Statement of Environmental Effects

Digital Advertising Signage
Hume Highway, Ashfield

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

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Cover image: Photomontage of the proposed sign (Source: JCDecaux)

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Project Summary

Project Element	Summary of the project
Proposed Signage	• Erection of a single panel monopole advertising sign • Removal of two existing static signs (8.4m^2 per sign)
Advertising Display Area	• Dimensions: 4.708m x 3.172m • Advertising Area: 14.93m^2
Visual Screen Size	• Dimensions: 4.61m x 3.07m • Area: 14.15m^2
Site Description	• Lot 9999 in DP1202237
Visual Impacts	• a detailed Visual Impact Assessment (VIA) has been undertaken by Keylan Consulting (Appendix 7) • the visual impact with the sign is assessed as low on the nearest residential receivers • the proposed signs are not expected to impact view lines to surrounding advertising signage • the proposal is not expected to result in visual clutter as the proposed digital advertising signs are consistent with the urbanised character of the area
Heritage Impacts	• a detailed Heritage Impact Assessment (HIS) has been prepared by Weir Phillips Heritage (Appendix 6) • there are no tangible impacts anticipated from the proposed digital signage on the nearby Federal Fyle Conservation Area • existing vegetation adjacent to the sign within the SP2 road widening zone, currently used as a local neighbourhood park, provides sufficient screening from the majority of the nearby Heritage Conservation Area • the HIS concludes the proposed digital signage will have a minimal and acceptable impact on heritage items and conservation areas within the vicinity of the site as it is sufficiently separated from these items and there is no impact on significant view corridors or their fabric

Lighting Impacts	• a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4)
	• the LIA confirms the proposal:
	  ○ complies with the relevant illumination criteria under the Signage Guidelines and AS 4282-2019
	  ○ will not result in unacceptable glare
	  ○ will not unreasonably impact on the visual amenity of nearby residences of accommodation

Road Safety Impacts	• a Digital Sign Safety Assessment (SSA) has been prepared by The Transport Planning Partnership (TTPP) (Appendix 3) and confirms:
	  ○ the proposed sign would face the Hume Highway south-west approach within the motorists' peripheral vision
	  ○ a total of 11 crashes have been recorded within the visible distance of the proposed digital sign on the Hume Highway south-west approach in the most recent five years that data was collated and published by TfNSW
	  ○ the proposed digital sign would not obstruct/reduce visibility of any traffic control devices, signage, pedestrians, or cyclists

Project Element	Summary of the project
	○ the proposed sign will not provide incorrect information on the road alignment ○ the proposed sign would not be located within the safe stopping sight distance to traffic signals, crossings or directional/information signage or any other decision point ○ the proposed sign would not compromise safety for road users in the vicinity
Public Benefit	• the proposal incorporates appropriate public benefit mechanisms as required by Industry and Employment SEPP and the Transport Corridor Outdoor Advertising and Signage Guidelines • public benefit is addressed at Section 5.6 of this SEE
Signage Removal	• two existing static signs with a total area of 8.4m^2 per sign are proposed to be removed
Hours of Operation	• 24 hours, 7 days a week
Cost of Works	• $403,150

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 digital advertising signage at Hume Highway, Ashfield within the Inner West Local Government Area.

As Sydney Trains is the Applicant, the Minister for Planning and Homes (the Minister) is the consent authority for the application, as prescribed under clause 3.10(c) of *State Environmental Planning Policy (Industry and Employment) 2021*. 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 proposed development comprises:

- the erection of a 14.93m^2 one sided monopole digital advertising sign
- the display of illuminated advertisements
- a maximum luminance of 200 cd/m^2 during the night time period
- a minimum dwell time of 15 seconds
- removal of two existing static signs on the Hume Highway overpass with an overall area of 8.4m^2 per sign
- structural supports to existing retaining wall

The application seeks consent to operate the sign for a period of 15 years. The estimated cost of works is $403,150.

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

Supporting documentation	Appendices
Industry and Employment SEPP & Transport Corridor Advertising Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Signage Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Public Benefit Statement	Appendix 5
Heritage Impact Statement	Appendix 6
Visual Impact Assessment	Appendix 7
Survey Plan	Appendix 8

Table 2: List of Appendices

1.1 Pre-lodgement meeting

On 24 May 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 Sites 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 include:

- Road Safety – recommend discussions with Transport for NSW (TfNSW) prior to lodging any applications
- Amenity – proposal should provide mitigation measures to avoid residential impacts where proposals are in close proximity to such uses, including reducing LUX levels and curfews
- Conversions – where signs are being upgraded from static to digital, opportunities to reduce the proposed size of the asset and display area should be investigated. Seek to improve design and visual impact
- Visual Impact – avoid blocking other signs, such as businesses identification signs. Proposals should provide evidence of reducing clutter and visual impact should be assessed carefully
- Heritage/National Parks – respect architecture of bridge and sensitive areas such as natural settings (e.g. National Parks)
- Public Benefit – show how proposal is specifically providing public benefit under the Industry and Employment SEPP, including consultation with the relevant Council

This application has been prepared with consideration of the issues raised by DPE during the pre-lodgement meeting. These issues are addressed at Section 5.

Transport for NSW

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. Road safety is addressed at Section 5.1.

2 The site and locality

2.1 Site Description

Hume Highway is a classified road spanning 840 kilometres (km) that travels in a general north-south alignment from Sydney to Melbourne. The Highway's most north-easterly point is where it ends in the suburb of Haberfield, adjoining the north-eastern border of Ashfield.

The proposed sign location is located on the south-eastern side of the Hume Highway overpass above the T2 Inner West & Leppington line. The sign will be setback from the adjoining footpath that traverses the bridge.

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

The sites location as viewed from the intersection of Hume Highway, Grosvenor Crescent and Elizabeth Street is shown in Figure 2. There are several existing static advertising signs attached to the bridge where it adjoins the footpath.

Figure 1: Site context (Base source: Nearmaps)

Figure 2: Site location view from the intersection of Hume Highway, Grosvenor Crescent and Elizabeth Street looking west (Source: Keylan)

2.2 Existing Road Environment

Hume Highway is an established road corridor comprising a dual carriageway with two traffic lanes in both directions. These outside lanes are a clearway from Monday to Friday 8am to 10am as it passes through Ashfield local centre. On approach to the Hume Highway railway overpass, a speed limit of 60 km/h applies in both directions.

It is noted that a school zone is located 160 metres (m) west of the proposed signage location. There are pedestrian footpaths along Hume Highway in proximity to the site and no parking is permitted in the immediate road corridor. On road cycling is permitted, however no formal cycling facilities are provided. The nearest intersection is where the Hume Highway intersects with Grosvenor Crescent and Elizabeth Street, forming a four-way intersection.

2.3 Surrounding Locality

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

- shop top housing development 30m east
- residential dwellings to the east, the nearest dwelling is approximately 60m from the site
- public open space located 50m to the north
- Wests Ashfield Leagues Club located 120m to the west
- bus stop located 75m east of the proposed sign location
- school zone 160m west and entrance to school 330m west of the sign's location

Photographs of the site and surrounding context are provided at Figure 3 to Figure 9.

Figure 3: Public open space to the north of the proposed sign location (Source: Keylan)

Figure 4: View looking east from corner Hume Highway and Grosvenor Crescent (Source: Keylan)


Figure 5: View looking northeast from Carlton Crescent (Source: Keylan)

Figure 6: View looking east from Carlton Crescent and Hume Highway (Source: Keylan)


Figure 7: View looking east from Hume Highway (Source: Keylan)

Figure 8: View looking southeast from Hume Highway (Source: Keylan)

Figure 9: View looking southeast from Hume Highway (Source: Keylan)

3 The Proposal

The proposal involves the installation of a freestanding monopole digital advertising sign on the south-eastern side of the Hume Highway overpass, above the railway corridor.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	• Installation of a new digital advertising sign
Signage location	• Sign is proposed on the south-eastern side of the Hume Highway overpass (visible to traffic on the south-west approach)
Advertising display area	• Dimensions: 4.708m x 3.172m • Advertising Area: 14.93m^2
Visual screen size	• Dimensions: 4.608m x 3.072m • Area: 14.15m^2
Dwell time	• 15 seconds
Signage exposure	• Visibility and readability is from a distance of 110m on the south-west approach
Illumination	• The digital signage is illuminated using LEDs installed within the front face
Consent time period	• 15 years
Existing signage	• Existing static signs attached to the inside of the overpass • The proposal seeks to remove and rationalise existing signage in the area

Table 3: Development summary

The proposed signage 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 are provided within the Architectural package at Appendix 2.

An indicative image of the sign, as viewed from the corner of Elizabeth Street and Hume Highway, is also provided in the figures below.

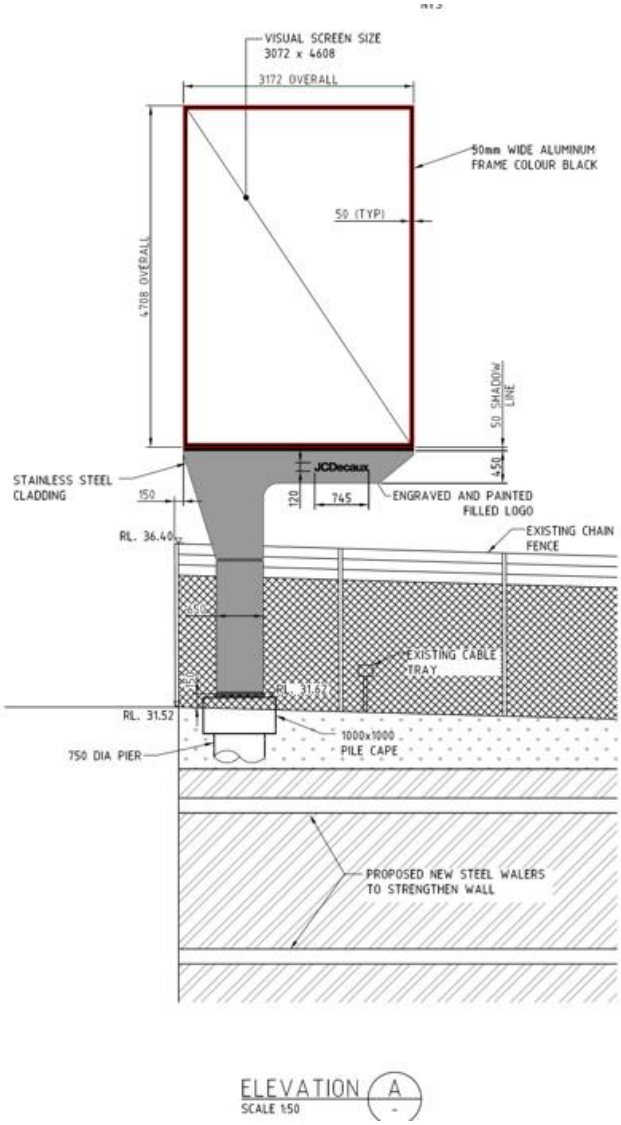

Figure 10: Front elevation (Source: Dennis Bunt Consulting Engineers)

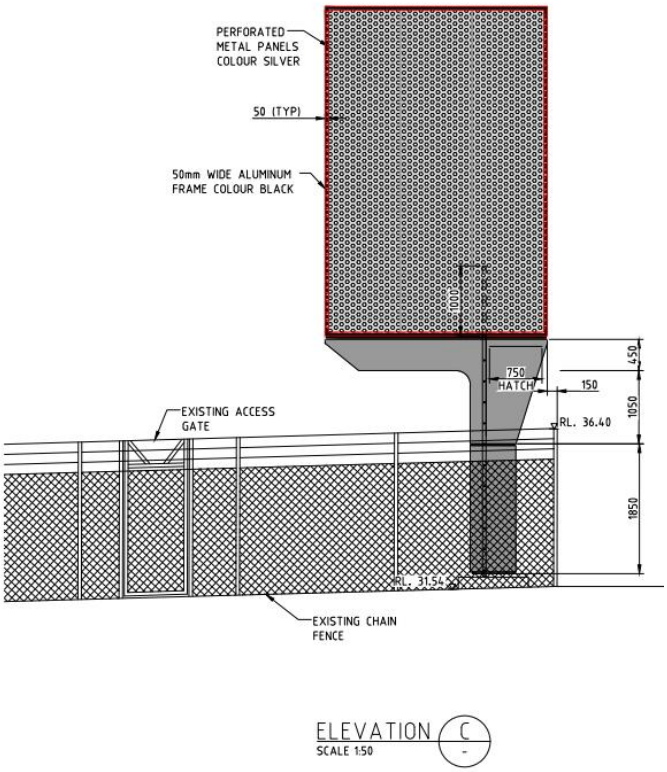

Figure 11 Rear elevation (Source: Dennis Bunt Consulting Engineers)

Figure 12: Indicative view from Hume Highway and Grosvenor Crescent (Source: JCDecaux)

Figure 13: Indicative view from Elizabeth Street (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.

A motion threat response is built into the display, which will make the screen incapable of displaying movement or live video feed. In the event that unapproved content is displayed the signage will, by default, revert to a black screen format immediately.

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 15 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
- a10 second dwell time would typically be suitable for the proposed digital signage in the 60km/hr
- it is recommended by the signage safety assessment to increase the dwell time to 15 seconds for the digital signs given that they are near traffic signals

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.

Sign Access and Maintenance

The proposal involves the installation of a new signage on railway corridor. The sign will be accessed via a gate from Grosvenor Road.

JCDecaux will be responsible for maintenance of the signage structures. Maintenance will generally be undertaken by employees of JCDecaux during the night to protect the surrounding road and pedestrian environment.

Hours of Operation

The proposed signage is for 24-hour operation.

4 Statutory Planning Framework

4.1 Environmental Planning and Assessment Act 1979

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).

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

Objective	Comment
(a) To promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources,	The development promotes the social and economic welfare of the community by generating revenue to improve and maintain the Sydney Trains network and provide messages to the community during key periods on behalf of the NSW Government.
(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,	This SEE provides information on the relevant economic, environmental and social impacts of the proposed development to enable the consent authority to undertake a thorough environmental assessment and assist in its decision-making on the application.
(c) to promote the orderly and economic use and development of land,	The development promotes the orderly and economic use of the land by providing a new digital advertising sign within an established transport corridor that will provide public benefits including the generation of revenue to contribute to improving and maintaining the Sydney Trains network
(d) to promote the delivery and maintenance of affordable housing,	Affordable housing does not form part of this application.
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats
(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),	There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the development.
(g) to promote good design and amenity of the built environment,	The development will be located within an established transport corridor. The design of the sign is considered to promote good

Objective	Comment
	design and will not have an adverse impact on the amenity of the surrounding location.
(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,	The development will be constructed and maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to health and safety, construction and maintenance.
(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,	This SEE is submitted to DPE to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPE to other State agencies and Council for further assessment and comment.
(j) to provide increased opportunity for community participation in environmental planning and assessment.	As part of DPE's assessment of the application, the SEE will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report.

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

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) the provisions of:	
(i) any environmental planning instrument, and	The relevant environmental planning instruments are addressed at Section 4.
(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	The relevant proposed environmental planning instruments are addressed at Section 4
(iii) any development control plan, and	The Inner West Comprehensive Development Control Plan 2016 is addressed at Section 4.4.
(iiia) any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and	No planning agreement or draft planning agreement has been entered into as part of this application.

Relevant Provision	Comment
(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph),	The application is consistent with the relevant matters of the EP&A Regulations.
(v) (Repealed)	N/A
(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The impacts of the proposal are addressed in Section 5.
(c) the suitability of the site for the development,	Site suitability is addressed at Section 5.5.
(d) any submissions made in accordance with this Act or the regulations,	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e) the public interest.	Public interest is addressed at Section 5.6.

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

State Environmental Planning Policy (Industry and Employment) 2021 Chapter 3 aims to ensure that advertising and signage is well located, compatible with the desired amenity of an area and of high quality. Industry and Employment SEPP 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 ALEP 2013, the proposed sign is permissible with consent under clause 3.14 of the Industry and Employment SEPP as it is on behalf of Sydney Trains and is within a railway corridor. Further, under clause 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 Industry and Employment SEPP that apply to the development is provided at Appendix 1.

Schedule 5 Assessment

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

Schedule 5	Comment	Compliance
1. Character of the Area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	• the scale and visual compatibility of the sign is consistent with the character of the surrounding road and locality, which is urbanised • the existing character is defined through an active and engaging road and environment which is enhanced through a variety of signage typologies. These signs are seen in the form of: • Transport and wayfinding signage	Complies

Schedule 5	Comment	Compliance
	• Wall advertisements • Business identification signage • the proposed sign is human scale and are therefore compatible with the scale of surrounding built form and streetscape • the proposed sign will contribute to the vibrant and dynamic in nature of the area • the sign is located east of the Ashfield East Precinct, which is marked to be a mixed-use precinct with higher built forms of approximately 20m, the sign will be compatible with the future character	
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	• the immediate locality includes speed limit, parking and road safety signs associated with the road corridor • the surrounding locality provides for business and advertising signage; however, no other digital advertising signage is within the immediate vicinity • the proposed sign is therefore consistent with outdoor advertising in the area being an urbanised local centre with various types of signage	Complies
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?	• a Heritage Impact Statement (HIS) prepared by Weir Phillips is provided at Appendix 6 • the site is not a local heritage item and is not located within a heritage conservation area or environmentally sensitive area • the site is located within the vicinity of the Federal-Fyle Conservation Area under the ALEP 2013 • the HIS concludes that the proposed signage will have a minimal impact on the heritage significance of the heritage items and areas within the immediate vicinity	Complies

Schedule 5	Comment	Compliance
3. Views and vistas		
Does the proposal obscure or compromise important views?	• the proposal is not visible from any important views	Complies
Does the proposal dominate the skyline and reduce the quality of vistas?	• the proposal does not dominate the skyline as it sits within the railway corridor, not within the road reserve in which it faces	Complies
Does the proposal respect the viewing rights of other advertisers?	• the proposal does not conflict with the viewing rights of other advertisers • the proposal seeks to consolidate and rationalise signage	Complies
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	• the proposal involves the erection of a monopole sign with a visual display area of 14.93m^2 • the advertisement is flat and is mounted on a monopole • the scale, proportion and form are appropriate as the proposal is located wholly within the railway corridor and does not protrude into the road reserve • the proposal is appropriate for the streetscape as it will not detract from the existing road corridor and will complement the surrounding area • as the sign faces west towards the local centre it contributes to the streetscape and is only visible to traffic travelling east on Hume Highway	Complies
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	• the proposal provides a sign that sit comfortably within the context of the locality • the surrounding area is an urbanised local centre supported by an active road corridor linking traffic to the town centre located west of the sign • the proposed signage structures provide a contemporary design approach that will add to the visual interest of the area	Complies
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	• The proposal includes the removal of 2 existing poster style signs (with 8.4m^2 per sign of advertising display area) located beneath on the overpass to	Complies

Schedule 5	Comment	Compliance
	reduce visual clutter and rationalise signage within the area	
Does the proposal screen unsightliness?	• the proposed sign will help to screen the transport corridor access platforms located behind the proposed sign	Complies
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	• the proposal does not protrude above surrounding buildings or tree canopies located immediately adjacent the site	Complies
Does the proposal require ongoing vegetation management?	• vegetation management is required as landscaping surrounds the base of the sign	Complies
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	• the proposal is compatible with the scale, proportion and characteristics of the site • the facade of the overpass currently comprises an existing static sign with the same dimensions as proposed for digital conversion • the area of the proposal is appropriate for its location as it is currently unoccupied but is in proximity to several static signs which it will consolidate, presenting an opportunity to enhance the visual amenity of the area	Complies
Does the proposal respect important features of the site or building, or both?	• the proposal does not protrude outside of the railway corridor in which it is located	Complies
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	• the proposal contributes to visual interest to the streetscape. The digital nature of the sign represents an innovative form of advertising	Complies
6. Associated Devices and Logos with Advertisements and Advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	• JCDecaux will operate the content management system for the advertising signage • this management system ensures that unapproved content is not downloaded either by mistake or without appropriate authorisation • a compliant operator logo will be located at the bottom of the screen	Complies

Schedule 5	Comment	Compliance
7. Illumination		
Would illumination result in unacceptable glare?	• a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4 • the LIA confirms that the proposed digital signage would not result in unacceptable glare or have any detrimental impacts to safety • additionally, the sign complies with all relevant criteria for luminance of digital advertisements	Complies
Would illumination affect safety for pedestrians, vehicles or aircraft?	• the LIA confirms that the sign will not affect the safety for pedestrians, vehicles or aircraft (Appendix 4)	Complies
Would illumination detract from the amenity of any residence or other form of accommodation?	• the LIA confirms that the illumination of the sign will not impact on the amenity of nearby residences or any other form of accommodation when operated at the recommended levels (Appendix 4)	Complies
Can the intensity of the illumination be adjusted, if necessary?	• 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	Complies
Is the illumination subject to a curfew?	• the proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019	Complies
8. Safety		
Would the proposal reduce the safety for any public road?	• the proposal will not reduce the safety for any public road. The Signage Safety Assessment (SSA) submitted as part of the application (refer Appendix 4) confirms there is a low risk as the proposed signs will not distract drivers and drivers would not need to turn away from their direct line-of-sight to view the full extent of the signs • the proposal is not expected to reduce the safety of the Hume Highway Road environment	Complies

Schedule 5	Comment	Compliance
	• road safety is discussed in further detail at Section 5.1	
Would the proposal reduce the safety for pedestrians or bicyclists?	• the Signage Safety Assessment prepared by TTPP confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists	Complies
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	• the sign will not obscure sightlines from any public areas	Complies

Table 6: Schedule 5, Industry and Employment SEPP 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 under the EP&A Act. 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 5.6)

4.2.3 State Environmental Planning Policy (Transport and Infrastructure) 2021

Chapter 2 – Infrastructure

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

Clause 2.118 of the Transport and Infrastructure SEPP requires the consent authority to be satisfied that any new development with a frontage to a classified road would not compromise the operation and function of the road. The proposal comprises development with frontage to a classified road (Hume Highway – Highway 2).

A Signage Safety Assessment (SSA) has been prepared as part of the application and is included at Appendix 3. The SSA considers the ongoing operation and function of Hume Highway in context to the development and concludes that the surrounding road environment presents a low risk environment for the proposed digital advertising sign. Road safety is further discussed at Section 5.1.

4.3 Ashfield Local Environmental Plan 2013

The *Ashfield Local Environmental Plan 2013* (ALEP 2013) is the principal Environmental Planning Instrument applicable to the land.

4.3.1 Zoning

The proposed signage is located on land zoned SP2 Railway Infrastructure under the *Ashfield Local Environmental Plan 2013* (ALEP 2013). Signage is permissible with consent in the SP2 zone under the ALEP 2013 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 clause 3.14(1)(a) of Industry and Employment SEPP.

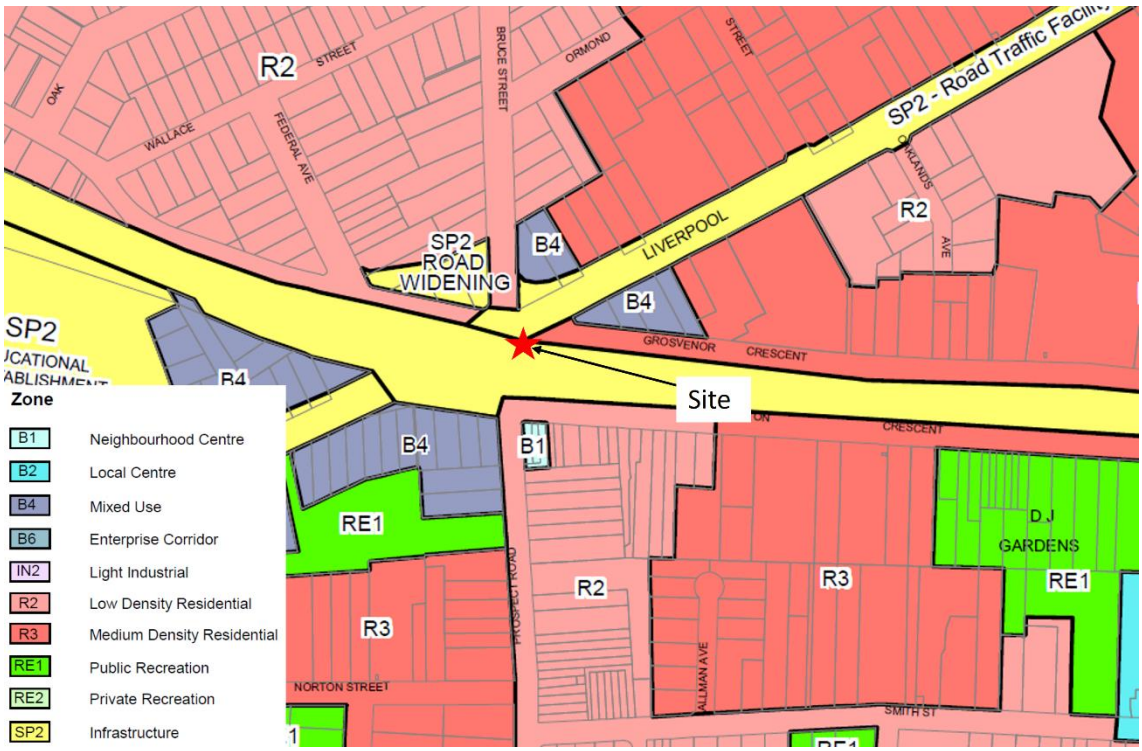

Figure 14: Land use zoning map (Source: ALEP 2013)

4.3.2 Heritage

The proposed signage is located within proximity to several heritage items and a Heritage Conservation Area (HCA) as shown in the figure below. There are two heritage items and one Conservation Area within the vicinity of the site as listed by Schedule 5 Parts 1 and 2 of the Ashfield LEP 2013, these include:

- 'House', No. 11 Bruce Street, Ashfield. Item Number 50
- 'Three houses', Nos. 112, 113 and 114 Carlton Crescent, Summer Hill. Item Number 483
- 'Federal-Fyle Heritage Conservation Area, Ashfield. Item Number C13

The Heritage Impact Statement concludes that the proposed works will have an acceptable impact on the heritage significance of the site and neighbouring items for the following reasons:

- there will be no impact on the fabric of the item as the site lies well outside the curtilage of the surrounding items and conservation area
- the proposed signage will be sufficiently separated from the items and conservation area so that it is not viewed from the public domain as part of this area
- the proposed signage will not block significant view corridors towards surrounding items and conservation areas as it is located well outside these view corridors
- the proposed signage will be consistent with the setting of the items and conservation area, as a busy commercial corridor with existing advertising signage
- where visible from the items and conservation area, the proposed signage will provide for a more visually interesting element within the public domain without detracting from the character of the items/conservation area
- the images will be static and not animated, which is consistent with Part 10 of the *Inner West Comprehensive Development Control Plan 2016* which permits illuminated signage
- overall, the proposed works will have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the items or conservation area

The proposal satisfies the objectives of clause 5.10 of the ALEP 2013 as it has minimal adverse impacts on the heritage significance of the surrounding heritage items, including the associated fabric, settings and views. Heritage is further discussed in Section 5.3. A HIS is provided at Appendix 6.

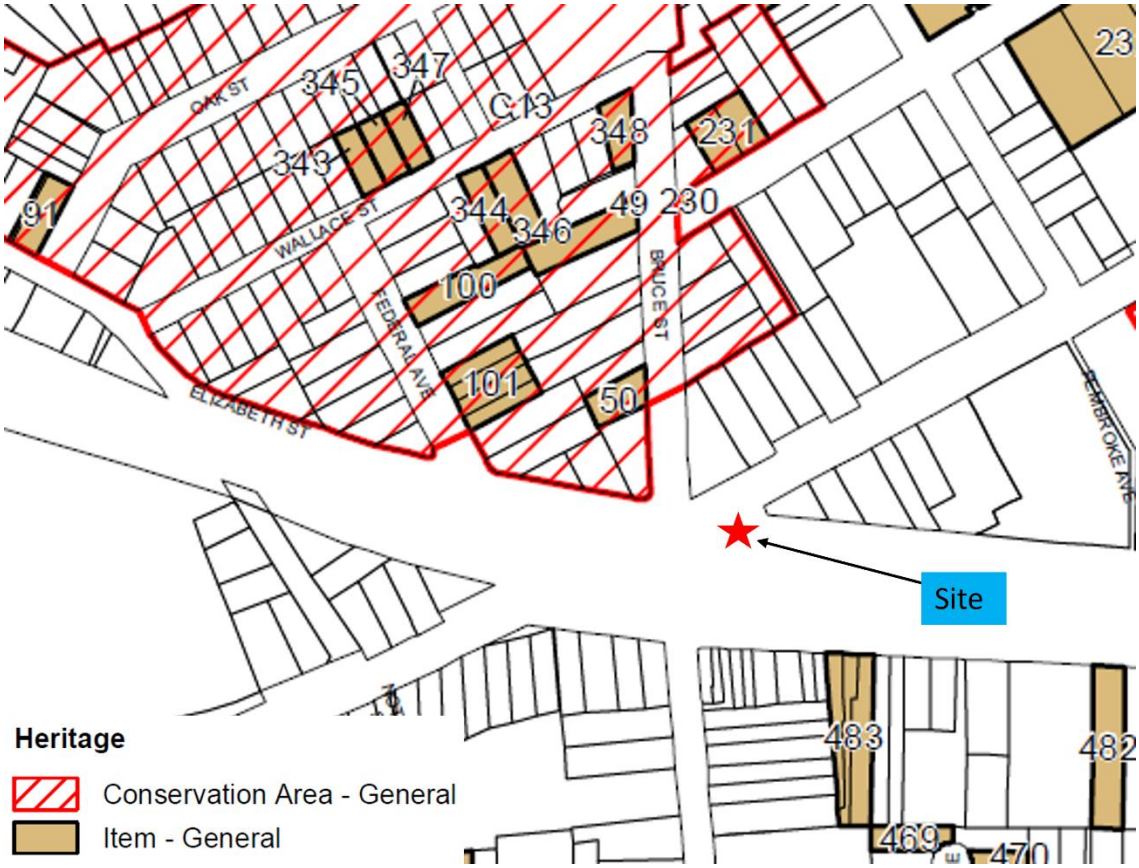

Figure 15: Heritage map (Source: ALEP 2013)

4.4 Inner West Comprehensive Development Control Plan 2016

The proposal is generally in compliance with the aims, objectives and key provisions of the DCP. In areas of non-compliance the proposal has been well justified as detailed in this SEE.

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

Provision	Comment	Complies
Chapter 2 General Guidelines - Part 10 Signs and Advertising Structures		

Pole or Pylon Sign	The proposed monopole sign is considered to be acceptable as it will not protrude above the skyline or impact on the heritage fabric of nearby HCAs or heritage items.
	
	• It is noted that the proposed advertising sign is permissible pursuant to Industry and Employment SEPP and is therefore not controlled by the Ashfield LEP and subsequent DCP
	  ○ the proposal is generally consistent with the requirements of the DCP as:
	  ○ the sign is not located over a footpath
	  ○ the sign is located fronting Hume Highway forming part of the streetscape
	  ○ although the sign is greater than 6m in height, it does not protrude above the dominate skyline or tree canopies as shown in Figure 13
		Yes

Chapter D Precinct Guidelines		
Part 2 Ashfield East	• the site is located just outside the Ashfield East Precinct • the application has considered the desired future character envisioned within the DCP • the sign is sufficiently separated from future residential and mixed use development located within the Ashfield East Precinct • the sign will create visual interest and support an active and engaging road environment • visual impacts are acceptable as outlined in the Visual Impact Assessment at (Appendix 7)	Yes

Table 7: Inner West Comprehensive Development Control Plan 2016 Assessment

5 Environmental Planning Assessment

5.1 Road safety

A Signage Safety Assessment (SSA) has been prepared by The *Transport Planning Partnership* (TTPP) (Appendix 3). The SSA 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 Hume Highway in proximity to the Hume Highway Transport Corridor is summarised in Table 15.

Existing Feature	Description
Road classification	• *Hume Highway is a classified State arterial road with two traffic lanes in both directions*
Speed limit	• *the posted speed limit on Hume Highway is 60km/h* • *a 40 km/h school zone is located on Hume Highway approximately 160m west of the proposed digital sign*
Nearby intersections and traffic control devices	• *traffic lights are located at the intersection of Hume Highway, Elizabeth Street and Grosvenor Crescent*
Road configuration and geometry	• *Grosvenor Crescent is a single lane entering the street with a dual lane exiting* • *Hume Highway is a 4 way lane, with two lane traveling either direction* • *Elizabeth Street is a single lane entering the street with a dual lane exiting*
Crash data	• *Six crashes were recorded at the Hume Highway - Elizabeth Street - Grosvenor Crescent intersection. Of these six incidents, three crashes were cross-traffic related resulting in two serious injuries and one moderate injury* • *three rear-end crashes were recorded at the intersection resulting in a serious or minor injuries, respectively*
Pedestrian and cyclist infrastructure	• *pedestrian infrastructure exists along the road corridor of Hume Highway* • *no formal cyclist infrastructure is in the road corridor*
Parking	• *no parking is permitted on Hume Highway* • *parking is permitted on Grosvenor Crescent and Elizabeth Street*
Stopping sight distance (SSD)	• *the Safe Stopping Distance (SSD) for the sign is 64m* • *a 15 second dwell time is proposed to address this consideration*

Table 15: Existing road environment (Source: TTPP)

5.1.2 Signage exposure

The SSA estimates that the proposed digital sign would be visible to traffic on the Hume Highway from 160m on the south-west approach as shown in the figure below. The SSA identifies the sign exposure from the south-west approach, outlining the sign will be visible from 2 lanes and one right hand turning land (Figure 17).

The SSA outlines the following key findings of the signage exposure from the southwest approach:

- the digital sign would be visible to motorists on the Hume Highway travelling in the northeast direction
- treating the observed conditions during the site inspection as typical conditions in the area, the digital sign would likely be visible in travel lanes as follows:
  - in Lane 1 (through lane), 160m from the sign on approach
  - in Lane 2 (through lane), 160m from the sign on approach
  - in Lane 1, Lane 2, and the short right-turn lane to Carlton Crescent, the digital sign would likely be readable at 110m on approach

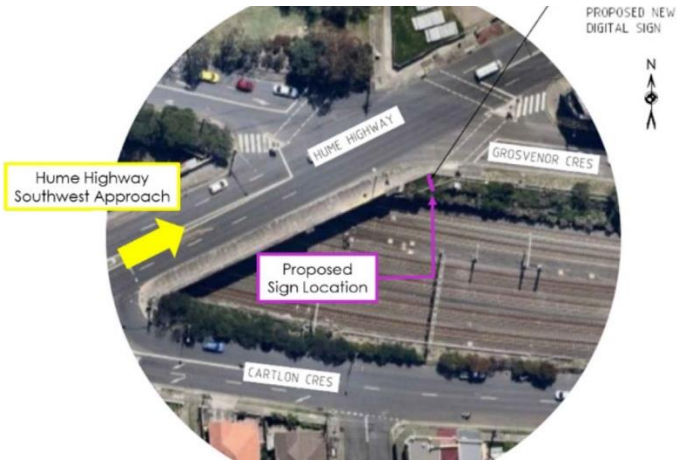

Figure 16: Hume Highway South-West Approach (Source: TTPP)

Figure 17: Hume Highway Southwest Approach Lane Configuration (Source: TTPP)

5.1.3 Road accident history

Historic crash data has been obtained from Transport for NSW (TfNSW) and assessed for incidents on the Hume Highway southwest approach to the proposed digital sign. Crash history has been assessed for the most recent five-year period for data collated and published by TfNSW. This period is between 1 January 2016 and 31 December 2020.

Crash data has been reviewed within the visible distance of the sign location which is up to approximately 160m away on the southwest approach, as observed on-site. Six crashes were recorded at the Hume Highway - Elizabeth Street - Grosvenor Crescent intersection. Of these six incidents, three crashes were cross-traffic related resulting in two serious injuries and one moderate injury. In addition, three rear-end crashes were recorded at the intersection resulting in a serious or minor injuries, respectively.

Five crashes were recorded on the Hume Highway short right-turn lane to Carlton Crescent. Of the five incidents, four crashes resulted in moderate injuries and one crash resulting in a vehicle being towed away. Recorded crash types include three cross-traffic incidents, one rear-end incident, and one reversing incident.

The location of the road accidents in proximity to the site is shown in Figure 18.

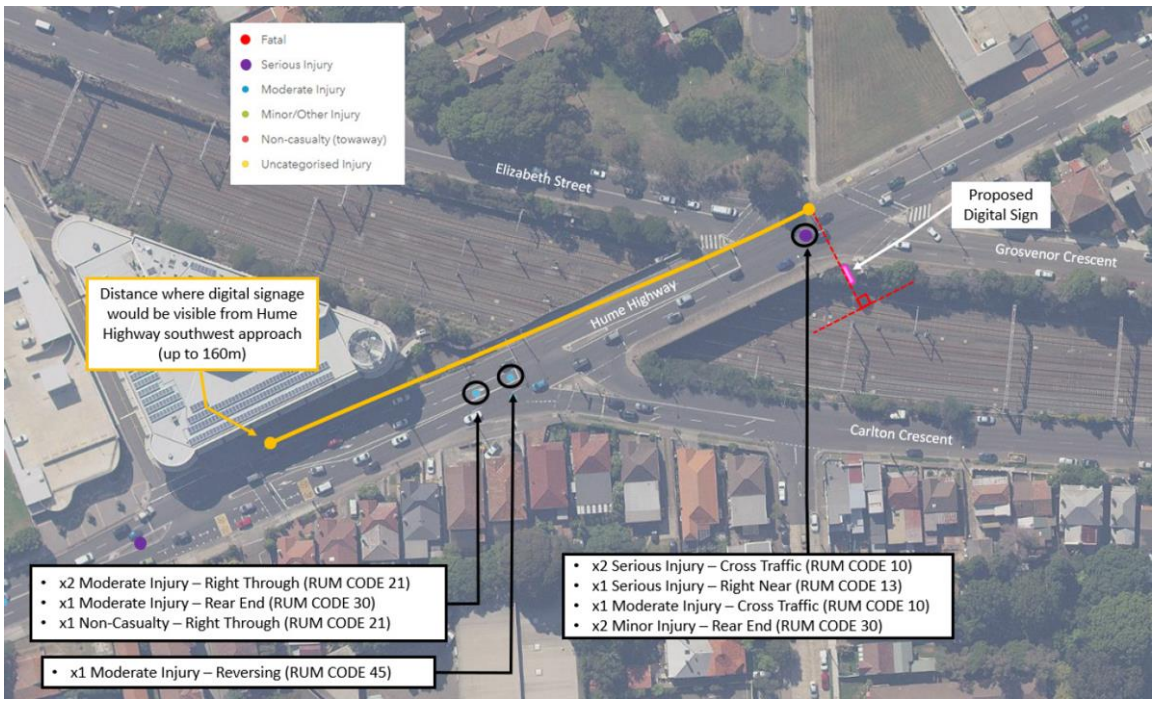

Figure 18: Crash Locations in Recent 5-Year Period (Source: TTPP)

5.1.4 Stopping sight distance

A 60 km/h speed has been adopted by the SSA based on the sign posted speed limit on Hume Highway as well as the speed limit which motorists were observed to be driving during the site inspection. The minimum SSD for a 60km/h speed limit is 64m based on the Austroads Guidelines.

The proposed digital sign would be located beyond the stop line at the Hume Highway southwest approach. Therefore, the digital sign would not be located within the SSD of the stop line at the Hume Highway - Elizabeth Street - Grosvenor Crescent intersection, as shown in Figure 19.

Figure 19: Minimum safe stopping sight distance on south-west approach (Source: TTPP)

5.1.5 Road safety criteria – Signage Guidelines

The SSA assess the proposal against the criteria for road safety in Section 3 of the Signage Guidelines. Responses provided in the SSA in respect to the sign location criteria (Section 3.2) and the sign design and operation criteria (Section 3.3) of the Signage Guidelines is outlined in Table 8 and Table 9 respectively.

Sign Location Criteria	Response provided by TTPP	Compliance
Road clearance		
a. *The advertisement must not create a physical obstruction or hazard. For example:* *i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?* *ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?* *iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?*	*The digital sign will not physically obstruct any vehicle, pedestrian and cyclist movements as it will be placed on the southern corner of Hume Highway and Grosvenor Crescent. The digital sign will not protrude over the footpath and road carriageway.*	✓
b. *Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.*	*In accordance with Austroads Guide to Road Design Part 6, the clear zone requirement for a 60 km/h road is 5 m from the edge of the road carriageway. The proposed digital sign would be located approximately 4 m south of the edge of the carriageway which is 1 m within the clear zone requirement.*	✓
c. *Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.*	*In addition, the crash history analysis (Section 2.4) indicates there are no incidents which have occurred where a vehicle has run-off from the roadway and/or collided with a road-side object. Hence, the likelihood of a vehicle colliding into the proposed sign is considered to be low.*	✓

Sign Location Criteria	Response provided by TTPP	Compliance
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.*	*As part of the detailed design phase, the proposed sign will be designed in accordance with Australian Standards AS1170.1 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for the height of the sign board when under maximum vertical deflection.*	✓
Additional road clearance criteria for digital signs		
Digital signs greater or equal to 20sqm must ensure the following clearances: a. *2.5m from lowest point of the sign above the road surface if located outside the clear zone*	*Not applicable, as sign is less than 20m^2.* *Criteria is applicable to signs greater than 20m^2.*	✓
b. *5.5m from lowest point of the sign above the road surface if located within the clear zone or the deflection zone of a safety barrier, if installed.*		✓
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 digital sign will be positioned on the south-east corner of the Hume Highway and Grosvenor Crescent intersection. As such, the digital sign will not obstruct motorists' view of Hume Highway.*	✓
b. *An advertisement must not obstruct a pedestrian or cyclist's view of the road.*	*The proposed digital sign will not obstruct pedestrian and cyclist's view of Hume Highway.*	✓
c. *The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.*	*The proposed sign is located to the side of the road carriageway within motorists' peripheral vision.* *On approach to the proposed sign, the road alignment of the Hume Highway is straight. Therefore, the digital sign or advertisement displayed on the sign would not indicate misleading information contrary to the existing roadway.*	✓
d. *The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:* i. *The sign should not be located in such a way that the driver's head is required to turn away from the road*	*The proposed digital sign would be located within the motorist's peripheral view when travelling in the north-east direction with visible distances of up to 160m.* *Motorists would not be required to turn their heads when spotting the sign, and all motorists would be*	✓

Sign Location Criteria	Response provided by TTPP	Compliance
and the components of the traffic stream in order to view its display and/ or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view. *ii. The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.*	*able to see the road simultaneously when viewing the sign.* *The positioning and angle of the sign would not be expected to result in headlight reflection or glare.*	
Proximity to decision making points and conflict points		
a. The sign should not be located: *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.*	*As referenced in the Austroads Guide to Road Design, Part 3, sight distance refers to the distance required to enable a driver to react and stop before reaching a hazard. This distance is dependent on the operating (85th percentile) speed of the road, road gradient and other road characteristics.* *For the purpose of this assessment, an operating speed of 60 km/h has been used to calculate the safe stopping sight distance. A 60 km/h speed has been adopted based on the sign posted speed limit on the Hume Highway as well as the speed which motorists were observed to be driving during the site inspection.* *According to the Austroads guide, the minimum safe stopping sight distance for a 60 km/h speed zone is 64 m. The proposed digital sign would be located beyond the stop*	✓

Sign Location Criteria	Response provided by TTPP	Compliance
	line at the Hume Highway southwest approach. *Therefore, the digital sign would not be located within the SSD of the stop line at the Hume Highway - Elizabeth Street - Grosvenor Crescent intersection*	
b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view: *i. of a road hazard* *ii. to an intersection* *iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)* *iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.*	*A "critical time" is understood to refer to a point in time when a driver's decision is required implying that a road safety implication could occur if a driver was distracted at this time.* *The proposed digital sign would be positioned beyond the traffic signals at the Hume Highway south-west approach. As such, the proposed digital sign would not obstruct the motorist's view of traffic signal lanterns at any time.*	✓
Sign spacing		
a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.	*There are no other digital signs or static billboards placed within 150m of the proposed digital sign.*	✓

Table 8: Sign location criteria – Section 3.2 of the SEPP Guidelines (Source: TTPP)

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
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.	*Details of the advertisement/s are not yet known since the project is still within the concept design stage. However, it is proposed that the sign would not display colours and shapes which could be mistaken for a traffic signal or traffic signs.*	✓
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. For example:	*It is recommended that the content of the proposed sign be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device.*	✓

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
i. Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'? *ii. Does the advertisement imitate a prescribed traffic control device?* *iii. If the sign is in the vicinity of traffic lights, does the advertisement use 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?*		
Additional criteria for digital signs and moving signs		
a. The image must not be capable of being mistaken: *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* *ii. as text providing driving instructions to drivers.*	*Relates to sign content only.*	✓
b. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).	*Relates to sign content only.*	✓
Dwell time and transition time – criteria for digital signs		
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	*Based on the NSW Guidelines, the minimum dwell time for content displayed on the digital sign would be 10 seconds.*	✓
b. Dwell times for image display must not be less than: *i. 10 seconds for areas where the speed limit is below 80km/h.* *ii. 25 seconds for areas where the speed limit is 80km/h and over*	*Notwithstanding this, increasing the minimum dwell time could be considered a measure to mitigate any preserved safety risk of the proposed sign located in the vicinity of traffic signals. Thus, it is suggested that the dwell time is increased to a minimum of 15 seconds for the sign.* *The basis for this recommendation is the Land and Environment Court Case, Outdoor Systems Pty Ltd v*	✓

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
	Georges River Council and Roads and Maritime Services [2017] NSWLEC 1505. In this case, a digital sign was proposed to be installed at the intersection of the Princes Highway and Rocky Point Road in Kogarah. The applicant proposed to modify the dwell time of the digital signage to 15 seconds (from 24 hours, as previously approved by RMS as the minimum dwell time). The LEC deemed the reduced dwell time to 15 seconds appropriate on the basis that the crash history at the proposed signage location did not suggest that it was a "crash hotspot". *This decision was driven by expert evidence provided by registered psychologist and RMS accredited Level 3 Road Safety Auditor, Carolyn Samsa, who spent five years working in the NSW Centre for Road Safety at the RTA and nine years in the industry advising associations representing outdoor advertising.* *The LEC decision was further supported by the fact that during a 3-month period where the digital signage operated with a 10 second dwell time, there were no crashes reported in the vicinity of the sign. Furthermore, it was acknowledged in the court case that there were other digital billboards that were previously approved and operational at signalised intersections within the Sydney basin with dwell times of approximately 10 seconds and yet there were no reported incidents of drivers being distracted by these signs as far as Samsa had been aware.* *On this basis, a dwell time of 15 seconds, a five second increase on the minimum 10 seconds dwell time prescribed by the Guidelines, is deemed to be an appropriate measure for consideration.*	

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
c. *Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.*	*The Hume Highway is an RMS-classified road, and the proposed digital sign would become visible after the "End School Zone" sign has been passed approximately 160m west of the proposed sign, as shown Figure 20.* *Although the advertising sign board would be visible from this point, the sign content would not be visible to motorists given the long distance. Figure 21 illustrates the designer's impression of the proposed sign 160m away from the sign, just after the End School Zone sign, where the digital sign contents are not distinguishable.* *Furthermore, visibility of the proposed sign would occasionally be obstructed by passing vehicles as the sign would be located on the far side of the carriageway. As such, maintaining the standard operation of the display of would not adversely impact motorists at this location.*	✓
d. *Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.*	*The digital sign is proposed to contain text and images, which would be in a static manner without any motion for this dwell time. The transition between content would be almost instantaneous.*	✓
e. *The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.*	*The sign would have an almost instantaneous transition no longer than 0.1 seconds.*	✓

Table 9: Sign design and operation criteria – Section 3.3 of the SEPP Guidelines (Source: TTPP)

Figure 20: End school zone sign (Source: TTPP)

Figure 21: Motorist's view at end school zone sign (Source: TTPP)

5.1.6 Road safety summary

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

The SSA has determined the proposed sign will not compromise safety for road users in the vicinity. The following findings and conclusions are made from the signage safety assessment:

- the proposed sign would face the Hume Highway south-west approach within the motorists' peripheral vision
- a total of 11 crashes have been recorded within the visible distance of the proposed digital sign on the Hume Highway south-west approach in the most recent five years that data was collated and published by TfNSW
- the proposed digital sign would not obstruct/reduce visibility of any traffic control devices, signage, pedestrians, or cyclists
- the proposed sign would not give incorrect information on the road alignment
- the proposed sign would not be located within the safe stopping sight distance to traffic signals, crossings or directional/information signage or any other decision point
- the proposed sign would not compromise safety for road users in the vicinity

In summary, based on the findings of TTPP in its SSA, the road environment along Hume Highway in proximity to the site presents a low-risk environment for the proposed digital advertising sign and is acceptable on road safety grounds.

5.2 Illumination

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

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

- Industry and Employment SEPP
- 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 4 of the Signage Guidelines, which is described as areas with generally low levels of off-street ambient lighting (e.g. most rural areas or areas that have residential properties nearby).

The luminance levels for digital advertisements that are within a Zone 4 environment, as outlined in the Signage Guidelines, are shown in the table below.

Lighting Condition	Max Permissible Luminance for Zone 4 (cd/sqm)	Complies
Full sun on face of signage	No limit	✓
Daytime luminance	6000	✓
Morning and evening twilight and inclement weather	500	✓
Night time	200	✓

Table 10: Luminance levels for digital advertisements criteria – Signage Guidelines

The LIA confirms that the sign, once illuminated to the maximum luminance, will be visually consistent with the existing ambient lighting and is therefore suitable for the local area. It is noted that the maximum luminance limit during the night-time period will not exceed the recommended maximum permissible luminance level set out in the Signage Guidelines of 200 cd/sqm for Zone 4.

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

The Control of the Obtrusive Effects of Outdoor Lighting (AS 4282-2019) 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 nearest residential properties as all being within Environmental Zone A3 of AS 4282-2019, which is described as having medium district brightness (e.g. suburban areas in towns and cities). Lighting impacts on the ten nearest residential dwellings with potential views to the sign are assessed. The location of the nearest dwellings is shown in Figure 22 and in Table 12.

Figure 22: Location of assessed residential properties (Source: Electrolight)

The maximum lighting limits for Environmental Zone A3 during the pre-curfew and post-curfew periods, as set out in AS 4282-2019, is shown in the table below.

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

Table 11: Maximum lighting limit (post-curfew)

Address	Zone
11 Bruce Street	A3
14 Bruce Street	A3
26 Federal Avenue	A3
90 Liverpool Road	A3
92 Liverpool Road	A3
123 Carlton Crescent	A3
124 Carlton Crescent	A3
125 Carlton Crescent	A3
126 Carlton Crescent	A3
127 Carlton Crescent	A3

Table 12: Table of residential receivers (Source: Electrolight)

The LIA modelled the light spill from the proposed sign based on the proposed maximum night-time illumination level of 200 cd/sqm. It is noted that some of the residential properties are shielded by mature vegetation which will obstruct any spill light from the sign. Notwithstanding, the model results presented in the LIA are provided on the assumption that there was no vegetation present at the site, in accordance with AS 4282-2019.

The modelling finds the nearest potentially affected residential dwellings will receive a maximum luminance level 0.45 lux during the post-curfew which is below the maximum vertical illumination level of 2 lux. Consequently, the sign demonstrates an acceptable level of compliance with the maximum night time illumination criteria specified under AS 4282-2019.

5.2.3 Illumination summary

The LIA recommends the Applicant ensure that the average luminance difference between successive images do not exceed 30 per cent to ensure compliance with AS 4282-2019 and for the dwell time to not exceed 10 seconds or greater. In summary, the LIA determines that the sign:

- the signage operator must 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
- the proposed pylon signage has been found to comply with all relevant requirements of AS 4282- 2019 Control of the Obtrusive Effects of Outdoor Lighting.
- the proposed signage should not cause any reduction in visual amenity to nearby residences or accommodation

5.3 Heritage

There are two heritage items and one Heritage Conservation Area within the vicinity of the site as listed by Schedule 5 of the Ashfield LEP 2013, these include:

- ‘House’, No. 11 Bruce Street, Ashfield. Item Number 50
- ‘Three houses’, Nos. 112, 113 and 114 Carlton Crescent, Summer Hill. Item Number 483
- ‘Federal-Fyle Heritage Conservation Area, Ashfield. Item Number C13

Figure 23: Heritage locality map (Base Source: Nearmaps)

Item number 50 is located northwest of the site by approximately 70m. There is limited visibility between the item and the sign due to dense vegetation and fencing. Furthermore, visual impacts are minimised as the sign is orientated towards the southwest reducing visual aspect towards the site.

Item number 483 is located southeast of the site by approximately 100m. There is limited visibility between the item and site due to vegetation and fencing. Nos. 114 and 116 Carlton Crescent have little or no visibility from the public domain due to dense vegetation within their boundaries and screening the railway corridor.

Item number C13 is located to the northwest of the site by approximately 60m. The Conservation Area is highly visible from the site and vice versa. The most immediate element located within the vicinity of the site is Bruce Street Reserve, to the northwest, which is characterised by established native trees and lawn. Vegetation within the reserve effectively block view from the site of any built structures that make up the Conservation Area.

The visual impact of the sign on these heritage items and conservation areas is minor given the urbanised context of the locality. A HIS at Appendix 6 outlines the proposal impact is minimal for the following reasons:

- there will be no impact on the fabric of the item. The site lies well outside the curtilage of the surrounding items and conservation area
- the proposed signage will be sufficiently separated from the items and conservation area so that it is not viewed, from the public domain, as being in conjunction with it
- the proposed signage will not block significant view corridors towards surrounding items and conservation areas. The site is located well outside these view corridors
- the proposed signage will be consistent with the setting of the items and conservation area, as a busy commercial corridor with existing advertising signage
- where visible from the items and conservation area, the proposed signage will provide for a more visually interesting element within the public domain without detracting from the character of the items/conservation area
- the images will be static and not animated, which is consistent with Part 10 of the Inner West Comprehensive Development Control Plan 2016 which permits illuminated signage
- the proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the items or conservation area

5.4 Visual Impacts

A detailed Visual Impact Assessment (VIA) prepared by Keylan is included at Appendix 7. The VIA assesses the impact of the proposed installation and operation of a new freestanding digital advertising sign on the south-eastern aspect of the Hume Highway overpass, located in Ashfield.

The VIA considers 7 viewpoints from a variety of locations including surrounding residential receivers, mixed use locations and public open space. The viewpoints are identified in Figure 24. The assessment of viewpoints concludes that visual impacts from most locations within the immediate vicinity were minimal due to:

- the sign does not result in visual clutter given the rationalisation of signage in the area is proposed
- the signs' location within the transport corridor is appropriate and has low impact on the residences located immediately west, southwest and south-east
- the visual impact of the sign on pedestrians is low given the locality is a highly urbanised precinct that supports, commercial spaces, entertaining businesses and is transitioning into an urbanised precinct
- the sign does not impact the viewing rights of others

Overall, the VIA concludes the proposal will result in an acceptable visual impact on the surrounding locality.

Figure 24: Visual receivers locality map (Base Source: Nearmap)

Visual impact summary

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

- the proposal does not result in any visual clutter as the proposed seeks to rationalise existing signage on Hume Highway overpass
- the proposal has low visual impacts on the nearest residential development and item of heritage
- the presence of mature trees and vegetation along the road corridor will restrict views of the sign from surrounding land uses
- the installed digital advertising sign will enhance the visual interest of the Hume Highway overpass through the presentation of high resolution static digital advertisements
- the proposal would partially screen the existing unsightly safety barriers that are located along the railway corridor
- the proposal is considered appropriate for its setting, as it is located within an established major road corridor

5.5 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 that the advertising sign is proposed on a rail corridor
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive land uses as sign is appropriate located and orientated away from sensitive locations
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of Hume Highway 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 at Section 5.6.

5.6 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 the revenue generated by the proposed advertising signage will help fund essential Sydney Trains services to the benefit of the local community, including:

- benefit to the community including emergency messaging and announcements
- revenues to be directed by Sydney Trains into rail services and infrastructure projects
- emergency messaging and public service announcements (including alerts by NSW Government, Emergency Services and Police)
- community event announcements, including Sydney Trains, NSW Trains and TfNSW promotion and events (5min per hour dedicated to Sydney Trains)

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 in the future be available to Sydney Trains and other NSW Government agencies such as NSW Police, NSW Health and Transport for NSW.

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 installation of a new digital advertising sign on the south-eastern of Hume Highway overpass in Ashfield.

The sign is proposed to comprise an advertising display area of approximately 14.93m^2. The sign will be visible to motorists travelling northeast on Hume Highway.

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

- meets the objectives 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 Hume Highway
- 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 Drawings

Appendix 3

Signage Safety Assessment

Appendix 4

Lighting Impact Assessment

Appendix 5

Public Benefit Statement

Appendix 6

Heritage Impact Statement

Appendix 7

Visual Impact Statement

Appendix 8

Survey Plan