

## Industry and Employment SEPP & Transport Corridor Advertising and Signage Guidelines Assessment

### 1 Industry and Employment SEPP Assessment

Industry and Employment SEPP Provision	Comment	Compliance
3.1 Aims, objectives etc.		
<p>(1) <i>This Chapter aims:</i></p> <p>(a) <i>To ensure that signage (including advertising):</i></p> <p>(i) <i>is compatible with the desired amenity and visual character of an area, and</i></p> <p>(ii) <i>provides effective communication in suitable locations, and</i></p> <p>(iii) <i>is of high quality design and finish, and</i></p> <p>(b) <i>to regulate signage (but not content) under part 4 of the Act, and</i></p> <p>(c) <i>to provide time-limited consents for the display of certain advertisements, and</i></p> <p>(d) <i>to regulate the display of advertisements in transport corridors, and</i></p> <p>(e) <i>to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</i></p> <p>(2) <i>This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.</i></p>	<p>The proposed modification will not change the location, orientation or height of the approved signage panels and pole structure.</p> <p>Therefore, the sign as modification will continue to:</p> <ul style="list-style-type: none"> <li>• remain compatible with the surrounding area</li> <li>• provide effective communication</li> <li>• be of high quality design and finish</li> </ul> <p>The proposal will continue to be assessed and regulated under Part 4 of the EP&amp;A Act and will be appropriately managed by the Minister of Planning and Homes (minister) conditions of consent.</p> <p>The approved duration of consent for the proposal will continue to be controlled by section 3.12 of the SEPP and will be consistent with the Minister's conditions of consent.</p> <p>The sign as modified will not present any significant road safety issues and is not expected to compromise road safety in its vicinity. The proposal is also regulated against the Guidelines.</p> <p>The sign as modified will continue to demonstrate public benefit by providing a revenue stream for the State Government and by providing important information to</p>	Yes

Industry and Employment SEPP Provision	Comment	Compliance
	<p>customers in special events and circumstances.</p> <p>The original assessment approved under DA 10660 and assessed against this subsection of the SEPP will remain relevant and is not expected to change as a result of this modification.</p>	
<b>3.2 Definitions</b>		
	<p>The proposal as modified will continue to constitute an advertisement to which Part 3 of the SEPP applies.</p> <p>The Central Coast Highway is a State classified road (No. 30 under the <i>Roads Act 1993</i>.</p> <p>The proposal as modified will continue to constitute a freestanding advertisement on railway corridor land.</p>	Yes
<b>3.6. Granting of consent to signage</b>		
<p><i>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:</i></p> <p>(a) <i>that the signage is consistent with the objectives of this Chapter as set out in section 3.1 (1) (a), and</i></p> <p>(b) <i>that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</i></p>	<p>An assessment against section 3.1 (1) (a) is provided above.</p> <p>An assessment against Schedule 1 of SEPP 64 (now Schedule 5 of the Industry and Employment SEPP) is provided in the approved development application (DA 10660).</p> <p>The original assessment against Schedule 1 of SERPP 64 (now Schedule 5 of the Industry and Employment SEPP) approved under DA 10660 will remain relevant and is not expected to change as a result of this modification.</p>	Yes
<b>3.7. Advertisements to which this Part applies</b>		
<p>(1) <i>This Part applies to all signage to which this Chapter applies, other than the following:</i></p> <p>(a) <i>business identification signs,</i></p> <p>(b) <i>building identification signs,</i></p> <p>(c) <i>signage that, or the display of which, is exempt development</i></p>	<p>The proposal as modified will continue to constitute an advertisement under the provisions of Part 3.3.</p>	Yes

Industry and Employment SEPP Provision	Comment	Compliance
<p><i>under an environmental planning instrument that applies to it,</i></p> <p><i>(d) signage on vehicles.</i></p> <p><i>(2) Despite subsection (1) (d), section 3.26 applies to signage on a trailer (within the meaning of the Road Transport Act 2013).</i></p>		
<b>3.8. Prohibited advertisements</b>		
<p><i>(1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:</i></p> <ul style="list-style-type: none"> <li><i>environmentally sensitive area</i></li> <li><i>heritage area (excluding railway stations)</i></li> <li><i>natural or other conservation area</i></li> <li><i>open space</i></li> <li><i>waterway</i></li> <li><i>residential (but not including a mixed residential and business zone, or similar zones)</i></li> <li><i>scenic protection area</i></li> <li><i>national park</i></li> <li><i>nature reserve</i></li> </ul> <p><i>(2) This section does not apply to the following:</i></p> <p><i>(a) the Mount Panorama Precinct,</i></p> <p><i>(b) the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.</i></p>	<p>The original assessment approved under DA 10660 and assessed against this subsection of the SEPP will remain relevant as only the pole section of the structure is expected to move by 4m and will not move the sign into any of the named prohibited areas.</p> <p>It is noted that as the proposed sign is on behalf of Sydney Trains and is located within a railway corridor, it is permissible with consent under Chapter 3, Section 3.14 of SEPP Industry and Employment.</p>	Yes
<b>3.10. Consent authority</b>		
<p><i>For the purposes of this Chapter, the consent authority is:</i></p> <p><i>(a) the council of a local government area in the case of an advertisement displayed in the local government area (unless paragraph (c), (d) or (e) applies), or</i></p> <p><i>(b) TfNSW in the case of an advertisement displayed on a vessel, or</i></p>	<p>In accordance with Section 3.10(c), the Minister will remain the consent authority for the proposal as it is on behalf of Sydney Trains on a railway corridor.</p>	Yes

Industry and Employment SEPP Provision	Comment	Compliance
<p>(c) <i>the Minister for Planning in the case of an advertisement displayed by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor, or</i></p> <p>(d) <i>the Minister for Planning in the case of an advertisement displayed by or on behalf of RMS on -</i></p> <p style="padding-left: 20px;">(i) <i>a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or</i></p> <p style="padding-left: 20px;">(ii) <i>a bridge constructed by or on behalf of RMS on any road corridor, or</i></p> <p style="padding-left: 20px;">(iii) <i>land that is owned, occupied or managed by TfNSW, or</i></p> <p>(e) <i>the Minister for Planning in the case of an advertisement displayed on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</i></p>		
<b>3.11 Matters for consideration</b>		
<p>(1) <i>A consent authority (other than in a case to which subsection (2) applies) must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires:</i></p> <p style="padding-left: 20px;">(a) <i>is consistent with the objectives of this Chapter as set out in subsection 3.1 (1) (a), and</i></p> <p style="padding-left: 20px;">(b) <i>has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</i></p> <p style="padding-left: 20px;">(c) <i>satisfies any other relevant requirements of this Chapter.</i></p> <p>(2) <i>If the Minister for Planning is the consent authority or section 3.16 or 3.22 applies to the case, the consent authority must not grant consent to an</i></p>	<p>The proposal as modified will continue to satisfy the objectives detailed in Section 3.11(1) as the modification is considered minor and is not expected to change how the proposal is assessed against the named EPIs.</p> <p>Section 3.16 will continue to apply however the proposed modification is not expected to change the design and road safety aspects of the approved Development Consent (DA 10660) as the signage panels will remain unchanged and the minor relocation relates only to the pole section of the structure which will move by 4m.</p>	<p>Yes</p>

Industry and Employment SEPP Provision	Comment	Compliance
<p><i>application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires:</i></p> <p>(a) <i>is consistent with the objectives of this Chapter as set out in subsection 3.1(1)(a), and</i></p> <p>(b) <i>has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and in the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of</i></p> <p style="padding-left: 20px;">(i) <i>design, and</i></p> <p style="padding-left: 20px;">(ii) <i>road safety, and</i></p> <p style="padding-left: 20px;">(iii) <i>the public benefits to be provided in connection with the display of the advertisement, and</i></p> <p>(c) <i>satisfies any other relevant requirements of this Chapter.</i></p> <p>(3) <i>In addition, if section 3.16 or 3.22 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.</i></p>	<p>The Applicant will remain committed to the provision of funding towards essential Sydney Trains services to the benefit of the local community.</p>	
<b>3.12 Duration of consents</b>		
<p>(1) <i>A consent granted under this Part ceases to be in force:</i></p> <p style="padding-left: 20px;">(a) <i>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, or</i></p> <p style="padding-left: 20px;">(b) <i>if a lesser period is specified by the consent authority, on the expiration of the lesser period.</i></p> <p>(2) <i>The consent authority may specify a period of less than 15 years only if:</i></p> <p style="padding-left: 20px;">(a) <i>before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or</i></p>	<p>It is acknowledged that any consent granted for the application would expire 15 years after the date on which the consent becomes effective.</p>	<p>Yes</p>

Industry and Employment SEPP Provision	Comment	Compliance
<p>(b) <i>the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or</i></p> <p>(c) <i>the specification of a lesser period is required by another provision of this Policy.</i></p>		
<b>3.14 Transport corridor land</b>		
<p>(1) <i>Despite section 3.8 (1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases</i></p> <p><i>permissible with development consent in the following cases:</i></p> <p>a. <i>the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,</i></p> <p>b. <i>the display of an advertisement by or on behalf of TfNSW on:</i></p> <p>(i) <i>a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or</i></p> <p>(ii) <i>a bridge constructed by or on behalf of TfNSW on any road corridor, or</i></p> <p>(iii) <i>land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,</i></p> <p>c. <i>the display of an advertisement on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</i></p>	<p>(1) In accordance with section 3.14 (1)(a), the proposal as modified will remain permissible with development consent as the application is for the display of an advertisement on behalf of Sydney Trains on a rail corridor.</p> <p>(2) In accordance with section 3.14(2), the Minister may appoint a design review panel to provide advice concerning the design quality of the proposal.</p> <p>(3) In accordance with section 3.14(3), Council will be formally advised of the modification to the approved development application (DA 10660) as part of DPE's assessment.</p> <p>(4) In accordance with subsection 3.14(4), an assessment against Schedule 1 of SEPP 64 (now Schedule 5 of the Industry and Employment SEPP) provided in the approved Development Consent (DA 10660) remains relevant as the subject modification is not expected to change the location, orientation or height of the approved signage panels and only</p>	<p>Yes</p>



Industry and Employment SEPP Provision	Comment	Compliance
<p>(2) <i>Before determining an application for consent to the display of an advertisement in such a case, the Minister for Planning may appoint a design review panel to provide advice to the Minister concerning the design quality of the proposed advertisement.</i></p> <p>(3) <i>The Minister must not grant consent to the display of an advertisement in such a case unless:</i></p> <p>(a) <i>the relevant local council has been notified of the development application in writing and any comments received by the Minister from the local council within 28 days have been considered by the Minister, and</i></p> <p>(b) <i>the advice of any design review panel appointed by the Minister has been considered by the Minister, and</i></p> <p>(c) <i>the Minister is satisfied that the advertisement is consistent with the Guidelines.</i></p> <p>(4) <i>This section does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines.</i></p>	<p>the pole structure is proposed to move by 4m. Thus, the original assessment approved under DA 10660 against this criteria remains relevant and is not expected to change.</p>	
<b>3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground</b>		
<p>(1) <i>This section applies to an advertisement:</i></p> <p>(a) <i>that has a display area greater than 20 square metres, or</i></p> <p>(b) <i>that is higher than 8 metres above the ground.</i></p> <p>(2) <i>The display of an advertisement to which this section applies is advertised development for the purposes of the Act.</i></p> <p>(3) <i>The consent authority must not grant consent to an application to display an advertisement to which this section applies unless:</i></p> <p>(a) <i>the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is</i></p>	<p>This section applies as the proposal has panels with display areas of 39.95m<sup>2</sup> each and the sign is 15m above ground. The height and area are not proposed to change under this modification.</p> <p>An assessment against Schedule 1 of SEPP 64 (now Schedule 5 of the Industry and Employment SEPP) as approved by Development Consent (DA 10660) remains relevant as the subject modification will not change the location, orientation or height of the approved signage panels and only the pole</p>	<p>Yes</p>

Industry and Employment SEPP Provision	Comment	Compliance
<p><i>satisfied that the proposal is acceptable in terms of its impacts, and</i></p> <p><i>(b) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies.</i></p>	structure is proposed to move by 4m.	
<b>3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road</b>		
<p><i>(1) This section applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.</i></p> <p><i>(2) The consent authority must not grant development consent to the display of an advertisement to which this section applies without the concurrence of TfNSW.</i></p> <p><i>(3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration:</i></p> <p><i>(a) the impact of the display of the advertisement on traffic safety, and</i></p> <p><i>(b) the Guidelines.</i></p> <p><i>(c) (Repealed)</i></p> <p><i>(4) If TfNSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15 (2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.</i></p> <p><i>(5) Nothing in this section affects section 3.14.</i></p> <p><i>(6) This section does not apply when the Minister for Planning is the consent authority.</i></p>	<p>The proposal modification will not change the advertising display area of the approved sign under DA 10660. The sign as modified will continue to be located within 250 metres of and is visible from, a classified road.</p> <p>However, this section does not apply per sub-section (6) as the Minister for Planning is the consent authority.</p>	Yes
<b>3.17 Advertising display area greater than 45 square metres</b>		
<p><i>The consent authority must not grant consent to the display of an advertisement with an advertising display area greater than 45 square metres unless—</i></p> <p><i>(a) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or</i></p> <p><i>(b) in the case of the display of an advertisement on transport corridor</i></p>	Section 3.17 does not apply as the proposal has advertising panels with display areas of less than 45m <sup>2</sup> .	Yes



Industry and Employment SEPP Provision	Comment	Compliance
<i>land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.</i>		
<b>3.18 Location of certain names and logos</b>		
<p>(1) <i>The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.</i></p> <p>(2) <i>If the advertising display area has no border or surrounds, any such name or logo is to be located:</i></p> <p>(a) <i>within the advertisement, or</i></p> <p>(b) <i>within a strip below the advertisement that extends for the full width of the advertisement.</i></p> <p>(3) <i>The area of any such name or logo must not be greater than 0.25 square metres.</i></p> <p>(4) <i>The area of any such strip is to be included in calculating the size of the advertising display area.</i></p>	The proposed modification will not change the design of the approved advertising panels and a compliant operator logo will continue to be located within the monopole structure on a strip below.	Yes
<b>3.21 Freestanding advertisement</b>		
<p>(1) <i>The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.</i></p> <p>(2) <i>This section does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under section 3.13.</i></p>	The original assessment against this subsection of the SEPP approved under DA 10660 and provided in Additional Information Requests following lodgement of the application will remain relevant as only the pole section of the structure is proposed to move as part of the modification. Therefore, the advertising panels will not change by way of location, orientation or size.	Yes

## 2 Transport Corridor Advertising and Signage Guidelines Assessment

### 2.1 Land Use Compatibility Criteria – Transport Corridor Advertising

Land Use Compatibility Criteria	Response	Compliance
i. <i>The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP.</i>	<p>The proposed modification will not change the location, orientation or height of the approved signage panels and only the pole section of the approved sign is proposed to change.</p> <p>Therefore, the land use objectives are not expected to change as part of this modification and the original assessment approved under DA 10660 and assessed against this criteria will remain relevant.</p>	Yes
ii. <i>Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:</i> <ul style="list-style-type: none"> <li>• <i>environmentally sensitive area</i></li> <li>• <i>heritage area (excluding railway stations)</i></li> <li>• <i>natural or other conservation area</i></li> <li>• <i>open space (excluding sponsorship advertising at sporting facilities in public recreation zones)</i></li> <li>• <i>waterway</i></li> <li>• <i>residential area (but not including a mixed residential and business zone, or similar zones)</i></li> <li>• <i>scenic protection area</i></li> <li>• <i>national park or nature reserve.</i></li> </ul>	<p>The proposed modification will not change the location, orientation or height of the approved signage panels and only the pole section of the approved sign is proposed to change.</p> <p>Therefore, the proposed modification will not cause the signage structure to detract from the visual quality the named locations and the original assessment approved under DA 10660 and assessed against this criteria will remain relevant.</p>	Yes
iii. <i>Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.</i>	<p>The proposed modification will not change the location, orientation or height of the approved signage panels and only the pole section of the approved sign is proposed to change.</p> <p>Therefore, the proposed modification will not cause the signage structure to dominate or protrude significantly above the skyline and the original assessment approved under DA 10660 and assessed against this criteria will remain relevant.</p>	Yes

Land Use Compatibility Criteria	Response	Compliance
	It is noted that responses to Additional Information Requests provided by the Applicant following the lodgement of the original application also address this criteria.	
iv. <i>Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.</i>	<p>The proposed modification will not change the location, orientation or height of the approved signage panels and only the pole section of the approved sign is proposed to change.</p> <p>Therefore, the proposed pole relocation by 4m will not affect any heritage values and the original assessment approved under DA 10660 against this criteria will remain relevant.</p>	Yes
v. <i>Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.</i>	<p>The proposed modification will not change the location, orientation or height of the approved signage panels and only the pole section of the structure will move by 4m.</p> <p>Therefore, the proposed modification will not cause the sign to be perceived differently in regard to the site context and surrounds. Thus, the original assessment approved under DA 10660 against this criteria will continue to remain relevant as it adequately addresses the context of the signage structure in relation to other built form.</p> <p>It is noted that responses to Additional Information Requests provided by the Applicant following the lodgement of the original application also address this criteria.</p>	Yes

Table 1: Land Use Compatibility Criteria – Signage Guidelines

## 2.2 Digital Sign Criteria

Design Sign Criteria	Comment	Compliance
a. <i>Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below</i>	<p>The proposed modification will not change the advertising panels.</p> <p>Therefore, the proposal is considered to remain compliant with this criteria and the advertising panels will abide by the minimum dwell time and be displayed appropriately.</p>	Yes

Design Sign Criteria	Comment	Compliance
b. <i>Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.</i>	<p>The proposed modification will not change the advertising panels.</p> <p>Therefore, the proposal is considered to remain compliant with this criteria will be managed appropriately so to comply with the requirements for message sequencing.</p>	Yes
c. <i>The image must not be capable of being mistaken:</i> i. <i>For a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device.</i> ii. <i>As text providing driving instructions to drivers.</i>	<p>The proposed modification will not change the location, orientation or height of the approved signage panels and the pole structure will remain at the approved height.</p> <p>Therefore, the proposal will remain substantially the same and will not be capable of being mistaken for a traffic control device or as text providing driving instructions to drivers.</p>	Yes
d. <i>Dwell times for image display must not be less than:</i> i. <i>10 seconds for areas where the speed limit is below 80km/h</i> ii. <i>25 seconds for areas where the speed limit is 80km/h and over</i>	<p>The proposed modification will not change the advertising panels.</p> <p>Therefore, the proposal is considered to remain compliant with this criteria and the approved dwell time of 10 seconds will remain.</p>	Yes
e. <i>The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.</i>	<p>The proposed modification will not change the advertising panels.</p> <p>Therefore, the proposal is considered to remain compliant with this criteria and the approved transition time of 0.1 seconds will remain.</p>	Yes
f. <i>Luminance levels must comply with the requirements in Section 3 below.</i>	<p>The proposed modification will not change the advertising panels and therefore luminance levels approved as part of the original Development Consent (DA 10660) will remain.</p>	Yes
g. <i>The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.</i>	<p>The proposed modification does not propose to change the advertising panels.</p> <p>Therefore, the proposal is considered to remain compliant with this criteria and the signage content will comply with the original</p>	Yes

Design Sign Criteria	Comment	Compliance
	conditions of consent under DA 10660.	
<i>h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).</i>	<p>The proposed modification does not propose to change the advertising panels.</p> <p>Therefore, the proposal is considered to remain compliant with this criteria and the signage content will comply with the original conditions of consent under DA 10660 and text and information will be kept to a minimum.</p>	Yes
<i>i. Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.</i>	The proposal will not be visible from a school zone.	Yes
<i>j. Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.</i>	<p>The proposed modification does not propose to change the advertising panels.</p> <p>Therefore, the merits assessed and approved under DA 10660 will remain relevant.</p>	Yes
<i>k. At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.</i>	This requirement is noted.	Yes

Table 2: Digital Sign Criteria – Signage Guidelines

### 2.3 Freestanding Advertisements Criteria

Freestanding Signage Criteria	Response	Compliance
<i>a. The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies, when viewed from ground level within a visual catchment of 1km. Note: This impact should be measured from the vehicle approach</i>	<p>The proposed modification will not change the location, orientation or height of the approved signage panels and the pole structure will remain at the approved height.</p> <p>Therefore, the proposed modification will not cause the</p>	Yes

Freestanding Signage Criteria	Response	Compliance
<i>location and any other critical viewpoints.</i>	<p>signage structure to dominate or protrude significantly above the skyline and the original assessment approved under DA 10660 and assessed against this criteria will remain relevant.</p> <p>It is noted that responses to Additional Information Requests provided by the Applicant following the lodgement of the original application also address this criteria and provide detailed visual modelling and an assessment of the visual impacts of the signage structure.</p>	
<i>b. For a freestanding advertisement greater than 45sqm that requires consent from local council, a DCP must be in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct.</i>	The proposed signage panels measure less than 45m <sup>2</sup> each.	Yes
<i>c. Where the sign is in a transport corridor a landscape management plan may be required as part of the DA approval for a freestanding advertisement. This may include requirements to provide appropriate vegetation behind and adjacent to the advertising structure to minimise unintended visual impacts. Landscaping should include trees, shrubs and ground covers to provide adequate screening, softening, colour, soil stabilisation and weed reduction.</i>	<p>The sign is located in a transport corridor and the proposed modification proposes to relocate the pole section of the signage structure to the north by 4m within this corridor.</p> <p>However, as there is no vegetation located at the immediate site location, the movement of the sign by 4m is not expected to impact on any vegetation. Therefore, there is no need for any ongoing vegetation management.</p>	Yes

Table 3: Freestanding signage Criteria – Signage Guidelines