

# Statement of Environmental Effects

Digital Advertising Signage  
M4 Western Motorway, Rosehill



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

**November 2022**



This report has been prepared by:



Lauren Donohoe BCP (Hons)  
Planner  
E: [lauren@keylan.com.au](mailto:lauren@keylan.com.au)

This report has been reviewed by:



Michael Woodland BTP MPA  
Director  
E: [michael@keylan.com.au](mailto:michael@keylan.com.au)

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<b>Appendix 6</b>	Site Survey
<b>Appendix 7</b>	Cost of Works
<b>Appendix 8</b>	Structural Feasibility Statement

## Project Summary

Project Element	Summary of the project
<b>Proposed Signage</b>	<ul style="list-style-type: none"> <li>Digital conversion and minor relocation-of an existing double sided static monopole sign on the northern elevation of the M4 Western Motorway, Rosehill</li> <li>The proposal will convert the existing east and west facing landscape panels to east and west facing portrait panels</li> <li>The proposal will demolish and remove the existing structure and build a new sign slightly to the west as shown on the Architectural Plans (Appendix 2)</li> <li>Display of illuminated advertisements 24 hours a day, 7 days a week</li> </ul>
<b>Site Description</b>	<ul style="list-style-type: none"> <li>Lot 3 DP668276</li> </ul>
<b>Advertising Display Area</b>	<ul style="list-style-type: none"> <li>Dimensions: 8.15m x 5.45m</li> <li>Area: 44.41m<sup>2</sup></li> </ul>
<b>Visual Screen Size</b>	<ul style="list-style-type: none"> <li>Dimensions: 8m x 5.3m</li> <li>Area: 42.4m<sup>2</sup></li> </ul>
<b>Visual Impacts</b>	<ul style="list-style-type: none"> <li>An assessment of the visual impacts is provided at Section 5.4 of this report</li> <li>The visual impacts are considered minimal in the context of the site and would not be dissimilar compared to the existing</li> </ul>
<b>Lighting Impacts</b>	<ul style="list-style-type: none"> <li>A Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4)</li> <li>The LIA confirms the proposal: <ul style="list-style-type: none"> <li>complies with the relevant illumination criteria</li> <li>will not result in unacceptable glare</li> <li>will not unreasonably impact on the visual amenity of nearby residences or accommodation</li> </ul> </li> </ul>
<b>Road Safety Impacts</b>	<ul style="list-style-type: none"> <li>A Traffic Safety Assessment (TSA) has been prepared by Bitzios (Appendix 3)</li> <li>The TSA confirms the proposed sign: <ul style="list-style-type: none"> <li>will be visible from eastbound and westbound traffic along the M4 Western Motorway from a maximum distance of 200m in both directions</li> <li>requires a minimum dwell time of 25 seconds</li> <li>complies with the relevant road safety criteria</li> </ul> </li> <li>would not compromise safety for road users</li> </ul>
<b>Public Benefit</b>	<ul style="list-style-type: none"> <li>A Public Benefit Statement has been prepared by Sydney Trains (Appendix 6)</li> <li>The statement confirms the revenue will support essential Sydney Trains services, the proposed sign may be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour</li> </ul>
<b>Hours of Operation</b>	<ul style="list-style-type: none"> <li>24 hours a day, 7 days a week</li> </ul>
<b>Capital Investment</b>	<ul style="list-style-type: none"> <li>\$1,747,900</li> </ul>

Table 1 Project Summary



# 1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) for JCDecaux on behalf of *Sydney Trains* (the Applicant) to accompany a Development Application (DA) for the conversion and minor relocation of an existing static landscape advertising sign on the northern elevation of the M4 Western Motorway, Rosehill in the Parramatta Local Government Area (LGA). The conversion will result in a two-sided portrait digital advertising sign.

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

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

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

The proposal involves the conversion and minor relocation of an existing advertising sign at the site. The conversion will result in a two-sided portrait advertising sign with:

- an advertising display area of 44.41m<sup>2</sup>
- a visual screen size of 42.4m<sup>2</sup>
- the continued display of illuminated advertisements
- a 25 second dwell time for message changes
- a maximum night time luminance of 250 cd/m<sup>2</sup>

The application seeks consent to operate the sign for a period of 15 years. The estimated capital investment value of the development is \$1,747,900.

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

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

Table 2: List of Appendices

## **1.1 Pre-lodgement meeting with DPE**

On 10 October 2022, a DA pre-lodgement meeting was convened with DPE to discuss key issues associated with the development application.

The meeting provided an opportunity for JCDecaux to introduce the site and the proposal and to facilitate discussion on key issues that are considered as part of this DA. The application has been prepared in accordance with the advice given at the pre-lodgement meeting with DPE.

Key issues discussed at the meeting include:

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

These issues are addressed in the report.

## **1.2 Consultation with TfNSW**

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

TfNSW recommended that the Applicant liaise with the M4 Motorway operator to ascertain the safety of the sign for the operator. The operator is WestConnex.

### **1.2.1 Consultation with WestConnex**

WestConnex had the opportunity to discuss traffic and road safety issues associated with the operation of the M4 Motorway, as the main operator of the motorway. In particular, WestConnex raised the following issues for consideration:

- night time illuminance
- distraction for motorists existing onto James Ruse Drive
- crash history and potential increase in vehicle collisions

WestConnex's comments have been adequately addressed within this SEE and Traffic Safety Assessment (Appendix 3)

## 2 The site and locality

### 2.1 Site Description

The M4 Western Motorway is a classified road that travels in a general east-west alignment (no. 6004). The M4 runs from Concord Road (Great Western Highway) at Strathfield to the Great Western Highway at Lapstone.

The site forms part of the decommissioned Clyde-Carlingford railway line that ceased operation in early 2020. There are no longer railway tracks on the site and the site is a cleared gravel corridor. The subject site in its immediate context to the surrounding area is shown in Figure 1.

The subject site in its broader context is shown in Figure 2.

There is an existing static advertising sign located at the site that proposed to be converted to a digital sign under this application. The existing sign as viewed from James Ruse Drive is shown in Figure 3 and Figure 4.



Figure 1: Subject site and immediate context (Base source: Near Map)





Figure 2: Site context (Base source: Six Maps)



Figure 3: View towards the existing sign (west facing panel) at the site from the M4 slip/exit road (Source: Keylan)



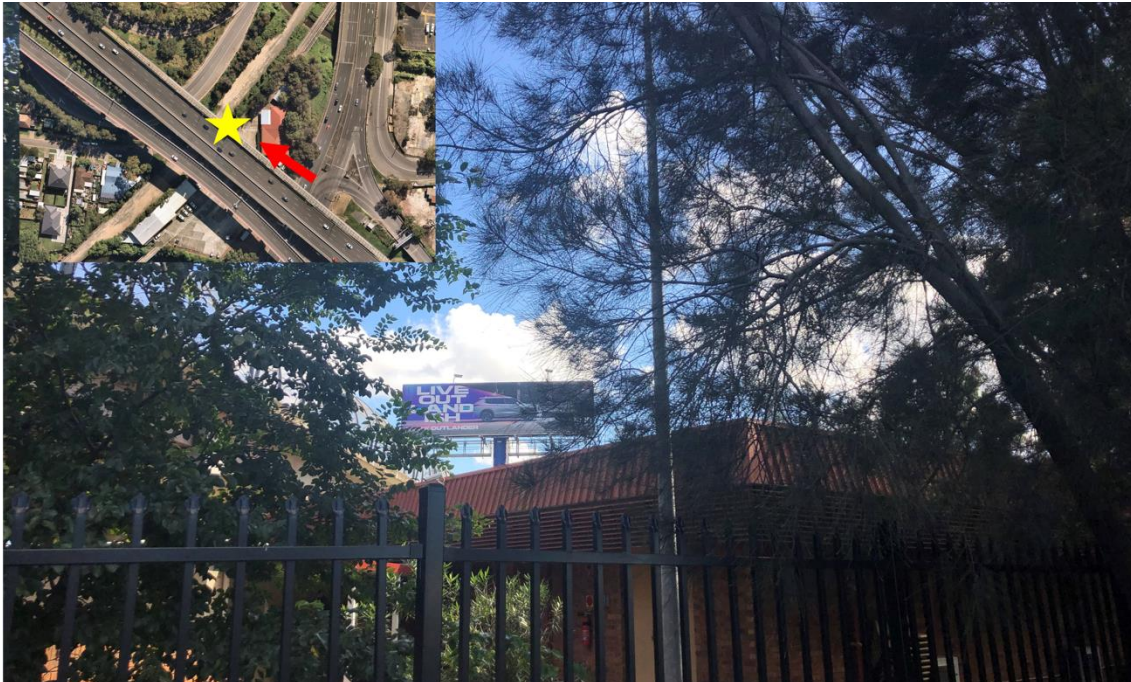


Figure 4: View towards the existing sign (east facing panel) at the site from James Ruse Drive (Source: Keylan)

## 2.2 Existing Road Environment

The M4 Western Motorway is an established road corridor and comprises four traffic lanes travelling east and two traffic lanes travelling west at the subject site. A low barrier separates the two traffic directions.

A speed limit of 90km/h applies to motorists travelling in both directions. There are no pedestrian footpaths or cycle lanes along the M4 Western Motorway in proximity to the site and no parking is permitted. On road cycling is permitted, however no formal cycling facilities are provided.

There are no intersections in the vicinity of the site. There is a left exit slip lane approximately 450m west of the site for motorists travelling east and a left exit slip lane 430m east of the site for motorists travelling west.

## 2.3 Surrounding Locality

The advertising sign will be located within an established Sydney Trains Corridor and visible from an established TfNSW Road Corridor. The site is surrounded by highly frequented transport corridors, industrial areas and defunct railway corridors and rail related buildings.

There is a building located immediately east of the site as shown by the red roof (Figure 1). The site visit determined this building is likely rail related, however currently appears vacant.

Other development surrounding the site and in proximity to the road corridor includes:

- industrial areas to the south and east
- a low-density residential area to the west
- the future Clyde Rosehill metro west stabling yard to the east (currently under construction)
- decommissioned heavy rail corridor and rail related buildings
- highly frequented road corridors including James Ruse Drive

It is noted the surrounding area is undergoing transformation as a result of the Metro West Stabling site development. The position and siting of the sign presents an opportunity to be compliment the area as it transitions.



Figure 5: Industrial area at George Street looking towards the existing sign (Source: Keylan)

### 3 The Proposal

The proposal involves the digital conversion and minor relocation of an existing static, double sided advertising sign on the northern elevation of the M4 Western Motorway above James Ruse Drive in Rosehill.

The development is summarised in the table below.

Development Aspect	Description
<b>Development summary</b>	<p>Digital conversion and minor relocation-of an existing double sided static monopole sign on the northern elevation of the M4 Western Motorway, Rosehill</p> <p>The proposal will convert the existing east and west facing landscape panels to east and west facing portrait panels</p> <p>The proposal will demolish and remove the existing structure and build a new sign slightly to the west</p> <p>The display of illuminated advertisements 24 hours a day, 7 days a week</p>
<b>Signage location</b>	Sign is proposed on the northern side of the M4 motorway, located on the decommissioned Clyde-Carlingford railway line adjacent to James Ruse Drive (visible to both directions of traffic)
<b>Advertising display area</b>	44.41m <sup>2</sup> (8.15m x 5.45m)
<b>Visual Screen Size</b>	42.4m <sup>2</sup> (8m x 5.3m)
<b>Road clearance to sign</b>	13.1m clearance to ground level (James Ruse Drive) 5.3m clearance to road level (M4 Western Motorway)
<b>Dwell time</b>	25 seconds
<b>Signage exposure</b>	From approximately 390m north-west of the sign
<b>Illumination</b>	The digital signage is illuminated using LEDs installed within the front face
<b>Consent time period</b>	15 years
<b>Existing signage</b>	The existing static advertising sign is to be removed and relocated. The existing sign has an advertising display area of 43.77m <sup>2</sup> (12.65m x 3.46m) and is slightly smaller than the proposed sign.

Table 3: Development summary

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

Architectural drawings for the sign are shown in the figures below and provided within the Architectural package at Appendix 2.

An indicative photomontage of the sign, as viewed from the M4 Western Motorway eastbound is provided at Figure 8 and as viewed from the M4 Western Motorway westbound is provided at Figure 9.

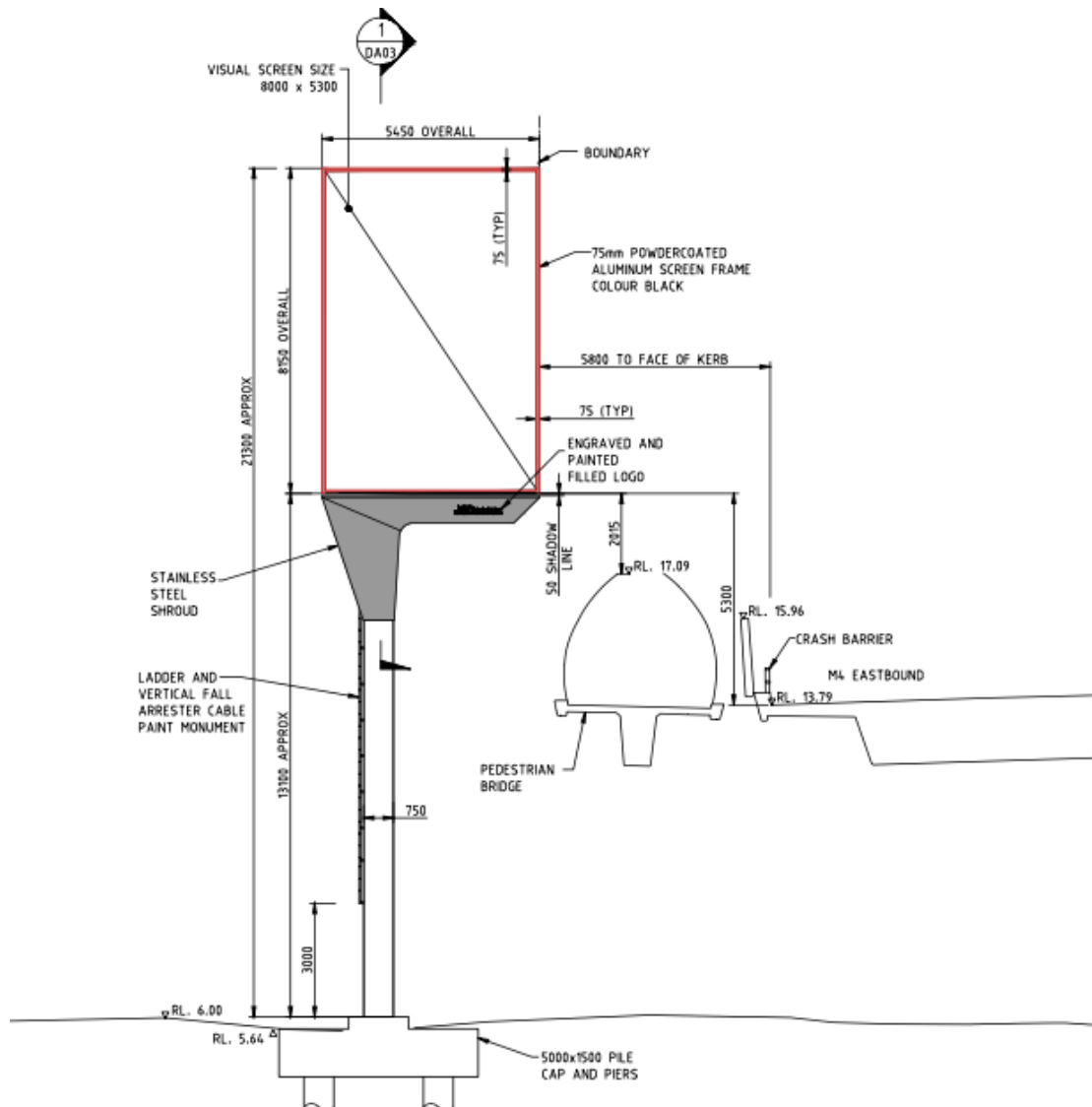


Figure 6: Proposed west facing panel (Source: Dennis Blunt Consulting Engineers)



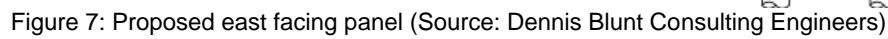




Figure 8: Indicative view from M4 - eastbound (Source: JCDecaux)



Figure 9: Indicative view from M4 - westbound (Source: JCDecaux)

### **3.1 Digital LED Technology for Outdoor Advertising**

Outdoor advertising requires changeable signs or images. Traditional outdoor advertising billboards require manual change of materials (paint, paper and vinyl) either pasted onto billboards or tensioned across support frames.

The introduction of digital technology has enabled new methods to change signage without regular manual change to the advertising signage.

A LED or digital screen will present a very high quality image by adopting a pixel pitch of 10 mm in accordance with industry standards.

A digital screen is comprised of a cluster of red, green, blue and amber diodes driven together to form a full colour pixel usually square in shape. These pixels are spaced evenly apart and are measured from centre to centre for absolute pixel resolution.

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

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

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

The LED screen will display content in feed cycles that are sequentially rotated on a loop cycle. Static digital advertisements will appear on the screen for a 25 second dwell time before changing to a new static digital image. There will be a 0.1 second transition time between images, which appears instantaneous.

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

- the dwell time for electronic signage in the United States is typically 8 seconds
- scrolling technology is typically 7 to 8 seconds
- NSW TfNSW variable messaging signage works on a 3 second transition time for both information and emergency displays
- a dwell time of 25 seconds would typically be suitable for the proposed digital signage in a 90km/hr speed zone

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

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

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

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

### **3.3 Hours of Operation**

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

### **3.4 Excavation and Footings**

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 8).

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

Details regarding the structural integrity are provided at Section 5.5.

### **3.5 Sign Access and Maintenance**

The site will be accessed from James Ruse Drive. Both screens will be fixed to a three-dimensional (3D) steel box that has internal walkways at 3 levels. The rear of the screens can be accessed from the walkways when maintenance of the screens is required. The walkways in the box are accessed by a ladder that is fixed to the side of a square steel column that will cantilever up from the concrete footing at ground level.

JCDecaux will be responsible for maintenance of the signage structure. Maintenance will be undertaken by employees/ representatives of JCDecaux during the night to protect the below road environment.

### **3.6 Tree and Vegetation Management**

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

### 3.7 Sign Demolition

There is an existing double sided front lit supersite sign at the site that will be removed including its existing support structure and column. The existing pile cap and pile will clash with the footing for the new sign and will need to be cut back to a depth of 1.5m below ground. The reinforcement in the cut back concrete will need to be coated with an approved primer and epoxy mortar.

The proposed site plan and footing plan is shown in the figures below.

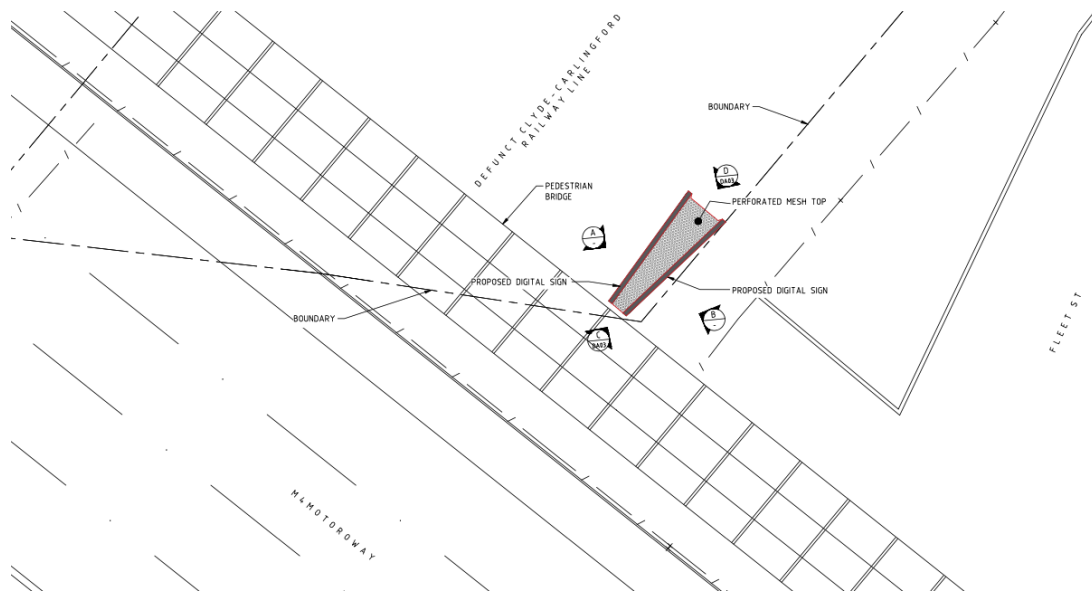


Figure 10: Proposed site plan (Source: Dennis Bunt Consulting Engineers)

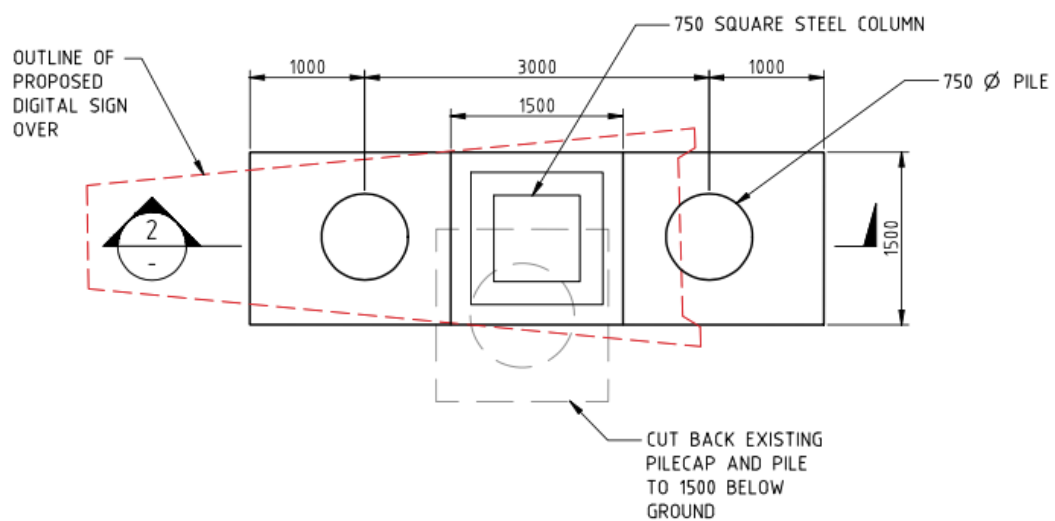


Figure 11: Proposed footing plan (Source: Dennis Bunt Consulting Engineers)



## 4 Statutory Planning Framework

### 4.1 Environmental Planning and Assessment Act 1979

#### ***Crown Development***

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

#### ***Integrated Development***

Under section 4.44 of the EP&A, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown Development Applications (other than development that requires a heritage approval). The subject application is not Integrated Development.

#### ***Objects of the Act***

The proposal is consistent with the objects of the EP&A Act as it is considered to promote the orderly and economic use and development of land without resulting in an adverse impact on the environment. Detailed assessment against the objects of the EP&A act is provided below.

Objective	Comment
(a) <i>To promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources,</i>	The development promotes the social and economic welfare of the community by generating revenue to improve and maintain the Sydney Trains network and provide messages to the community during key periods on behalf of the NSW Government.
(b) <i>to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,</i>	This SEE provides information on the relevant economic, environmental and social impacts of the proposed development to enable the consent authority to undertake a thorough environmental assessment and assist in its decision-making on the application.
(c) <i>to promote the orderly and economic use and development of land,</i>	The development promotes the orderly and economic use of the land by providing a digital advertising sign within an established transport corridor that may provide public benefits including the generation of revenue to contribute to improving and maintaining the Sydney Trains network.
(d) <i>to promote the delivery and maintenance of affordable housing,</i>	Affordable housing does not form part of this application.
(e) <i>to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,</i>	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats

Objective	Comment
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the development.
(g) <i>to promote good design and amenity of the built environment,</i>	The development will be located within an established transport corridor. The sign is considered to promote good design and will not have an adverse impact on the amenity of the surrounding location.
(h) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	The development will be constructed and maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to health and safety, construction and maintenance.
(i) <i>to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	This SEE is submitted to DPE to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPE to other State agencies and Council for further assessment and comment.
(j) <i>to provide increased opportunity for community participation in environmental planning and assessment.</i>	As part of DPE's assessment of the application, the SEE will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report.

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

## Matters for Consideration

This section of the report provides the planning assessment against the key statutory environmental planning instruments and Development Control Plans relevant to the development.

The following detailed assessment of the proposal is provided, and which is based on the heads of consideration contained in section 4.15 of the EP&A Act.

Relevant Provision	Comment
(a) <i>the provisions of:</i>	
(i) <i>any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 4.
(ii) <i>any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	The relevant proposed environmental planning instruments are addressed at Section 4
(iii) <i>any development control plan, and</i>	The Parramatta Development Control Plan 2011 is addressed at Section 4.4.
(iiia) <i>any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and</i>	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) <i>the regulations (to the extent that they prescribe matters for the purposes of this paragraph),</i>	The application is consistent with the relevant matters of the EP&A Regulations.
(v) <i>(Repealed)</i>	N/A
(b) <i>the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,</i>	The impacts of the proposal are addressed in Section 5.
(c) <i>the suitability of the site for the development,</i>	Site suitability is addressed at Section 5.7.
(d) <i>any submissions made in accordance with this Act or the regulations,</i>	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e) <i>the public interest.</i>	Public interest is addressed at Section 5.8.

Table 5: Section 4.15(1) assessment

## 4.2 State Environmental Planning Policies

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

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

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

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

#### Chapter 3 – Advertising and Signage

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

Regardless of permissibility under the *Parramatta Local Environmental Plan 2011* (PLEP 2011), the proposed sign is permissible with consent under Section 3.14 of the Industry and Employment SEPP as it is on behalf of Sydney Trains and is within a railway corridor. Further, under Section 3.10(c) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is for an advertisement displayed on behalf of Sydney Trains in a rail corridor.

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

#### Schedule 5 Assessment

Section 3.6 of the Industry and Employment SEPP requires the consent authority to assess the proposal against the criteria within Schedule 5 prior to granting consent to carrying out of any development on that land. An assessment of these matters is provided in the table below:

Schedule 5	Comment	Compliance
<b>1. Character of the Area</b>		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<ul style="list-style-type: none"> <li>• the proposed sign has been designed and suitably positioned to ensure it is compatible with the character of the surrounding area</li> <li>• the sign is located within a railway corridor and is orientated to present to vehicles travelling west and east along the M4 Western Motorway which is an established road corridor</li> <li>• the scale of the sign is in keeping with surrounding development,</li> </ul>	Yes

Schedule 5	Comment	Compliance
	<p>the sign is similar in size to the existing sign currently at the site and will be almost only visible from the road corridor</p> <ul style="list-style-type: none"> <li>the sign represents a contemporary form of digital advertising signage designed by Tzannes that is considered and creative ensuring a high quality design outcome</li> <li>the sign will almost only be visible from the M4 road corridor for the following reasons: <ul style="list-style-type: none"> <li>the position of the sign on the northern side of the M4</li> <li>the height of the pole section above ground level will be 21.3m and the height above the M4 Motorway will be 5.3m</li> <li>the raised nature of the M4 motorway blocks views of the sign</li> </ul> </li> <li>On the basis of the above, visibility of the proposed sign from any industrial and residential areas as well as items of heritage will be restricted</li> </ul>	
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none"> <li>there are two advertising signs in the vicinity of the site along the M4 road corridor</li> <li>these are located 600m and 1km east of the site and will not be visible from the subject site</li> <li>the proposed sign is of similar nature to these signs and therefore can be considered consistent with the general theme for advertising along the M4 Motorway</li> </ul>	Yes
<b>2. Special Areas</b>		
<i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i>	<ul style="list-style-type: none"> <li>the site is not located close to land identified as environmentally sensitive</li> <li>the site is not identified as a heritage item or located within a heritage conservation area</li> <li>the site is not likely to be visible from nearby heritage items and may only be visible from the rear backyards of a small number of properties along Parker and A'Beckett Street</li> </ul>	Yes
<b>3. Views and vistas</b>		



Schedule 5	Comment	Compliance
Does the proposal obscure or compromise important views?	<ul style="list-style-type: none"><li>the proposal will not obscure or compromise any important views.</li><li>the proposal will not dominate the skyline, it is proposed to be lower in height than the nearby residential building.</li><li>the proposal will not conflict with the viewing rights of other advertisers as the closest advertising signs are located 600m and 1km away</li></ul>	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?		Yes
Does the proposal respect the viewing rights of other advertisers?		Yes
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<ul style="list-style-type: none"><li>the advertising display area of the proposed sign is 44.41m<sup>2</sup></li><li>the proposal involves the conversion and minor relocation of an existing static landscape advertising sign</li><li>the advertisement will be flat and be mounted on a monopole</li><li>the scale, proportion and form of the sign is appropriate as:<ul style="list-style-type: none"><li>the sign will be located wholly on Sydney Trains owned landed</li><li>the sign will not protrude into the road reserve</li><li>motorists will be travelling at speeds of 90km/h past the sign and therefore the size of the sign is considered appropriate</li></ul></li><li>the proposal is appropriate for the streetscape and will not detract from the existing road corridor and is in keeping with the surrounding area:<ul style="list-style-type: none"><li>the streetscape consists of a highly frequented, high speed road corridor and there are no residences located immediately on the corridor</li><li>despite the 90km/h speed limit, drivers would have sufficient reaction time along this straight section of road and the approach would not require any complex or critical decision making when in-view to the sign</li><li>as the sign size, position, orientation and luminance will allow the sign to be recognisable from first site. a</li></ul></li></ul>	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?		Yes
Does the proposal reduce clutter by rationalizing and simplifying existing advertising?		Yes
Does the proposal screen unsightliness?		Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?		Yes
Does the proposal require ongoing vegetation management?		

Schedule 5	Comment	Compliance
	<p>simple glance appreciation is sufficient to notice the content once drivers are closer distance to the sign</p> <ul style="list-style-type: none"><li>the proposal will contribute to the visual interest along the M4 Western Motorway through the display of high-quality advertisements</li><li>the proposal will not require ongoing vegetation management as the nearby vegetation consists of low to the ground weed species that will not interfere with the sign's installation and operation</li></ul>	
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	<ul style="list-style-type: none"><li>the proposal is compatible with the scale, proportion and characteristics of the site as outlined earlier in this table</li><li>the site is immediately surrounded by highly frequented transport corridors, a decommissioned railway line and rail related buildings and light industrial uses</li><li>there are no known important features at the site or nearby buildings that the sign will impact on</li><li>the height of the sign is reflective of the raised structure of the M4 Motorway</li><li>the location of the sign is appropriate for the reasons listed earlier in this table</li><li>the sign represents an innovative form of advertising, designed by Tzannes, that is considered and creative ensuring a high-quality design outcome</li></ul>	Yes
Does the proposal respect important features of the site or building, or both?		Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?		Yes
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?	<ul style="list-style-type: none"><li>JCDecaux will operate the content management system for the sign. This management system ensures that unapproved content is not downloaded either by mistake or without appropriate authorisation</li><li>a logo will be located within the signage structure on a strip that extends for the width of the advertisement</li><li>the logo has been considered in the design of the sign by Tzannes</li></ul>	Yes

Schedule 5	Comment	Compliance
	Architects and is proportionate and integral to the signage structure	
7. Illumination		
Would illumination result in unacceptable glare?	<ul style="list-style-type: none"><li>a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4</li><li>the LIA confirms that the proposed digital sign would not result in unacceptable glare or have any detrimental impacts to safety</li><li>the sign complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenity to nearby residences</li><li>the brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions</li><li>the proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019</li></ul>	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?		Yes
Would illumination detract from the amenity of any residence or other form of accommodation?		Yes
Can the intensity of the illumination be adjusted, if necessary?		Yes
Is the illumination subject to a curfew?		Yes
8. Safety		
Would the proposal reduce the safety for any public road?	<ul style="list-style-type: none"><li>the Traffic Safety Assessment prepared by Bitzios confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists.</li><li>the proposal does not obscure sightlines from public areas</li></ul>	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?		
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?		

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

#### 4.2.2 Transport Corridor Advertising and Signage Guidelines 2017

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

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

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

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

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

Chapter 2 of *State Environmental Planning Policy (Transport and Infrastructure) 2021* (Transport and Infrastructure SEPP) identifies the environmental assessment category into which different types of infrastructure and services development fall. In addition, Chapter 2 identifies those matters that are to be considered in the assessment of development that is adjacent to particular types of infrastructure, including development in and adjacent to road or rail corridors.

An assessment against the relevant provisions of the Transport and Infrastructure SEPP is provided in the table below.

Section	Comment	Compliance
<b>2.98 Development adjacent to rail corridors</b>		
(1) <i>This section applies to development on land that is in or adjacent to a rail corridor, if the development—</i> (a) <i>is likely to have an adverse effect on rail safety, or</i> (b) <i>involves the placing of a metal finish on a structure and the rail corridor concerned is used by electric trains, or</i> (c) <i>involves the use of a crane in air space above any rail corridor, or</i> (d) <i>is located within 5 metres of an exposed overhead electricity power line that is used for the purpose of railways or rail infrastructure facilities.</i>	The assessment contained in the SEE and supporting reports concludes that the proposed signage is unlikely to adversely impact on the safety and operation of the rail line for the below reasons: <ul style="list-style-type: none"> <li>• the railway tracks in proximity to the site are no longer operational</li> <li>• the Applicant is Sydney Trains and they will ensure no structure is approved to be erected that impacts on the ongoing operation of the Sydney Trains rail network</li> </ul>	Yes

Section	Comment	Compliance
	<p>The proposed sign will comprise metal finishes. However, this finish will not impact the function of the railway as the railway is no longer in use.</p> <p>The construction and operation of the sign will involve the use of a crane in the air space above the rail corridor. The operation of the crane will be during the construction stage only and will be appropriately managed in accordance with DPE's <i>Development near railways and busy corridors Guideline</i> (2008).</p>	
<p>(2) <i>Before determining a development application for development to which this section applies, the consent authority must—</i></p> <p>(a) <i>within 7 days after the application is made, give written notice of the application to the rail authority for the rail corridor, and</i></p> <p>(b) <i>take into consideration—</i></p> <p>i. <i>any response to the notice that is received within 21 days after the notice is given, and</i></p> <p>ii. <i>any guidelines that are issued by the Secretary for the purposes of this section and published in the Gazette.</i></p>	It is anticipated DPE will notify the application accordingly.	Yes
<p>(3) <i>Despite subsection (2), the consent authority is not required to comply with subsection (2)(a) and (b)(i) if the development application is for development on land that is in or adjacent to a rail corridor vested in or owned by ARTC or the subject of an ARTC arrangement.</i></p>	Not applicable. As above, it is anticipated DPE will notify the application in accordance with Section 2.98 (2).	N/A
<p>(4) <i>Land is adjacent to a rail corridor for the purpose of this section even if it is separated from the rail corridor by a road or road related area within the meaning of the Road Transport Act 2013.</i></p>	Noted.	Yes
<b>2.99 Excavation in, above, below or adjacent to rail corridors</b>		
<p>(1) <i>This section applies to development (other than development to which section 2.101 applies) that involves the penetration of ground to a depth of at least 2m below ground level (existing) on land—</i></p>	A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 8).	Yes



Section	Comment	Compliance
<p>(a) <i>within, below or above a rail corridor, or</i></p> <p>(b) <i>within 25m (measured horizontally) of a rail corridor, or</i></p> <p>(c) <i>within 25m (measured horizontally) of the ground directly below a rail corridor, or</i></p> <p>(d) <i>within 25m (measured horizontally) of the ground directly above an underground rail corridor.</i></p>	<p>A concrete pile and pile cap are proposed to minimise the impact of the sign footing on the adjacent railway track. The pile cap will be 5m long and 1.5m wide and 1.2m deep.</p> <p>The concrete piles will consist of two 750mm diameter piles spaced 3m apart. The top of the plinth will be level with the ground. The depth of the new piles will be approximately 8m below ground.</p> <p>An assessment against the provisions of Section 2.99 is provided below.</p>	
<p>(2) <i>Before determining a development application for development to which this section applies, the consent authority must—</i></p> <p>(a) <i>within 7 days after the application is made, give written notice of the application to the rail authority for the rail corridor, and</i></p> <p>(b) <i>take into consideration—</i></p> <p>(i) <i>any response to the notice that is received within 21 days after the notice is given, and</i></p> <p>(ii) <i>any guidelines issued by the Planning Secretary for the purposes of this section and published in the Gazette.</i></p>	<p>DPE are required to give written notice of the subject application to the rail authority within 7 days after the application is made.</p>	Yes
<p>(3) <i>Subject to subsection (5), the consent authority must not grant consent to development to which this section applies without the concurrence of the rail authority for the rail corridor to which the development application relates.</i></p>	<p>DPE is required to seek concurrence from the rail authority before granted consent to the development.</p>	Yes
<p>(4) <i>In deciding whether to provide concurrence, the rail authority must take into account—</i></p> <p>(a) <i>the potential effects of the development (whether alone or cumulatively with other development or proposed development) on—</i></p> <p>(i) <i>the safety or structural integrity of existing or proposed rail</i></p>	<p>The rail authority is required to assess the potential effects of the development on the safety and structural integrity of the rail infrastructure and rail activity.</p> <p>A Structural Feasibility Statement is provided at Appendix 8 that details the structural integrity of</p>	Yes

Section	Comment	Compliance
<p><i>infrastructure facilities in the rail corridor, and</i></p> <p><i>(ii) the safe and effective operation of existing or proposed rail infrastructure facilities in the rail corridor, and</i></p> <p><i>(b) what measures are proposed, or could reasonably be taken, to avoid or minimise those potential effects</i></p>	<p>the proposed signage structure. The proposed structure has been designed and located so as to prevent interference with rail activities.</p> <p>Further, the demolition of existing structures and construction of the new structure will also take into account rail and road activity and measures to avoid and minimise potential effects.</p> <p>It is also noted that the Applicant is Sydney Trains and it will ensure no structure is approved to be erected that may impact the ongoing operation of the rail and road.</p>	
<p>(5) <i>The consent authority may grant consent to development to which this section applies without the concurrence of the rail authority concerned if—</i></p> <p><i>(a) the rail corridor is owned by or vested in ARTC or is the subject of an ARTC arrangement, or</i></p> <p><i>(b) in any other case, 21 days have passed since the consent authority gave notice under subsection (2)(a) and the rail authority has not granted or refused to grant concurrence.</i></p>	Noted.	Yes
<b>2.119 Development with a frontage to a classified road</b>		
<p>(1) <i>The objectives of this section are—</i></p> <p><i>(a) to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i></p> <p><i>(b) to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i></p> <p>(2) <i>The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—</i></p> <p><i>(a) where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i></p> <p><i>(b) the safety, efficiency and ongoing operation of the</i></p>	<p>The proposal comprises development with frontage to a classified road, M4 Western Motorway (no. 6004).</p> <p>The assessment contained in the SEE and supporting reports concludes that the proposed signage is not likely to adversely impact on the effective and ongoing operation and function of the M4 Western Motorway.</p> <p>A Traffic Safety Assessment (TSA) has been prepared as part of the application and is included at Appendix 3. The TSA considers the ongoing operation and function of the M4 Western Motorway in context to the development and concludes that the surrounding road</p>	Yes

Section	Comment	Compliance
<p><i>classified road will not be adversely affected by the development as a result of—</i></p> <ul style="list-style-type: none"> <li><i>(i) the design of the vehicular access to the land, or</i></li> <li><i>(ii) the emission of smoke or dust from the development, or</i></li> <li><i>(iii) the nature, volume or frequency of vehicles using the classified road to gain access to the land, and the development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicle emissions within the site of the development arising from the adjacent classified road</i></li> </ul>	<p>environment presents a low risk environment for the proposed digital advertising sign.</p> <p>Road safety is further discussed at Section 5.1.</p>	
<b>2.121 Excavation in or immediately adjacent to corridors</b>		
<p><i>(1) This section applies to development that involves the penetration of ground to a depth of at least 3m below ground level (existing) on land that is the road corridor of any of the following roads or road projects (as described in Schedule 2)—</i></p> <p><i>(o) the M4</i></p> <p><i>(2) Before determining a development application (or an application for modification of a consent) for development to which this section applies, the consent authority must—</i></p> <ul style="list-style-type: none"> <li><i>(a) give written notice of the application to TfNSW within 7 days after the application is made, and</i></li> <li><i>(b) take into consideration—</i> <ul style="list-style-type: none"> <li><i>(i) any response to the notice that is received within 21 days after the notice is given, and</i></li> <li><i>(ii) any guidelines that are issued by the Planning Secretary for the purposes of this section and published in the Gazette, and</i></li> <li><i>(iii) any implications of the ground penetration for the structural integrity of the road or project, and</i></li> <li><i>(iv) any cost implications for the road or project of the ground penetration.</i></li> </ul> </li> </ul>	<p>The sign is located along the M4 Western Motorway corridor and involves a concrete pile that will extend below ground by approximately 8m.</p> <p>The development application will be referred to TfNSW by DPE as part of the assessment process.</p>	Yes

Section	Comment	Compliance
(3) <i>The consent authority must provide TfNSW with a copy of the determination of the application within 7 days after the determination is made</i>		

Table 7: Transport and Infrastructure SEPP assessment



### 4.3 Parramatta Local Environmental Plan 2011

The *Parramatta Local Environmental Plan 2011* (PLEP 2011) is the principal Environmental Planning Instrument applicable to the land.

#### 4.3.1 Zoning

The proposed sign is located on land zoned SP2 Infrastructure – Railway under the PLEP 2011. Signage is permissible with consent in the SP2 zone under the PLEP 2011 as it is *ordinarily incidental or ancillary* to the railway corridor given it will generate revenue to maintain and improve Sydney Trains' infrastructure.

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

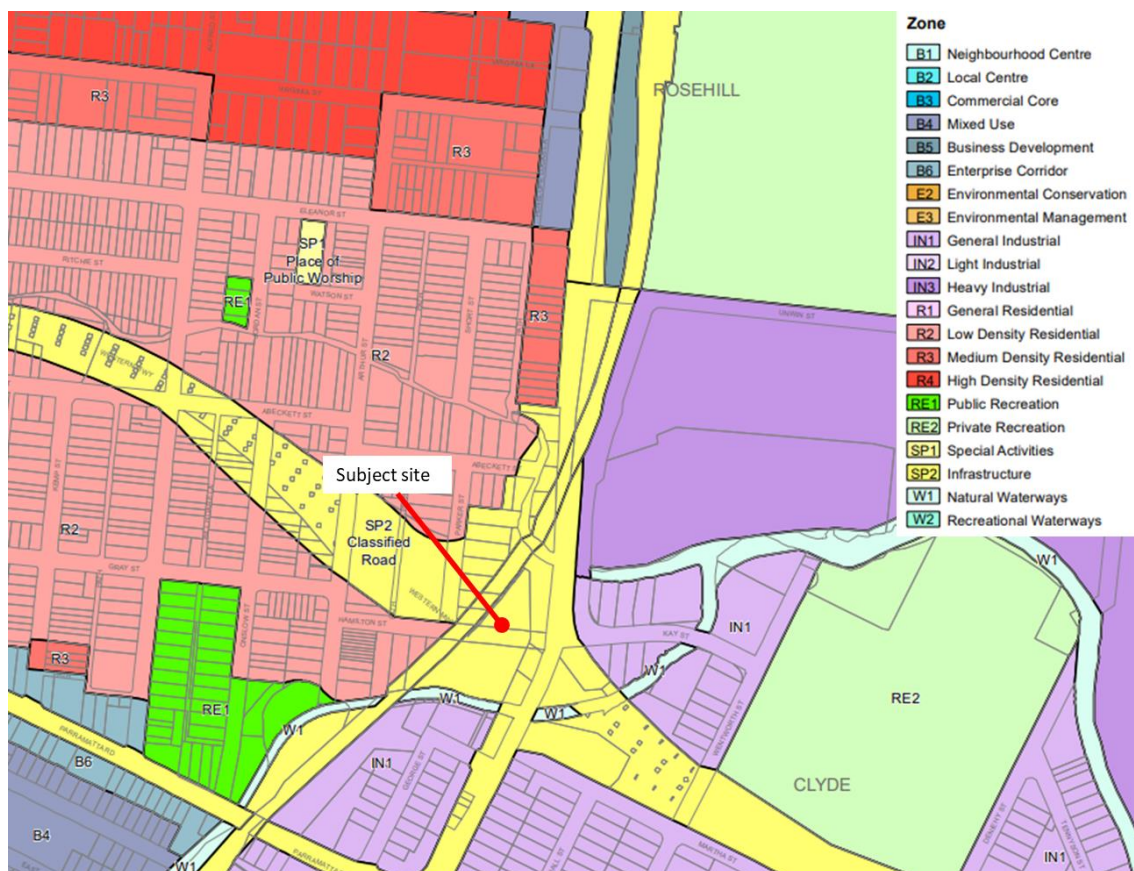


Figure 12: Land use zoning map (Source: PLEP 2011)

#### 4.3.2 Heritage

There are a number of local heritage items in the area as shown in the figure below.

These items are:

- Item no. I576 – RTA Depot (1B and 5 Unwin Street)
- Item no. I1 – Camellia Wetlands
- Item no. I83 – T.C Barker and Son Pottery (3 A'Beckett Street)
- Item no. I91 – Terrace housing (5, 7, 9, 11, 13, 15, 17, 19, 21 and 23 Arthur Street)
- Item no. I84 – Latalda (20 A'Beckett Street)

Given the nature of the locality and proposed location of the sign, the proposal is not expected to be visible from these local heritage items and therefore no heritage impacts are anticipated.

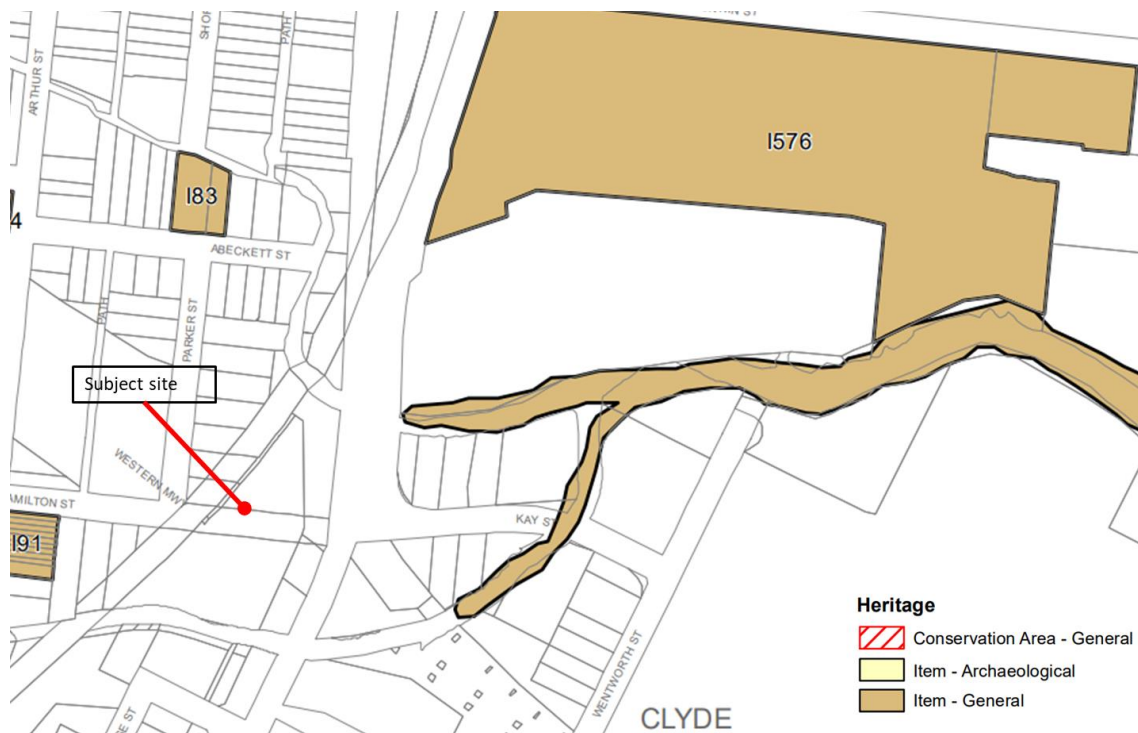


Figure 13: Heritage map (Source: PLEP 2011)

#### 4.4 Parramatta Development Control Plan 2011

The proposal is generally compliant with the aims, objectives and key provisions of the PDCP 2011.

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

Provision	Comment	Complies
<b>5.5 Signage</b>		
<i>O.1 To encourage signage that provides identification and information about premises in a manner that complements the development on which it is displayed and minimises the visual impact on the surrounding locality.</i>	Not applicable as the proposal does not relate to building identification signage.	N/A
<i>O.2 To contribute to the appearance of the building, structure or place by encouraging coordinated signage of high-quality design and materials.</i>	The proposed freestanding signage represents a high quality design. In addition, the sign is considered in keeping with the surrounding locality as is will almost only be visible from a highly frequented road corridor.  Further, surrounding areas mainly consist of other road networks as well as industrial/commercial areas.	Yes
<i>O.3 To protect residential areas, open space areas and buildings or areas of heritage significance or special character from the adverse impacts of inappropriate signage.</i>	The proposed sign is not likely to be visible or adversely impact on residential areas or areas of heritage significance or that have special character.	Yes
<i>O.4 To ensure that the visual and physical amenity of a locality is not impaired by a proliferation of signs.</i>	The proposed sign will not have an adverse impact on the visual and physical amenity of the surrounding area in regard to visual clutter.  The closest existing advertising signs are located approximately 1km and 600m east of the site and will not be visible from the proposed sign.	Yes
<i>O.5 To protect the significant characteristics of buildings, streetscapes, vistas and the Parramatta CBD skyline.</i>	There are no known significant buildings, streetscapes or vistas located in close proximity to the site.  It is noted that the Parramatta CBD skyline will be visible from the proposed sign. The Parramatta CBD is located approximately 2km west of the	Yes

Provision	Comment	Complies
	<p>site. Notwithstanding, the proposed sign is not expected to compromise views towards the CBD skyline as:</p> <ul style="list-style-type: none"> <li>the sign is located to the side of the road corridor and will not dominate motorists view lines</li> <li>motorists will be travelling at speeds of 90km/h and therefore the sign will only be visible for a short period of time as motorists drive past</li> <li>the proposal is a conversion and there is an existing sign at the site</li> </ul>	
<i>O.6 To require that signs complement the architectural style and use of buildings.</i>	The proposal is for a freestanding advertising sign. It is noted there is a building located in proximity to the site however it is used for rail related activity and not residential or other purposes. Further, the building is not heritage listed or accessible to the public.	Yes
<i>O.7 To promote signs that will add character to the streetscape and assist with way finding and the pedestrian usability of the Parramatta CBD.</i>	<p>The proposed sign is consistent with the urban character of the area as the sign is located in proximity to highly frequented road corridors including the M4 Western Motorway and James Ruse Drive.</p> <p>In addition, the surrounding areas mainly consist of industrial/commercial.</p>	Yes
<i>O.8 To limit the overall amount of signage through the provision of fewer, more effective signs, to avoid the creation of visual on buildings and streetscapes</i>	The proposed sign will not result in visual clutter or the proliferation of signage. The closest existing advertising signs are located 1km and 600m east of the site and will not be visible from the proposed sign.	Yes

Table 8: DCP Assessment



## 5 Environmental Planning Assessment

### 5.1 Road safety

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

#### 5.1.1 Road environment

The existing road environment along the M4 Western Motorway in proximity to the proposed sign is summarised in the table below.

Existing Feature	Description
<b>Road classification</b>	<ul style="list-style-type: none"> <li>the M4 Western Motorway is a classified State Road (No. 6004)</li> </ul>
<b>Speed limit</b>	<ul style="list-style-type: none"> <li>the speed limit on M4 Western Motorway at this location is 90 km/h</li> </ul>
<b>Nearby intersections and traffic control devices</b>	<ul style="list-style-type: none"> <li>there are no intersections in the vicinity of the site</li> <li>there is a left exit slip lane that starts approximately 450m to the west of the site that allows eastbound motorists to exit the M4 onto James Ruse Drive</li> <li>there is also a left exit slip lane 430m east of the site for westbound motorists travelling west to exit the M4 onto James Ruse Drive</li> </ul>
<b>Road configuration and geometry</b>	<ul style="list-style-type: none"> <li>in the vicinity of the proposed sign location, the M4 Western Motorway has four eastbound travel lanes and four westbound travel lanes</li> </ul>
<b>Crash data</b>	<ul style="list-style-type: none"> <li>in the eastbound direction 3 crashes were reported in a 5 year period from 2016 to 2020</li> <li>in the westbound direction 4 crashes were reported in a 5 year period from 2016 to 2020</li> <li>the crash history analysis shows that there is no consistent pattern and that no fatalities were reported in the 5 year period</li> <li>the analysis of the crash records suggests no relationship between the crashes and the existing static billboard</li> </ul>
<b>Pedestrian and cyclist infrastructure</b>	<ul style="list-style-type: none"> <li>there are no pedestrian footpaths located on the M4 Western Motorway at the location of the site</li> <li>a pedestrian footbridge runs parallel to the road corridor however it is a completely separate enclosed walkway and there is no pedestrian access to the M4 roadway</li> <li>no dedicated cyclist infrastructure is provided along either side of the M4 Western Motorway</li> <li>the digital sign would not physically obstruct any vehicle, pedestrian, and cyclist movements as it would be placed to the north of the road corridor and pedestrian walkway and the pedestrian walkway is enclosed</li> </ul>

Existing Feature	Description
	<ul style="list-style-type: none"> <li>the digital sign board would not cantilever over the enclosed pedestrian walkway</li> <li>the sign will be located to the north of the walkway</li> </ul>
Parking	<ul style="list-style-type: none"> <li>no stopping or car parking is permitted along the M4 Western Motorway, in proximity to the sign</li> </ul>

Table 9 Existing road environment (Source: Bitzios)

## 5.1.2 Signage exposure

### Eastbound approach – M4 Motorway

The eastbound approach along the M4 Western Motorway towards the proposed sign is described as ‘straight and flat’. The sign will be visible furthest from lane 4 (from kerb). The TSA estimates that the proposed signage panel will become visible to eastbound traffic from approximately 390m north-west of the site and recognisable from approximately 200 m west of the sign. Given that the sign is directly in the forward view, when glancing at it, drivers will still recognise changing lanes or braking ahead of them as movement changes.

Despite the 90km/h speed limit, drivers will have sufficient reaction time along this straight section of road and the approach will not require any complex or critical decision making when in-view of the sign. As the structure of the sign will become recognisable from first sight, a simple glance appreciation is sufficient to notice the content once drivers are closer distance to the sign.

The in-vehicle sightlines from the M4 eastbound towards the sign is show in Figure 14.

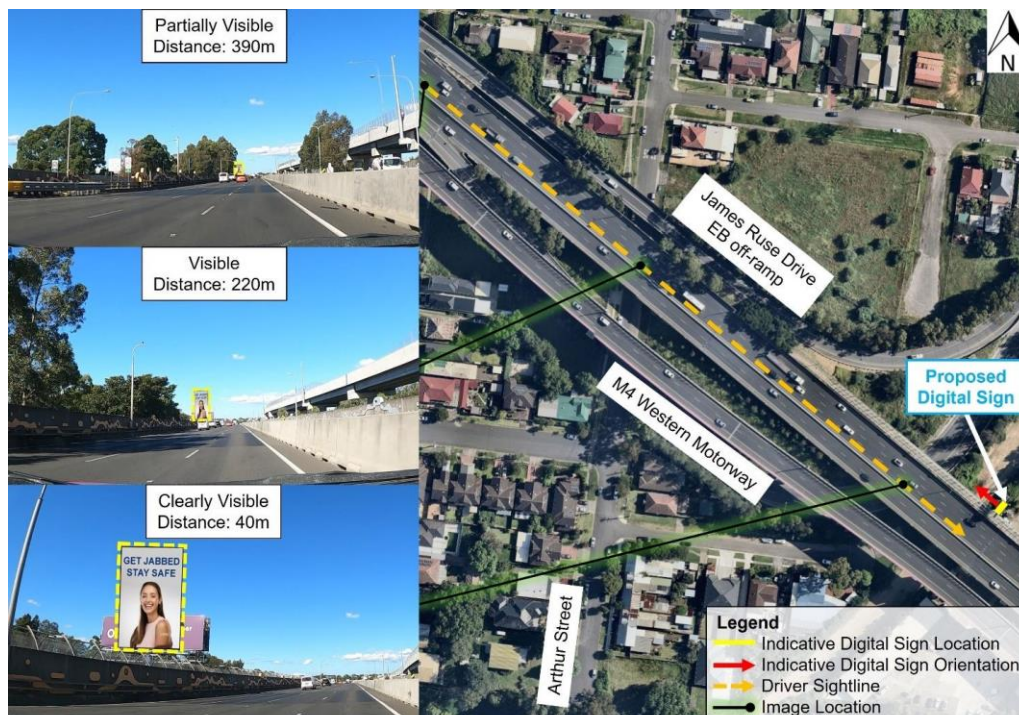


Figure 14: In-vehicle sightlines along the M4– eastbound direction (Source: Bitzios)

### ***Eastbound approach – James Ruse Drive off-ramp***

An exit lane/off-ramp from the M4 Motorway starts approximately 450m from the site when travelling eastbound. The exit lane allows vehicles to turn off the M4 and connect to James Ruse Drive.

On the exit lane, the sign will only be visible within 20m of the commencement of the sharp left-hand bend at the end of the ramp and for approximately 20m. Approaching this point, sightlines to the proposed digital sign are obscured by tall overhanging trees. The TSA states that by this point, drivers will already be aware of the bend ahead (which is visible from the start of the off-ramp) and the need to slow down.

Driver awareness of the bend at the end of the ramp is reinforced through:

- A 'REDUCE SPEED NOW' sign and a sign with a curve ahead symbol with 35km/h advisory speed located on both sides of the ramp
- 'CHEVRON ALIGNMENT MARKER' signs along the right-hand side of the bend
- 3m-wide shoulder on the left-hand side of the ramp
- Guard rails along both sides of the ramp

The TSA concludes there would be no influence of a glance to the digital sign on negotiating the bend at the end of the off-ramp for the following reasons:

- by the time the sign is visible, a driver will have already decelerated to the speed needed to safely negotiate the bend
- the digital sign is directly in the forward field of view and a driver will continue to recognise the bend and the need to turn the steering wheel because all visual triggers are in their forward field of view

### ***Westbound approach – M4 Motorway***

The westbound approach along the M4 towards the proposed sign is described as predominantly straight and flat. The digital sign content will be visible from approximately 350m south-east of the site although the sign could only realistically be recognised from 200m away. It is unlikely that drivers in lanes 1 and 2 in the carriageway above would recognise the sign. Given that the sign is directly in the forward view, when glancing at it, drivers would still recognise changing lanes or braking ahead of them as movement changes.

Despite the 90km/h speed limit, drivers would have sufficient reaction time along this straight section of road and the approach will not require any complex or critical decision making when in-view to the sign. As the structure of the sign will be recognisable from first sight, a simple glance appreciation is sufficient to notice the content once drivers are closer distance to the sign.

The in-vehicle sightlines from the M4 westbound towards the sign is shown in the figure below. This driving environment does not impose a high cognitive load on drivers as there are few decisions to make and plenty of time in which to make them.



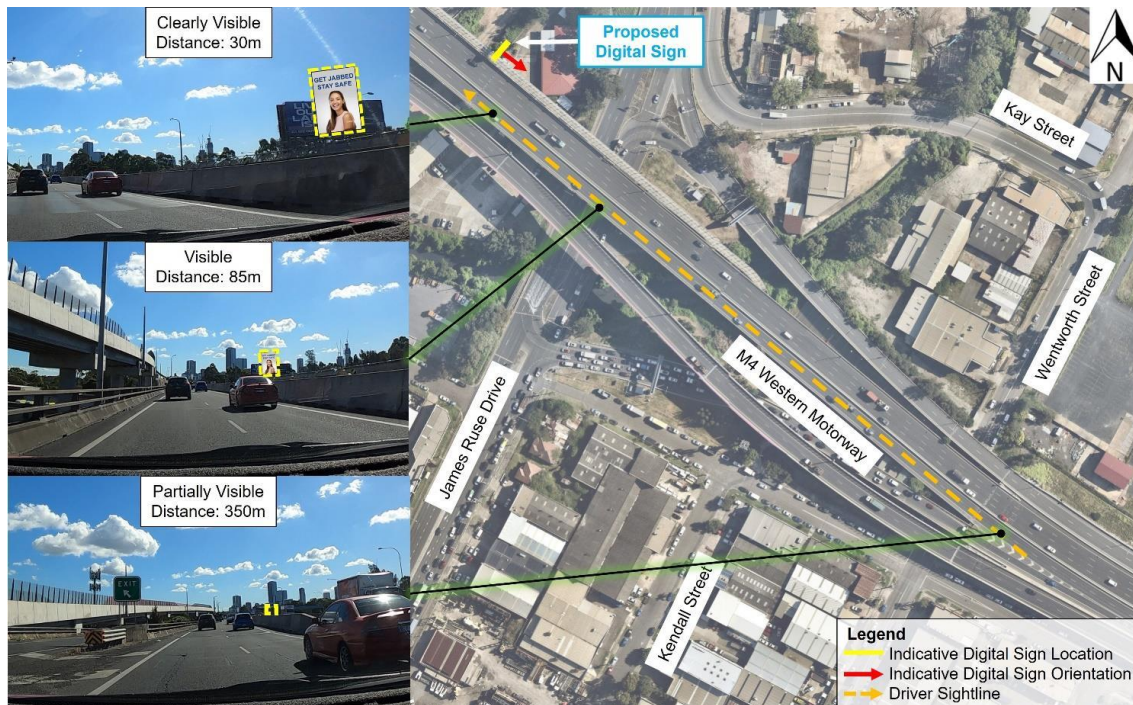


Figure 15: In-vehicle sightlines along the M4 – westbound direction (Source: Bitzios)

### 5.1.3 Road accident history

The TSA relies on crash data provided by TfNSW between 2016 and 2020 to determine the road accident history in proximity to the site. The TSA has the following findings:

#### ***Eastbound approach***

Three crashes occurred in the five year period and during this period:

- No fatalities or serious injuries were reported.
- 1 crash occurred in May 2016 during dawn and in dry road conditions approximately 50m west of James Ruse Drive. It was classified as 'rear end' and resulted in a towaway.
- 1 crash occurred in August 2017 during daylight and in dry road surface conditions approximately 200m east of James Ruse Drive. The crash was classified as 'rear end' and resulted in moderate injury.
- 1 crash occurred in November 2020 during daylight and in dry road surface conditions approximately 150m west of James Ruse Drive. The crash was considered as 'other same direction' and resulted in a towaway.

The data highlights that the site has an extremely low crash rate of less than 1 crash per year when considering the high traffic volumes and speed limit through this area. The crash degree was only vehicles from the same direction and nothing severe (i.e. overtaking or on/off path) and the data highlights that this is not an inherently unsafe location.

Furthermore, the analysis of the crash records suggests no relationship of these crashes to the existing static billboard.

#### ***Westbound approach***

The crashes that occurred during, or prior to the upgrade works in this location are not relevant for consideration. Key findings from the remaining reported crashes between July 2017 and December 2020 include that:

- no fatalities were reported
- there has been a total of only 4 crashes in 3.5 years

Since completion of the WestConnex works in July 2017, the data highlights that this is not an inherently unsafe location when considering the high traffic volumes and speed limit through this area.

Furthermore, the analysis of the crash records suggests no relationship of these crashes to the existing static billboard.

#### 5.1.4 Road safety criteria – Signage Guidelines

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

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

Consideration	Response provided by Bitzios
A. It obscures a view of an object/vehicle/pedestrian that creates a hazard	<i>The proposed sign will be located above all surrounding objects/vehicle/pedestrians etc</i>
B. Sign positioning relative to travel direction	<i>The proposed sign will be positioned so that only glance appreciation is required. It will be visually prominent both east and westbound.</i>
C. It distracts a driver at a critical time	<i>The proposed sign will not be located near any decision points.</i>
D. It interferes with the effectiveness and safety of a traffic control device (e.g. traffic signs, traffic signals or other traffic control devices)	<i>The proposed sign is unlikely to noticeably obstruct or interfere with any traffic control devices.</i>
E. Sign clutter	<i>No other advertising sign is visible when a driver is in view of the subject sign.</i>

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



Criteria	Response provided by Bitzios
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	<i>Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.</i>
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	<i>Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.</i>
c. The image must not be capable of being mistaken: <ul style="list-style-type: none"> <li>i. for a rail or traffic sign or signal because it has, e.g. red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal</li> <li>ii. as text providing driving instructions to drivers.</li> </ul>	<i>Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers. For example, advertisements must not instruct drivers to perform an action such as 'Stop'.</i>
d. Dwell times for image display must not be less than: <ul style="list-style-type: none"> <li>i. 10 seconds for areas where the speed limit is below 80km/h.</li> <li>ii. 25 seconds for areas where the speed limit is 80km/h and over</li> </ul>	<i>The minimum allowed dwell time is 25 seconds based on the posted speed limit of 90km/h. Conditions can be imposed by the consent authority to ensure this minimum dwell time.</i>
e. The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.	<i>Conditions can be imposed by the consent authority to ensure that the sign has a transition time of no more than 0.1 seconds and a black screen in the event of image failure.</i>
f. Luminance levels must comply with the requirements in Section 3 below.	<i>This area is Zone 3 as categorised in Section 3.3 of the Signage Guidelines. Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.</i>
g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	<i>Conditions can be imposed by the consent authority to ensure that the sign's images comply with requirements to not contain flickering or flashing content.</i>
h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).	<i>Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.</i>
i. Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	<i>N/A. The sign is not visible from a school zone.</i>
j. Each sign proposal must be assessed on a case-by- case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both	<i>All relevant traffic directions have been assessed on their own merits.</i>

Criteria	Response provided by Bitzios
directions for each location must be assessed on their own merits.	
k. At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, TfNSW reserves the right to re-assess the site using an independent TfNSW-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between TfNSW and the sign owner and operator.	<i>Noted.</i>
l. Sign spacing should limit drivers' view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by TfNSW as part of their concurrence role.	<i>No other sign is visible less than 150m.</i>
m. Signs greater than or equal to 20sqm must obtain TfNSW concurrence and must ensure the following minimum vertical clearances; i. 2.5m from lowest point of the sign above the road surface if located outside the clear zone ii. 5.5m from lowest point of the sign above the road surface if located within the clear zone (including shoulders and traffic lanes) or the deflection zone of a safety barrier if a safety barrier is installed. If attached to road infrastructure (such as an overpass), the sign must be located so that no portion of the advertising sign is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.	<i>Under Section 4.13(2) of the Environmental Planning and Assessment Act 1979, development to be determined by the Minister does not require TfNSW concurrence. Instead, the Minister is only required to consult with TfNSW.</i>
n. An electronic log of a sign's operational activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or TfNSW to allow a review of the sign's activity in case of a complaint.	<i>Conditions can be imposed by the consent authority to ensure that an electronic log is kept for the duration of the consent and be available to the consent authority and/or TfNSW for review in case of a complaint.</i>
o. A road safety check which focuses on the effects of the placement and operation of all signs over 20sqm must be carried out in accordance with Part 3 of the TfNSW Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the signs installation. The road safety check	<i>Conditions can be imposed by the consent authority for a road safety check to be carried out after 12 months but within 18 months of the sign's installation.</i>

Criteria	Response provided by Bitzios
must be carried out by an independent TfNSW accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to TfNSW and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant. In cases where the applicant is the TfNSW, the report is to be provided to the Department of Planning and Environment as well.	

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

### 5.1.5 Road safety summary

Road safety impacts have been comprehensively assessed as part of the application in accordance with the requirements of the Industry and Employment SEPP and the road safety criteria set out in the Signage Guidelines. The TSA has determined there is a low risk environment for the proposed digital advertising sign.

The proposed sign will be recognisable from approximately 200m to the east and west of the site. The sign will be positioned on the northern side of the M4 Western Motorway, east of and above the former Carlingford Railway Line in Rosehill. The M4 Western Motorway has a posted speed limit of 90km/h.

As such, a dwell time of 25 seconds and transition time of no more 0.1 seconds for the digital sign is required in accordance with the Guidelines.

In summary, based on the findings of Bitzios in its TSA, the road environment along the M4 Western Motorway in proximity to the proposed sign is considered to present a low risk environment for the proposed digital advertising sign and is acceptable on road safety grounds.

## 5.2 Illumination

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

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

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

### 5.2.1 Illumination criteria – Signage Guidelines

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

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

Lighting Condition	Max Permissible Luminance for Zone 3 (cd/sqm)	Complies
Full sun on face of signage	No limit	✓
Daytime luminance	6000	✓
Morning and evening, twilight and overcast weather	700	✓
Night time	250*	✓

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

The maximum permissible luminance allowable under both the Signage Guidelines and AS4282 and is actually 350cd/m<sup>2</sup> for the panel oriented towards the south-east bound traffic. However, the luminance limit shown above was derived as a result of the calculation and assessment in Section 5 and 6 of the LIA, to ensure compliance with other criteria of AS4282 and any additional lighting requirements as described in this report

The LIA confirms that the signage panels, once illuminated to the maximum luminance, will be visually consistent with the existing ambient lighting and are therefore suitable for the local area.

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

Both panels have been assessed against *AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting*, which sets out limits for different obtrusive factors associated with the night time operation of outdoor lighting systems. The LIA has undertaken an assessment of the sign during the ‘post-curfew’ period (11 pm to 6 am), which is considered the most obtrusive night time period and generally when residents are trying to sleep.

The LIA has categorised the surrounding area to be within Zone A3 under AS4282. Zone A3 is described as areas of medium district brightness such as suburban areas in towns and cities.



Lighting impacts on the nearest residential dwellings with potential views to the sign have been assessed by Electrolight. The location of the nearest dwellings is shown in the figure below.



Figure 16: Location of assessed residential properties (Source: Electrolight)

The dwellings identified above have formed the focus on the illuminance assessment. The LIA notes that some of the houses are shielded by mature vegetation and/or barriers which effectively obstructs the spill light of the signage. Despite this, the assessment and calculations have been undertaken assuming that there were no barriers or vegetation present. It can be seen from the lighting model provided in Figure 16 that the maximum illuminance to the identified dwellings complies with the maximum AS4282 limit of 2lux for properties in Zone A3.

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

Table 13: Maximum lighting limits (Source: Electrolight)



The Threshold Increment was also calculated for the traffic approaches on:

- M4 Motorway (South-Eastbound),
- M4 Motorway (North-Westbound),
- James Ruse Dr Entry (North-Eastbound),
- James Ruse Dr Exit (South-Westbound),
- James Ruse Dr Entry (South-Westbound),
- James Ruse Dr (North-Eastbound) and
- Rail (South-Westbound).

The calculation grids were located at 1.5m above ground level for general traffic and 2m above ground level for Rail approaches, with an approach viewing distance of between 10 m to 200 m from the sign.

In summary, the calculation results show that the Threshold Increment does not exceed 10.13% for any traffic approach (the allowable maximum under the standard is 20%).

### **5.2.3 Illumination summary**

The LIA recommends the Applicant ensure that the average luminance difference between successive images does not exceed 30% to ensure compliance with AS4282. The dwell time shall be 10 seconds or greater to comply with the minimum requirements of AS4282. The Applicant has committed to these recommendations.

In summary, the LIA determines that the sign complies with all relevant requirements of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting, and:

- is found to be compliant with the criteria set out in the Signage Guidelines
- will not result in unacceptable glare or adversely impact the safety of pedestrians, residents or vehicular traffic
- will not unreasonably impact on the visual amenity of nearby residences or accommodation.

## **5.3 Heritage**

There are a number of local heritage items in the area. These items are listed below:

- Item no. I576 – RTA Depot (1B and 5 Unwin Street)
- Item no. I1 – Camellia Wetlands
- Item no. I83 – T.C Barker and Son Pottery (3 A ‘Beckett Street)
- Item no. I91 – Terrace housing (5, 7, 9, 11, 13, 15, 17, 19, 21 and 23 Arthur Street)
- Item no. I84 – Latalda (20 A ‘Beckett Street)

Given the nature of the locality and location of the proposed sign, it is deemed that the proposal will not be visible from these local heritage items.

As such, the proposal is not expected to have any additional adverse impact on the heritage significance, associated fabric, settings or views of the surrounding heritage items.

Visual impacts are addressed further in section 5.6 of this report.

## 5.4 Vegetation

There is mature vegetation located in proximity to the proposed sign to the north and north-east. There is no mature vegetation located immediately at the site. It is noted that immediately below the site there are some grass and smaller weed species.

No mature vegetation is expected to be removed as part of the demolition of the existing sign and construction of the new sign. Further, no ongoing maintenance is expected to be required as the vegetation close to the sign only consists of grass and smaller weed species.

The mature vegetation to the north and north-east restricts views of the sign from areas to the north and north-east near the Clyde Metro Stabling site as shown in Figure 17 below. On this basis, this vegetation is considered a mitigation measure in that it reduces the visual impact of the sign from nearby areas.



Figure 17: The site (blocked by vegetation) as viewed from the Metro construction site Unwin Street (Source: Keylan)

## 5.5 Structural Integrity

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

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

### *Steel Frame*

The structure will consist of three parts:

- A 3D welded steel box fixed to the digital screens.
- An L shaped structure consisting of a fabricated square 750mm steel column and a horizontal rectangular steel box section. The 3D welded steel box will be bolted to the horizontal member of the L shaped structure. The L shaped structure will have stainless steel cladding.
- A fabricated square 750mm steel column steel column that will be fixed to a concrete footing at ground level and cantilever vertically up about 10m and be fixed to the column in the L shaped structure with a bolted socket/spigot connection.

The weight of the 3D box, digital screens, cladding, L shaped structure and square steel column is approximately 14 tonnes.

The sign is to be designed for a wind load for region A, terrain category 2.5 and a 50-year design life in accordance with AS1170.2.

### *Footings*

- A pier and pile cap are proposed to be implemented into the structure of the sign to minimise the impact of the footing.
- The pile cap will be 5m long and 1.5m wide x 1.2m deep and two 750mm diameter piles spaced 3m apart.
- There will be a 1.5m x 1.5m x 0.3m deep concrete plinth on top of the pile cap.
- The top of the plinth will be level with the ground.
- The depth of the new piles will be approximately 8m below ground.

### *Recommendations*

- Based on the survey and preliminary design, the engineers see no reason why the signage cannot be installed.
- A geotechnical report is commissioned to provide information on the soil and its profile.
- A services search is undertaken in the area of the footing.

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

## 5.6 Visual Impacts

The proposal involves the conversion and minor relocation of an existing static landscape advertising sign on the northern elevation of the M4 Western Motorway, Rosehill. The conversion will result in a two-sided portrait digital advertising sign and will be visible to east and westbound traffic.

The application proposes an advertising display area of approximately 44.41m<sup>2</sup>.

The section of the M4 Western Motorway at the site is considered to have a low aesthetic quality. Visibility of the proposed sign is expected to be largely constrained to the road corridor (motorists travelling east and west). Constraints on visibility are caused by the elevated nature of the sign and motorway as well as surrounding vegetation.

#### ***View impacts from nearby industrial properties***

The future Clyde Rosehill Metro West Stabling Facility is located 150m from the proposed sign. The facility is currently under construction and the site is not expected to be fully operational until 2030. The proposed sign is not likely to be visible from many, if any locations within the stabling facility and given the nature of the metro facility it is considered there will be no cumulative visual impacts as a result of the proposed sign.

The current sign at the site is not visible from the Metro site (Unwin Street).

The proposal is also in proximity to surrounding light industrial areas and the sign is likely to be visible from George Street where there are a number of light industrial businesses. An indicative photomontage of the proposed sign as viewed from this area is provided below. Due to the distance between the proposed sign and these businesses it is not likely for the proposal to have an adverse impact or for it to disturb or inhibit any operations.



Figure 18: Indicative photomontage as viewed from George St (Source: JCDecaux)

#### ***View impacts from nearby residential properties – south-west***



The closest residential property to the site is located at 24 Hamilton Street, approximately 100m to the east. This property is located on the southern side of M4 Motorway and is south-west of the proposed sign site.

The figure below shows the view from the property towards the sign. It is noted, that although the M4 Motorway is clearly visible from the property, the existing sign is not visible from this location. On this basis, it is expected that the proposed sign will also not be visible.

The view towards the sign from this property and other residential properties to the south-west of the site (Hamilton Street and Arthur Street) are restricted by the M4 Motorway as it is a raised structure that obstructs views to the north. Mature vegetation located between the M4 Motorway and the residential properties further restricts views towards the sign.



Figure 19: Facing south towards the sign location from property at 24 Hamilton Street (Source: Keylan)



### ***View impacts from nearby residential properties – north-west***

Visual impacts on properties to the north-west of the site on Parker Street and A 'Beckett Street are expected to be minimal as the M4 Motorway road structure and mature vegetation block views towards the sign.

It is noted, there are glimpses of the existing sign from Parker Street as shown in the figure below. On this basis, a small number of residential properties may experience glimpses of the proposed sign from the rear of their properties. Notwithstanding, these are expected to be minimal for the following reasons:

- there is a substantial distance between these properties and the proposed sign
- the proposed orientation of the sign east-west, whereas the properties generally face north-south
- screening from mature vegetation
- the raised nature of the M4 Motorway road structure and acoustic wall are clearly dominant features as shown in the below figure



Figure 20: View south-west towards the sign from Parker Street (Source: Google Maps)

### ***View impacts from heritage items***

There is a number of local heritage items in the surrounding area as identified in Section 4.3.2 of this report.

The proposal is expected to no visual impact on the heritage items for the following reasons:

- the proposal will be sufficiently separated from the items
- the location of existing built form consisting of the M4 Motorway raised road structure and acoustic walls
- the location of mature vegetation between the items and the proposed sign location
- the proposed signage will be consistent with the wider setting of the item, as it is a busy commercial corridor within immediate surrounding area consisting of commercial and industrial premises
- the proposal involves the conversion and minor relocation of an existing sign, and the new sign will be of similar size to the existing sign

On this basis, heritage impacts are anticipated to be negligible. The proposed sign will not prevent the public from understanding and appreciating the significance of the heritage items.

### ***Visual impact summary***

This SEE has considered the visual impacts and concludes the proposal has a minor and acceptable visual impact on the surrounding area, on the basis that:

- the proposal is not expected to result in any visual clutter as the proposed digital advertising sign will be a standalone sign along the M4 Rosehill and will replace an existing landscape sign currently near the site
- the proposal is expected to have visual impacts on residential dwellings and items of heritage as it likely not be visible from most of these areas, however minor visibility may be possible from a small number of residences on A 'Beckett Street
- the presence of mature trees and vegetation along the road corridor will restrict views of the sign from areas to the north near the Clyde Metro Stabling site
- the M4 motorway consists of a raised road structure acoustic walls which dominate the immediate area and restrict most views towards the sign
- the sign itself is not expected to obstruct any view lines or any significant views as the M4 Motorway is already a permanent raised structure that dominates the skyline
- the installed digital advertising sign will enhance the visual interest of the M4 motorway through the presentation of high resolution static digital advertisements
- the proposal is considered appropriate for its setting, as it is located within an established major road corridor and involves the conversion of an existing sign

## **5.7 Site suitability**

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

- the proposal is compatible with the existing and desired future character of the area, noting the locality is of commercial mixed use nature and the sign is proposed above a rail corridor that is no longer operational
- there is no expected impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts as there are minimal sensitive land uses with views towards the sign
- there will be limited and acceptable impact on nearby residential uses due to the location of the M4 Motorway and acoustic wall as they restrict views towards the sign
- detailed investigations of the road network have determined that the proposed sign will not impact on the continued and safe operation of the M4 Western Motorway in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

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

## 5.8 Public benefit

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

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

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

The proposed new digital advertising signage will be capable of providing public benefit through availability to be used for an emergency or community message (e.g. display of information relating to major disruption to the operation of the surrounding road network which is likely to cause delays to traffic or emergency information). The emergency messaging system may be available to Sydney Trains and other NSW Government agencies such as NSW Police, NSW Health and Transport for NSW.

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

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

## 6 Conclusion

This SEE supports a DA for the conversion and minor relocation of an existing static landscape advertising sign on the northern elevation of the M4 Western Motorway, Rosehill. The conversion will result in a two-sided portrait digital advertising sign.

The sign will be visible to motorists travelling east and west along the Princes Highway. The sign is proposed to comprise an advertising display area of approximately 44.41m<sup>2</sup> with a visual screen size of 42.4m<sup>2</sup>.

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

- meets the objectives of Chapter 3 of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 5 of the Industry and Employment SEPP
- demonstrates compliance with the criteria set out in the Signage Guidelines in regard to land use compatibility, digital signage, road safety and illumination requirements and the public benefit test
- will not impact on any items of European or Aboriginal heritage
- will be of high quality design and finish and will provide visual interest for motorists using the M4 Western Motorway
- will not result in adverse visual impacts on nearby residential or sensitive receivers
- will be in the public interest as the revenue that is generated by the advertising signage will be used by Sydney Trains to improve the network through projects such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management

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





## **Appendix 1**

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



## **Appendix 2**

### **Architectural Plans**



## **Appendix 3**

### **Traffic Safety Assessment**



## **Appendix 4**

### **Lighting Impact Assessment**



## **Appendix 5**

### **Public Benefit Statement**





## **Appendix 6**

### **Site Survey**

## **Appendix 7**

### **Cost of Works**



## **Appendix 8**

### **Structural Feasibility Statement**