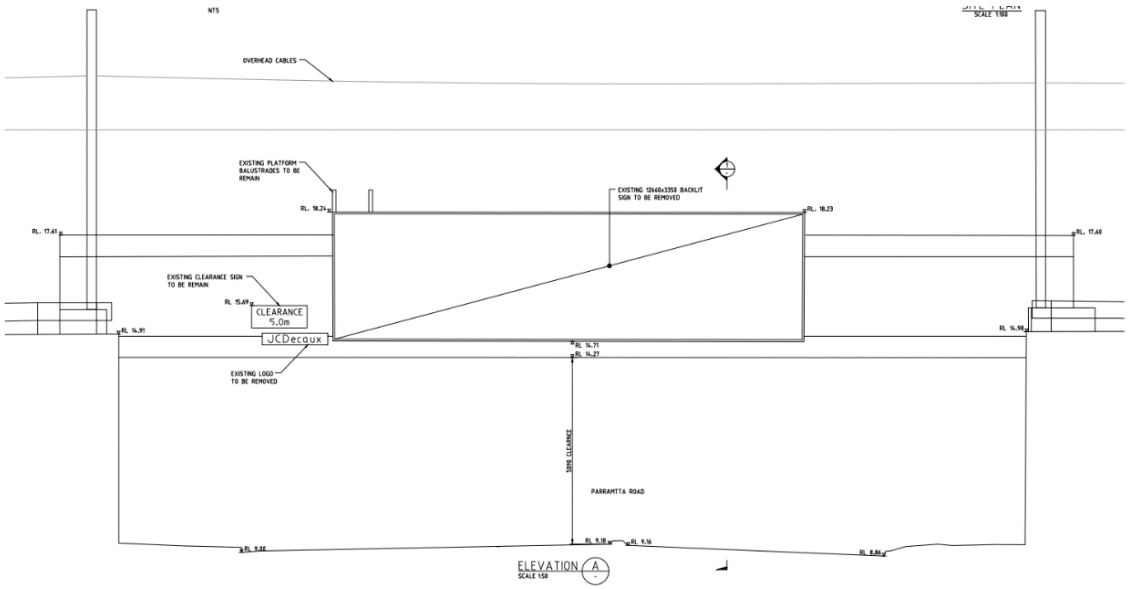


Figure 6: Existing sign architectural plan (Source: Dennis Blunt Consulting Engineers)

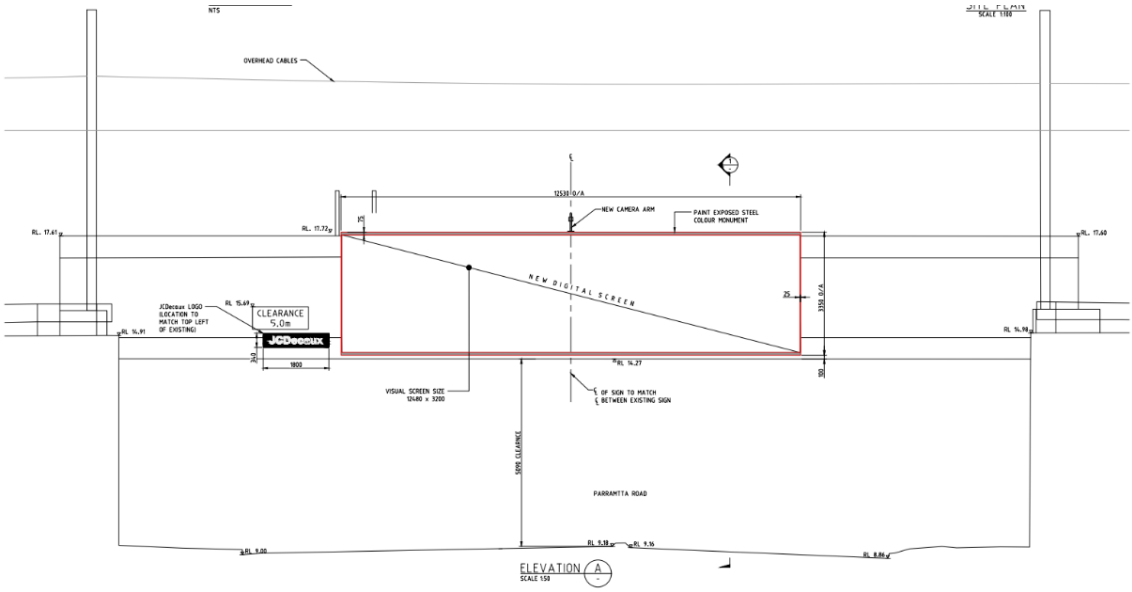


Figure 7: Proposed sign architectural plan (Source: Dennis Bunt Consulting Engineers)

Figure 8: Indicative photomontage as viewed from Parramatta Road eastbound (Source: JCDecaux)

## 3.1 Digital LED Technology for Outdoor Advertising

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

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

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

## 3.2 Digital LED Screen Operation and Management

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

The LED screen will display content in feed cycles that are sequentially rotated on a loop cycle.

Static digital advertisements will appear on the screen for a 10 second dwell time before changing to a new static digital image. There will be a 0.1 second transition time between images, which appears instantaneous.

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

- the dwell time for electronic signage in the United States is typically 8 seconds
- scrolling technology is typically 7 to 8 seconds
- NSW TfNSW variable messaging signage works on a 3 second transition time for both information and emergency displays
- a dwell time of 10 seconds is suitable for the proposed digital signage in a 60km/hr speed zone and is consistent with the requirements of 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 Signage Demolition

The existing backlit box at the site will be removed by crane during a road closure, most likely at night. The existing support frame will remain and be modified if required to support a new LED screen box.

Details of the proposed deconstruction and removal are provided within the Structural Feasibility Statement, prepared by Dennis Bunt Consulting Engineers (Appendix 8).

The existing site plan and demolition procedure is provided in the below figure.

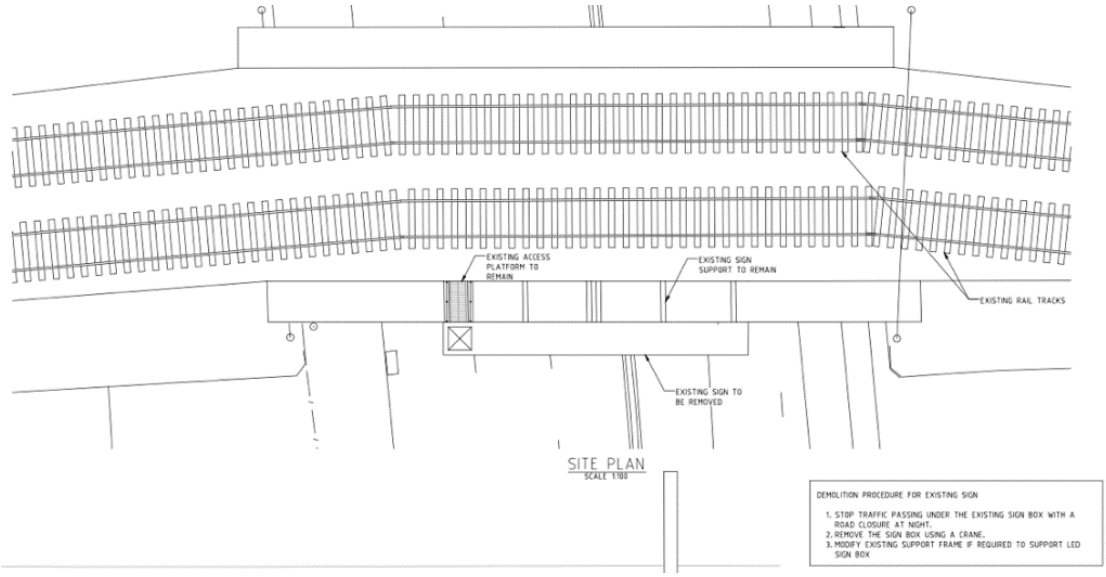


Figure 9: Existing site plan and proposed demolition procedure (Source: Dennis Bunt Engineers)

## 3.5 Signage Installation

As addressed above, the existing Supersite backlit sign at the site will be removed and replaced with a new LED Supersite sign. The proposed sign will be fixed to the western side of the existing railway bridge.

The existing support frame will remain and be modified as required to support the new LED screen box. The LED screens will be assembled in the contractor's factory and clamped to the welded 3D frame so it can be transported to site as one unit. The frames and rails will be transported separately.

The existing railway bridge that will support the LED sign is a concrete bridge. The main girders of the bridge are approximately 3200mm deep and post tensioned.

Details regarding the structural integrity are provided at Section 5.5.

## 3.6 Sign Access and Maintenance

The proposed new sign will have a LED steel box with an internal walkway so that the rear of the LED screen can be accessed for maintenance without affecting the traffic below.

There will be a hatch in the top of the box and an internal ladder, and the hatch will be accessed from the deck of the railway bridge.

There is an existing platform that was used to access the backlit box, and which will also be reused to access the hatch in the LED box. Access will be carried out under the supervision of a protection officer and most likely at night.

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.

# 4 Statutory Planning Framework

## 4.1 Environmental Planning and Assessment Act 1979

### *Crown Development*

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

### *Integrated Development*

Under section 4.44 of the EP&A, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown Development Applications (other than development that requires a heritage approval). The subject application does not require heritage approval and therefore is not considered 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) 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,* | 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) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,* | 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) to promote the orderly and economic use and development of land,* | The development promotes the orderly and economic use of the land by providing a new digital advertising sign within an established transport corridor that may provide public benefits including the generation of revenue to contribute to improving and maintaining the Sydney Trains network |
| *(d) to promote the delivery and maintenance of affordable housing,* | Affordable housing does not form part of this application. |
| *(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,* | 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) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),* | There are no Aboriginal cultural heritage features at the site that will be impacted by the development. There is a local heritage item in the vicinity of the site, however no adverse impacts are anticipated. Potential impacts to the nearby heritage items are discussed in Section 5.3. |
| *(g) to promote good design and amenity of the built environment,* | The development will be located within an established transport corridor. The design of the sign is considered to promote good design and will not have an adverse impact on the amenity of the surrounding location. |
| *(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,* | 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) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,* | 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) to provide increased opportunity for community participation in environmental planning and assessment.* | As part of DPE's assessment of the application, the SEE will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report. |

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

### *Matters for Consideration*

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

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

| Relevant Provision | Comment |
|---|---|
| *instrument has been deferred indefinitely or has not been approved), and* | |
| *(iii) any development control plan, and* | The Holroyd Development Control Plan 2013 is addressed at Section 4.5. |
| *(iiia) 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* | No planning agreement or draft planning agreement has been entered into as part of this application. |
| *(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph),* | The application is consistent with the relevant matters of the EP&A Regulations. |
| *(v) (Repealed)* | N/A |
| *(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,* | The impacts of the proposal are addressed in Section 5. |
| *(c) the suitability of the site for the development,* | Site suitability is addressed at Section 5.7. |
| *(d) any submissions made in accordance with this Act or the regulations,* | Any submissions made on this subject development application will be duly considered and addressed by Keylan. |
| *(e) the public interest.* | Public interest is addressed at Section 5.8. |

Table 5: Section 4.15(1) assessment

## 4.2 Roads Act 1993

The proposal is located above a public road and therefore requires approval under Section 138(1) of the *Roads Act 1993* (Roads Act):

*138 Works and structures*
*(1) A person must not:*
- *(a) erect a structure or carry out a work in, on or over a public road, or*
- *(b) dig up or disturb the surface of a public road, or*
- *(c) remove or interfere with a structure, work or tree on a public road, or*
- *(d) pump water into a public road from any land adjoining the road, or*
- *(e) connect a road (whether public or private) to a classified road, otherwise than with the consent of the appropriate roads authority.*

Section 138(2) states that consent may not be given with respect to a classified road except with the concurrence of TfNSW. Therefore, the application will be referred to Transport for NSW in accordance with Section 138(2) of the Roads Act.

## 4.3 State Environmental Planning Policies

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

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

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

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

**Chapter 3 – Advertising and Signage**

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

Regardless of permissibility under the *Holroyd Local Environmental Plan 2013* (HLEP 2013), the proposed sign is permissible with consent under section 3.14 of the Industry and Employment SEPP as it is on behalf of Sydney Trains and is within a railway corridor. Further, under section 3.10(c) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is for an advertisement displayed on behalf of Sydney Trains in a rail corridor.

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

*Schedule 5 Assessment*

Section 3.6 of 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*** | | |
| *Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?* | • the proposed sign will be compatible with the existing and future character of the area as the area has a commercial nature and consists of multiple highly frequented road corridors<br>• the proposal is not located within an area identified as environmentally sensitive, open space, rural landscape or residential | Yes |
| *Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?* | | Yes |

| Schedule 5 | Comment | Compliance |
|---|---|---|
| | • the sign will be visible from a local heritage item to the west, however as the proposal is a conversion and given the commercial nature of the locality, no adverse impacts are anticipated<br>• the sign will be of a scale, proportion and form that is appropriate as it is a conversion of an existing sign and is proposed to similar in size<br>• in addition, the sign will not extend above or below the bridge/overpass and will be located wholly within the structure<br>• the scale of the sign is in keeping with surrounding development as the sign is of similar nature and size to the existing sign and is respective of the surrounding built form in that it is a commercial area on a highly frequented road corridor<br>• the proposal will contribute to the visual interest along Parramatta Road as the sign represents a contemporary form of digital advertising signage, designed by Tzannes architects that is considered and creative ensuring a high quality design outcome<br>• the proposal is consistent with the general theme for outdoor advertising in the area as signage is not uncommon in the area as there is an existing static advertising signage at the site, existing business advertising nearby and small poster style signs on either side of the railway overpass/bridge | |
| ***2. Special Areas*** | | |
| *Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?* | • the site is not located nearby land identified as environmentally sensitive or any areas of open space<br>• the site itself is not identified as a heritage item or located within a heritage conservation area<br>• there is a local heritage item (Vauxhall Inn - item no. I11) located 120m west of the site. | Yes |

| Schedule 5 | Comment | Compliance |
|---|---|---|
| | • the proposed sign will be visible from the heritage item, however no adverse impacts are anticipated for the following reasons:<br>○ this sign is a considerable distance (120m) east of the site<br>○ the proposed sign is a conversion of an existing sign that was also previously visible from the heritage item and the proposed sign will be of similar size and nature<br>○ the nature of the immediate environment comprises of a major intersection and highly frequented roads | |
| ***3. Views and vistas*** | | |
| *Does the proposal obscure or compromise important views?* | • the proposal will not obscure or compromise any important views.<br>• the proposal will not dominate the skyline and it is proposed to be located wholly within the bridge/overpass structure and has been carefully designed to not protrude above or below the bridge<br>• the proposal will be of similar size to the existing static advertising sign at the site<br>• the proposal will not conflict with the viewing rights of other advertisers. The poster style signage on either side of the overpass/bridge will remain visible and no impacts are anticipated. | Yes |
| *Does the proposal dominate the skyline and reduce the quality of vistas?* | | Yes |
| *Does the proposal respect the viewing rights of other advertisers?* | | Yes |
| ***4. Streetscape, Setting or Landscape*** | | |
| *Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?* | • the proposal involves the erection of a digital, landscape style sign with a visual display area of 39.94m$^2$<br>• there is an existing static landscape advertising sign which will be removed as part of the proposal<br>• the advertisement is proposed to be flat and mounted on the rail overpass. The scale, proportion and form are appropriate as the proposal is located wholly within | Yes |
| *Does the proposal contribute to the visual interest of the streetscape, setting or landscape?* | | Yes |
| *Does the proposal reduce clutter by rationalizing and simplifying existing advertising?* | | Yes |
| *Does the proposal screen unsightliness?* | | Yes |

| Schedule 5 | Comment | Compliance |
|---|---|---|
| | the overpass and does not protrude into the road reserve | |
| *Does the proposal protrude above buildings, structures or tree canopies in the area or locality?* | • the proposal is appropriate for the streetscape and will not detract from the road corridor and will complement the surrounding area | Yes |
| *Does the proposal require ongoing vegetation management?* | • the proposal contributes to the visual interest along Parramatta Road through the display of high-quality advertisements<br>• the proposal will not require ongoing vegetation management | Yes |
| ***5. Site and Building*** | | |
| *Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?* | • the proposal is compatible with the scale, proportion, and characteristics of the site as it is of similar size to the current sign at the site and will locate wholly within the bridge structure | Yes |
| *Does the proposal respect important features of the site or building, or both?* | • the height of the sign is reflective of surrounding built form as the sign will not extend above or below the bridge structure to which it is attached to | Yes |
| *Does the proposal show innovation and imagination in its relationship to the site or building, or both?* | • the location of the sign is appropriate as it will contribute to the visual interest of the area as it is a digital form of advertising incorporating new technology and an architectural design whilst also ensuring minimal impacts on the surrounding development<br>• the sign represents an innovative form of advertising, designed by Tzannes architects that is considered and creative ensuring a high-quality design outcome | Yes |
| ***6. Associated Devices and Logos with Advertisements and Advertising structures*** | | |
| *Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?* | • 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<br>• 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. | Yes |

| Schedule 5 | Comment | Compliance |
|---|---|---|
| | • the logo is situated to the side to ensure the sign fits within the sofit of the bridge and to prevent the sign extending below the bridge structure<br>• the proposed logo position is considered an improved design outcome than if the logo were to be positioned on a strip below the structure as this would mean the sign would protrude below the soffit of the bridge | |
| ***7. Illumination*** | | |
| *Would illumination result in unacceptable glare?* | • a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4<br>• the LIA confirms that the proposed digital sign will not result in unacceptable glare or have any detrimental impacts to safety as it complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenity to nearby residences<br>• 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<br>• the proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019 | Yes |
| *Would illumination affect safety for pedestrians, vehicles or aircraft?* | | Yes |
| *Would illumination detract from the amenity of any residence or other form of accommodation?* | | Yes |
| *Can the intensity of the illumination be adjusted, if necessary?* | | Yes |
| *Is the illumination subject to a curfew?* | | Yes |
| ***8. Safety*** | | |
| *Would the proposal reduce the safety for any public road?*<br><br>*Would the proposal reduce the safety for pedestrians or bicyclists?*<br><br>*Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?* | • the Traffic Safety Assessment prepared by Bitzios confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists<br>• the proposal will not obscure sightlines from public areas as it will be attached to an existing bridge structure | Yes |

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

### 4.3.2 Transport Corridor Advertising and Signage Guidelines 2017

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

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

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

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Digital Sign Criteria
- the Freestanding Signage Criteria
- Road Safety (refer Section 5.1)
- Luminance Levels for Digital Advertisements (refer Section 5.2)
- the Public Benefit Test (refer Section 5.8)

### 4.3.3 State Environmental Planning Policy (Transport and Infrastructure) 2021

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

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

| Clause | Comment | Compliance |
|---|---|---|
| ***2.98 Development adjacent to rail corridors*** | | |
| *(1) This section applies to development on land that is in or adjacent to a rail corridor, if the development—*<br>*(a) is likely to have an adverse effect on rail safety, or*<br>*(b) involves the placing of a metal finish on a structure and the rail corridor concerned is used by electric trains, or*<br>*(c) involves the use of a crane in air space above any rail corridor, or*<br>*is located within 5 metres of an exposed overhead electricity power line that is used for the purpose of railways or rail infrastructure facilities.* | The assessment contained in the SEE and supporting reports concludes that the proposed signage is unlikely to adversely impact on the safety and operation of the rail line.<br><br>No impacts on rail safety are anticipated as:<br>• the sign is located on the outside of the rail bridge<br>• 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 | Yes |

| Clause | Comment | Compliance |
|---|---|---|
| | The proposed sign will comprise metal finishes. However, this finish will not impact the function of the railway as the railway line is for heavy rail only.<br><br>The installation and operation of the sign will involve the use of a crane in the air space above the rail corridor. The operation of the crane will be during the construction stage only and will be appropriately managed in accordance with *DPE's Development near railways and busy corridors Guideline (2008).*<br><br>It is noted the proposed sign is likely located within 5m of an exposed overhead power lines as shown in the Architectural Plans. It is anticipated TfNSW will consider this accordingly. | |
| *(2) Before determining a development application for development to which this section applies, the consent authority must—*<br>*(a) within 7 days after the application is made, give written notice of the application to the rail authority for the rail corridor, and*<br>*(b) take into consideration—*<br>*(i) any response to the notice that is received within 21 days after the notice is given, and*<br>*(ii) any guidelines that are issued by the Secretary for the purposes of this section and published in the Gazette.* | It is anticipated DPE will notify the application accordingly. | Yes |
| *(3) 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.* | Not applicable. As above, it is anticipated DPE will notify the application in accordance with Section 2.98 (2). | Yes |
| *(4) Land is adjacent to a rail corridor for the purpose of this section even if it is separated from the rail corridor by* | Noted. | Yes |

| Clause | Comment | Compliance |
|---|---|---|
| *a road or road related area within the meaning of the Road Transport Act 2013.* | | |
| ***2.99 Excavation in, above, below or adjacent to rail corridors*** | | |
| *(1) 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—*<br>*(a) within, below or above a rail corridor, or*<br>*(b) within 25m (measured horizontally) of a rail corridor, or*<br>*(c) within 25m (measured horizontally) of the ground directly below a rail corridor, or*<br>*(d) (d) within 25m (measured horizontally) of the ground directly above an underground rail corridor* | The proposed works will not involve any excavation as the signage will sit on the elevation of the bridge.<br><br>No further consideration under Section 2.99 is required. | Yes |
| ***2.119 Development with a frontage to a classified road*** | | |
| *(1) The objectives of this section are—*<br>*(a) to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and*<br>*(b) to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.*<br>*(2) The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—*<br>*(a) where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and*<br>*(b) the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—*<br>*(i) the design of the vehicular access to the land, or*<br>*(ii) the emission of smoke or dust from the development, or* | The proposal comprises development with frontage to a classified road, Parramatta Road (No.640).<br><br>The assessment contained in the SEE and supporting reports concludes that the proposed signage is not likely to adversely impact on the effective and ongoing operation and function of Parramatta Road.<br><br>A Traffic Safety Assessment (TSA) has been prepared as part of the application and is included at Appendix 3.<br><br>The TSA considers the ongoing operation and function of the Parramatta Road in context to the development and concludes that the surrounding road environment presents a low risk environment for the proposed digital advertising sign.<br><br>Road safety is further discussed at Section 5.1. | Yes |

| Clause | Comment | Compliance |
|---|---|---|
| *(iii) the nature, volume or frequency of vehicles using the classified road to gain access to the land, and*<br>*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* | | |

Table 7: Assessment – Transport and Infrastructure SEPP

## 4.4 Holroyd Local Environmental Plan 2013

The *Holroyd Local Environmental Plan 2013* (HLEP 2013) is the Principal Environmental Planning Instrument applicable to the land.

### 4.4.1 Zoning

The proposed sign is located on land zoned *SP2 Infrastructure – Road Corridor* under the HLEP 2013. Signage is listed as permissible with consent in the SP2 zone under the HLEP 2013. A zoning map is provided below.

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

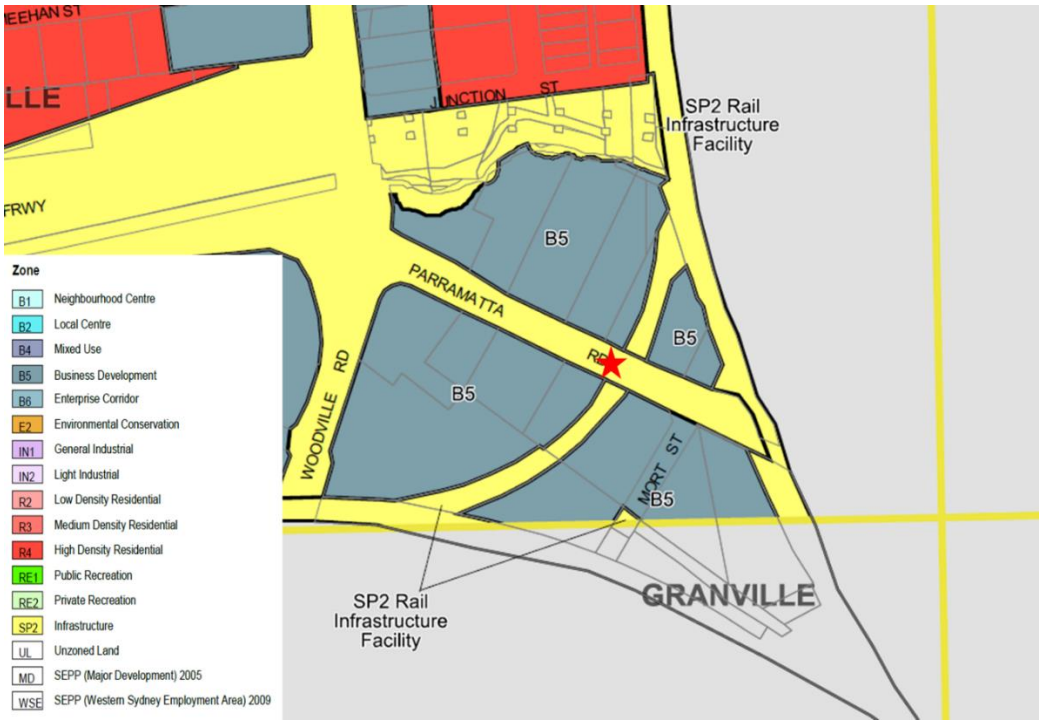

Figure 10: Land use zoning map (Source: HLEP 2013)

### 4.4.2 Heritage

The Vauxhall Inn (item no. I11) is a local heritage item identified in Clause 5.10 of the HLEP 2013 and is located 120m west of the site. A heritage map demonstrating the site's location in proximity to the heritage item is provided below.

The proposed sign will be visible from this heritage item, however no adverse impacts are anticipated as the proposal involves the conversion of an existing advertising sign currently located at the site.

The proposed sign is considered compatible with the surrounding locality as it is a commercial area with multiple highly frequented road networks.

In addition, the substantial distance between the proposed sign and the heritage item is considerable and visibility of the sign is expected to be limited at the location of the heritage item as shown in the figures below.

Where the sign is visible, it will provide for a visually interesting element along Parramatta Road without detracting from the character of the item or the surrounding streetscape.

On the basis of the above, heritage impacts are anticipated to be negligible.

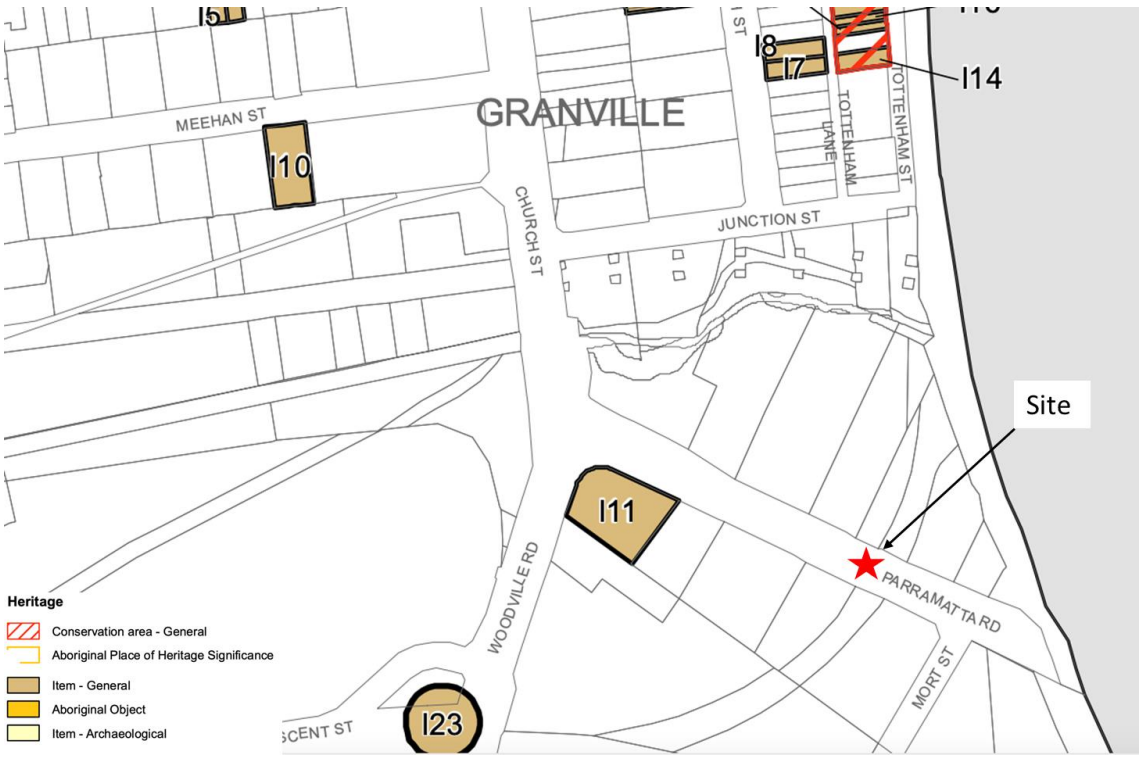


Figure 11: Heritage map (Source: HLEP 2013)

### 4.4.3 Acid Sulfate Soils

The site is located within land classified as Class 4 Acid Sulfate Soil. As the proposal involves the conversion of an existing sign and it is located on an existing rail overpass, no impacts related to Acid Sulfate Soils are anticipated.

## 4.5 Holroyd Development Control Plan 2013

The proposal is in compliance with the aims, objectives, and key provisions of the Holroyd Development Control Plan 2013 (HDCP 2013).

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

| Provision | Comment | Complies |
|---|---|---|
| **Part F – Advertising and Signage Controls** | | |
| **Section 1 - General Signage Controls** | | |
| *C1. All signs must:*<br>• *be compatible with the scale, proportion and other characteristics of the site and/or building on which they are to be located;*<br>• *respect important features of the site and/or building;*<br>• *not reduce safety for road vehicles, cyclists or pedestrians by obscuring sightlines.* | • the sign does not protrude above the height of surrounding buildings or tree canopies and will not exceed above or below the structure of the overpass/bridge<br>• the sign is considerate of the built scale of any nearby development and will be of a similar size and nature to the current existing sign at the site<br>• there are no known import features at the site, however notwithstanding the sign will be located within the existing structure of the bridge and therefore will not extend above or below it<br>• the TSA prepared by Bitzios concludes that the proposed sign is not expected to reduce the safety of any traffic, pedestrians or cyclist movements.<br>• as the sign will be located within a driver's ordinary field of view when approaching from the north-west and a glance to the sign will still permit co-incident recognition of signal changes, and vehicle, pedestrian and cyclist movements in the forward view | Yes |
| *C2. Where signs include illumination, they must:*<br>• *not result in unacceptable glare;* | • a LIA has been prepared by Electrolight and is included at Appendix 4 | Yes |

| Provision | Comment | Complies |
|---|---|---|
| • *not affect safety for pedestrians, vehicles or aircraft;*<br>• *not detract from the amenity of any residence or other form of accommodation;*<br>• *permit the level of illumination to be varied according to time of day.* | • the LIA confirms the proposed digital signage will not result in unacceptable glare nor will it adversely impact the safety of pedestrians, residents or vehicular as it is compliant with the relevant standards<br>• the proposal is not expected to be visible from any residential property or other form of accommodation<br>• the lighting intensity is capable of being changed after installation | |
| *C3. Advertising signs and structures are to conform to the relevant design specifications contained in Section 7.0 of this Part of the DCP.* | • Section 7 of the DCP is addressed within this table, below. | Yes |
| *C4. Signs must not:*<br>• *be attached to a vehicle, where the vehicle remains stationary primarily for the purpose of advertising. "Vehicle" means a registered or unregistered vehicle and includes a trailer;*<br>• *be a temporary poster and sticker affixed to the exterior of the building, power poles, fences, construction hoardings or the like;*<br>• *be of a portable nature, such as a sandwich board, placed in, on or over a public place, except in special circumstances specified in the Plan;*<br>• *include flashing lights, regardless of whether these are for illumination of a fixed sign, to attract attention to an otherwise illuminated sign or as part of an illuminated sign;*<br>• *include inflatable signs or structures, other than temporary signs (see Section 6 of this Part of the DCP);*<br>• *be located on or above awnings, except within business zones; and*<br>• *be located on or above rooftops* | • the proposed sign will not be attached to a vehicle, nor will it be a temporary poster or sticker or be portable<br>• the LED screen will display content in feed cycles that are sequentially rotated on a loop cycle.<br>• 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<br>• the proposal will not include inflatable signs or structures nor will it be located on or above awnings or rooftops | Yes |
| *C5. With regard to streetscape and local visual character, the proposed sign must:*<br>• *be compatible with the existing or desired future character of the area or locality;* | • the proposed sign will be compatible with the existing and future character of the area as the area has a commercial nature and consists of multiple highly frequented road corridors | Yes |

| Provision | Comment | Complies |
|---|---|---|
| • *not 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;*<br>• *have a scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape;*<br>• *contribute to the visual interest of the streetscape, setting or landscape;*<br>• *not protrude above buildings, structures or tree canopies in the area or locality.* | • the proposal is not located within an area identified as environmentally sensitive, open space, rural landscape or residential<br>• the sign will be visible from a local heritage item to the west, however as the proposal is a conversion and given the commercial nature of the locality, no adverse impacts are anticipated<br>• the sign will be of a scale, proportion and form that is appropriate as it is a conversion of an existing sign and is proposed to similar in size. The sign will not extend above or below the bridge/overpass and will be located wholly within the structure<br>• the proposal will contribute to the visual interest of Parramatta Road as it is a digital and architecturally designed digital sign that will be visible to eastbound traffic | |
| *C6. With regard to views and vistas, the proposed sign must:*<br>• *not obscure or compromise important views;*<br>• *not dominate the skyline or reduce the quality of vistas; and*<br>• *respect the viewing rights of other advertisers.* | • the proposed sign will not obscure or compromise important views, nor will it dominant the skyline as it is proposed to be located wholly within the bridge/overpass structure and will not extend above or below it<br>• the proposal will respect the viewing rights of other advertisers as there are no advertising signs of similar nature and size visible from the proposal or on approach to the proposal. It is noted there are multiple poster style signs on either side of the railway bridge, however the proposal will not obstruct views to these signs | Yes |
| *C7. With regard to existing advertising, the proposed sign must:*<br>• *be consistent with a particular theme for outdoor advertising in the area or locality; and*<br>• *reduce clutter by rationalising and simplifying existing advertising.* | • the proposal is consistent with the overall theme for advertising in the area<br>• the locality is commercial in nature and includes multiple business advertising signs | Yes |

| Provision | Comment | Complies |
|---|---|---|
| *C8. The maximum height (in metres) for all development, including advertising and signage, is detailed within Holroyd Local Environmental Plan 2013, as a written statement and associated maps.* | • the proposal complies with the controls identified within HLEP 2013 as explained in Section 4.4. | Yes |
| **Section 5. Signs in Open Space and Infrastructure Zones** | | |
| *C1. The location of advertising signs in open space zones must minimise their visual and other impacts on the amenity of the open space and any adjoining residential land.* | • N/A | N/A |
| *C2. Signs on land within the SP2 Infrastructure Zone must be located to minimise their visual impact when viewed from adjoining residential land or open space* | • the proposal is not expected to be visible from residential or open space areas | Yes |
| *C3. Signs on land within the SP2 Infrastructure Zone must address the relevant roadway or railway and not address adjoining land.* | • the proposal will only address the road corridor to which it is located above (Parramatta Road)<br>• the proposal is not intended to address adjoining land | Yes |
| *C4. Signs on land within the SP2 Infrastructure Zone must not impair drivers' vision or distract drivers' attention. Animated, rotating or mechanised signs for the purpose of moving displays or variable messages must not be used other than for the provision of road information to drivers.* | • a LIA and TSA have been prepared by Electrolight and Bitzios, respectively<br>• the LIA confirms the proposed digital signage will not result in unacceptable glare nor will it adversely impact the safety of pedestrians, residents or vehicular. Traffic. The LIA confirms the maximum night time illuminance will comply with the Zone limits in AS4282.<br>• the TSA confirms the proposal will not impair drivers' vision or distract driving ability as the sign will be not located near any major decision points<br>• the TSA confirms 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 above the road<br>• the proposed sign is not expected to reduce the safety of any traffic, pedestrians or cyclist movements given it will be located within a driver's ordinary field of view when | Yes |

| Provision | Comment | Complies |
|---|---|---|
| | approaching from the north-west and a glance to the sign will still permit co-incident recognition of signal changes, and vehicle, pedestrian and cyclist movements in the forward view | |
| **Section 7 – Sign Specifications** | | |
| *C1. The maximum luminance for illuminated advertising signs must not exceed the following levels:* | | |
| *C2. Where a sign is externally illuminated by flood or concealed lighting, such lighting must be directed solely on the advertisement, and its surrounds, and shielded so that glare does not extend beyond the advertisement* | • glare will not extend beyond the advertisement as the signage includes baffles which mitigate upward waste light, resulting in an Upward Light Ratio (ULR) of less than 50%<br>• the lighting intensity is capable of being changed after installation | Yes |
| *C3. Illuminated signs or signs of a reflective nature must:*<br>*a) be displayed and located in a manner that does not cause glare;*<br>*b) not otherwise dazzle or distract drivers of vehicles; and*<br>*c) not adversely affect the amenity the surrounding area.* | • the TSA notes that 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<br>• the proposal will not adversely affect the amenity of the surrounding area given its commercial nature and it includes multiple highly frequented road corridors | Yes |
| *C4. Illuminated signs on land adjacent to residential zones, or on existing non-conforming uses in residential zones, must not unduly affect the amenity of adjoining residences.* | • the proposal is not expected to be visible from residential uses | Yes |
| *C14. Advertisements attached to bridges must:*<br>*a) be located on or contained within the main horizontal span of the bridge or, in the case of a railway bridge, on an abutment to the bridge;*<br>*b) not protrude below the structure of the bridge; and*<br>*c) in the case of a pedestrian or road bridge –*<br>*i) not protrude more than 1.0 metres above the road level of the bridge, and*<br>*ii) not obstruct the sightlines of people using the bridge;*<br>*iii) in the case of a rail bridge –* | • the proposed sign will be located within the horizontal span of the bridge, detailed consideration has been given to the signage design to ensure the sign does not extend beyond the bridge structure.<br>• the proposal will not impact the architecture of the bridge as the proposal is a conversion to a sign that is of a similar size and nature to the existing sign at the site | Yes |

| Provision | Comment | Complies |
|---|---|---|
| *iv) not protrude above the top of any solid part of the bridge, and*<br>*v) to not cover any part of the bridge that is open, or*<br>*vi) be displayed on an abutment of the bridge;*<br>*d) in the case of a bridge built before the commencement of SEPP 64, not adversely impact upon the original architecture of the bridge.* | | |

Table 8: DCP Assessment

# 5 Environmental Planning Assessment

## 5.1 Road safety

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

### 5.1.1 Road environment

The existing road environment along Parramatta Road is summarised in the table below.

| Existing Feature | Description |
|---|---|
| **Road classification** | • Parramatta Road is a classified State Road (no. 640) |
| **Speed limit** | • the speed limit on Parramatta Road at the location of the proposal is 60 km/h |
| **Nearby intersections and traffic control devices** | • the proposed digital sign would be located on the railway bridge/overpass over Parramatta Road<br>• the Parramatta Road/Mort Street intersection is located approximately 50m east of the sign<br>• a major intersection comprising of Woodville Road, Church Street, Parramatta Road and the Great Western Highway is located approximately 200m west of the sign |
| **Road configuration and geometry** | • there are 2 through lanes travelling east and below the overpass/bridge as well as a right turn lane into Mort Street which starts at the site |
| **Crash data** | • 1 crash was reported in the 5 year period from 2016 to 2020<br>• the crash history analysis show there is not a consistent pattern and that the 1 crash resulted in minor injury |
| **Pedestrian and cyclist infrastructure** | • pedestrian footpaths are located on both sides of the Parramatta Road<br>• no formal cyclist infrastructure is provided along Parramatta Road at the location of the proposal<br>• the proposed digital sign would not physically obstruct any vehicle, pedestrian, and cyclist movements as it would be placed within the structure of the railway bridge/overpass and will not extend above or below it |
| **Parking** | • no stopping or car parking is permitted along the Parramatta Road, in proximity to the sign. |

Table 9 Existing road environment (Source: Bitzios)

### 5.1.2 Signage exposure

The TSA estimates that the sign is proposed on the western elevation of the railway overpass/bridge located over the Parramatta Road and will be visible to eastbound motorists from approximately 190m west of the sign. The visual sight length is shown in Figure 12.


Figure 12: In-vehicle sightlines along Parramatta Road eastbound (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 TfNSW for the 5-year period between 2016 and 2020. The TSA confirms that, during this period, 1 crash was recorded within the sight distances of the sign. A summary of the crashes and incident severity are shown below.

| Year | Crash Degree | | | | | Total |
|---|---|---|---|---|---|---|
| | Fatal | Serious Injury | Moderate Injury | Minor/Other Injury | Non-casualty (towaway) | |
| 2016 | - | - | - | - | - | - |
| 2017 | - | - | - | - | - | - |
| 2018 | - | - | - | - | - | - |
| 2019 | - | - | - | 1 | - | 1 |
| 2020 | - | - | - | - | - | - |
| **Total** | **-** | **-** | **-** | **1** | **-** | **1** |

Figure 13: Historical crash data in proximity to the site (Source: Bitzios)

The location of the road accident in proximity to the site is shown in Figure 14 below.


Figure 14: Historical crash data in proximity to the site (Source: Bitzios)

### 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 |
|---|---|
| A. It obscures a view of an object/vehicle/pedestrian that creates a hazard | *The proposed sign will be wholly located within the railway overpass/bridge and will not obscure objects/vehicle/pedestrians etc* |
| B. Sign positioning relative to travel direction | *The proposed sign will be positioned over the travel lanes on Parramatta Road and would be in the ordinary field of view. It will be visually prominent eastbound.* |
| C. It distracts a driver at a critical time | *The proposed sign will be located approximately 50m before the Parramatta Road/Mort Street intersection that is facilitated by a right turn lane (not signalised). Mort Street is considered a minor, dead-end road.*<br><br>*The proposed sign will be located approximately 200m after the signalised Woodville Road, Church Street, Parramatta Road and the Great Western Highway intersection.*<br><br>*All the visual inputs required to make decisions associated with these traffic features are not expected to be impaired by the proposed sign as the sign will be located above the road and a significant distant from a major intersection.* |
| D. It interferes with the effectiveness and safety of a traffic control device (e.g. traffic signs, traffic signals or other traffic control devices) | *The Parramatta Road/Mort Street intersection is not signalised and involves a right turn lane at the driver's discretion. This intersection occurs 50m after the driver would view the proposed sign.*<br><br>*The signalised major intersection comprising Woodville Road, Church Street, Parramatta Road and the Great Western Highway intersection is located 200m before the proposed sign and before a driver is in view of the sign. Therefore, the proposed sign will not affect decision making in relation to the traffic signals at this intersection.* |
| E. Sign clutter | *There are many poster style signs advertising signs located on either side of the proposed sign.* |

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

| Criteria | Response provided by Bitzios |
|---|---|
| a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below. | *Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.* |
| b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs. | *Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.* |
| c. The image must not be capable of being mistaken:<br>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<br>ii. as text providing driving instructions to drivers. | *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.*<br><br>*For example, advertisements must not instruct drivers to perform an action such as 'Stop'.* |
| d. Dwell times for image display must not be less than:<br>i. 10 seconds for areas where the speed limit is below 80km/h.<br>ii. 25 seconds for areas where the speed limit is 80km/h and over | *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.* |
| e. The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen. | *Conditions can be imposed by the consent authority to ensure that the sign has a transition time of no more than 0.1 seconds and a black screen in the event of image failure.* |
| f. Luminance levels must comply with the requirements in Section 3 below. | *This area is 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). Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.* |
| g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content. | *Conditions can be imposed by the consent authority to ensure that the sign's images comply with requirements to not contain flickering or flashing content.* |
| h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance). | *Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.* |
| i. Any digital sign that is within 250 metres of a classified road and is visible from a | *N/A. The sign is not visible from a school zone.* |

| Criteria | | Response provided by Bitzios |
|---|---|---|
| | school zone must be switched to a fixed display during school zone hours. | |
| j. | Each sign proposal must be assessed on a case-by- case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits. | *All relevant traffic directions have been assessed on their own merits.* |
| k. | At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, 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. | *Noted.* |
| 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.* |
| 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. | *Under Section 4.13(2) of the Environmental Planning and Assessment Act 1979, development to be determined by the Minister does not require TfNSW concurrence. Instead, the Minister is only required to consult with TfNSW.* |
| 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.* |

| Criteria | Response provided by Bitzios |
|---|---|
| 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.* |

Table 11: Assessment against the Signage Guidelines Digital Sign Criteria (Source: Bitzios)

### 5.1.5 Road safety summary

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

The TSA has determined there is a low risk environment for the proposed digital advertising sign. The proposed sign will be visible from approximately 190m to the west of the sign.

Parramatta Road has a posted speed limit of 60km/h. As such, a dwell time of 10 seconds for the digital sign is required in accordance with the Guidelines.

In summary, based on the findings of Bitzios in their TSA, the road environment along the Parramatta Road in proximity to the proposed sign is considered to present a low risk environment for the proposed digital advertising sign and is acceptable on road safety grounds.

## 5.2 Illumination

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

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

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

### 5.2.1 Illumination criteria – Signage Guidelines

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

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

| Lighting Condition | Max Permissible Luminance for Zone 3 (cd/sqm) | Complies |
|---|---|---|
| Full sun on face of signage | No limit | ✓ |
| Daytime luminance | 6000 | ✓ |
| Morning and evening twilight and inclement weather | 700 | ✓ |
| Night time | 350 | ✓ |

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

The 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, it is noted that the maximum luminance limit during the night time period will not exceed the recommended maximum permissible luminance level set out in the Signage Guidelines of 350 cd/sqm for Zone 3.

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

The proposed signage has been assessed against AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

AS4282 provides limits for different obtrusive factors associated with dark hours (night time) operation of outdoor lighting systems. Two sets of limiting values for spill light are given based on whether the lighting is operating before a curfew (known as “pre-curfew” operation) or operating after a curfew (known as post-curfew or curfewed operation).

Pre-curfew spill lighting limits are higher than post-curfew values, on the understanding that spill light is more obtrusive late at night when residents are trying to sleep. Under AS4282, the post-curfew period is taken to be between 11pm and 6am daily.

As the sign will operate all night, the signage has been assessed against the more stringent post-curfew limits as shown in the table below. Zone A4 is described as areas of high district brightness such as town and city centres, commercial areas, and residential areas abutting commercial areas. The signage complies with the maximum vertical illuminance limit for Zone A4 post-curfew operations.

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

Table 13: Maximum lighting limit (Source: Bitzios)

The AS4282 assessment also includes a review of nearby residential dwellings and calculation of the amount of illuminance (measured in Lux) that the properties are likely to receive from the signage during night time operation.

No residential developments were found to fall within the Residential Exclusion Zone as shown in the figure below. As no residential properties are located within the Exclusion Zone then the signage is considered compliant with the illuminance limits in the Standard. The Zone limit shown is for A4 (5 lux maximum).

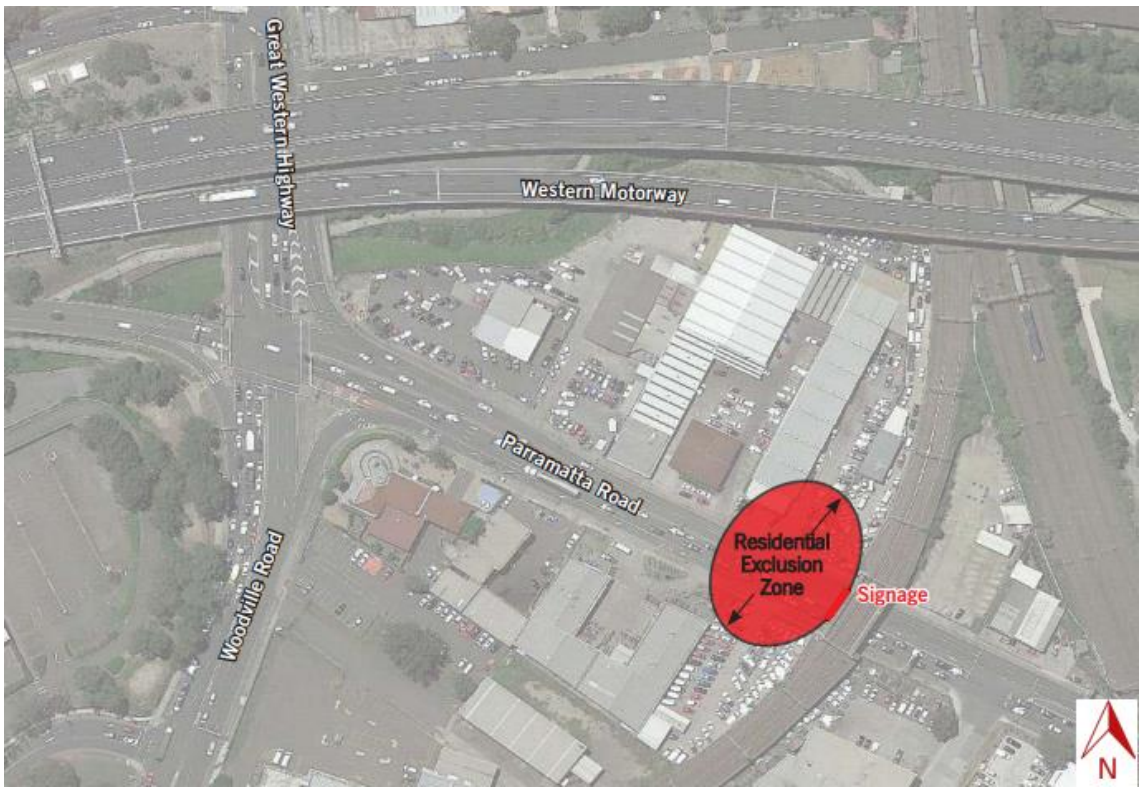


Figure 15: Residential Exclusion Zone (Source: Electrolight)

### 5.2.3 Illumination summary

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

In summary, the LIA determines that the lighting impacts are acceptable as the signage:

- 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
- the signage will not unreasonably impact on the visual amenity of nearby residences or accommodation.

## 5.3 Heritage

The site is in proximity to a local heritage item listed under Schedule 5 of the HLEP 2013.

The heritage item is the Vauxhall Inn (item no. I11) and is located 120m west of the site. The proposed sign will be visible from the heritage item, however, the it is not expected to have an adverse impact on the heritage significance, associated fabric, settings or views of the heritage item for the following reasons:

- the sign is a considerable distance (120m east) from the heritage item
- the proposed sign is a conversion of an existing sign that is currently visible from the heritage item
- the proposed sign will be of similar size and nature to the existing sign at the site
- the nature of the immediate environment comprises of a major intersection and highly frequented roads

The visibility of the sign from the heritage item will be restricted primarily due to the distance between the item and the proposed sign as shown in the figure below. 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, which is an acceptable level that does not introduce any adverse lighting impacts upon the heritage item.

It is also noted that the heritage item is located on a busy transport corridor that fronts a major intersection comprising of Woodville Road, Church Street, Parramatta Road and the Great Western Highway.

Figure 16: Heritage item in the locality (Source: Keylan)

Figure 17: View towards the proposed sign from the heritage item (Source: JCDecaux)

## 5.4 Vegetation

No vegetation impacts are expected as a result of the proposal. There is no vegetation located on the bridge or in close proximity of the bridge structure.

## 5.5 Structural Integrity

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 8) to determine the structural integrity and extent of the proposed sign.

Details of the structural elements of the sign are outlined below:

*Steel Frame*

- the structure will consist of a fully welded three-dimensional (3D) steel box
- the existing support frame for the backlit box will be reused
- the frame and its anchors to the bridge will need to be checked and modified/strengthened if required
- existing or new horizontal rails (if required) will be fixed to the support frames

The existing bridge will be checked for the extra weight of the LED sign and its support structure in combination with the existing dead loads from the bridge and live loads from the trains.

The weight of the digital screen, 3D steel box, cladding and support structure is approximately 6 tonnes (2 tonnes heavier than the current backlit sign box). Compared to the loads on the main girder of the bridge from the dead load of the bridge and the live loads from the trains the extra vertical load from the sign box will be approximately 1 to 3 % of the total load.

The sign is to be designed for a wind load for region A, terrain category 2.5 and a 50 year design life in accordance with AS1170.2. The height of the sign and structure is approximately the same as that of the main girder so the overall wind load on the bridge will be no greater due to the addition of the sign.

### 5.5.1 Signage Installation

The sign will be fixed to the side of an existing railway bridge. The main girders of the bridge are approximately 3200mm deep and post tensioned

Z brackets will be fixed to the back of the 3D box slot over the top of the rails when the 3D box and LED screen are lifted into position by crane and will be screw fixed to the rails at each end.

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

## 5.6 Visual Impacts

The proposal involves the conversion of an existing static advertising sign and installation of a new digital advertising sign on the western elevation of a railway overpass/bridge above Parramatta Road.

The existing sign currently attached to the railway overpass/bridge has an advertising display area of 42.41m$^2$.

The proposed sign has a visual catchment for eastbound traffic on Parramatta Road. The proposal will be visible to motorists after they exit the intersection to the west of the site that comprises of Woodville Road, Church Street, Parramatta Road and the Great Western Highway.

Visibility of the proposed sign is largely constrained to the road corridor travelling eastbound, however there are pedestrian pathways on either side of the roadway and commercial business that front Parramatta Road that the proposed sign will be visible from.

***View impacts from nearby residential properties***

The closest residential dwellings are located approximately 150m north-east of the site. There will be no views towards the sign from these properties, as views are restricted by the raised structure that is the train line as well as roads and surrounding industrial areas as shown in in the figure below.

In addition, the proposed sign will face west and away from the direction of the residential area. Therefore, no views or impacts of the sign from residential properties are anticipated from the proposal.


Figure 18: Surrounding land uses (Base source: Near Maps)

***View impacts from heritage items***

A local heritage item (Vauxhall Inn - item no. I11) is located approximately 120m west of the site. The proposed sign will be visible from the heritage item when looking east.

The proposal is expected to have minimal and an acceptable visual impact on the heritage item for the following reasons:

- 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. Therefore, visibility of the sign from the item is expected to be limited.
- 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. Further, 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. The images will change every 10 seconds which will result in a low visual impact on the item.

On this basis, heritage impacts are anticipated to be negligible. The proposed sign will not prevent the public from understanding and appreciating the significance of the heritage item. An indicative photomontage of the proposed sign is provided below.

Figure 19: Proposed sign as viewed from local heritage item (Source: JCDecaux)

***Visual impact summary***

This SEE has considered the visual impacts of the proposal and in summary, the proposal is assessed as having a minor and acceptable visual impact on the surrounding area, on the basis that:

- the proposal does not result in any visual clutter as the proposed digital advertising sign is a conversion of an existing sign at the site and therefore no additional signage is proposed
- the proposal will have no visual impact on residential development as it is not expected to be visible from any residences
- the proposal will have minimal visual impact on the nearby heritage item as the proposal involves the conversion of an existing sign and the site is a significant distance from the heritage item
- the proposal will be integrated within the visual envelope of the bridge and will not extend outside of the structural boundaries of the overpass and therefore will not obstruct any view lines or significant views
- the proposal will be digital and architecturally designed and will enhance the visual interest of Parramatta Road through the presentation of high resolution static digital advertisements
- the proposal is considered appropriate for its setting, as it is located within an established major road corridor

## 5.7 Site suitability

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

- the proposal is compatible with the existing and desired future character of the area as the surrounding area has a commercial nature and consists of multiple highly frequented road corridors
- there will be no impact on any significant Aboriginal cultural heritage
- there will be minimal impact on a local heritage item
- there will be minimal visual impacts on sensitive land uses as the sign is located in a commercial/industrial area where there are multiple highly frequented road corridors
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of the Parramatta Road in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of the locality and nearby heritage 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 in the below section.

## 5.8 Public benefit

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

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

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

The proposed 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 conversion of an existing static advertising sign to a new digital advertising sign on the western elevation of a railway bridge/overpass on Parramatta Road in Granville.

The sign will be visible to motorists travelling northbound along the Parramatta Road. The sign is proposed to comprise an advertising display area of approximately 41.98m$^2$ with a visual screen size of 39.94m$^2$.

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

- meets the objectives of Chapter 3 of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 5 of the Industry and Employment SEPP
- demonstrates compliance with the criteria set out in the Signage Guidelines in regard to land use compatibility, digital signage, road safety and illumination requirements and the public benefit test
- will have no visual impact on residential properties as no views towards the sign from residences are anticipated
- will not have any adverse impacts on any items of European or Aboriginal heritage as the visual impacts are expected to be minimal
- will be of high quality design and finish and will provide visual interest for motorists using Parramatta Road
- will be in the public interest as the revenue that is generated by the advertising signage will be used by Sydney Trains to improve the network through projects such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management

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

**Appendix 1**

**Industry and Employment SEPP & Signage Guidelines Assessment**

## Appendix 2

## Architectural Plans

**Appendix 3**

**Traffic Safety Assessment**

**Appendix 4**

**Lighting Impact Assessment**

**Appendix 5**

**Public Benefit Statement**

**Appendix 6**

**Site Survey**

## Appendix 7

## Cost of Works

**Appendix 8**

**Structural Feasibility Statement**