



Digital Advertising Signage M4 Western Motorway, Rosehill

DA22/14804

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Glossary

Abbreviation	Definition
Applicant	Sydney Trains
BCA	Building Code of Australia
CIV	Capital Investment Value
Council	City of Parramatta Council
DA	Development Application
Department	Department of Planning and Environment
EP&A Act	Environmental Planning and Assessment Act 1979
EP&A Regulation	Environmental Planning and Assessment Regulation 2021
ESD	Ecologically Sustainable Development
LEP	Local Environmental Plan
Minister	Minister for Planning
Planning Secretary	Secretary of the Department of Planning and Environment
SEPP	State Environmental Planning Policy
Planning Systems SEPP	State Environmental Planning Policy (Planning Systems) 2021
SEE	Statement of Environmental Effects
TfNSW	Transport for NSW (incorporating RMS)

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1 Introduction

This report provides an assessment of Development Application (DA 22/14804) lodged by Transport Asset Holding Entity of NSW (Sydney Trains) under Part 4 of the Environmental Planning and Assessment Act 1979 (EP&A Act).

Sydney Trains (the Applicant) seeks consent for the removal of an existing static advertising sign and the installation of one new digital advertising sign located on the northern side of the M4 Western Motorway (M4), east of the former Carlingford-Clyde Railway Line, in Rosehill.

1.1 Site description

The site is located in the suburb of Rosehill which is within the City of Parramatta Local Government Area (LGA) and is approximately 2 km from the Parramatta Central Business District. The site is in an area characterised by residential and industrial uses (**Figure 1**).

The site forms part of the now defunct Carlingford-Clyde rail line, having ceased operations in 2020. Existing on the site is a gravel corridor with all track infrastructure being cleared from the site (**Figure 2**).

The site is legally defined as Lot 3 in DP 668276 and is owned by the Transport Asset Holding Entity of NSW. The land is zoned as SP2 infrastructure under the Parramatta Local Environmental Plan 2011 (PLEP 2011).

Figures 3 and 4 provide visual context of the existing signage at the site and **Figure 5** highlights the proposed digital signage to be installed.



Figure 1 | Local context of the site (Source: SEE, Keylan 2022)



Figure 2 | Subject site and immediate site context with government building with red roof (Source: SEE, Keylan 2022)



Figure 3 | Existing signage (westward facing panel) at the site, as viewed from Slip Road to M4 Westbound off James Ruse Drive (Source: SEE, Keylan 2022)

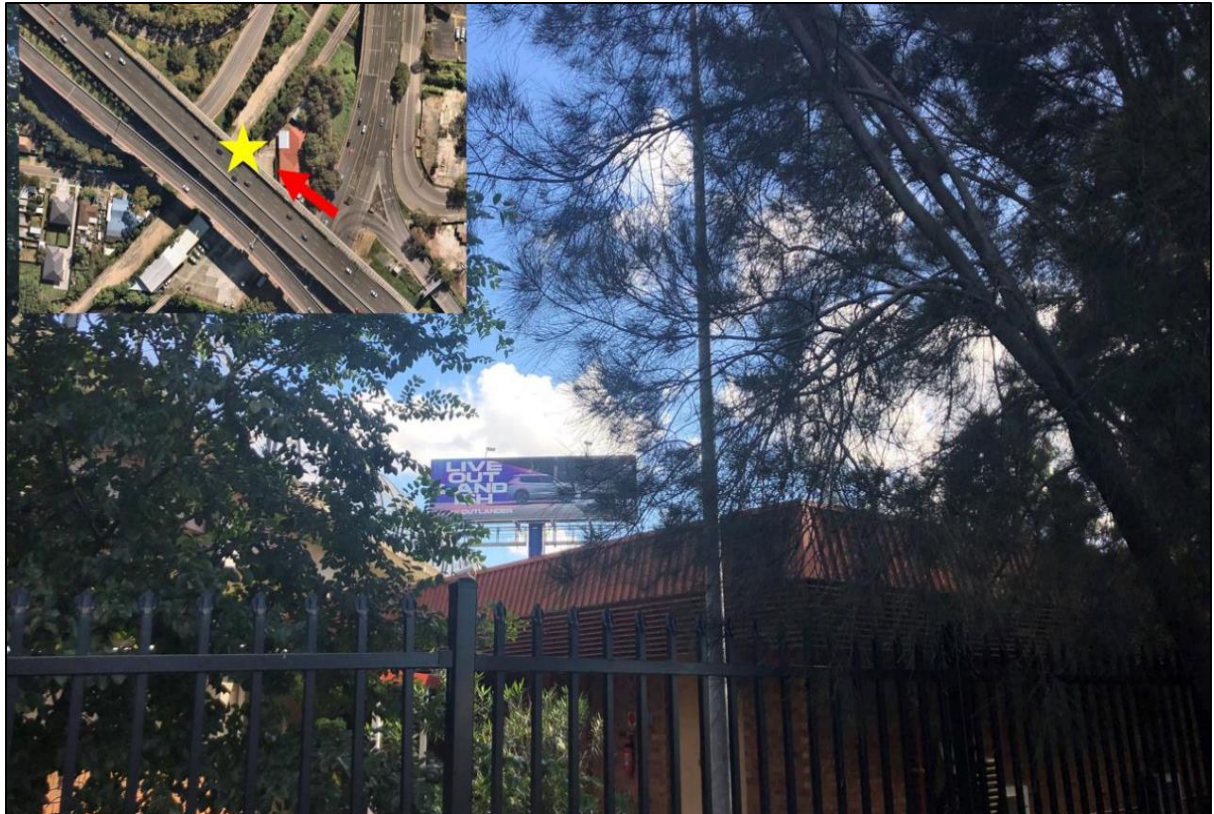


Figure 4 | Existing signage (eastward facing panel) at the site, as viewed from James Ruse Drive (Source: SEE, Keylan 2022)



Figure 5 | Proposed digital signage (westward facing panel with yellow outline) as viewed during the daytime from Lane 4 of M4 - Eastbound (Source: Traffic Impact Assessment, Bitzios Consulting 2022)

2 Project

The development application (DA22/14804) seeks consent for:

- the removal of the existing static advertising sign
- installation of a single new digital advertising sign northern side of the M4 Western Motorway, east of the former Carlingford-Clyde railway line.

The estimated cost of the works is \$1,747,900. The details of the proposed sign are outlined in **Table 1** and visually represented in **Figures 6 – 9**.

Table 1 | Details of the proposed signage

Aspect	Description
Advertising display area	44.42 m ² (8.15 m x 5.45 m)
Active digital display area	42.4 m ² (8 m x 5.3 m)
Total Height (including frame)	13.1 m clearance to ground level (James Ruse Drive) 5.3 m clearance to road level (M4 Western Highway)
Signage display	Digital LED screen
Hours of Operation	24 Hours, 7 days a week
Maximum illuminance limit during night-time period	250cd/m ²



Figure 6 | Indicative view from M4 - Eastbound (Source: SEE, Keylan 2022)



Figure 7 | Indicative view from M4 - Westbound (Source: SEE, Keylan 2022)

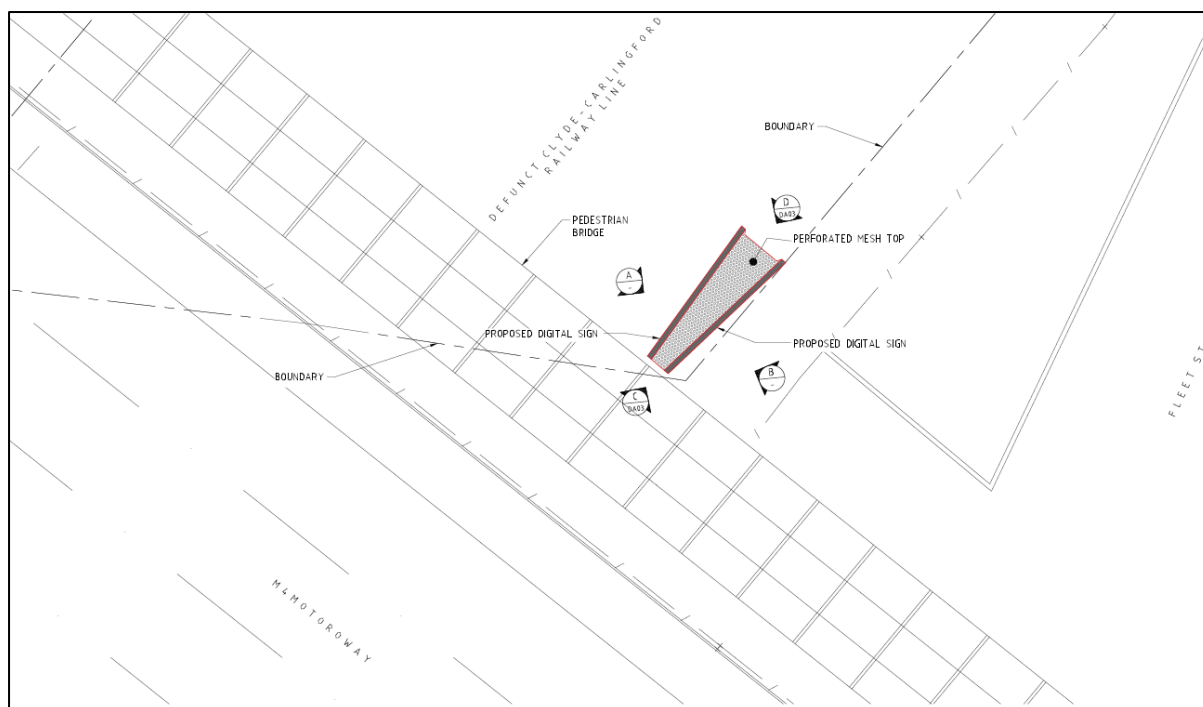


Figure 8 | Site plan (Source: Proposed Digital Sign General Arrangement and Site Plan, Dennis Bunt Consulting, 2022)

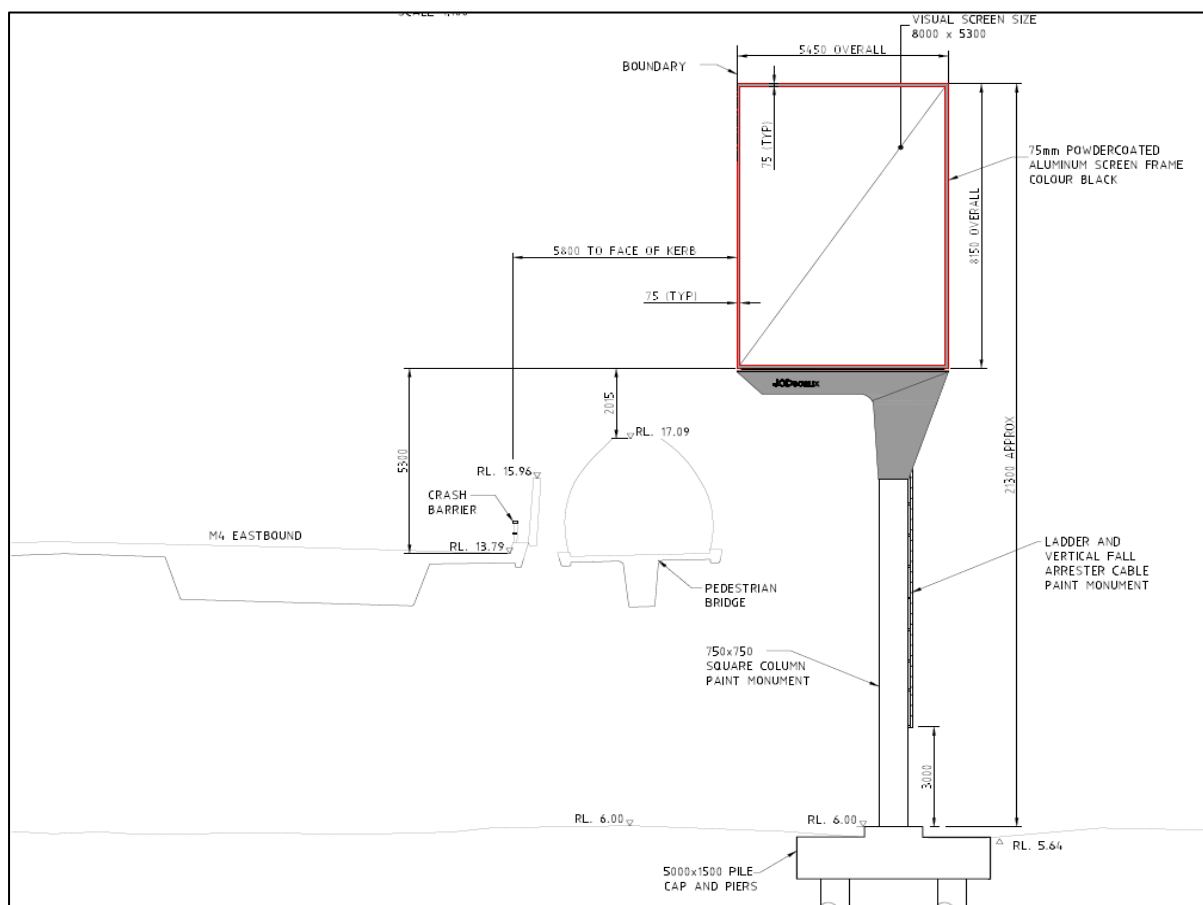


Figure 9 | Digital sign general arrangement as viewed facing west (Source: Proposed Digital Sign General Arrangement and Site Plan, Dennis Bunt Consulting, 2022)

3 Statutory Context

3.1 Consent Authority

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

In accordance with the Minister's delegation, the Director, Key Sites Assessments may determine the application as:

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

3.2. Permissibility

The site is located within the Parramatta LGA and is zoned SP2 Infrastructure – Railway Corridor under the Parramatta Local Environmental Plan 2011 (PLEP 2011). The proposed development is defined as an 'advertisement'. Advertisements are prohibited in the SP2 zone.

However, as the development involves the display of an advertisement on a railway corridor by, or on behalf of Sydney Trains, it is permissible with development consent pursuant to Clause 3.14(1)(a) of the Industry and Employment SEPP.

3.3 Mandatory Matters for Consideration

Section 4.15(1) of the EP&A Act outlines the matters that a consent authority must take into consideration when determining development applications. These matters are summarised as:

- the provisions of any environmental planning instruments (including draft instruments), development control plans, planning agreements, the Environmental Planning and Assessment Regulation 2021
- the likely environmental, social, and economic impacts of the development
- the suitability of the site for the development
- any submissions
- the public interest, including the objects in the EP&A Act.

The Department has considered these matters in its assessment of the proposal, as well as the Applicant's consideration in its EIS as summarised in **Section 5** and **Appendix C** of this report.

4 Engagement

4.1 Department's Engagement

The Department exhibited the application for 14 days from Friday 2 December until Thursday 15 December 2022 on its website. The Department also notified surrounding landholders in writing and consulted with City of Parramatta Council and TfNSW.

4.2 Summary of Submissions

TfNSW raised no objection to the sign, subject to the proposal complying with the *Transport Corridor Outdoor Advertising & Signage Guidelines 2017* (Signage Guidelines) and recommended conditions regarding:

- display requirements
- completion of an independent Road Safety Assessment (RSA) following installation/use which provides a formal assessment of the safety performance of the sign
- Road Occupancy License (ROL)
- other standard requirements.

Council raised no objection to the sign and provided general comments in relation to visual amenity, illumination impacts, community and local business advertisement, and the need to ensure ongoing safety of drivers and pedestrians.

No public submissions were received to the application.

The matters raised by TfNSW have been considered and addressed in **Section 5** and the recommended conditions have been incorporated into the development consent (**Appendix D**).

5 Assessment

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

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

5.1 Design and suitability of the site

The proposal seeks approval for a new digital advertising sign with an overall display area of 44.42 m². The Department considers the design and location of the proposed signage to be suitable for the following reasons:

- it complies with the design criteria of the Industry and Employment SEPP, the Signage Guidelines, and Australian Standard (AS) 4282-2019 - *Control of the Obtrusive Effects of Outdoor Lighting* (see **Section 5.4** and **Appendix C**)
- it will replace an existing static advertisement sign and so will not add to the visual clutter of the M4 motorway
- it does not extend beyond the existing physical boundaries of the M4 motorway overpass and would not diminish or detract from the architectural integrity of the structure
- it would not adversely impact the existing or future character of land uses surrounding the M4 motorway overpass as the proposed sign would be integrated into an existing urban setting.

5.2 Visual Impact

The sign will be located within a section of the M4 motorway which is considered to have a low aesthetic quality. Visibility of the sign is expected to be largely restricted to the road corridor (motorists travelling east and west) as the sign has been designed and positioned to face approaching traffic. Tall and dense vegetation surrounding the site further obscure the sign from street level and any residential properties adjacent to the site.

The Department has reviewed the visual impacts detailed in the Statement of Environmental Effects and considers the proposed digital sign would have a low impact on visual amenity based on the following:

- there will be no additional visual clutter as the proposed sign will be a standalone sign along the M4 motorway near Rosehill and will replace the existing static sign currently at the site
- there will be low visual impact on residential dwellings with potential for minor visibility from a small number of residences on A'Beckett Street
- mature vegetation that is present along the road corridor obscures views of the proposed sign from areas to the north near the Clyde Rosehill Metro West Stabling Facility
- the M4 motorway already exists as a raised road structure with acoustic walls which dominate the immediate area and restrict most views towards the sign

- the sign is not expected to obstruct any view lines or significant views that the M4 motorway does not already obstruct.

5.3 Illumination

The proposed sign would be illuminated with LEDs and operate 24 hours, 7 days a week. The sign's luminance would be adjusted throughout the day to suit ambient light conditions. The nearest residential properties to the site are shown in **Figure 10** below.



Figure 10 | Location of assessed residential properties (Source: Lighting Impact Assessment Outdoor Signage at M4 Motorway, Rosehill, NSW, Electro Light, 2022)

The applicant provided a Lighting Impact Assessment (LIA) that assesses the sign's luminance against the Signage Guidelines and categorised both faces of the sign as being within 'Zone 3' (areas with medium district brightness e.g. suburban areas in towns and cities) (see **Table 2**).

Table 2 | Maximum luminance for signage and proposed luminance

Lighting Conditions	Permitted luminance (cd/m ²)	Proposed luminance (cd/m ²)	Compliance
Full sun on face of signage	No limit	7,000	Yes
Day time luminance (typically sunny day)	6,000	6,000	Yes

Morning and Evening Twilight and Overcast weather	700	700	Yes
Night-time	250	250	Yes

The LIA also assessed the signage against the requirements of AS 4282-2019 - *Control of the Obtrusive Effects of Outdoor Lighting* (Zone A3 - Medium district brightness) and concludes that the sign:

- would have a maximum night-time lux value of 0.45 at residential receivers, below the 2 lux value under AS 4282-2019. These calculations do not take into consideration vegetation and other barriers that would further shield the properties from light generated from the sign
- would have a threshold increment of 10.91% at night, below the 20% threshold requirement under AS 4282-2019.

The Department has considered the LIA and is satisfied that the sign will not result in unacceptable illumination impacts, as:

- nearby residential properties are partially shielded by mature vegetation which obstructs light spill from the sign
- the night-time luminance of 250 cd/m² would cause low illumination impacts (0.45 lux maximum) at the nearest residential properties
- the sign will be compliant with the Signage Guidelines and AS 4282-2019.

5.4 Road Safety

The applicant provided a Traffic Impact Assessment (TIA) that assesses the sign against the statutory requirements in the Industry and Employment SEPP and the Signage Guidelines. The TIA and SEE assessed the signage exposure, safe stopping distance, and crash history in proximity to the site and concluded that the proposal will not compromise safety for road users and is acceptable on road safety grounds.

Council noted the need for ongoing safety of drivers and pedestrians. TfNSW recommended conditions to be included in the consent including display requirements, Road Occupancy License (ROL) and other standard requirements.

The Department has reviewed the applicant's TIA and SEE and considers the proposed signage is unlikely to give rise to road and pedestrian safety impacts as:

- the sign will not obstruct or interfere with the view of, or restrict sight distances to any traffic control devices, vehicles, pedestrians or cyclists given its location on the M4 motorway
- no sightlines for pedestrians and children will be obscured by the sign as it will not protrude above the existing shared path adjacent to the M4 motorway (cyclists are not allowed on this section of the M4 motorway)
- the sign is not located near any conflict points including intersections, pedestrian or cyclist crossings, traffic control devices or school zones, and has no decision-making points within the view of the sign from either direction (**Figures 11 and 12**)

- the TIA identified 17 reported crashes between 2016-2020, 12 of which occurred up to June 2017, likely affected by the WestConnex construction works. Since operation of WestConnex in July 2017 the data does not identify an unusually high or inherently high crash risk
- the sign will display static images only with a proposed dwell time (25 seconds) and transition time (0.1 seconds) based on the criteria of the Signage Guidelines.



Figure 11 | Vehicle sight lines along the M4 – Westbound (Source: Proposed Outbound Digital Sign Traffic Impact Assessment, Bitzios Consulting 2022)



Figure 12 | Vehicle sight lines along the M4 – Eastbound (Source: Proposed Inbound Digital Sign Traffic Impact Assessment, Bitzios Consulting 2022)

The Department also recommends a suite of conditions to ensure the sign does not contain or use any method of illumination that distracts or dazzles drivers in accordance with the requirements of the Industry and Employment SEPP and the Signage Guidelines.

Further, the Department recommends a condition requiring a completion of a Road Safety Assessment (RSA) after 12 months of operation, with any safety concerns identified being rectified by the applicant.

Based on the findings of the TIA and the advice provided by Council and TfNSW, the Department is satisfied the proposal complies with the Industry and Employment SEPP and the Signage Guidelines and the proposed sign will not have a negative impact on road safety, subject to the recommended conditions.

5.5 Public benefit

The applicant provided a Public Benefit Statement (PBS) suggesting the following public benefits:

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

The Department has carefully considered the PBS and is satisfied the proposal will result in sufficient public benefits as it will contribute to the improvement and maintenance of train services and play an important role in helping to address traffic safety problems and public awareness messages.

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

6 Evaluation

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

- it is permissible with development consent on transport corridor land under the Industry and Employment SEPP and consistent with the objectives of the SEPP, the Signage Guidelines and the SP2 zone
- it will have minimal impact on the character of the area
- it complies with the relevant road safety standards and requirements
- its luminance levels are consistent with the Signage Guidelines and Australian Standards and the night-time level is less than the maximum permitted, to protect the amenity of surrounding properties and safety of drivers particularly at night
- it will provide appropriate public benefit as all revenue generated will be re-invested into the Sydney Trains network.

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

7 Recommendation

It is recommended that the Director, Key Sites Assessment as delegate of the Minister for Planning:

- **considers** the findings and recommendations of this report
- **accepts and adopts** all of the findings and recommendations in this report as the reasons for making the decision to approve the application
- **agrees** with the key reasons for approval listed in the notice of decision
- **grants consent** for the application in respect of DA22/14804, subject to the conditions in the attached development consent
- **signs** the attached development consent and recommended conditions of consent.

Recommended by:



Lincoln de Haas
Planning Officer
Key Sites Assessments

Recommended by:



Paula Bizimis
Senior Planning Officer
Key Sites Assessments

8 Determination

The recommendation is **Adopted** by:

A handwritten signature in dark ink, appearing to read 'Anthony Witherdin', written in a cursive style.

Anthony Witherdin

Director

Key Sites Assessments

Appendices

Appendix A – List of referenced documents

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

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

<https://pp.planningportal.nsw.gov.au/daex/under-consideration/digital-advertising-signage-m4-western-motorway-rosehill-da-2214804>

Appendix B – Consideration of Public Submissions

No public submissions were received during the exhibition period between 2 December and 15 December 2022.

Appendix C – Statutory Considerations

The Department has considered the following matters in its assessment of the proposal:

- Objects of the EP&A Act
- State Environmental Planning Policy (Industry and Employment) 2021
- State Environmental Planning Policy (Transport and Infrastructure 2021) and the associated *Transport Corridor Advertising and Signage Guidelines 2017* (Signage Guidelines)
- Parramatta Local Environmental Plan 2011 (PLEP 2011)
- City of Parramatta Development Control Plan 2011

C1 Objects of the EP&A Act

Table 1 | Consideration of the proposal against the objects of the EP&A Act

Objects of the EP&A Act	Consideration
(a) to promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources	The proposal seeks to provide social and economic benefits including reinvesting all revenue in the Sydney Trains network to improve services. The proposal will not adversely impact the State's natural and other resources.
(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment	The Precautionary and Inter-generational Equity Principles have been applied in the decision-making process through a thorough assessment of the environmental impacts of the project. Overall, the proposal is generally consistent with ESD principles

	noting the application does not seek to change ESD initiatives and sustainability measures.
(c) to promote the orderly and economic use and development of land	The sign is using existing infrastructure and will generate revenue to contribute to improving the Sydney Trains network.
(d) to promote the delivery and maintenance of affordable housing	Not relevant.
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats	The proposal will not impact the natural environment.
(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage)	The proposal is not in the vicinity of, and therefore will not cause an adverse impact on any heritage items.
(g) to promote good design and amenity of the built environment	The design and impacts on amenity are considered in Section 5 .
(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants	Not relevant.
(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State	The Department referred the proposal to TfNSW and Council (Section 4) and considered their responses (Section 5).
(j) to provide increased opportunity for community participation in environmental planning and assessment	The Department exhibited the application as outlined in Section 4 .

C2 Section 4.15(1) Matters for consideration

Table 2 | Section 4.15(1) Matters for Consideration

Section 4.15(1) Evaluation	Consideration
(a)(i) any environmental planning instrument	The proposal complies with relevant EPIs as addressed in Section 5 and Appendix C3 .
(a)(ii) any proposed instrument	Not applicable.
(a)(iii) any development control plan	The proposal complies with the relevant DCP as addressed in Appendix C4 .
(a)(iia) any planning agreement	Not applicable.
(a)(iv) the regulations	The application satisfactorily meets the relevant requirements of the EP&A Regulation, including the procedures relating to applications, the requirements for notification and fees.
(b) the likely impacts of that development including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The Department has assessed the likely impacts of the development and concludes they are acceptable and can be addressed by the recommended conditions (refer to Section 5 and Appendix D).
(c) the suitability of the site for the development	The site is suitable for the development as discussed in Section 5 .

(d) any submissions	Consideration has been given to the submissions received during the exhibition (Section 4 , Section 5 and Appendix B).
(e) the public interest	The Department considers the proposal to be in the public interest (Section 5).

C3 Environmental Planning Instruments

State Environmental Planning Policy (Industry and Employment) 2021 (including the Signage Guidelines)

Chapter 3 of the Industry and Employment SEPP applies to all signage that can be displayed with or without development consent and is visible from any public place or public reserve. The proposed digital signage has been assessed against the requirements in Chapter 3 (**Table 3**) and the specific assessment criteria in Schedule 5 of the Industry and Employment SEPP (**Table 4**).

The *Transport Corridor Outdoor Advertising and Signage Guidelines* (Signage Guidelines) was approved for the purpose of Chapter 3 of Industry and Employment SEPP. The Signage Guidelines supplement the SEPP's provisions by providing detailed information in relation to signage within transport corridors, including design criteria and road safety considerations. The Signage Guidelines outline best practice for the planning and design of outdoor advertisements in transport corridors. The proposal has been assessed against the Signage Guidelines in **Table 5**.

Table 3 | Industry and Employment SEPP compliance assessment

Clause	Criteria	Comments	Compliance
Part 3.2 – Signage Generally			
3.6 Granting of consent to signage	The signage is to be consistent with the objectives of this Chapter.	The proposed development is compatible with the desired amenity and visual character of the area, provides effective communication and has a high-quality finish and is therefore consistent with the objectives of Chapter 3.	Yes
	The signage is to satisfy the assessment criteria in Schedule 5.	Refer to Table 4 .	Yes
Part 3.3 – Advertisements			
3.10 Consent authority	The consent authority is the Minister for Planning in the case of an advertisement displayed by or on behalf of Sydney Trains on a railway corridor.	Refer to Section 3.1 .	Yes
3.11 Matters for consideration	The advertisement or advertising structure is to be: i. consistent with the objectives of this Chapter ii. assessed in accordance with the assessment criteria in Schedule 5 and the consent authority is satisfied that the	i. Considered in this table above ii. Assessed in Table 6 iii. Assessed in this table.	Yes

Clause	Criteria	Comments	Compliance
	proposal is acceptable in terms of its design, road safety and the public benefits to be provided in connection with the display of the advertisement iii. satisfies any other relevant requirement of this Chapter.		
	Arrangements for the provision of the public benefits to be provided in connection with the display of the advertisement.	Refer to Section 5.4.	Yes
3.12 Duration of consents	A consent granted under this Part ceases to be in force on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act.	The Department recommends a condition of consent to limit the approval for a maximum period of 15 years from the date of operation.	Yes
3.14 Transport corridor land	The display of an advertisement on transport corridor land is permissible with development consent when the display is by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor.	Refer to Section 3.2.	Yes
	The Minister must not grant consent to the display of an advertisement unless: i. the advice of any design review panel has been considered by the Minister, and ii. the Minister is satisfied that the advertisement is consistent with the Guidelines.	i. There was no requirement for a design review panel for this application. ii. Refer to Table 5.	Yes
3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground	The consent authority must not grant consent unless an impact statement has been provided that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts.	The Applicant's SEE addresses the assessment criteria in Schedule 5. The Department is satisfied that the proposal is acceptable in terms of its impacts (Section 5).	Yes
3.18 Location of certain names and logos	The name or logo of the person who owns or leases an advertisement or advertising structure must: i. appear only within the advertising display area ii. not be greater than 0.25 square metres iii. be included in calculating the size of the advertising display area.	The logo will be located adjacent to the bottom left corner of the screen, no greater than 0.25 m ² and was included in calculating the size of the advertising display area (Section 2).	Yes
3.22 Advertisements on bridges	The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.	Refer to Table 5.	Yes

Table 4 | Industry and Employment SEPP Schedule 5 Assessment Criteria Compliance Table

Assessment Criteria	Comments	Compliance
1 - Character of the area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	Yes, refer to Section 5.1.	Yes

Assessment Criteria	Comments	Compliance
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The sign is consistent with other digital signs associated with other major roads in the locality.	Yes
2 - Special areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	The sign is not located within or close to any of these areas.	Yes
3 - Views and vistas		
Does the proposal: <ul style="list-style-type: none"> • obscure or compromise important views? • dominate the skyline and reduce the quality of vistas? • respect the viewing rights of other advertisers? 	As the sign is affixed to the overpass and contained within the envelope of the existing road, it does not compromise any important views, the skyline or interfere with other advertisers.	Yes
4 - Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the sign is appropriate for the streetscape and railway corridor setting.	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The sign will increase the visual interest by incorporating more frequently changing advertisements.	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal includes the removal of an existing static sign which will be replaced with one digital sign.	Yes
Does the proposal screen unsightliness?	No unsightliness near the proposal.	N/A
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No.	Yes
Does the proposal require ongoing vegetation management?	No.	Yes
5 - Site and building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The sign is contained within the existing overpass and is compatible with the scale, proportion and characteristics of the road.	Yes
Does the proposal respect important features of the site or building, or both?	The sign is integrated with the architecture of the existing road.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The sign is innovative in creating the capacity to display digital road safety advertising in this area.	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?	A security camera/web camera is proposed to ensure the display of the LED screen is working properly. A compliant operator logo will be located adjacent to the bottom left corner of the screen.	Yes

Assessment Criteria	Comments	Compliance
7 – Illumination		
Would illumination: <ul style="list-style-type: none"> • result in unacceptable glare? • affect safety for pedestrians, vehicles or aircraft? • detract from the amenity of any residence or other form of accommodation? 	The proposed illumination complies with the Signage Guidelines and will not result in unacceptable glare, affect safety for pedestrians, vehicles or aircraft, or affect the amenity of any residents (Section 5.3).	Yes
Can the intensity of the illumination be adjusted?	The illumination levels will be adjustable with a light sensor. A condition has been included.	Yes
Is the illumination subject to a curfew?	The proposal is consistent with the applicable illuminance limits established under AS 4282-2019.	Yes
8 – Safety		
Would the proposal reduce safety for: <ul style="list-style-type: none"> • any public road? • pedestrians, or bicyclists? • pedestrians, particularly children, by obscuring sightlines from public areas? 	No. Refer to Section 5.2 .	Yes

Table 5 | Assessment of the proposal against relevant design criteria of the Signage Guidelines

Assessment Criteria	Comments	Compliance
Land Use Compatibility Criteria		
i. Outdoor advertising should not be inconsistent with the LEP land use objectives for the area.	The proposal is consistent with the objectives of the SP2 Zone under the PLEP 2011 as it will not detract from the provision of infrastructure.	Yes
ii. Advertisements must not be placed on land where signage is visible from the following areas if it is likely to create significant amenity impacts: <ul style="list-style-type: none"> • Environmentally sensitive area • Heritage area • Natural or other conservation area • Open space • Waterway • Residential • Scenic protection area • National park or nature reserve. 	The sign will not create adverse amenity impacts on any of those areas.	Yes
iii. Advertising signage should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant views or views that add to the character of the area.	The sign is within the existing road structure and does not protrude above the skyline or obscure or compromise significant views.	Yes
iv. Advertising signage should not be located to diminish the heritage values of items or areas of local, regional or state heritage significance.	The sign is not located within a heritage conservation area or near any heritage items.	Yes
v. Advertising signage should be placed within the context of other built structures in preference to non-built areas. Signage should be used to enhance the visual landscape.	The sign is affixed to the road and will be viewed in the context of the existing road structure.	Yes

Assessment Criteria	Comments	Compliance
2.5 Site-Specific and Structural Criteria		
2.5.1 General criteria		
a. The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The sign is of a contemporary standard that is suitable for the road corridor.	Yes
b. The advertising structure should be compatible with the scale, proportion, and other characteristics of the site, building or structure on which the proposed signage to be located.	The sign is confined to the envelope of the existing road and is compatible with the scale of the road.	Yes
c. The advertising signage should be in keeping with important features of the site, building or bridge structure.	The proposal does not detract from any important features of the site or road.	Yes
d. The placement of the advertising signage should not require the removal of significant trees or other native vegetation.	The proposal does not require the removal of any vegetation.	Yes
e. The advertisement proposal should incorporate landscaping that complements the advertising signage and is in keeping with the landscape and character of the transport corridor.	The sign does not incorporate landscaping and will continue to be in character with the transport corridor.	Yes
f. Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	The logo will be incorporated into the signage structure and will not exceed 0.25 m ² .	Yes
g. Illumination of advertisements must comply with the requirement in Section 3.3.3 in the Signage Guidelines.	Assessed in this table below.	Yes
h. Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The sign is not facing any residential properties, national parks or nature reserves.	Yes
2.5.8 Digital sign criteria (applies to signs greater than or equal to 20 sqm)		
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	The proposal is for the display of static digital advertisements. A condition has been included.	Yes
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	The proposal is not seeking consent for message sequencing. A condition has been included.	Yes
c. The image must not be capable of being mistaken: <ul style="list-style-type: none"> for a prescribed traffic control device as text providing driving instructions to drivers. 	The signage content will be appropriately managed. A condition of consent has been included.	Yes
d. Dwell times for image display must not be less than 25 seconds for areas where the speed limit is 80km/h and over.	A 25 second dwell time is proposed as the speed limit at the site is 90 km/h.	Yes
e. The transition time between messages must be no longer than 0.1 second and in the event of image failure, the default image must be a black screen	The proposed transition time between messages is 0.1 second. A condition of consent has been included.	Yes
f. Luminance levels comply with the requirements in Section 3 of the Guidelines.	Refer to Section 5.3 of this report	Yes

Assessment Criteria	Comments	Compliance
g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	The images would not dazzle or distract drivers. A condition of consent has been included.	Yes
h. The amount of text and information supplied on a sign should be kept to a minimum.	The advertisements would primarily display images with information/text kept to a minimum. A condition of consent has been included.	Yes
i. Any sign that is within 250 m of a classified road and is visible from a school zone must be switched to fixed display during school zone hours.	The sign is not visible from a school zone.	Yes
j. Each sign must be assessed on a case by case basis, including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	The Department has undertaken a detailed assessment of the design and location of the sign (refer to Section 5).	Yes
k. At any time, including where the speed limit in the areas of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, TfNSW reserves the right to re-assess the site using an independent TfNSW accredited road safety auditor.	TfNSW may reassess the sign if road safety circumstances change as appropriate.	Yes
l. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150 m between signs in any one corridor.	There is no other sign within 150 m of the proposed sign. The existing sign to the west of the proposed sign is proposed to be removed.	Yes
m. Signs greater than 20 m ² must obtain TfNSW concurrence and must ensure the following minimum vertical clearances: i. 2.5 m from lowest point of the sign above the road surface if located outside the clear zone. ii. 5.5 m from lowest point of the site 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.	Although the proposed sign is greater than 20 m ² , TfNSW concurrence is not required when the Minister is the consent authority. The Department consulted with TfNSW who raised no objection to the proposal, subject to conditions.	Yes
n. An electronic log of a sign's activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or RMS to allow a review of the sign's activity in case of complaint.	A condition of consent has been included.	Yes
o. A road safety check which focuses on the effects of the placement and operation of all signs over 20 m ² must be carried out after 12 month period of operation but within 18 months of the sign's installation.	A condition of consent has been included.	Yes
Road Safety - 3.2 Sign location criteria		
3.2.1 Road clearance		
a. The advertisement must not create a physical obstruction or hazard.	The sign is to be affixed to the existing infrastructure and would not result in any physical obstruction or hazard.	Yes

Assessment Criteria	Comments	Compliance
b. Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone.	The sign will be located outside the clear zone.	Yes
c. Where a sign is proposed within the clear zone but behind an existing RTA-approved crash barrier, all its structures up to 5.3m in height (relative to the road level) are to comply with lateral clearances as specified by Section 6 of the RTA's Road Design Guide with respects to dynamic deflection and working width.	The sign will be located outside the clear zone.	N/A
d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.	The sign has no overhangs.	N/A
3.2.2 Line of sight		
a. An advertisement must not obstruct the driver's view of the road particularly of other vehicles, bicycle riders or pedestrians at crossings.	The sign will not obstruct views beyond that of the existing bridge.	Yes
b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The sign will not obstruct views beyond that of the existing bridge.	Yes
c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road.	The location of the proposal does not give incorrect information on the alignment of the road.	Yes
d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time.	The proposed sign is located front-on and will not require the drivers to direct their attention away from the road.	Yes
3.2.3 Proximity to decision making points and conflict points		
a. The sign should not be located: <ul style="list-style-type: none"> i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment iii. so that it is visible from the stem of a T-intersection. 	The sign is appropriately located. Refer to Section 5.2 .	Yes
b. The placement of a sign should not distract a driver at a critical time.	The sign is not visible within the safe sight distance of any intersection or prescribed traffic control device.	Yes
Road Safety - 3.3 Sign design and operation criteria		
3.3.1 Advertising signage and traffic control devices		
a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.	The sign will not distract drivers or reduce the visibility and effectiveness of any devices or signs.	Yes

Assessment Criteria	Comments	Compliance
b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device.	The sign will not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device.	Yes
3.3.4 Interaction and sequencing		
a. The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.	A condition of consent has been included to ensure the proposed sign does not incorporate technology that will interact with in-vehicle electronic devices or mobile devices.	Yes
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	A condition of consent has been included.	Yes
Public Benefit		
As proponents of outdoor advertising, Sydney Trains must demonstrate that revenue raised from outdoor advertising is directly linked to a public benefit.	Refer to Section 5.4 .	Yes
Sydney Trains must record the total amount of outdoor advertising revenue received each year in their financial accounts and their Annual Reports. The Annual Reports must also outline investments made in the year on transport safety, amenity improvements or other public works, listing specific works to which the funds have been or are to be applied.	A condition of consent has been included.	Yes

State Environmental Planning Policy (Transport and Infrastructure) 2021

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

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

Parramatta Local Environmental Plan 2011

The site is zoned SP2 Infrastructure under the PLEP 2011 in which signage is prohibited. Notwithstanding, the signage is permissible under section 3.14(1) of the Industry and Employment SEPP as discussed in **Section 3.2** of this report.

The objectives of the SP2 Infrastructure zone within the PLEP 2011 are to provide for infrastructure and related uses and to prevent development that is not compatible with or that may detract from the

provision of infrastructure. The Department considers the proposal is compatible with the intended use and will not detract from the use of the M4 motorway corridor and is therefore consistent with the objectives of the zone.

C4 Parramatta Development Control Plan 2011

The Advertising and Signage part of PDCP 2011 contains Council's provisions for the installation of signage. The proposed sign is consistent with the relevant controls of the PDCP 2011 (**Table 6**).

Table 6 | Assessment of compliance with the PDCP 2011 - Advertising and Signage

Development controls	Comments	Compliance
Advertising and signs shall be consistent with State Environmental Planning Policy No. 64 – Advertising and Signage.	Refer to Table 4 to Table 6 .	Yes
Advertising and signage shall be displayed in English but may include a translation in another language.	The sign will be displayed in English as indicated in the SEE.	Yes

Appendix D – Recommended Instrument of Consent

<https://pp.planningportal.nsw.gov.au/daex/under-consideration/digital-advertising-signage-m4-western-motorway-rosehill-da-2214804>