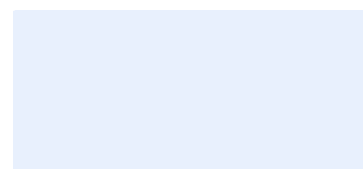


Digital Advertising Signage, Parramatta Rd, Granville

Part 4 Development Application (DA22/14809)

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Glossary

Abbreviation	Definition
Applicant	Sydney Trains
Council	City of Parramatta Council
Consent	Development Consent
DA	Development Application
DCP	Development Control Plan
Department	Department of Planning and Environment
EPI	Environmental Planning Instrument
EP&A Act	<i>Environmental Planning and Assessment Act 1979</i>
EP&A Regulation	<i>Environmental Planning and Assessment Regulation 2021</i>
LEP	Local Environmental Plan
LGA	Local Government Area
LIR	Lighting Impact Assessment Report
Minister	Minister for Planning
RMS	Roads and Maritime Services (now known as Transport for New South Wales)
RSA	Road Safety Assessment
RtS	Response to Submissions
SEE	Statement of Environmental Effects
SEPP	State Environmental Planning Policy
Site	Western Elevation of the Rail Overbridge over Parramatta Rd near Mort St
TfNSW	Transport for New South Wales
the Guidelines	Transport Corridor Outdoor Advertising and Signage Guidelines 2017

VIA

Visual Impact Assessment

PLEP 2023

Parramatta Local Environmental Plan 2023

Executive Summary

Sydney Trains (the Applicant) seeks development consent for the demolition of an existing static sign and the installation of one new digital advertising sign on the western elevation of the rail overpass over Parramatta Road near Mort Street, Granville (DA 22/14809).

Engagement

The Department of Planning and Environment (Department) publicly exhibited the development application (DA) from 2 December 2022 to 15 December 2022 (14 days) and sought advice from City of Parramatta Council (Council), Sydney Trains, and Transport for New South Wales (TfNSW).

TfNSW provided concurrence under section 138 of the Roads Act 1993 subject to conditions including that the sign should be compliant with the Transport Corridor Outdoor Advertising and Signage Guidelines (the Guidelines) and that the dwell times between displays should be no shorter than 25 seconds.

The Department received no public submission during exhibition. No response was received from Council.

Assessment

The Department has considered the merits of the proposed development in accordance with the relevant matters under Section 4.15(1) of the *Environmental Planning and Assessment Act 1979* (EP&A Act), the issues raised in the submissions and the Applicant's response.

The key issues associated with the proposed development are site suitability, visual impact, illumination, road safety, public benefit and heritage.

The Department has carefully considered the proposal as well as the issues raised in submissions and is satisfied the proposal is acceptable for the following reasons:

- it is permissible with development consent under the SP2 Infrastructure Zone of the PLEP 2023 and the State Environmental Planning Policy (Industry & Employment) 2021 (Industry and Employment SEPP) and consistent with the objectives of the SEPP, the Guidelines and the PLEP 2023.
- would not detract from the architecture of the bridge as the approved sign would be wholly located within the physical boundaries of the bridge structure
- it will have minimal impacts on the character of the area and will not increase to the visual clutter by only replacing the existing static sign on the bridge
- it complies with the relevant road safety standards and requirements
- would not result in any adverse pedestrian or road safety impacts as the proposal complies with the Guidelines and the Department has recommended a suite of conditions to appropriately mitigate and manage safety impacts including an increased dwell time
- would provide 5% of all advertising time for local community information, including road safety messages and would also be used for emergency and traffic information messaging

Conclusion

The Department's assessment concludes the proposed development is appropriate as it would not result in any unacceptable amenity, visual or safety impacts and it complies with the requirements of Industry and Employment SEPP. It is therefore recommended that the application be approved, subject to conditions.

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1 Introduction

1.1 Background

This report provides the Department of Planning and Environment's (the Department) assessment of a development application (DA 22/14809) lodged by Sydney Trains (the Applicant) under Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Sydney Trains seeks consent for the demolition of an existing static advertising sign and installation of a new digital advertising sign on the western elevation of the railway overpass along Parramatta Road in Granville.

1.2 The site

The site (

Figure 1 and **Figure 2**) is the Y-link" track railway overpass along Parramatta Road near Mort Street in Granville. It is located south of the Parramatta Central Business District, about 1.5 kilometres from the Parramatta Town Hall.



Figure 1 | Regional context of site (Source: NearMap)

Parramatta Road is a state classified road (Road No. 640) which travels in a northwest to southeast alignment. It has a legal speed limit of 60km/hr in both directions. In this area, Parramatta Road has two lanes of traffic in both directions and a right turn lane into Mort Street starting approximately 25m southeast of the proposed sign. There are pedestrian footpaths on both sides of the road with low

pedestrian activity. Both sides of the road are no stopping and clearway zones. There is no formal cyclist infrastructure along the road.

The “Y-link” railway tracks (**Figure 2**) which crosses over Parramatta Road link the Merrylands train station to the Harris Park station and was constructed in the middle of the 1990s to allow the introduction of the T5 Cumberland line services from Campbelltown to Blacktown. It has a north to southwest alignment in this section of Parramatta Road.



Figure 2 | Local context map (Source: Applicant’s documentation)

An existing static sign (**Figure 3**) is currently installed on the western elevation of the “Y-link” track railway overpass which is visible to eastbound motorists on Parramatta Road. The proposed digital advertising sign will replace this old existing sign

The railway overpass (**Figure 3**) over Parramatta Road is approximately 28m in length and 12.5m in width. The existing sign has dimensions of 12.66m x 3.35m, for an advertising area of 42.41m²



Figure 3 | The existing Parramatta Road overpass, eastbound (western elevation – proposed project location) (Source: Applicant's documentation)

1.3 Surrounding context

The site is located near where the railway corridor of the Sydney Train's T5 Cumberland line and T1 North Shore & Western Line intersect with major roads (i.e., Parramatta Road and Woodville Road) and the M4 Western Motorway. Approximately 200m to the west of the sign is the major intersection of Parramatta Road and Woodville Road (**Figure 2**) which leads further westwards into the entry to the M4 Western Motorway.

The locality is generally characterised by mixed use developments consisting of vehicle motor yards, car and motorcycle dealerships, car service centres, warehouse and distribution centres and concrete manufacturing facilities (**Figure 2**). The existing buildings in the area are mostly one to two storey structures.

Vauxhall Inn (**Figure 4**), currently listed as local heritage Item 202 in Schedule 5 of the Parramatta Local Environment Plan 2023, is located about 120m to the west of the site.



Figure 4 | Local heritage item in proximity to the site, facing west (Source: Applicant's documentation)

The nearest residential area are one to two storey residences located about 120m to the east of the site. There are also three to four storey residential flat buildings located about 150m to the north. Visual sightlines to both these residential areas are generally blocked by both the M4 Western Motorway and the railway corridor.

2 Project

The proposal (DA 22/14809) seeks consent for the removal of an existing static signage and the installation and display of one digital advertising sign on the Parramatta Road overpass. The design and operation specifications of the proposal is outlined in **Table 1**. The existing signage details are shown in **Figure 5** whilst the proposed signage details are shown in **Figure 6**, **Figure 7** and **Figure 8**.

Table 1| Details of the proposed signage

Aspect	Western elevation
Advertising display area + logo	40.96m ² (12.53m x 3.25m + 0.24m ²)
Active digital display area	39.94m ² (12.48m x 3.2m)
Total Height (including the frame)	3.25 m
Road clearance from ground level to the sign	5.19 m clearance to ground level (Parramatta Road)
Signage display	Digital LED Screen
Dwell time	25 seconds
Maximum illuminance limit during post night-time period	350 cd/ m ²

The proposed digital signage would be programmed to operate 24-hours-a-day, 7-days-per-week. The advertisements displayed would be static in their content but designed to automatically change every 25 seconds. The estimated cost of the proposed application is \$658,900.

The Department notes the application does not seek to amend the existing road clearance height of Parramatta Road overpass.



Figure 7 | Photomontage of Proposed Signage as viewed from footpath on the northern side of Parramatta Road (Source: Applicant's documentation)



Figure 8 | Photomontage of Proposed Signage as viewed from footpath on the southern side of Parramatta Road (Source: Applicant's documentation)

3 Statutory context

3.1 Consent Authority

The Minister for Planning is the consent authority for the application in accordance with section 3.10(c) of State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP). The proposal has been submitted by Sydney Trains and relates to an advertisement displayed by or on behalf of Sydney Trains on a railway corridor.

In accordance with the Minister's delegation dated 9 March 2022, the Director, Regional Assessments may determine the application as:

- the Council has not made an objection
- there are less than 15 public submissions in the nature of objection
- a political disclosure statement has not been made.

3.2 Permissibility

Under the Parramatta Local Environmental Plan 2023 (PLEP 2023), the site is zoned SP2 Infrastructure. Signage is a permissible use in the SP2 zone of the PLEP 2023 in being a development ordinarily incidental or ancillary to the use of the Parramatta Road and the railway corridor.

Further, Section 3.14(1)(a) of Industry and Employment SEPP states that the display of an advertisement on transport corridor land is permissible with development consent if it is the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a road or railway corridor.

The application is therefore permissible with consent.

3.3 Mandatory matters for consideration

The following are the relevant mandatory matters for consideration:

- objects of the EP&A Act
- the matters listed under section 4.15(1) of the EP&A Act, including applicable environmental planning instruments and regulations.
- ecologically sustainable development

The Department's consideration of these matters is set out below, **Section 5** and **Appendix B – Community Views**.

3.3.1 Objects of the EP&A Act

In determining the application, the consent authority should consider whether the development is consistent with the relevant objects of the EP&A Act. These objects are detailed in Section 1.3 of the EP&A Act.

The Department has considered the objects of the EP&A Act in its assessment of the application (see **Appendix C – Statutory Considerations**) and is satisfied that the application meets the objects of the EP&A Act.

3.3.2 Environmental Planning Instruments

The relevant environmental planning controls and guidelines that apply to the proposal include:

- Industry and Employment SEPP
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines)
- State Environmental Planning Policy (Transport and Infrastructure) 2021 (Transport and Infrastructure SEPP)
- Parramatta Local Environmental Plan 2023 (PLEP 2023)
- Holroyd Development Control Plan 2013 (HDCP 2013)

It is noted that the site was previously located in the Holroyd LGA however following Council boundary changes and amalgamations in 2016, the site is now in the Parramatta LGA. While the PLEP 2023 has recently been updated to include the site, the HDCP 2013 remains the applicable DCP pending an updated Parramatta DCP.

Detailed consideration of the provisions of all EPIs that apply to the development is provided in **Appendix C – Statutory Considerations**. The Department is satisfied the development generally complies with the relevant provisions of these EPIs.

3.3.3 Environmental Planning and Assessment Regulation 2021 (EP&A Regulation)

Subject to any other references to compliance with the EP&A Regulation cited in this report, the requirements for fees (Part 13, Division 3) have been complied with.

3.3.4 Ecologically sustainable development

The EP&A Act adopts the definition of ecologically sustainable development (ESD) found in the *Protection of the Environment Administration Act 1991*. Section 6(2) of that Act states that ESD requires the effective integration of economic and environmental considerations in decision-making processes.

The potential environmental impacts of the development have been assessed and where potential impacts have been identified, mitigation measures and environmental safeguards have been recommended. As demonstrated by the Department's assessment in **Section 5** of this report, the development is not anticipated to have any adverse impacts on native flora or fauna, including threatened species, populations and ecological communities, and their habitats as there is no vegetation clearing proposed nor any vegetation in close proximity to the proposed works. As such, the Department considers that the development would not adversely impact on the environment and is consistent with the objectives of the EP&A Act and the principles of ES.

4 Engagement

4.1 Department's engagement and response

In accordance with Schedule 1 of the EP&A Act and the EP&A Regulation, the Department publicly exhibited the application for 14 days from 2 December until 15 December 2022. The application was exhibited on the Department's website, and adjoining landholders, City of Parramatta Council, Sydney Trains and TfNSW were notified in writing.

The Department received advice, in the form of concurrence under section 138 of the Roads Act 1993, from TfNSW. The concurrence was subject to conditions being included in any consent related to compliance with the Transport Corridor Advertising and Signage Guidelines (Guidelines), requirements for images displayed, dwell times, a road safety assessment after 15 months of operation and a road occupancy licence being obtained. The matters raised by TfNSW have been considered and addressed in **Section 5** of this report

Sydney Trains advised the Department that a referral was not required to Sydney Trains for the proposal. No submissions were received from Council or the public.

4.2 Request for Information and additional information

Following exhibition, the Department placed the TfNSW advice on its website and requested the Applicant respond to the following queries raised by the Department:

- provision of a Structural Feasibility Statement clarifying whether the railway bridge can support the weight associated with the proposal
- updated architectural plans showing the proposed signage would be wholly contained within the bridge's concrete structure and relocation of the company logo to comply with Industry and Employment SEPP requirements
- assessment of whether there will be visual impacts to the residential properties along Junction Street and any existing applications for development along the street

The Applicant submitted a response (**Appendix A – List of Documents**) to the request for information on 2 March 2023 which:

- confirmed there were no objections to the conditions of consent recommended by TfNSW
- updated the Structural Feasibility Statement to provide the structural details of the proposal and confirming that the railway bridge can support the additional weight associated with the proposal
- revised plans showing the proposed signage to be wholly contained within the bridge's concrete structure, with logo size reduced to 0.24m² and a justification on the logo's location outside the proposal's advertising display area
- confirmed that the proposal will have no adverse impact to the visual amenity of the residential properties along Junction Street

On 1 June 2023, the Applicant provided an updated Lighting Impact Assessment report which corrected an error on the previously submitted report with regards to proposed luminance levels.

5 Assessment

The Department considers the key issues associated with the proposal are:

- design and suitability of the site
- visual impact
- illumination
- road and pedestrian safety
- public benefit

Each of these matters are addressed separately below. Other matters are considered in **Section 5.6**.

5.1 Design and suitability of the site

The proposal seeks approval for a new digital advertising screen with an overall advertising display area of 40.96m² to replace an existing static sign which has an advertising display area 42.41m². The Department notes that the proposed sign is similar in scale and size and it reduces the advertising display area by 1.45m².

The design of the proposal included part of the sign extending 120mm above the top of the bridges concrete structure contrary to Section 2.5.5 requirements of the Guidelines and a logo design which was not compliant with the Industry and Employment SEPP. The Department requested updated plans.

In response, the Applicant submitted revised plans showing the proposed signage with be wholly within the concrete structure of the railway overbridge and reducing the size of the logo to 0.24m². However, the Applicant argued that the location of the logo should remain as proposed due to:

- the proposal is simply a like-for like replacement of the existing sign
- media operator logos on existing digital signs are commonly located on the side of the signs
- positioning the logo below the proposed sign will increase depth of sign

The Department has reviewed the updated plans and Applicant's additional information and considers that it is appropriate for the company logo to be located in the advertising display area or in the border along the advertising display area, as required by the Industry and Employment SEPP. The Department has recommended conditions requiring updated plans be provided identifying a SEPP compliant logo position.

Subject to the above condition, the Department considers the design and location of the proposed signage to be suitable for the following reasons:

- the proposed sign satisfactorily complies with the design criteria of Industry and Employment SEPP, the Guidelines and AS4282 (2019 Control of obtrusive effects of outdoor lighting). Refer to **Section 5 and Appendix C – Statutory Considerations**
- the proposed sign will be replacing an existing static sign of almost the same size and scale and therefore would not diminish or detract from the architectural integrity of the railway overpass
- the proposed sign would not adversely impact on the existing or future character of land uses surrounding the site as the proposed signs would be integrated into an existing urban setting with negligible to low visual impacts

- the location of the sign within a roadway corridor is suitable for digital advertising and consistent with signage on other bridges on major roads.

The Department is therefore satisfied the design and location of the proposed sign is suitable and would not result in adverse amenity impacts to surrounding residents.

5.2 Visual Impact

The Applicant provided a Visual Impact Assessment (VIA) which considers the potential visual impacts of the proposed signage to the surrounding area. The VIA notes that the visual catchment of the sign is the eastbound traffic on Parramatta Road after traffic exits the intersection of Woodville Road, Church Street, Parramatta Road and the Great Western Highway. The proposed digital sign will also be visible to commercial businesses fronting Parramatta Road and the pedestrians on the footpaths on both sides of the road.

The VIA notes that the gaming hotel, Vauxhall Inn (**Figure 2**), is located approximately 120m to the west of the site. Vauxhall Inn is currently listed as a local heritage item in Schedule 5 of the PLEP 2023. From the hotel, the proposed digital sign is visible to the west of Parramatta Road. The viewpoint to the heritage item is shown in **Figure 9**.



Figure 9] Proposed signage as viewed from local heritage item (Source: Applicant's documentation)

The VIA considers that the proposal will have minimal and acceptable visual impact to the heritage item because the proposed sign:

- is consistent with the wider locality and setting in that the locality is a busy commercial corridor of commercial and industrial premises with large business identification signages
- is located 120m away, with views restricted by a large number of vehicles frequenting Parramatta Road in both directions
- will not be blocking any views to the heritage item

- will add visual interest without distracting from heritage item in that images are designed to change every 25 seconds resulting to low visual impact.

The VIA also noted that the closest residential dwellings are located about 150m to the northeast of the site and that there would be no visual impact to the residential area. This is considering that views to the sign are restricted by the railway bridge structures, the surrounding industrial structures and that the proposed sign is facing westwards.

The VIA concluded the significance of the proposal's visual impact is considered minor, acceptable and consistent with the Industry and Employment SEPP and the Guidelines.

The Department requested further information on the visual impact of the proposal to residential properties along Junction Street. In their response, the Applicant noted that there would be negligible visual impacts to residential properties on Junction Street due to the considerable distance between the sign and Junction Street and visual screening created by nearby industrial buildings, the raised structure of the M4 Western Motorway and the mature trees along Junction Street.

The Department reviewed the VIA and the Applicant's additional information. The Department considers the visual impacts from the proposed sign to be acceptable as:

- visual impacts to surrounding residential areas is nil to low
- while the sign would be visible from surrounding commercial and retail developments, these views are minor and would be characteristic of the urban context of the locality
- the sign will be replacing an existing static sign which is almost the same size and nature and will not protrude above the skyline or the overpass
- the sign will not diminish the heritage significance of the local heritage item, Vauxhall Inn
- the sign would not obscure or compromise important views, would not dominate the skyline or reduce the quality of vistas of any environmentally sensitive areas, heritage item or open space. A full assessment of the signage under Industry and Employment SEPP is included at **Appendix C – Statutory Considerations**.

To ensure visual impacts to surrounding areas remain acceptable, the Department has recommended conditions related to illumination levels of the sign, dwell times and advertising content. The Department is therefore satisfied that the visual impacts of the proposal on the surrounding area, subject to the recommended conditions, would be negligible to low.

5.3 Illumination

The Applicant submitted a Lighting Impact Assessment Report (LIR) that assessed the proposal against the relevant luminance criteria. The Applicant subsequently submitted an updated LIR which corrected an error related to the proposed luminance levels of the proposal. The updated LIR confirmed that the proposed signage would comply with the Industry and Employment SEPP, the Guidelines and Australian Standard 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

The report notes that the signage will include baffles which mitigate upward waste light to achieve an Upward Light Ratio (ULR) of less than 50%. The proposed digital signage would be illuminated with LEDs installed on the front face and will be operated 24-hours-a-day, 7-days-per-week.

Under the Guidelines, the LIR categorised the site as 'Zone 3'. This zone is assigned to areas of generally medium off-street ambient lighting. In this zone, the Guidelines stipulate a maximum

luminance level of digital signage of 350 cd/sqm during night-time, 700 cd/sqm during morning and evening twilight and inclement weather and 6000 cd/sqm during daylight. The proposed luminance for the sign is as follows:

Table 2| Proposed Luminance Levels for the proposed Parramatta Road signage

Lighting Conditions	Maximum Zone 3 Luminance Limits	Proposed Sign
Full sun on face of signage	No limit	No limit
Day-time luminance	6000 cd/m ²	6000 cd/m ²
Morning and Evening Twilight and Inclement Weather	700 cd/m ²	700 cd/m ²
Night-time	350 cd/m ²	350 cd/m ²

Based on the obtrusive lighting computations of the LIR, there are no residential properties within the “residential exclusion zone” (**Figure 10**). The LIR has defined the “Residential Exclusion Zone” as the region in which the illuminance levels to residential properties would exceed the maximum allowable under the Zone limits in AS4282. Since there are no residential properties within the “residential exclusion zone,” the proposed signage complies with the maximum post-curfew vertical illuminance limit for Zone A4 in AS4282.

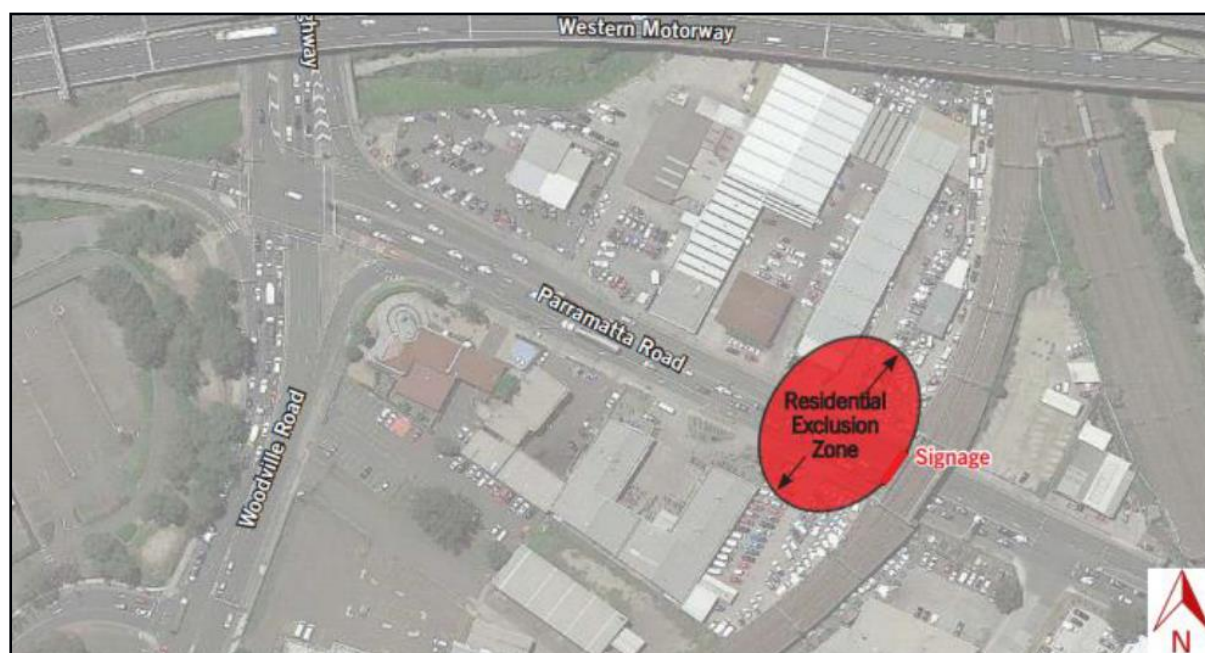


Figure 10 | Residential Exclusion Zone

The Department has reviewed the LIR and considers the illumination impacts associated with the proposed signage to be acceptable on the basis that it:

- is programmed to align with the maximum luminance stipulated in the Guidelines and the lux limit in the Australian Standards

- can be automatically dimmed to ensure luminance levels remain compliant.
- the illumination would not result in any unacceptable glare or detract from the amenity of the locality

The Department therefore concludes the proposed sign has demonstrated compliance with the Guidelines, the relevant Australian Standards and would not result in any adverse illumination impacts to residents in proximity to the site.

5.4 Road and Pedestrian Safety

The Applicant provided a Traffic Safety Assessment (TSA) that assessed the proposal against the Guidelines and the Industry and Employment SEPP. The TSA assessed the signage exposure distance, sight stopping distance and road accident history in proximity to the site and concluded the road environment along Parramatta Road is acceptable for the proposed signage.

The TSA assessed that:

- the proposed sign will not reduce the safety of any traffic, pedestrians or cyclist movements given its location and the slow speed environment
- the proposal is located within the driver's field of view and permits co-incident recognition of signal changes and vehicle, pedestrian and cyclist movements in the forward view
- there would be no interference from the digital sign on decisions to merge into the right turn lane towards Mort Street. Drivers would already be aware of the decision to change lanes with glances towards the sign in the forward field of view
- on approach to the sign, the only decision points are on left in/out of driveways not requiring complex decision-making.

The TSA observed that the eastbound approach into Parramatta Road is predominantly straight and flat. The TSA estimates that the signage would be visible to eastbound motorists from approximately 190m west of the sign, on the turn of traffic from Woodville Road and Church Street into Parramatta Road. **Figure 11** shows photomontages of the proposed sign from various sight distances.

Crash History

As shown in **Figure 12**, the TSA noted that there was only one crash in the immediate vicinity of the proposed sign between January 2016 and December 2020. The crash site was along Parramatta Road, near the intersection of Church Street and Woodville Road and about 170m northwest of the site. The crash was classified as "rear end" and resulted in a minor injury. The TSA considers the site to have a very low crash rate considering the usual high traffic volume and congestion along these roads. It also considers the previous crash to have no relationship to the existing static billboard.



Figure 11 | In-vehicle visibility of proposed signage on approach (Source: Applicant's documentation)

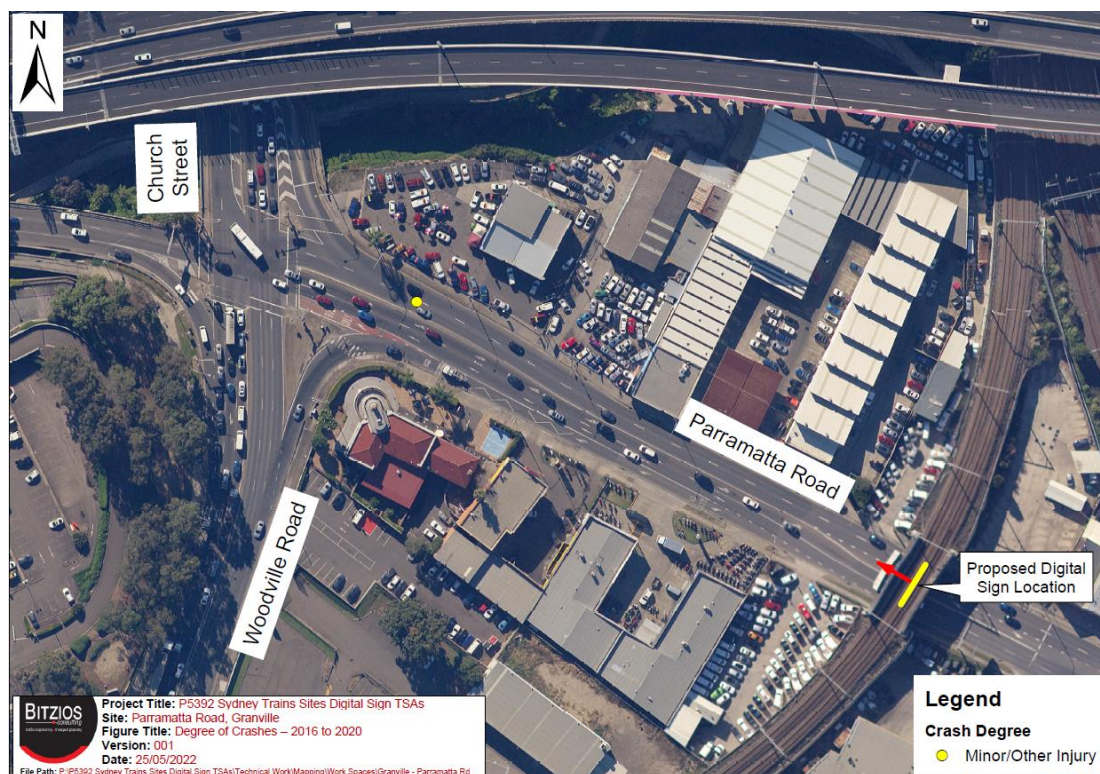


Figure 12 | Vehicle Crashes in site vicinity (Source: Applicant's documentation)

Dwell Time

The TSA notes that the Guidelines stipulate that for a signage within an area with a speed limit below 80km/h, the prescribed dwell time is 10 seconds. The TSA recommends the same 10 second dwell time for the proposed digital sign.

On their concurrence letter, however, TfNSW has recommended that dwell times between displays should be no shorter than 25 seconds and as such, the Department has recommended a 25 second dwell time as a condition to the consent.

Assessment

While the proposal does not require concurrence from TfNSW under s3.16 of the Industry and Employment SEPP as the Minister is the consent authority for the proposal, TfNSW nevertheless provided concurrence subject to conditions relating to complying with the Guidelines, display requirements, dwell times and other standard TfNSW requirements.

The Department noted the conclusion of the TSA along with TfNSW comments and considers the proposed signage to be acceptable in regard to road safety as the proposed signage:

- would not reduce existing driver sightlines
- would display static images only
- would comply with the dwell times as recommended by TfNSW
- is positioned to be wholly within the building envelope of the bridge and would therefore not obstruct any sightlines or vehicle.

Based on the TfNSW's comments, the Department has recommended conditions of consent to ensure the signage does not contain or use any method of illumination that distracts or dazzles drivers. This would ensure the sign complies with the requirements of Industry and Employment SEPP and the Guidelines and would not result in any adverse traffic safety impacts. The Department is satisfied that subject to these conditions, the proposed signage would not have a negative impact on road safety.

5.5 Public Benefit

The Applicant provided a Public Benefit Statement (PBS) confirming the following public benefits:

- all revenue generated will be re-invested into running the Sydney Trains network including improvement and maintenance programs, and supporting the next generation of transport solutions online
- the digital sign will be available for use by Sydney Trains, TfNSW and NSW emergency services to display safety or public awareness messages
- Sydney Trains may also access the digital screens for up to 5 minutes per hour for Sydney Trains and TfNSW customer promotions and events at no cost.

The Department has carefully considered the PBS and is satisfied the proposal will result in sufficient public benefits because it will contribute to the improvement and maintenance of the train services and play an important role in helping to address traffic safety problems and improving local amenity, which is consistent with the Guidelines.

The Department recommends a condition to record the revenue received by Sydney Trains in its Annual Reports and how the revenue has been applied to provide a public benefit. Other recommended conditions include the removal of graffiti prior to the commencement of use and during ongoing maintenance, and the display of road safety and emergency messages 5 minutes per hour arranged by TfNSW.

5.6 Other issues

The Department's assessment of other issues is provided in **Table 3**.

Table 3 | Assessment of other issues

Issue	Findings	Recommendations
Structural Feasibility of Railway Bridge	<p>The Applicant submitted a Structural Feasibility Statement indicating that further assessment is needed to confirm that the railway bridge can support the weight of the proposed digital sign.</p> <p>The Department requested further information to confirm that the railway bridge can support the additional weight of the proposal.</p> <p>In response, the Applicant submitted an updated Structural Feasibility Statement prepared by Dennis Bunt Consulting Engineers which stated that:</p> <ul style="list-style-type: none"> the sign will be approximately 2 tonnes heavier than the existing static sign which is an increase of 1% of the current design dead load of the bridge the bridge has the capacity to accommodate the additional loads from the new sign. <p>The Department has reviewed the updated Structural Feasibility Statement and is satisfied that, subject to recommended conditions related to BCA and Australian Standard compliance, the proposal is structurally safe.</p>	<p>The Department has recommended a suite of conditions relating to structural integrity and wind loading and compliance with BCA and other Australian standards to ensure the structural safety of the proposed signage structure. The conditions also require all structural works to be designed and certified by a suitability qualified and practising structural engineer (A8, A9 and B6).</p>
Heritage impact to Vauxhall Inn	<p>The Applicant submitted a heritage impact assessment (HIA) which noted the proposed signage's proximity to Vauxhall Inn, listed as local heritage Item 202 in Schedule 5 of the Parramatta LEP 2023. The HIA estimates the Vauxhall Inn to be located 120m west of site.</p>	<p>No additional consent condition recommended</p>

Issue	Findings	Recommendations
	<p>The HIA noted that the proposed signage is not expected to have any adverse impact to the heritage item as:</p> <ul style="list-style-type: none"> the proposal is of considerable distance to the heritage item the proposal is a conversion from an existing static signage to a digital signage with its size and scale is almost similar to existing static sign the immediate environment is a busy transport corridor. <p>The Department has reviewed the HIA and is satisfied that the design and location of the proposed sign is suitable and will not result in physical or visual impacts (see Section 5.2) to the significance of the heritage item.</p>	

6 Evaluation

The Department has assessed the development application and supporting information in accordance with the matters for consideration under Part 4 of the EP&A Act, including the Industry and Employment SEPP and other relevant environmental planning instruments. The Department's assessment concludes the proposed development is acceptable as:

- it is permissible with development consent under the SP2 Infrastructure Zone of the PLEP 2023 and the Industry and Employment SEPP and consistent with the objectives of the SEPP, the Guidelines and the PLEP 2023
- would not detract from the architecture of the bridge as the approved sign would be wholly located within the physical boundaries of the bridge structure
- it will have minimal impacts on the character of the area and will not increase to the visual clutter as it replaces the existing static sign on the bridge
- it complies with the relevant road safety standards and requirements
- would not result in any adverse pedestrian or road safety impacts as the proposal complies with the Guidelines and the Department has recommended a suite of conditions to appropriately mitigate and manage safety impacts including an increased dwell time
- would provide 5% of all advertising time for local community information, including road safety messages and would also be used for emergency and traffic information messaging

The Department's assessment therefore concludes the proposal is acceptable and is in the public interest. The Department recommends the application be approved, subject to the recommended conditions (**Appendix D – Recommended Instrument of Consent**).

7 Recommendation

It is recommended that the Director, Regional Assessments, as delegate of the Minister for Planning and Public Places:

- **considers** the findings and recommendations of this report
- **accepts and adopts** all of the findings and recommendations in this report as the reasons for making the decision to approve the application
- **agrees** with the key reasons for approval listed in the notice of decision
- **grants** consent for the application in respect of DA 22/14809, subject to the conditions in the attached development consent
- **signs** the attached development consent and recommended conditions of consent.

Recommended by:



Abigail Bautista
Planning Officer
Regional Assessments

Recommended by:



Michelle Niles
A/Team Leader
Regional Assessments

8 Determination

The recommendation is **Adopted** by:

A handwritten signature in blue ink, appearing to read 'K T' followed by a long horizontal stroke.

Keiran Thomas

Director

Regional Assessments Team

as delegate of the Minister for Planning and Public Spaces

Appendices

Appendix A – List of Documents

The following supporting documents and additional information to this assessment report can be found on the NSW Planning Portal as follows:

- Statement of Environmental Effects
- Agency advice
- Response to Submissions

<https://pp.planningportal.nsw.gov.au/daex/under-consideration/digital-advertising-signage-parramatta-road-granville-da-2214809>

Appendix B – Community Views

The Department received no submissions from members of the public during exhibition.

Appendix C – Statutory Considerations

In line with the requirements of section 4.15 of the Environmental Planning and Assessment Act 1979 (EP&A Act), the Department's assessment of the proposal has included detailed consideration of a number of statutory requirements. These include:

- the objects found in section 1.3 of the EP&A Act; and
- the matters listed under section 4.15(1) of the EP&A Act, including applicable environmental planning instruments and regulations.

The Department has considered all of these matters in its assessment and has provided a summary in **Table 4** and **Table 5**.

Table 4 | Considerations Against the Objects of the EP&A Act

Object	Consideration
(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 proposal seeks to replace an existing advertising sign and will provide revenue to Sydney Trains to be used to improve and maintain railway stations for public benefit. The proposal would not adversely impact on the State's natural or other resources.
(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,	The Department has considered ecologically sustainable development (ESD) in its assessment of the development (see Section 3.3). The Department is satisfied the development can be carried out in a manner that is consistent with the principles of ESD.
(c) to promote the orderly and economic use and development of land,	The proposal involves the orderly and economic use of land through the utilisation of existing structures for a permissible land use.
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities,	The proposal will just replace an existing signage within an urban area, along a major road and railway corridor.
(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),	No impacts to the built and cultural heritage have been identified due to the nature and existing land uses of the site and locality.

(g) to promote good design and amenity of the built environment,	The design of the proposal is in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 which thus ensures the proposal would not result in unacceptable built form impacts.
(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,	The proposal is not for an occupiable building.
(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,	The Department referred the development to relevant government agencies and Council during the exhibition period and invited them to comment. The Department has given due consideration to their advice.
(j) to provide increased opportunity for community participation in environmental planning and assessment.	The Department exhibited the application as outlined in Section 4 .

Table 5 | Matters for Consideration under Section 4.15 of the EP&A Act

Matter	Consideration
a) the provisions of:	The Department has considered the relevant environmental planning instruments in its assessment of the development. Details of the assessment is provided below.
i.) any environmental planning instrument, and	
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 Planning Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	Not applicable
iii.) any development control plan, and	The Department has considered the relevant development control plan in its assessment of the development (see below).
iii.) 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	The Applicant has not entered into a planning agreement under Section 7.4 of the EP&A Act.

iv.) the regulations (to the extent that they prescribe matters for the purposes of this paragraph), that apply to the land to which the development application relates,	The Department has assessed the development in accordance with all relevant matters prescribed by the regulations, the findings of which are contained in this report.
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 Department has considered the likely impacts of the development in detail in Section 5 of this report. The Department concludes that all environmental impacts can be appropriately managed and mitigated through the recommended conditions of consent.
c) the suitability of the site for the development,	The development is permissible with consent and the site is suitable for occupation by the development as it is located on land zoned SP2 Infrastructure and does not adversely impact on surrounding uses.
d) any submissions made in accordance with this Act or the regulations,	All matters raised in submissions have been summarised in Section 4 of this report and given due consideration as part of the assessment of the development in Section 5 of this report.
e) the public interest.	The Department considers the proposal to be in the public interest (refer to Section 4).

Environmental Planning Instruments

To satisfy the requirements of section 4.15(1) of the EP&A Act, the following EPIs, DCP and guidelines were considered as part of the assessment of this proposal:

- State Environmental Planning Policy (Industry and Employment) 2021
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017
- State Environmental Planning Policy (Transport and Infrastructure) 2021
- Parramatta Local Environmental Plan 2023
- Holroyd Development Control Plan 2013

State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP)

The Industry and Employment SEPP applies to all signage that can be displayed with or without development consent and is visible from any public place or public reserve. The proposed digital signage has been assessed against the requirements of the Industry and Employment SEPP in **Table 6** and the specific assessment criteria of Schedule 5 of the Industry and Employment SEPP in **Table 7**.

Table 6 | Industry and Employment SEPP Compliance Assessment

Clause	Criteria	Comments	Compliance
Part 3.2 Signage Generally			
3.6 Granting of consent to signage	The signage is to be consistent with the objectives of this Policy.	The proposed development is compatible with the desired amenity and visual character of the area, provides effective communication and is high quality finish and is therefore consistent with the objectives of Industry and Employment SEPP.	Yes
	The signage is to satisfy the assessment criteria in Schedule 5.	See relevant assessment in Table 8 .	Yes
Part 3.3 Advertisements			
3.10 Consent authority	For the purposes of this Chapter, the consent authority is (c) the Minister for Planning in the case of an advertisement displayed by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,	The proposal is for a sign located on a railway corridor on behalf of Sydney Trains, therefore, the Minister for Planning is the consent authority.	Yes
3.11 Matters for consideration	The advertisement or advertising structure is to be: i. consistent with the objectives of this Policy ii. assessed in accordance with the assessment criteria in Schedule 5 and the Guidelines	The objectives are considered above. The proposal has been assessed in accordance with the assessment criteria in Schedule 5 in Table 7 and the Guidelines in Table 8 .	Yes

Clause	Criteria	Comments	Compliance
	iii. satisfies any other relevant requirement of this Policy.	All other relevant requirements are addressed in this table.	
	Arrangements for the provision of the public benefits to be provided in connection with the display of the advertisement.	The proposal has adequately demonstrated it will provide for public benefit (refer to Section 5 of this report).	Yes
3.12 Duration of consents	A consent granted under this Part ceases to be in force on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act.	The Department recommends a condition of consent to limit the approval for a maximum period of 15 years from the date of operation.	Yes
3.14 Transport corridor land	(1) Despite section 3.8(1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases— (a) the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor, <i>(Note: Clauses (2) and (3) are not applicable to proposal)</i> (4) This section does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding	The main Applicant of the proposal is Sydney Trains and the site is in a railway corridor. It is therefore considered to be permissible with development consent. An assessment of the proposal against the	Yes Yes

Clause	Criteria	Comments	Compliance
	land use, taking into consideration any relevant provisions of the Guidelines.	Guidelines is provided in Table 8 .	
3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground	<p>(2) The consent authority must not grant consent to an application to display an advertisement to which this section applies unless—</p> <p>(a) the Applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</p> <p>(b) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies.</p>	<p>The Applicant's SEE addresses the assessment criteria in Schedule 5. The Department is satisfied that the proposal is acceptable in terms of its impacts (Section 5).</p> <p>Section 3.16 does not apply to the application since the Minister for Planning is the consent authority of this application.</p>	<p>Yes</p> <p>N/A</p>
3.16 Advertisements with display area greater than 20 square metres and within 250 metres of, and visible from, a classified road	<p>For an advertisement with a display area greater than 20 square metres:</p> <p>(6) This section does not apply when the Minister for Planning is the consent authority.</p>	<p>The proposal has a display area greater than 20 square metres and within 250 metres of, and visible from, a classified road (Parramatta Road). However, Section 3.16 does not apply since the Minister for Planning is the consent authority of this application.</p>	N/A
3.18 Location of certain names and logos	(1) The name or logo of the person who owns or leases an advertisement or advertising structure	The proposal includes a logo that is 0.24m ² , however, the Department has recommended a condition that the	Yes subject to condition

Clause	Criteria	Comments	Compliance
	<p>must appear only within the advertising display area</p> <p>(2) If advertising display area has no border or surrounds, the name or logo is to be located</p> <p>a) within the advertisement</p> <p>b) within strip below advertisement extending full width of advertisement</p> <p>(3) Logo must not be greater than 0.25 square metres</p> <p>(4) Area of strip should be included in calculating the size of the advertising display area.</p>	<p>Applicant submit updated plans showing the media operator logo within the advertising display area of the sign. If the logo cannot be located within the advertising display area, a border along the advertising area should be provided using an ACM cladding material in satin black.</p>	
3.22 Advertisements on bridges	The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.	The proposal is consistent with the Guidelines as detailed in Table 8 Assessment against Guidelines	Yes

Table 7 | Industry and Employment SEPP Schedule 5 Compliance Table

Assessment Criteria	Comments	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 is to be mounted to a railway overpass along Parramatta Road. The surrounding area contains a range of retail and industrial uses and the proposed sign is considered compatible with the character of the road corridor.	Yes

Assessment Criteria	Comments	Compliance
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed sign is consistent with other digital signs associated with other major roads in the locality.	Yes
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 proposed sign is not located within, nor detract from, any environmental sensitive, heritage, natural, conservation, open space, waterway or rural landscapes. The proposed sign is not in direct proximity to residential development.	Yes
3 Views and Vistas		
<p>Does the proposal:</p> <ul style="list-style-type: none"> obscure or compromise important views? dominate the skyline and reduce the quality of vistas? respect the viewing rights of other advertisers? 	The proposed sign is to be installed over a railway overpass along Parramatta Road and would be similar in size and scale as existing static sign to be replaced. The proposal does not compromise any important views, the skyline or interfere with 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 installation of digital signage is appropriate for the streetscape and transport corridor setting of the 'Y-link' overpass.	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signage will contribute to the visual interest of the setting by incorporating digital advertising on the Parramatta Road rail overpass.	Yes
Does the proposal reduce clutter by rationalising and	The proposed sign will replace an existing static sign.	N/A

Assessment Criteria	Comments	Compliance
simplifying existing advertising?		
Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed sign is to be affixed to the Parramatta Road rail overpass and would be similar in size and scale as existing static sign to be replaced. The proposed sign will be wholly within the elevation of the existing bridge.	Yes
Does the proposal require ongoing vegetation management?	The proposed sign does not require any ongoing vegetation management.	N/A
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 proposed sign is to be affixed to the Parramatta Road rail overpass and would be similar in size and scale as existing static sign to be replaced. The scale of the proposal is appropriate for the context of the site and will support the commercial/industrial character of the area.	Yes
Does the proposal respect important features of the site or building, or both?	The proposed sign is appropriately integrated with the architecture of the Parramatta Road rail overpass.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal will replace an existing static sign with digital advertising sign.	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?	Similar to the existing, the proposed signage will be mounted directly to the elevation of the existing railway overpass. The proposed digital advertising sign incorporates a camera and camera arm on top of the sign and will feature a 600mm width internal walkway behind the digital sign face.	Yes

Assessment Criteria	Comments	Compliance
7 Illumination		
Would illumination: result in unacceptable glare? affect safety for pedestrians, vehicles or aircraft? detract from the amenity of any residence or other form of accommodation.	The proposed illumination complies with the Guidelines and is contained within the screening and would not result in unacceptable glare, affect safety for pedestrians, vehicles or aircraft, or detract from the amenity of any residents (refer to Section 5 of this report).	Yes
Can the intensity of the illumination be adjusted?	The illumination complies with the Guidelines and the intensity of the illumination can be adjusted.	Yes
Is the illumination subject to a curfew?	The proposal includes a reduced illumination level during nighttime to further reduce any impact on sensitive receivers.	
8 Safety		
Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas? for any public road?	The proposal would not adversely impact on road safety for pedestrians or vehicles or obscure sightlines (refer to Section 5 of this report).	Yes

Transport Corridor Outdoor Advertising and Signage Guidelines

The *Transport Corridor Outdoor Advertising and Signage Guidelines* outline best practice for the planning and design of outdoor advertisements in transport corridors. The Guidelines supplement the provisions of the Industry and Employment SEPP by providing detailed information in relation to signage within transport corridors, including design criteria and road safety considerations. The proposal has been assessed against the Guidelines in **Table 8**.

Table 8 | Assessment against Guidelines

Assessment Criteria	Comments	Compliance
Land Use Compatibility Criteria – Table 1		
i. The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP.	The proposal is permissible under SP2 Infrastructure zone of the PLEP 2023. Also, under the Industry and Employment SEPP, it is permissible with consent	Yes

Assessment Criteria	Comments	Compliance
	considering that the proposal is for the display of an advertisement on transport corridor land on behalf of Sydney Trains.	
<p>ii. Advertisements must not be placed on land where signage is visible from the following areas if it is likely to create significant amenity impacts:</p> <ul style="list-style-type: none"> • Environmentally sensitive area • Heritage area • Natural or other conservation area • Open space • Waterway • Residential • Scenic protection area • National park or nature reserve. 	<p>The proposed digital signs would not create adverse amenity impacts on any environmentally significant area, heritage area, natural/other conservation areas, open space area, waterway, residential area, scenic protection area, national park or nature reserve.</p> <p>Section 5 of this report assesses the impacts of the signage.</p>	Yes
<p>iii. Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.</p>	<p>The sign would be located on a major roadway integrated within other existing commercial signages and would not obscure any significant views.</p>	Yes
<p>iv. Advertising signage should not be located to diminish the heritage values of items or areas of local, regional or state heritage significance.</p>	<p>The VIA notes the proposal is 120m away from the local heritage item. Visual barriers include the other built structures along Parramatta Road. As such the proposal will not diminish the heritage values of the heritage site.</p>	Yes
<p>v. Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape,</p>	<p>The proposed sign is consistent within the context of Parramatta Road and the existing road corridor.</p>	Yes

Assessment Criteria	Comments	Compliance
industrial sites or infrastructure such as railway lines or power lines.		
2.5 Site Specific and Structural Criteria		
2.5.1 General Criteria		
a) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The proposed sign is of a contemporary design standard that is suitable for the road corridor.	Yes
b) The advertising structure should be compatible with the scale, proportion, and other characteristics of the site, building or structure on which the proposed signage to be located.	The proposed sign is compatible with the scale of the road corridor on which the proposed signage will be located.	Yes
c) The advertising signage should be in keeping with important features of the site, building or bridge structure.	The advertising signage is in keeping with the important industrial features of the site and surrounding area.	Yes
d) The placement of the advertising signage should not require the removal of significant trees or other native vegetation.	The proposal does not require the removal of any vegetation.	Yes
e) The advertisement proposal should incorporate landscaping that complements the advertising signage and is in keeping with the landscape and character of the transport corridor.	While the proposed sign will not incorporate landscaping it will continue to be in character of the transport corridor. The proposal does not seek to remove any vegetation.	Considered acceptable – see comments
f) Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	Logos and safety devices will be included in the detailed design to be addressed by a future contractor. The Department has recommended conditions to ensure this is done in accordance with the requirements in Industry and Employment SEPP 2021 and the Guidelines.	Yes
g) Illumination of advertisements must comply with the requirement in Section 3.3.3 in the Guidelines.	The illumination of the advertising signage does not result in	Yes

Assessment Criteria	Comments	Compliance
	unacceptable light spill (refer to Section 5 of this report).	
h) Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The proposal is not in proximity to any residential properties, national parks or nature reserves.	Yes
2.5.5 Bridge signage criteria		
a) The architecture of the bridge must not be diminished.	The proposed signage does not dominate or protrude above the existing skyline and is consistent with the scale of the surrounding development including streetlights and electricity infrastructure.	Yes
b) The advertisement must not extend laterally outside the structural boundaries of the bridge.	The proposed sign is designed to be wholly within the elevation of the bridge and does not protrude above the existing structure.	Yes
c) The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8m.	The proposed sign does not extend below the soffit of the superstructure of the bridge to which it is attached	Yes
d) On a road or pedestrian bridge, the advertisement must:	The proposed sign is located on a railway bridge.	N/A
i. not protrude above the top of the structural boundaries of the bridge		
ii. not block significant views for pedestrians or other bridge users (e.g. cyclists)		
iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users.		
e) A DCP to display an advertisement on a bridge must be accompanied by a statement demonstrating how the advertisement will contribute to a public	N/A	N/A

Assessment Criteria	Comments	Compliance
benefit. Section 4 outlines the public benefit test requirements.		
f) Any advertising sign proposed for development on a bridge over a classified road requires that construction drawings be submitted for review and approval by RMS bridge engineers prior to construction to ensure all road safety requirements are met.	Concurrence has been provided by TfNSW subject to a number of conditions.	Yes
g) Any advertising sign proposed for development on a bridge over a road requires provision of a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of impact by an over high vehicle.	Conditions of consent to include requirement to provide a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of vehicle impact	Yes

2.5.8 Digital signs

Digital sign criteria – Table 3

(a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	The proposal is for the display of static digital advertisements with a dwell time of 10 seconds in accordance with criterion (d) below. TfNSW, however, recommends the dwell time of 25 seconds for each advertisement displayed in a completely static manner, without any motion, for the approved dwell time. The 25 seconds dwell time is included as a recommended condition of consent.	Yes
(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.	The proposed signs are not seeking consent for message sequencing. This is included as a recommended condition of consent.	Yes

Assessment Criteria	Comments	Compliance
(c) The image must not be capable of being mistaken: i. for a prescribed traffic control ii. device as text providing driving instructions to drivers.	The proposed digital signage would not be capable of being mistaken for a prescribed traffic control device and/or text providing driving instructions. This is included as a recommended condition of consent.	Yes
(d) Dwell times for image display are: i. 10 seconds for areas where the speed limit is below 80km/h; and ii. 25 seconds for areas where the speed limit is 80km/h and over.	A 10 second dwell time is proposed, as the speed limit on Parramatta Road is 60km/h. TfNSW, however, recommends the dwell time of 25 seconds which is included as a recommended condition of consent.	Yes
(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.	The proposed transition time between messages is 0.1 second. This is included as a recommended condition.	Yes
(f) Luminance levels comply with the following requirements:		Yes

Lighting Conditions	Maximum Zone 3 Luminance Levels	Proposed Sign (Digital) (cd/sqm)
Full sun on face of signage	Maximum output	Maximum output
Day-time	6000	6000
Morning/evening and inclement weather	700	700
Night time	350 for digital sign	350

The proposed digital sign would operate in accordance with the proposed luminance levels of Zone 3 (refer to **Section 5** of this report) and would comply with the luminance criteria.

(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.	The images would not dazzle or distract drivers. A condition of consent is recommended to ensure that the signs images comply with requirements to not	Yes
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Assessment Criteria	Comments	Compliance
	contain flickering or flashing content.	
(h) The amount of text and information supplied on a sign should be kept to a minimum. Text should preferably be displayed in the same font and size.	The advertisements would primarily display images with information/text kept to a minimum. A condition of consent is recommended to ensure that text and information is kept to a minimum.	Yes
(i) Any sign that is within 250 m of a classified road and is visible from a school zone must be switched to fixed display during school zone hours.	A condition of consent is not required as the sign is not visible from a school zone.	N/A
(j) Each sign 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.	The Department has undertaken detailed assessment of the design and location of the proposal (refer to Section 5 of this report).	Yes
(k) At any time, including where the speed limit in the areas of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site which may result in a change to the dwell time or removal of the sign.	TfNSW may reassess the signs if road safety circumstances change and increase the dwell time or remove the signs, as appropriate. The Minister's approval would be required for any reduction in dwell time.	Yes
(l) Sign spacing should limit drivers' view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.	No other sign is visible less than 150m away.	Yes
(m) Signs greater than or equal to 20sqm must obtain RMS concurrence and must ensure the following minimum vertical clearances;	The sign will have a minimum vertical clearance of 5.0m from the lowest point above the road surface but is not lower than the minimum vertical clearance under the overpass.	Yes
i. 2.5m from lowest point of the sign above the road surface if located outside the clear zone		

Assessment Criteria	Comments	Compliance
<p>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.</p> <p>If attached to road infrastructure (such as an overpass), the sign must be located so that no portion of the advertising sign is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.</p>		
<p>(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 RMS to allow a review of the sign's activity in case of a complaint.</p>	<p>Conditions will be imposed to maintain electronic log of a sign's operational activity.</p>	<p>Yes</p>
<p>(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 RMS 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 RMS-accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to RMS 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 RMS, the report is to be provided to the Department of Planning and Environment as well.</p>	<p>As recommended by TfNSW on its concurrence, conditions will be imposed for the Applicant to prepare an independent Road Safety Assessment (RSA) after 15 months of operation of the digital signage. The RSA should provide a formal assessment of the safety performance of the sign. Upon completion of the RSA, it is to be provided to TfNSW for review. The Applicant will be required to implement the recommendations of the RSA to ensure that road safety is maintained</p>	<p>Yes</p>

Assessment Criteria	Comments	Compliance
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2.5.10 Residential amenity

Where it can be demonstrated that there will be a negative impact on residential amenity from a proposed digital sign, a consent authority may specify a higher dwell time, or restrict the dwell time hours (i.e. its operation) as a condition of consent to minimise the impacts. Dwell times must not be less than those in d) i) and ii) in Section 2.5.8 above.

Concurrence has been provided by TfNSW provided that dwell times between displays should be no shorter than 25 seconds. This has been included in the recommended conditions of consent for the application.

Yes

3.1 Road safety objectives

Traffic Safety Assessment Criteria

1. Would the proposal reduce the safety for any public road?
2. Would the proposal reduce the safety for pedestrians or bicyclists?
3. Would the proposal reduce the safety for pedestrians by obscuring sightlines from public areas?

The Traffic Impact Assessment Report accompanying the application is indicative that the proposal is compliant with the Guidelines and the Traffic and Infrastructure SEPP. It will not reduce safety for Parramatta Road and the safety of pedestrians and cyclists. A detailed assessment is provided in **Section 5**.

Yes

Digital Signage Safety Assessment Criteria

3.2.1 Road clearance

- (a) The advertisement must not create a physical obstruction or hazard.
- (b) Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.

The proposed signs would not result in any physical obstruction or hazard.

Yes

The proposed signs are not located within a clear zone.

N/A

Assessment Criteria	Comments	Compliance
(c) Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.	The proposed signs are not located within a clear zone.	N/A
(d) All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.	The proposed works would hang over the Parramatta Road. Conditions will be imposed to meet wind loading requirements as specified in AS 1170.1 and AS1170.2.	Yes

Additional road clearance criteria for digital signs

Digital signs 20 m ² or greater must clearances –	The proposed sign is greater than 20m ² but not along the clear zone.	Yes
a) 2.5m from lowest point of the sign above the road surface if located outside the clear zone		
b) 5.5m from lowest point of the sign above the road surface if located within the clear zone or the deflection zone of a safety barrier, if installed		

3.2.2 Line of Sight

(a) An advertisement must not obstruct the driver's view of the road particularly of other vehicles, bicycle riders or pedestrians at crossings.	The proposed digital signage will not obstruct views as it is not located overhanging the roadway	Yes
(b) An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The proposed digital signage is not located near a pedestrian path or cycleway.	Yes
(c) The advertisement should not be located in a position that has the potential to give	The proposal will not give incorrect information on the alignment of the road as it does	Yes

Assessment Criteria	Comments	Compliance
incorrect information on the alignment of the road.	not overhang the road and will not display road information.	
(d) The advertisement should not distract a driver away from the road environment for an extended length of time.	The TSA notes that proposed signs would not distract drivers as they are visible upon 190m on approach and will not require the drivers to direct their attention away from the road. Additionally, the digital sign would have a dwell time of 25 seconds.	Yes

3.2.3 Proximity to decision making points and conflict points

(a) The sign should not be located:	The proposed signage would comply with the road safety requirements (refer to Section 5 of this report).	Yes
<ul style="list-style-type: none"> i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment iii. so that it is visible from the stem of a T-intersection. 		
(b) The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:	The placement of the sign will not distract drivers at critical times (refer to Section 5 of this report).	Yes
<ul style="list-style-type: none"> i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher. 		

3.2.4 Sign Spacing

Assessment Criteria	Comments	Compliance
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Additional criteria for digital signs

- | | | |
|---|---|-----|
| (a) 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 RMS as part of their concurrence role. | The sign is not located within 150m of any other signs. | Yes |
|---|---|-----|

3.3.1 Advertising signage and traffic control devices

- | | | |
|--|--|-----|
| (a) The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment. | The proposal will not distract drivers or reduce the visibility and effectiveness of directional signs, traffic signals, traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment as the signage does not overhang the roadway and is not located in proximity to any signals or devices. | Yes |
| (b) The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device. | The proposal is not in proximity to any decision making points where safe stopping distances would be required. | Yes |

Additional criteria for digital signs and moving signs

- | | | |
|---|---|-----|
| (a) The image must not be capable of being mistaken: | The application does not provide specific detail for sign content. | Yes |
| 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 | Due to the nature of the signage display, the advertising content of the signs will change. Furthermore, consent is not required for a change in the content of signage in accordance with the Industry and Employment SEPP. Therefore, a condition of consent is recommended to ensure the sign content is not mistaken for traffic signals or driving instructions. | |
| ii. as text providing driving instructions to drivers. | | |

Assessment Criteria	Comments	Compliance
(b) 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).	The Department has included a suite of recommended conditions to ensure the content of the advertising does not include message sequencing, flickering or flashing and has a dwell time of 25 seconds. Advertising should not be mistaken for a prescribed traffic control advice and/or text providing driving instructions. This is included as a recommended condition of consent.	Yes

3.3.2 Dwell time and transition time

Digital signs

(a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	The Department has included a recommended condition of consent requiring the advertising to be static and for a 10 second dwell time.	Yes
(b) Dwell times for image display must not be less than: <ul style="list-style-type: none"> i. 10 seconds for areas where the speed limit is below 80km/h. ii. 25 seconds for areas where the speed limit is 80km/h and over. 	The speed limit is 60km/hr and therefore the dwell time is proposed to be 10 seconds. TfNSW has however a minimum dwell time of 25 seconds. This has been included as a recommended condition of consent.	Yes
(c) Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	The proposal is not visible from a school zone.	Yes
(d) Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.	The Department has included a suite of recommended conditions to ensure the content of the advertising does not include message sequencing, flickering or	Yes

Assessment Criteria	Comments	Compliance
	flashing and does not propose video/movie style advertising.	
(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.	This has been included as a recommended condition of consent.	Yes

3.3.3 Illumination and reflectance

Digital Signs

(a) Luminance levels must comply with the requirements in Table 6 below	The proposed luminance complies with Table 6.	Yes
(b) 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.	This is included as a condition of consent.	Yes

3.3.4 Interaction and sequencing

(a) The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.	The proposed sign does not incorporate technology that will interact with in-vehicle electronic devices or mobile devices, by condition of consent.	Yes
(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.	No message sequencing is proposed.	Yes

State Environmental Planning Policy (Transport and Infrastructure) 2021

The Transport and Infrastructure SEPP aims to facilitate the effective delivery of infrastructure across the State by improving regulatory certainty and efficiency, identifying matters to be considered in the assessment of development adjacent to particular types of infrastructure development, and providing for consultation with relevant public authorities about certain development during the assessment process.

Clause 2.98(2) of the Transport and Infrastructure SEPP applies to development undertaken within a rail corridor. The clause requires the consent authority to notify the rail authority and to take into consideration their response as well as any guidelines issued by the Planning Secretary. In this

regard, the Department referred the proposal to Sydney Trains who advised that a referral was not required. An assessment against the relevant aspects of the *Development Near Rail Corridors and Busy Roads – Interim Guideline* has been undertaken in **Table 9**.

Clause 2.119(2) of the Transport and Infrastructure SEPP requires the consent authority to be satisfied that the development with frontage to a classified road would not adversely affect the safety, efficiency and ongoing operation of the road. The proposed digital signage would be located within the existing adjacent railway corridor. The proposed digital signage is similar in nature to other digital signs which are typically found in or adjacent to road corridors. In consideration of the above, the proposal would not compromise the operation and function of the road.

Table 9 | Assessment of compliance with Development Near Rail Corridors and Busy Roads – Interim Guideline

Part D: Potential impact of adjacent development on roads and railways		
Clause	Consideration	Compliance
5.1 Essential Early Requirements	Early consultation was undertaken with the rail authority. Surveying was undertaken to assist in the design of the development.	Yes
5.2 Electrolysis	Noted. The development is sited away from, and below, overhead wires.	Yes
5.3 Cranes	Conditions of consent are recommended to ensure that appropriate approval is in place for the operation of cranes	Yes
5.4 Safe Access for Maintenance	Safe access to the signage for maintenance has been incorporated into the design.	Yes
5.5 Stormwater Management	The sign will be attached to the western elevation of an existing railway bridge and would not alter or increase the flow of stormwater on to the railway	Yes
5.6 Vandalism	The sign would not increase the risk of vandalism to the railway or rail network.	Yes
5.7 Graffiti	The applicant has committed to the removal of graffiti during the construction and operation of the sign. The development would not increase the risk of graffiti to other rail infrastructure.	Yes
5.8 Lighting, External Finishes and Design	The lighting finishes and design have been considered under Section 5 of this report.	Yes
5.9 Structures in the Rail Corridor	Conditions of consent are recommended to ensure that the sign is constructed and operated in accordance with the Australian Standards.	Yes

5.10 Derailment Protection of Structures	The signage is located on the outside of the existing railway bridge, away from, and below the railway level. Notwithstanding, the sign will be constructed with a fall arrest component to prevent the sign from leaving the bridge.	Yes
5.11 Electrocution – Overhead Wiring	The location of the signage will exceed the minimum distances under this clause.	Yes
5.12 Underground Electrical Services	No excavation works are proposed.	Yes
5.13 Track Closures, Power Outages and Corridor Access	No access to the rail corridor or alteration to the rail operations would be required during construction.	Yes
5.14 Level Crossings	Not applicable	N/A
5.15 Fencing	No fencing is proposed as part of the proposed development.	Yes

Parramatta Local Environmental Plan 2023

The site is zoned SP2 Infrastructure under the Parramatta Local Environmental Plan 2023. Under the PLEP 2023, the signage is permissible in this zone in being a development ordinarily incidental or ancillary to the use of the Parramatta Road and the railway corridor. The signage is also permissible under section 3.14(1) of the Industry and Employment SEPP as discussed in **Section Error!** Reference source not found. of this report.

The objectives of the SP2 Infrastructure zone within the PLEP 2023 are to provide for infrastructure and related uses and to prevent development that is not compatible with or that may detract from the provision of infrastructure. The Department considers the proposal is compatible with the use of the railway overpass and is therefore consistent with the objectives of the zone.

Holroyd Development Control Plan 2013

The site was previously within the bounds of the Holroyd City Council which was amalgamated with the City of Parramatta Council in 2016. Since the Draft Parramatta Development Control Plan is yet to be finalised, the Holroyd Development Control Plan 2013 currently applies to the site.

Part F Advertising and Signage Controls of the HDCP 2013 outlines Council's objectives and controls for the installation of signage. The proposed sign is consistent with the relevant provisions of the HDCP 2013 (refer to **Table 10**).

Table 10 | Assessment of compliance with HDCP 2013

Clause	Comments	Compliance
1. General Signage Controls		

1. Advertising signs and structures are consistent with the range of permitted land uses and objectives of each zone	The proposed digital signage is a permissible land use in the SP2 Infrastructure Zone and consistent with the land uses of the surrounding locality.	Yes
2. Outdoor advertising and advertising visible from outdoors conveys advertisers' messages and images while complimenting and conforming to both the development on which it is displayed and the character of the surrounding locality	The design and siting of the proposed signage has sought to minimise the potential visual impact to the surrounding locality (see Section 5). The signage is not located in proximity to any other digital advertising sign and would not result in excessive signage or visual clutter.	Yes
3. Outdoor advertising does not adversely affect the area in which it is located in terms of appearance, size, illumination, overshadowing or in any other way.	The proposed digital signage will replace an existing static signage of almost the same size and scale. Its potential impacts to the surrounding area have been assessed in Section 5 and considered acceptable.	Yes
4. Outdoor advertising does not lead to visual clutter through the proliferation of signs.	The proposed digital signage panel will replace an existing static signage of almost the same size and scale. Its potential impacts to the surrounding area have been assessed in Section 5 and considered acceptable.	Yes
5. Advertisements and advertising structures do not disrupt vehicular or pedestrian traffic flow.	The proposed digital signage will replace an existing static signage of almost the same size and scale. Its potential impacts to the surrounding area have been assessed in Section 5 and considered acceptable.	Yes

6. Content of advertising will not interfere with the amenity of the locality or cause offence to the general public.	The SEE provides that content controls for the proposed signage will be implemented, including: <ul style="list-style-type: none"> • no tobacco products • no overtly religious advertising • no advertising that contains overt and sexually graphic images • no pornography and illegal drugs. 	Yes
7. Advertising structures, signs and banners do not impair the safe operation of the M4 carriageway	The proposed signage is located about 120m south of the M4 carriageway and not visible from M4 motorists	Yes
8. Advertising structures, signs and banners erected on the M4 carriageway do not detract from the amenity of residential areas adjacent to the M4 Motorway.	Proposed sign is not located on the M4.	N/A

General

C1. All signs must:

<ul style="list-style-type: none"> • be compatible with the scale, proportion and other characteristics of the site and/or building on which they are to be located; • respect important features of the site and/or building; • not reduce safety for road vehicles, cyclists or pedestrians by obscuring sightlines. 	<p>The proposed digital signage would replace an existing static sign at the overpass. The proposed digital signage is similar in nature to other digital signs which are typically found in road corridors.</p> <p>Its potential impacts to the surrounding area have been assessed in Section 5 and considered acceptable.</p>	Yes
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C2. Where signs include illumination, they must:

<ul style="list-style-type: none"> • not result in unacceptable glare; • not affect safety for pedestrians, vehicles or aircraft; 	<p>A Lighting Impact Assessment Report accompanying the application is indicative that the proposal is compliant with the Guidelines, the Industry and Employment SEPP and the</p>	Yes
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<ul style="list-style-type: none"> • not detract from the amenity of any residence or other form of accommodation; • permit the level of illumination to be varied according to time of day 	Australian Standard 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting. A detailed assessment is provided in Section 5 .	
C3. Advertising signs and structures are to conform to the relevant design specifications contained in Section 7.0 of this Part of the DCP.	Refer to discussion on Section 7.0 Sign Specifications	Yes
C4. Signs must not: -		
<ul style="list-style-type: none"> • 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; 	Recommended conditions include provisions to ensure the content of the advertising does not include flickering or flashing and has a dwell time of 25 seconds.	Yes
C5. With regard to streetscape and local visual character, the proposed sign must:	The proposed digital signage which will replace an existing static signage is a permissible land use in the SP2 Infrastructure Zone and consistent with the land uses of the surrounding locality which are of the B5 Business Development Zone. A detailed assessment is provided in Section 5 .	Yes
<ul style="list-style-type: none"> • be compatible with the existing or desired future character of the area or locality; • 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; • have a scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape; • contribute to the visual interest of the streetscape, setting or landscape; • not protrude above buildings, structures or tree canopies in the area or locality. 	The proposed sign is designed to be wholly within the elevation of the bridge and does not protrude above the existing structure.	
C6. With regard to views and vistas, the proposed sign must:	A detailed assessment is provided in Section 5 .	Yes
<ul style="list-style-type: none"> • not obscure or compromise important views; 		

- not dominate the skyline or reduce the quality of vistas; and
- respect the viewing rights of other advertisers.

C7. With regard to existing advertising, the proposed sign must:	The proposed digital signage which will replace an existing static signage. It is consistent with the wider locality and setting in that the locality is a busy corridor of commercial and industrial premises with large business identification signages.	Yes
<ul style="list-style-type: none"> • be consistent with a particular theme for outdoor advertising in the area or locality; and • reduce clutter by rationalising and simplifying existing advertising. 		
C8. The maximum height (in metres) for all development, including advertising and signage, is detailed within Parramatta Local Environmental Plan 2023, as a written statement and associated maps.	Proposal is an SP2 Infrastructure Zone not included in the Height of Building Maps of the PLEP 2023.	N/A

5. Signs in Open Space and Infrastructure Zones

Objectives

O1. To minimise the impact of advertising signs on the amenity of open space.	The proposed digital signage will replace the existing static signage attached to Parramatta Road "Y-link" overpass which is within an SP2 Infrastructure Zone. It is not located adjacent to residential areas.	Yes
O2. To permit signs in the SP2 Infrastructure Zone where the impact on the amenity of any adjoining residential area is minimal.		
O3. To maintain the character of Holroyd by limiting the location of pole signs		

Development Controls

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.	Proposal shall be located within an SP2 Infrastructure Zone. No adjoining residential land. A detailed assessment is provided in Section 5 .	N/A
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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.	No adjoining residential land or open space. A detailed assessment is provided in Section 5	N/A
C3. Signs on land within the SP2 Infrastructure Zone must address the relevant roadway or railway and not address adjoining land.	Proposal is facing Parramatta Road	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.	Proposal does not include animated, rotating or mechanised signs. The Department has included a suite of recommended conditions to ensure the content of the advertising does not include message sequencing, flickering or flashing and has a dwell time of 25 seconds.	Yes

7. Sign Specifications

Objectives

O1. To specify appropriate dimensions and design criteria for different advertising signs and structures.	A Lighting Impact Assessment and Traffic Safety Assessment has been prepared and submitted with the application.	Yes
O2. To ensure illuminated signs and advertising structures do not unduly affect the amenity of surrounding areas or interfere with driver's vision.		

Development Controls

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	The signage includes baffles which mitigate upward waste light, resulting in an Upward	Yes

shielded so that glare does not extend beyond the advertisement	Light Ratio (ULR) of less than 50%	
<p>C3. Illuminated signs or signs of a reflective nature must:</p> <p>a) be displayed and located in a manner that does not cause glare;</p> <p>b) not otherwise dazzle or distract drivers of vehicles;</p> <p>c) not adversely affect the amenity the surrounding area.</p>	The Department has included a suite of recommended conditions to ensure the content of the advertising does not include message sequencing, flickering or flashing. It will have a dwell time of 25 seconds.	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.	Not adjacent to residential areas	N/A

Note: Sections C5 to C13 are not applicable

C14. Advertisements attached to bridges must:		
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;	The proposed sign is designed to be wholly within the elevation of the bridge.	Yes
b) not protrude below the structure of the bridge; and	It does not protrude below the existing structure.	Yes
<p>c) in the case of a pedestrian or road bridge –</p> <p>i. not protrude more than 1.0 metres above the road level of the bridge, and</p> <p>ii. not obstruct the sightlines of people using the bridge;</p> <p>iii. in the case of a rail bridge –</p> <p>iv. not protrude above the top of any solid part of the bridge, and</p> <p>v. not cover any part of the bridge that is open, or</p>	The proposed sign is designed to be wholly within the elevation of the bridge and will not cover part which is open.	Yes

vi. be displayed on an abutment of the bridge;	Proposal will not change the original architecture of the bridge	
d) in the case of a bridge built before the commencement of SEPP 64, not adversely impact upon the original architecture of the bridge.		Yes

Appendix D – Recommended Instrument of Consent