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Revised Statement of Environmental Effects

MARCH 2023

M2 Motorway Beecroft Road Overpass Digital Signage and Associated Works

Prepared For
Manboom Signage Partnership Pty Ltd

Prepared by
Urban Concepts

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Contents

1.	INTRODUCTION	5
1.1.	Supporting Documentation.....	6
1.2.	M2 Motorway Signage Strategy.....	7
1.3.	Pre Lodgment Consultation	9
1.4.	LED Technology and its Application for Outdoor Advertising.....	11
1.5.	Relevant Digital Advertising Planning Controls	12
1.6.	Section 138 Roads Act 1993.....	12
2.	SITE AND ENVIRONMENTAL DESCRIPTION & CONTEXT	13
2.1.	The Site	13
2.2.	Surrounding Land Uses and Visual Context	16
2.3.	M2 Route Context.....	22
2.4.	M2 Urban Design Strategy	22
2.5.	Heritage Significance	24
2.6.	Road and Traffic Context.....	27
3.	DESCRIPTION OF PROPOSED WORKS.....	31
3.1.	Overview	31
3.2.	Content Management, LED Technology and Operation.....	32
3.3.	Illumination.....	33
3.4.	Public Benefit Proposal	35
3.5.	Traffic Safety	37
4.	STATUTORY COMPLIANCE.....	38
4.1.	Introduction.....	38
4.2.	Chapter 3 Industry & Employment State Environmental Planning Policy 2021	38
4.3.	State Environmental Planning Policy (Transport and Infrastructure) 2021	67
4.4.	Local Planning Provisions.....	69
5.	ENVIRONMENTAL ASSESSMENT	76
5.1.	Section 4.15 (1) (a) Environmental Planning Instruments, Proposed Instruments, DCPs, Planning Agreements and the Regulations	76
5.2.	Section 4.15 (1) (b) Other Impacts of the Development.....	77

5.3 Section 4.15 (1) (c) Suitability of the Site for the Development.....	80
5.4 Section 4.15 (e) Public Interest.....	81
6. CONCLUSION & RECOMMENDATION	82
Appendices	
Appendix A Legal Advice	84
Appendix B Development Application Plans and Photomontage.....	88
Appendix C Bitzios Consulting Traffic Safety Assessment.....	91
Appendix D Electrolight Lighting Impact Assessment.....	172
Appendix E Correspondence to Hornsby Council.....	189
Appendix F Heritage Impact Assessment Prepared by Sue Rosen Associates.....	194

1. INTRODUCTION

This Statement of Environmental Effects (SEE) has been prepared to accompany a Development Application (DA) for a new digital advertising sign and associated cladding works on the eastern elevation of the Beecroft Road Road overpass on the Hills M2 Motorway (M2) at Cheltenham. This SEE has been prepared by Urban Concepts on behalf of the Applicant, Manboom Signage Partnership Pty Ltd (Manboom).

The M2 is owned by the NSW State Government Agency Transport for NSW (TfNSW). The Hills Motorway Limited and the Transurban Group manage and operate the M2 on behalf of the NSW Government. In 1999, Hills Motorway Limited entered into an agreement with the former NSW Roads and Traffic Authority (NSW RTA) to display advertising along the M2. In the same year, the former RTA authorised Transurban to licence the advertising rights to the M2 Corridor to Manboom. Under this agreement up to forty five (45) advertising faces can be displayed along the 21 kilometre corridor. A letter from Transurban confirming their agreement and authorising Manboom to progress this DA is submitted under separate cover.

The M2 Corridor Land is classified as Transport Corridor Land under Chapter 3 of the Industry and Employment State Environmental Planning Policy 2021 (IESEPP 2021). The NSW Minister for Planning is the Consent Authority for this DA pursuant to Clause 3.10 of Chapter 3. The NSW Department of Planning and Environment (NSW DPE) will assess the DA on behalf of the Minister.

The site of the proposed digital sign, is zoned SP2 Special Infrastructure (Classified Road) under the Hornsby Local Environmental Plan 2013 (HLEP 2013). Signage is a prohibited land use in the SP2 Zone. This application is submitted under the provisions of Clause 3.14(1)(c) of Chapter 3 which enables an advertisement to be displayed on M2 Corridor land notwithstanding it is prohibited in the land use zone that applies to the site under another environmental planning instrument. Legal advice confirming that the provisions of Clause 3.14(1)(c) can be relied upon for this application is provided in Appendix A of this SEE. Clause 3.14 in its entirety is reproduced below:

3.14 Transport Corridor Land

- (1) Despite section 3.8(1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases—*
 - (a) the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,*
 - (b) the display of an advertisement by or on behalf of TfNSW on—*
 - (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*
 - (ii) a bridge constructed by or on behalf of TfNSW on any road corridor, or*
 - (iii) land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,*
 - (c) 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.*
- (2) 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.*
- (3) The Minister must not grant consent to the display of an advertisement in such a case unless—*
 - (a) the advice of any design review panel appointed by the Minister has been considered by the Minister, and*
 - (b) the Minister is satisfied that the advertisement is consistent with the Guidelines*

(4) This section does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines.

The proposed digital screen will be fully contained within the profile of the overpass bridge elevation. The total active advertising display area of the digital screen will be 12.58 metres x 3.30 metres which equates to an advertising display area of 41.51 square metres (41.76 square metres inclusive of a logo). A description of the proposed digital advertisement together with details of its intended operation are detailed in Section 3 of this SEE.

This SEE addresses the statutory requirements and the broader planning and environmental considerations of relevance to this proposal as required under state and local planning instruments, including an assessment of the matters for consideration prescribed in Section 4.15(1) of the Environmental Planning and Assessment Act 1979.

The SEE Report format comprises the following sections:

- Section 1 This introduction, and background information on the signage strategy for the M2 Motorway and the application of digital technology by the Out Of Home (OOH) sector.
- Section 2 Site description and environmental context.
- Section 3 A description of the proposed works including the proposed LED screen, its operation, illumination levels, content management and the Public Benefit Proposal.
- Section 4 An assessment of the statutory compliance of the proposal against the relevant provisions of Chapter 3 and Schedule 5 of IESEPP 2021, the associated Transport Corridor Outdoor Advertising and Signage Guidelines 2017 and the Hornsby LEP 2013.
- Section 5 An assessment of the proposal pursuant to Section 4.15(1) of the Environmental Planning and Assessment Act 1979.
- Section 6 Conclusion and Recommendation for approval of the proposal works.

1.1. Supporting Documentation

This SEE should be read in conjunction with the following documentation:

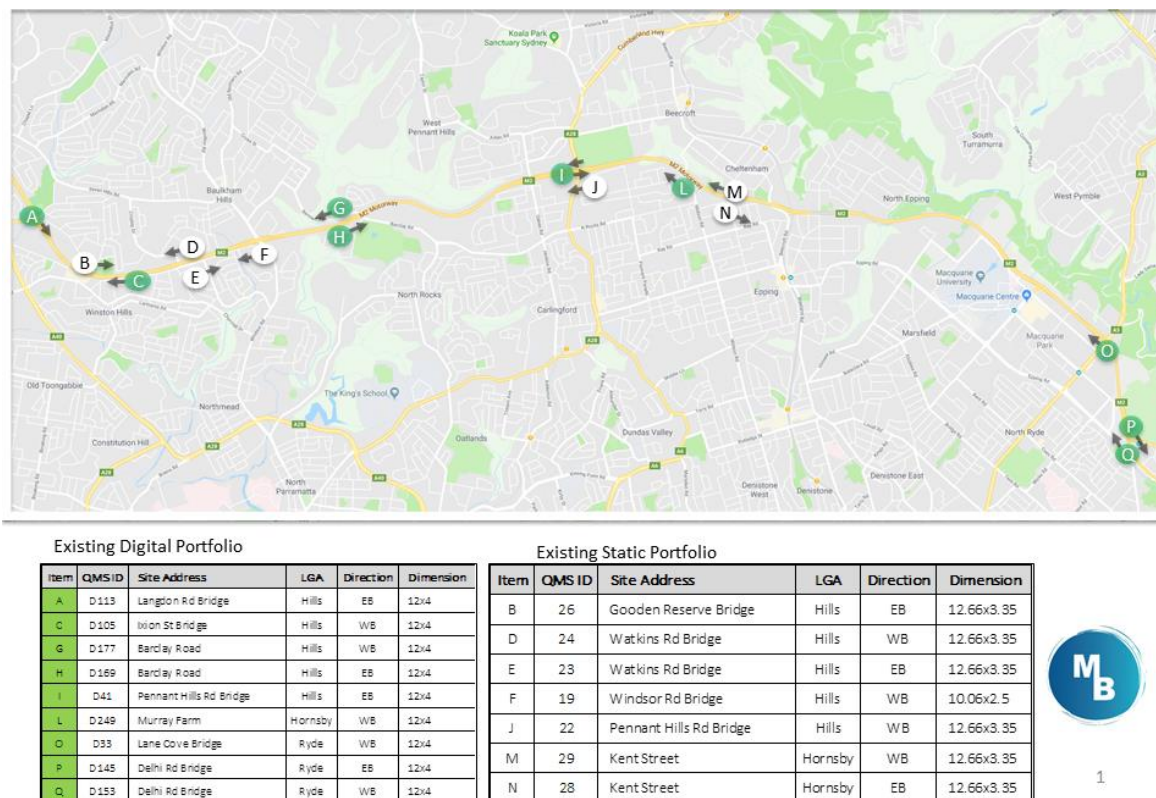
- Legal Advice confirming the application of Chapter 3 Clause 3.14 provisions detailed in Appendix A.
- Development Application Plans and Photomontages Prepared by Dennis Bunt Consulting Engineers detailed in Appendix B.
- Traffic Safety Assessment prepared by Bitzios Consulting detailed in Appendix C.
- Lighting Impact Assessment prepared by Electrolight detailed in Appendix D.
- Correspondence to Hornsby Shire Council in Appendix E.
- Heritage Impact Assessment prepared by Sue Rosen Associates in Appendix F.
- A letter providing land owners consent from TfNSW for the lodgment of the application which is submitted under separate cover.

1.2. M2 Motorway Signage Strategy

1.2.1. EXISTING ADVERTISING SIGNAGE

Currently there are sixteen (16) advertising signs along the length of the M2. Of these nine (9) are digital screens, and seven (7) are static light box signs. All of the signs regardless of whether they are digital or static lightboxes are illuminated 24 hours. All are located on the road bridges/overpasses that traverse the Motorway. Figure 1.1 details the location of the existing M2 advertising sites.

FIGURE 1.1
EXISTING M2 SIGNAGE LOCATIONS



Source: Manboom 2022

1.2.2. PROPOSED DIGITAL SIGNAGE

THE M2 DIGITAL SIGNAGE STRATEGY

Over the last year, Manboom and their consultants have undertaken detailed planning and site investigations across the M2 Corridor. These investigations have informed the preparation of this Stage 3 digital signage strategy for the Motorway. It is a continuation of the signage development strategy and follows the completion of extensive roadworks.

The digital strategy seeks to:

1. Achieve a balance between inbound and outbound signage locations.

At the present time, existing advertising sites along the corridor are concentrated in that part of the Motorway that falls within the Hills Shire. To enable advertisers to capture both long and short stay viewing audiences the strategy aims to correct this imbalance. It has identified additional advertising locations along those parts of the Motorway that are located in the City of Ryde, Hornsby Shire and Hills Shire Local Government Areas.

2. The ability to realise advertising rights in line with the 1999 agreement

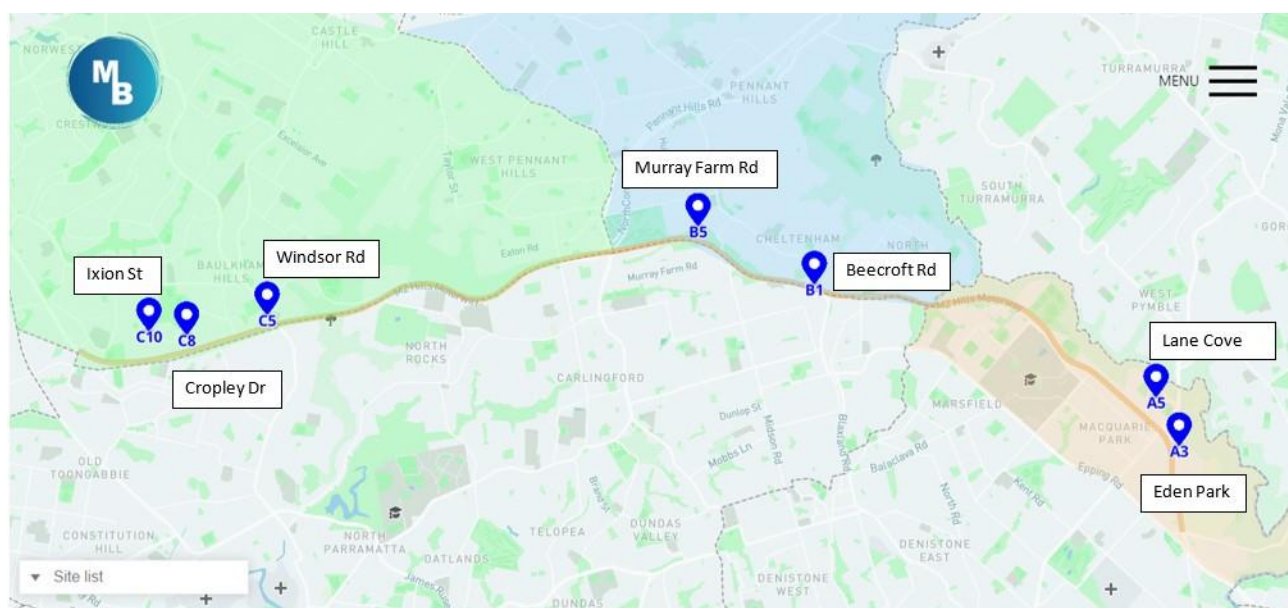
At the current time Manboom has developed sixteen (16) signage faces along the M2 corridor. This represents just 35 percent of the potential advertising sites available under the 1999 agreement. Manboom has identified an additional seven (7) sites to progress to development application. Should these signs be approved the total number of advertising faces along the Motorway would increase to twenty three (23) or 51 percent of the available take up, being twelve (12) inbound and eleven (11) outbound. Under the M2 Signage Strategy seven (7) sites will be retained as static light box faces to cater for advertisers who prefer static advertisements over digital co-location.

NEW ADVERTISING SITES BEING PROPOSED ALONG THE M2

The new digital advertising faces being proposed along the M2 Corridor are illustrated in Figure 1.2 and described in Table 1.1. Each of the proposed sites has been through an independent road safety assessment by Bitzios Consulting. As the Motorway is owned by TfNSW it has also undertaken a preliminary Traffic Safety Assessment of each site against the relevant traffic safety criteria prior to issuing land owners consent for the lodgment of this application.

FIGURE 1.2

PROPOSED DIGITAL SIGNAGE LOCATIONS



Location is approximate

Source: Manboom 2022

TABLE 1.1

PROPOSED NEW DIGITAL SIGNAGE LOCATIONS

NEW LOCATION	DIRECTION OF TRAVEL	LGA
Eden Gardens, Macquarie Park (freestanding sign)	Outbound	Ryde
Lane Cove Road Bridge	Inbound	Ryde
Beecroft Road, Cheltenham Bridge	Outbound	Hornsby
Murray Farm Road Bridge	Inbound	Hornsby
Windsor Road Bridge	Inbound	Hills Shire
Cropley Drive Bridge, Baulkham Hills	Inbound	Hills Shire
Ixion Street, Baulkham Hills	Inbound	Hills Shire

This site is the subject of this development application

Source: Compiled by Urban Concepts 2022

1.3. Pre Lodgment Consultation

1.3.1. Pre Application Consultation with the DPE

To facilitate the preparation of the application and to ensure that it thoroughly addressed matters of concern, a Pre Application Meeting was held with the NSW DPE on 25 May 2022. The key comments arising from that meeting are summarised in Table 1.2.

TABLE 1.2

MINUTES OF PRE APPLICATION MEETING WITH NSW DPE

MATTERS DISCUSSED	APPLICANT COMMENT
1. Planning Approval Pathway The DPE requested the Applicant confirm the ability to rely on Clause 3.14 for the approval pathway for the application.	The Applicant indicated that the land use of signage is a prohibited land use in the SP2 Zone that applies to the Motorway. Clause 3.14 of Chapter 3 enables an advertisement to be displayed on M2 corridor land notwithstanding it is prohibited in the land use zone that applies to the site under another environmental planning instrument. The Applicant has obtained legal advice that indicates the provisions of Clause 13.4 can be relied upon as the approval pathway for this application. The legal advice is reproduced in Appendix A.

<p>2. Bundling of Sites for Lodgment & Assessment</p> <p>The Department indicated that it would manage the assessment of the applications across two teams. One team would assess the applications that fall within the Ryde LGA and the other will assess the applications that fall within the Hills Shire and Hornsby LGA's.</p>	<p>Noted.</p>
<p>3. Pre Application Liaison with Ryde, Hills Shire and Hornsby Council.</p> <p>The Department supported the Applicant's intention to discuss the applications with the respective Council's notwithstanding that the Minister for Planning is the consent authority for these applications.</p>	<p>A pre-application meeting has been requested with each of the Councils. This application falls within the Hornsby Shire Council Local Government Area. Refer to letter to the Hornsby Shire Council in Appendix E.</p>
<p>4. The Public Benefit Offer</p> <p>The provisions of Chapter 3 require that the DA is accompanied by a Public Benefit Offer.</p> <p>The DPE recognises that there is an existing agreement between TfNSW and the respective local councils. Under this agreement Manboom pay an annual monetary contribution to TfNSW to satisfy the public benefit provisions associated with the existing signage along the M2. This contribution is then equally shared between each of the three Councils through which the M2 passes being City of Ryde Council, Hornsby Shire Council and Hills Shire Council.</p> <p>This monetary contribution will be increased to reflect the additional seven (7) signage faces being proposed along the Motorway pending their individual approval.</p>	<p>The Applicants Public Benefit Offer is explained in Section 3.4.1 of this SEE.</p>

1.3.2. Pre Application Consultation with Hornby Shire Council

The Applicant has written to Hornsby Shire Council and provided details of the proposal, and has offered a meeting. At the time of writing this SEE the meeting had not yet occurred. A copy of the correspondence that was sent to the Council is detailed in Appendix E.

1.3.3. Pre-Application Consultation with Transport for NSW

During the preparation of this application, the Applicant has consulted with the TfNSW Land Use Assessment and Network Safety Services teams. TfNSW has indicated that the application has passed a preliminary traffic safety review.

As TfNSW is the owner of the M2 Motorway, a letter granting land owners consent accompanies this DA under separate cover.

1.4. LED Technology and its Application for Outdoor Advertising

Outdoor advertising is a medium that relies on changeable signs or images. Traditional outdoor advertising billboards have involved the manual changing of copy using printed vinyl skins that are tensioned across support frames. Paint, paper and vinyl are the traditional materials used to display advertising copy. The introduction of digital technology has enabled new non-manual methods for changing static content to be developed, thereby eliminating the waste and landfill that these traditional advertising methods generate.

Since the advent of red, green and blue light emitting diodes in the mid 1990's, the outdoor advertising industry has begun using Light Emitting Diode (LED) technology for its outdoor displays. LED displays are commonly referred to as digital or electronic advertising panels. The application of the technology for out-of-home advertising displays is well advanced overseas and is fast gaining popularity in Australia.

Digital screens are not dissimilar to a regular static sign as they only display static images. The only real difference is the use of technology to change the advertising content which is changed more regularly. The time the static image appears on the screen is called the 'dwell time'. The technology results in a static image that is changed in accordance with a pre-determined play cycle. The proposed digital screen will adopt a dwell time of 25 seconds with a transition time between images of 0.1 seconds. The nominated dwell and transition times comply with the Transport Corridor Advertising and Signage Guidelines 2017 that have been prepared and adopted by the NSW DPE and TfNSW in conjunction with the Outdoor Media Association (OMA).

The digital LED display will not scroll, flash, flicker or feature movie or TV-style pictures. An operation management system will be in place to ensure that only static images are displayed. In the event that a malfunction occurs the digital screen will default to a blank black screen.

The application of digital technology for the purpose of advertising affords long-term benefits that cannot be derived from traditional light box displays. These benefits are:

- LED displays can be dimmed unlike traditional illuminated signs that are either turned on or off.
- The dimming ability of LED screens provides a greater level of control over ambient light levels in the night sky and removes the potential for unwanted light spillage.
- The horizontal and vertical viewing arcs of a digital screen are restricted, thereby providing greater control over a sign's visual and lighting impact.
- The ability to display a wide variety of content enables out of home companies to provide consent authorities with the opportunity to display community and civic related content which effectively improves the reach of public information campaigns.
- Improved occupational, health and safety outcomes as copy changes occur remotely and do not require contractors to work above the Motorway changing content every four (4) weeks.

1.5. Relevant Digital Advertising Planning Controls

State Environmental Planning Policy No. 64 (SEPP 64) was gazetted on 16 March 2001 and introduced a comprehensive range of provisions to ensure that advertising and signage is well located, compatible with the desired amenity of an area and is of a high quality and finish. SEPP 64 applied to all signage and advertisements that advertise or promote any goods, services or events and any structure that is used for the display of signage. On the 1 March 2022, the NSW Government incorporated the provisions of SEPP 64 into Chapter 3 and Schedule 5 of State Environmental Planning Policy (Industry and Employment 2021) (IESEPP 2021).

This application is being submitted under the provisions of Clause 3.14 of Chapter 3 which enables an advertisement to be displayed on M2 Corridor land notwithstanding it is a prohibited use in the SP2 Zone that applies to the site under the Hornsby LEP 2013.

In 2015, the NSW Government acting through the NSW DPE introduced the Draft Transport Corridor Advertising Signage Guidelines 2015 to provide direction on the application of digital technology for advertising signage. The draft Guidelines were publicly exhibited between December 2015 and February 2016 and formally adopted by the NSW DPE in November 2017. The Guidelines introduce traffic safety and illumination controls to ensure that the introduction of digital signs does not give rise to any adverse lighting or traffic safety impacts. A detailed assessment of the proposal against the relevant digital and design criteria is presented in Section 4 of this SEE.

Accordingly, Chapter 3 of the IESEPP 2021 and the Transport Corridor Advertising Signage Guidelines 2017 are the primary planning controls that apply to this project.

1.6. Section 138 Roads Act 1993

Section 138 of the Roads Act 1993 prohibits the erection of a structure or the carrying out of work in, on or over a 'Public Road' without the concurrence of TfNSW. The M2 Motorway is not considered a 'Public Road' by virtue of its declaration as a Tollway under the Roads Act 1993.

The Stage 3 digital signage strategy proposes fixing digital advertising signs onto some vehicle bridges that traverse the M2. These bridges are Lane Cove Road, Beecroft Road, Murray Farm Road, Windsor Road and Cropley Drive. These roads are considered 'Public Roads' under the Roads Act and require TfNSW concurrence. Consequently, under Division 4.8 of the EP&A Act 1979, the development applications that impact these roads constitutes 'Integrated Development'.

The other two (2) Stage 3 DA's that propose works to the Ixion Road pedestrian bridge and the freestanding advertising sign located on M2 road reserve land at Macquarie Park (referred to as the Eden Park Advertising sign), do not fall under the Roads Act and will not require concurrence from TfNSW. As such, these DA's do not constitute 'Integrated Development'.

2. SITE AND ENVIRONMENTAL DESCRIPTION & CONTEXT

2.1. The Site

The site for the installation of the digital screen is the Beecroft Road overpass at Cheltenham which is a major interchange on the Motorway with on and off ramps. The Motorway cutting sits below Beecroft Road. Beecroft Road is a Classified Road that in the vicinity of the site connects the Epping Town Centre in the south through to the Beecroft Town Centre in the north. Beecroft Road has a curved alignment.

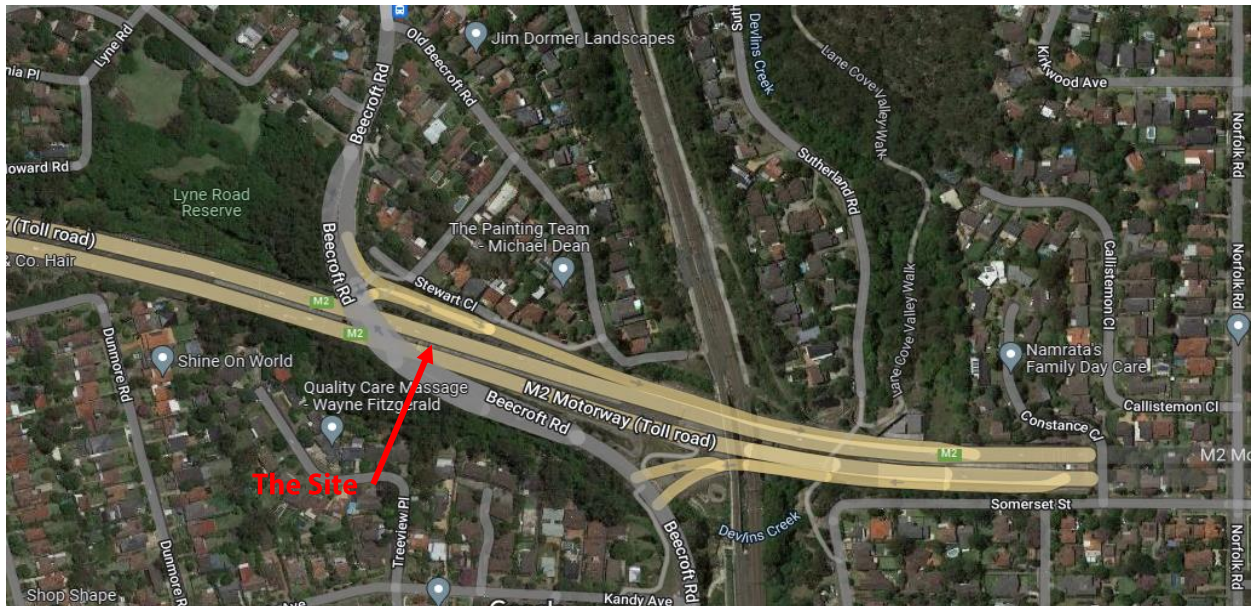
In the vicinity of the subject site, on the outbound journey along the Motorway, the motorist exits the Epping tunnel, then travels under the northern rail line overpass before reaching the Beecroft Road interchange.

Due to the cutting, its curved alignment, and the location of the on and off ramps the design of the overpass presents as an engineered structure and its configuration differs from the majority of the overpasses along the Motorway. In this respect on the eastern elevation it has a series of angled support beams that sit in front of the main bridge deck. These present to the motorist as monolithic raw concrete columns and beams. The proposed digital screen will be mounted on one of these beams. Refer Figures 2.2 and 2.3.

The Motorway infrastructure dominates the urban and streetscape setting of Beecroft Road. Acoustic barriers align the western side of Beecroft Road and frame each side of the on and off ramps. There is no pedestrian access to Beecroft Road on the eastern side. Traffic signals direct pedestrians to the footpath on the western side of the road. Refer Figure 2.4.

FIGURE 2.1

SITE LOCATION



Source: Google Maps 2022

FIGURE 2.2

SITE LOCATION EASTERN OVERPASS ELEVATION



Source: Google Maps April 2022

FIGURE 2.3

ALTERNATE VIEW OF EASTERN ELEVATION



Source: Google Maps April 2022

FIGURE 2.4
BEECROFT INTERCHANGE PEDESTRIAN CROSSING TO WESTERN FOOTPATH



Source: Urban Concepts 2022

2.2. Surrounding Land Uses and Visual Context

Beecroft Road traverses through the suburbs of Cheltenham and Epping in the Local Government Areas of Hornsby and Parramatta respectively where it passes over the M2 Corridor. The Motorway is the boundary between the Hornsby and the Parramatta Local Government Areas in this location. The site forms part of the Motorway infrastructure and sits fully within the Hornsby LGA.

On the southern side of the Motorway, Beecroft Road connects through to the Epping Town Centre. It traverses through a bushland reserve with low to medium density residential housing behind. The rail line also aligns Beecroft Road in this location and is elevated above the road reserve. The southern residential area has a contained view catchment and there are no direct views through to the Beecroft Road/ M2 interchange and the proposed site of the digital screen.

On the northern side of and immediately adjacent to the Motorway and its on-ramp is the low density residential area of Cheltenham that is accessed from Old Beecroft Road. This is an established area with single dwellings of mixed age and architectural character sitting within established gardens. Old Beecroft Road provides access to Stewart Close a 'No Through Road' that aligns the Motorway. Stewart Close provides access to a limited number of residential properties. Its alignment has been substantially altered by the construction of the Motorway and an acoustic barrier shields the residences that sit immediately adjacent to the on-ramp. Old Beecroft Road has also been terminated by the Motorway.

The dwellings in Stewart Close are perpendicular north-south to the road reserve. This means their rear gardens do not have views to the Motorway. It is their driveways, front gardens and porches that are orientated to the Stewart Close frontage. As the Motorway sits within a cutting, the majority of the dwellings do not have viewlines to the part of overpass where the digital screen is proposed to be located. The majority of dwellings are also situated behind the digital screen and do not have a line of sight to the overpass. For those dwellings that sit forward of the overpass the height of the existing acoustic barrier that aligns the Motorway on-ramp together with the street trees and landscaping in front of these homes filters direct view lines to the overpass.

Lynne Reserve sits to the north-west of Beecroft Road. There are no views of the proposed sign from the Reserve as its view catchments is contained by the bushland that frames the Motorway and Beecroft Road.

Parts of the surrounding bushland and residential areas fall within the Beecroft Cheltenham Heritage Conservation Area (HCA). The impact of the proposal on the HCA item is discussed in Section 2.5 of this report and the Heritage Impact Assessment in Appendix F.

Photographs of the surrounding areas are illustrated in Figures 2.5A-J.

FIGURE 2.5A
 VISUAL CATCHMENT OF SURROUNDING AREA



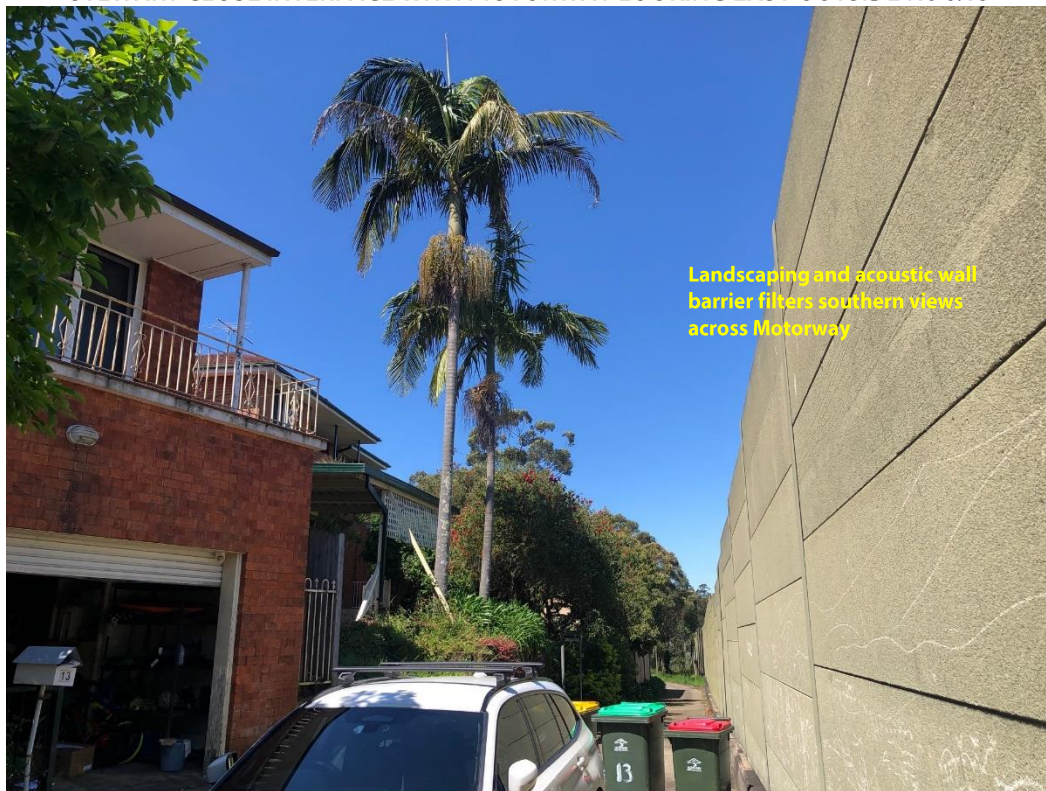
Source Google Maps compiled by Urban Concepts

FIGURE 2.5B
 STEWART CLOSE INTERFACE WITH MOTORWAY ACOUSTIC BARRIER LOOKING EAST OUTSIDE No.11



Source Urban Concepts 2022

FIGURE 2.5C
STEWART CLOSE INTERFACE WITH MOTORWAY LOOKING EAST OUTSIDE No's.13



Source Urban Concepts 2022

FIGURE 2.5D
STEWART CLOSE INTERFACE WITH MOTORWAY VIEW LOOKING WEST OUTSIDE No.13



Source Urban Concepts 2022

FIGURE 2.5E
STEWART CLOSE INTERFACE WITH MOTORWAY LOOKING EAST OUTSIDE No.4



Source Urban Concepts 2022

FIGURE 2.5F
STEWART CLOSE INTERFACE WITH MOTORWAY LOOKING WEST OUTSIDE No.4



Source: Urban Concepts 2022

FIGURE 2.5G
LOOKING WEST ALONG STEWART CLOSE OUTSIDE No.28 OLD BEECROFT ROAD



Source Urban Concepts 2022

FIGURE 2.5H
VIEW FROM OLD BEECROFT ROAD LOOKING SOUTH TOWARDS MOTORWAY



Source Urban Concepts 2022

FIGURE 2.5I
STEWART CLOSE PEDESTRIAN PATH TO BEECROFT ROAD



Source Urban Concepts 2022

FIGURE 2.5J
VIEW FROM PEDESTRIAN PATH LOOKING SOUTH ACROSS OVERPASS



Source Urban Concepts 2022

2.3. M2 Route Context

The M2 Motorway is a 21 Kilometre tollway that forms a dedicated transport corridor. Along its length it includes tunnel cuttings, bridges, access ramps, noise walls, toll gantries, cycleways, signage structures and landscaping.

The Motorway is owned by TfNSW and is operated by Transurban and Hills Motorway Ltd. The M2 connects directly with the Lane Cove Tunnel in North Ryde, and travels north west through the suburbs of Macquarie Park, Epping, Beecroft, Carlingford, Baulkham Hills and Winston Hills where it connects with the M7 Motorway at Seven Hills. In October 2020, the North Connex ramp onto the M2 opened at Pennant Hills Road. The M2 is also a key public transport corridor with dedicated bus lanes from Beecroft Road to Windsor Road.

Along this journey the M2 traverses both undeveloped and developed lands. The developed areas include the densely and urbanised Macquarie Park Precinct and the bushland and lower residential areas in the Hornsby and Hills Shire LGA's.

2.4. M2 Urban Design Strategy

An urban design study and signage master plan was originally prepared by the Applicant for the Motorway in 2010. These documents established a conceptual framework for locating and designing signage along the corridor and informed all subsequent signage works. The Urban Design Study was prepared by Design Inc. The strategy identified that signage would provide sensory stimulation along the route and a sense of awareness for the driver about the locations through which they are passing.

It established urban design objectives which remain relevant to the current stage 3 digital works now being advanced. They are:

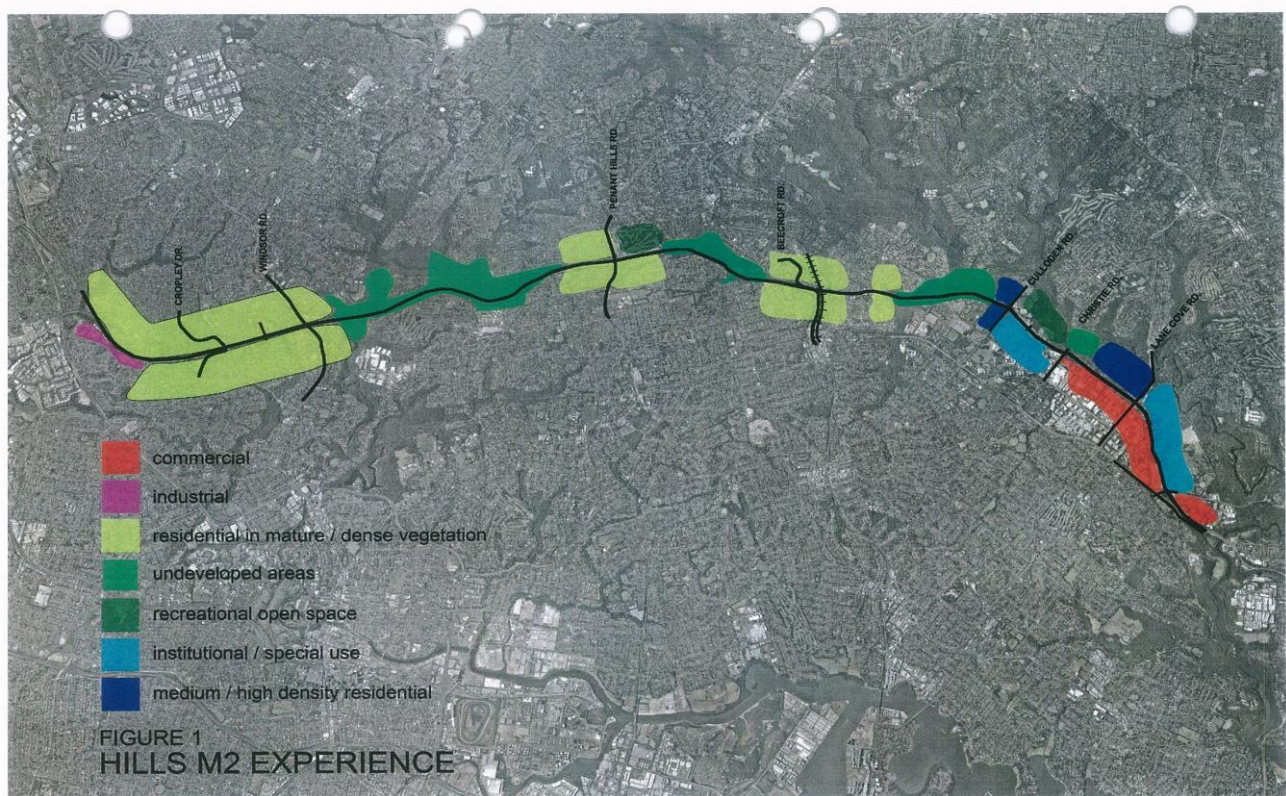
- Introduce advertising signage to the road corridor according to a coordinated plan which improves the urban design of the corridor and relates positively to the roads context.
- Enhance the visual amenity of the road corridor and the experience of users.
- Enhance the visual amenity of overbridges for local road users.
- Avoid adverse visual impacts on residential neighbours alongside the corridor.
- Not diminish the visual quality of bushland.
- Respect heritage and conservation values of adjacent lands.
- Have regard to the desired future character of the localities and Precincts alongside the corridor.

Figure 2.6 illustrates the location, size and character of the various areas and precincts along the M2 that were identified in the study. The study divided the Transport Corridor, into two key segments. The eastern "high tech working district that encompassed Macquarie Park and the western 'Hills living district. Refer Figure 2.7. The proposed digital screen is located in the 'Hills living district'.

Central to the urban design approach was creating a route identity and context response. This was achieved by using a consistent materials and finishes palette. The materials palette for the Hills Living District adopted metal cladding in warm tones. This materials palette has been applied to all of the digital sites that presently exist within the Hornsby and Hills Shire. As detailed on the development application plans in Appendix B the metal look fabrication is also proposed for the eastern elevation under this application and will give the overpass bridge deck a contemporary new look that is consistent with the existing signage structures that are presently displayed along the Motorway and the new seven (7) sites that are being proposed.

FIGURE 2.6

LAND USE CONTEXT 2010 URBAN DESIGN



Source: Design Inc M2 Urban Design Study 2010

FIGURE 2.7

M2 2010 URBAN DESIGN SEGMENTATION

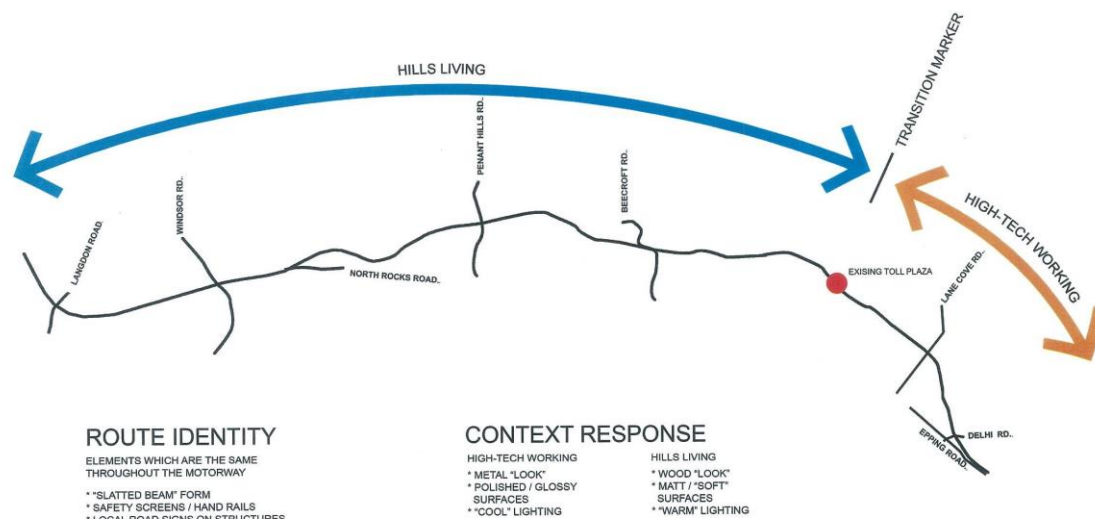


FIGURE 2
 HILLS M2 DESIGN STRATEGY

Source: Design Inc M2 Urban Design Study 2010

2.5. Heritage Significance

The site is not identified as an item of Local or State Heritage Significance. It is located within the Beecroft Cheltenham Heritage Conservation Area and specifically within the Gullies Precinct (HCA) as identified in Part 2 of Schedule 5 of the HLEP 2013.

The Statement for Significance for the Beecroft Cheltenham Heritage Conservation Area is contained in Part 9 of the Hornsby Development Control Plan 2013. It is reproduced below.

'HCA Statement of Significance

- The Beecroft-Cheltenham Heritage Conservation Area is significant as an example of a government subdivision that was used to fund the development of a railway line. The area developed from 1893 as a township due to its proximity to Beecroft Station.*
- The Heritage Conservation Area demonstrates a multi-layered history of suburban subdivision, re-subdivision and development from the initial boom period of the Victorian crown land subdivision of 1887 to the 1960s, and less noticeably into the present day.*
- The area contains a fine collection of buildings from the Victorian, Federation, Arts and Crafts, Inter-War and Post-War eras. There have been comparatively few demolitions to interrupt the "development diary", resulting in generally intact early residential fabric and streetscapes.*

d. The Beecroft Village Precinct contains an important public reserve and community buildings including the Beecroft School of Arts and the Beecroft War Memorial that represent the aspiration of a growing suburb. The continuing focus in the Beecroft village for day to day activities and community interaction, together with the community buildings, clubs and activities show an enduring sense of community cohesiveness.'

The extract from the Hornsby LEP 2013 Heritage Map is reproduced in Figure 2.6A and the Gullies Precinct in the Beecroft-Cheltenham Heritage Conservation Area is illustrated in Figure 2.6B.

FIGURE 2.6A

HORNSBY LEP 2013 HERITAGE MAP EXTRACT

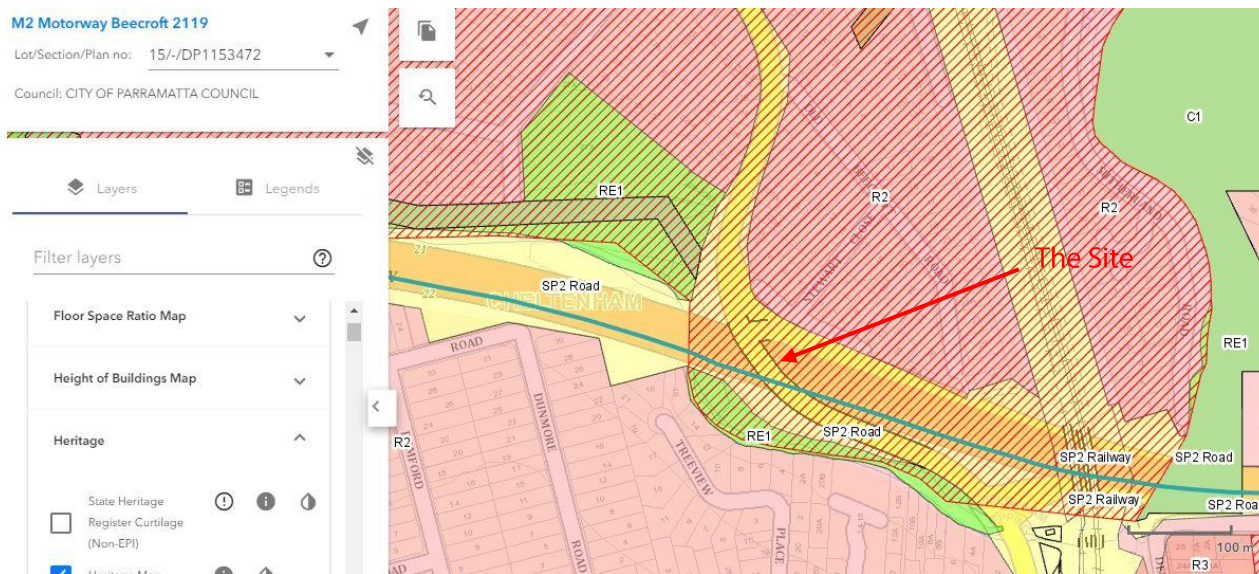


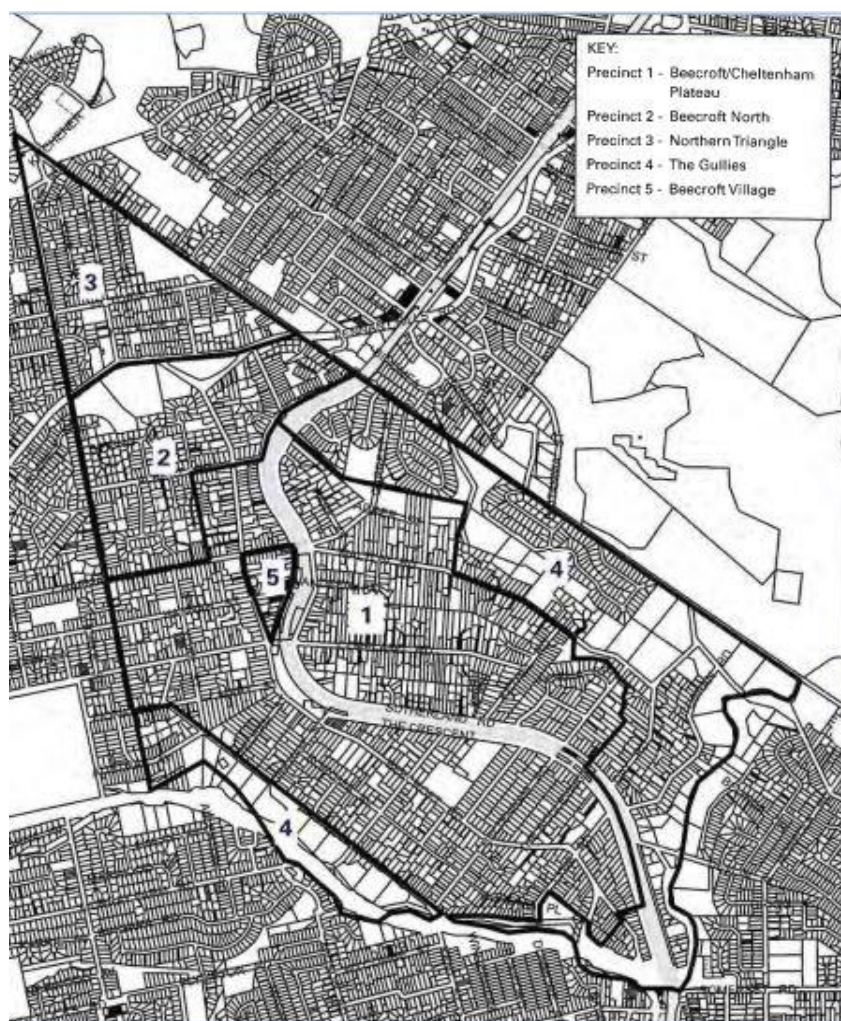
FIGURE 2.6B

BEECROFT CHELTENHAM HERITAGE CONSERVATION AREA



FIGURE 2.6B

BEECROFT CHELTENHAM HERITAGE CONSERVATION AREA (CONTINUED)



Source Sue Rosen Associates August 2022

The Applicant commissioned a Heritage Impact Assessment to consider the impact of the proposed digital sign on the significance of the Conservation Area. The Report has been prepared by Sue Rosen Associates. It is reproduced in Appendix F of this SEE. The conclusion reached in the assessment is reproduced below.

'While the site for the proposed signage is within the HCA it is not within view of any listed heritage items. The signage will be at an angle (oriented to the east) and below the direct site lines of the southerly oriented residences addressing Stewart Close. The site's inclusion in the HCA is remnant from the defining of the area prior to the construction of the motorway in the early 1990s (it was opened in 1997). The HCA (defined pre c. 1994) boundaries need to be redefined to reflect the motorway's existence.

This would still place the site in the vicinity of a HCA, however given:

- *the motorway context – signage, tunnels, ramps, fencing, barriers;*
- *the siting in a cutting below the HCA's natural topography;*
- *no impact on views to the HCA; and,*
- *minimal visibility from the HCA.*

in my opinion there will be no negative impacts on the character of the conservation area and therefore approval would not be withheld on heritage ground.'

2.6. Road and Traffic Context

Bitzios Consulting has undertaken a Traffic Safety Assessment to determine if the proposed digital sign would have an adverse traffic safety impact. The Assessment Report is reproduced in Appendix C. The relevant extracts from the report that establish the site is suitable for the introduction of a digital sign are reproduced in Sections 2.6.1 and 2.6.2. The compliance of the proposal against the relevant traffic safety provisions contained in Chapter 3 and Schedule 5 of IESEPP 2021 and the Transport Corridor Guidelines 2017 are discussed in Section 4 of this SEE.

The sign is proposed to be located above the west bound carriageway of the Motorway on the Beecroft Road overpass. The digital sign is proposed to face outbound drivers along the M2. The driver viewing range to the sign from this approach is illustrated in Figure 2.7 and demonstrates a relatively long distance (340-200 metre) approach to the proposed sign from which it can be identified.

FIGURE 2.7



Source: Bitzios Consulting 2022 Refer Appendix C of SEE

2.6.1. Review of Crash Data

'Crash data for the relevant section of the M2 was obtained from TfNSW in order to assess the crash history in proximity to the subject site. The most recent five years of crash data at the time of the data request was for 2016- 2020. Crashes involving vehicles travelling in the direction of and in view of the sign were used for the assessment.

The viewing area of the proposed digital sign is from approximately 340 metres south-east along the M2, though it would only be clearly visible to drivers within 200 metres as described in Section 2.1. As such, crash data was only considered for crashes within 200 metres on approach to the proposed sign location.

As per Rule 287 (3) of the Australian Road Rules, crashes are only recorded if they are reported to the police and when one of the following occurs:

- Any person is killed or injured.
- Drivers involved in the crash do not exchange particulars.
- When a vehicle involved in the crash is towed away.

The crash data was provided in the following degree categories:

- *Fatal* – a crash in which at least one person was killed.
- *Serious injury* – a crash involving at least one person identified in a police report and matched to a health record indicating a hospital stay due to injuries sustained in a crash, or is identified as an iCare (Lifetime Care) participant AND no one was killed in the crash.
- *Moderate injury* – a crash involving at least one person identified in a police report who is matched to a health record that indicates that they were treated at an emergency department but were not admitted for a hospital stay, or is matched to a CTP claim indicating a moderate or higher injury AND no one was killed or seriously injured.
- *Minor/Other injury* – a crash involving at least one person identified as an injury in a police report who is not matched to a health record that indicates the level of injury severity, or is matched to a minor injury CTP claim AND no one was killed, seriously injured or moderately injured.
- *Non-casualty (towaway)* – a crash in which no one was killed or injured but at least one motor vehicle was towed away. The crash data was mapped using GIS software and is presented in Appendix C of the Bitzios Report along with a detailed record list. The crash maps are presented in terms of degree and type (road user movement describing the first impact of the crash), with a degree summary provided in Table 2.1.

TABLE 2.1

CRASH DEGREE SUMMARY ON APPROACH TO THE SITE 2016-2020

Year	Crash Degree					Total
	Fatal	Serious Injury	Moderate Injury	Minor/other Injury	Non Casualty (towaway)	
2016	-	-	-	-	-	-
2017	-	-	-	-	-	-
2018	-	-	-	1	-	1
2019	-	-	-	-	-	-
2020	-	-	-	-	1	1
Total	-	-	-	1	1	2

Source: Bitzios Consulting 2022 Refer Appendix C of SEE

As shown in the above table, only two (2) crashes were reported between January 2016 and December 2020:

- No fatalities or serious injuries were reported;
- 1 "other same direction" crash occurred in August 2018 approximately 75 metres before the proposed sign in wet road surface and daylight conditions, and resulted in minor injury;
- 1 rear end crash occurred in October 2020, approximately 70 metres before the proposed sign and resulted in a towaway.

The site is inherently safe, with practically no driving distractions and on exceptionally low cognitive load imposed on drivers by the road environment.

2.6.2. Approach Sightline Assessments

DESCRIPTION OF APPROACHES

The westbound approach in proximity to the proposed sign is described in Table 2.2.

TABLE 2.2

APPROACH ATTRIBUTES-M2 EASTBOUND

ATTRIBUTE	DETAILS
Posted Speed Limit	100Km/h
Decision Points within view of the site	There are no decision points within view of the proposed advertising
Approach Arrangement	3 uninterrupted lanes (lanes 1 to 3)
Sight Length	From approximately 340 metres south-east of the proposed sign, although the sign could only realistically be recognised from about 200 metres away. At this distance, the sign would appear at the windscreen at a size of 6cm wide x 1.6cm high.
Minimum duration of visibility	15 seconds at free-flow speed

Source: Bitzios Consulting 2022 Refer Appendix C of SEE

DRIVER SIGHTLINE ASSESSMENT

The westbound approach along the M2 is flat with a long right-hand curve before a slight left-hand curve commencing approximately 180m before the Beecroft Road overpass and proposed digital sign. The sign could be seen from approximately 340m away but would be very small and its content would be unrecognisable at this range. From about 200m away, the sign is still relatively small in the forward field of view, but drivers would be likely to be able to identify its advertising contents.

A digital sign in this location will not obstruct sightlines to, or influence the messaging of, traffic control devices or signs. Despite the 100km/h speed limit, the approach to it does not require rapid, complex decision making by drivers and is not a location of high cognitive load. There are no on-ramps or off-ramps in proximity to the approach to the sign and no directional signs or signals to be aware of at distances where the advertising content is recognisable. The decision point for the diverge movement to the Beecroft Road westbound off-ramp is approximately 535m back from the sign at which point the sign would be unrecognisable and smaller than a postage stamp in size at the windscreen, also due to the Main North Rail bridge.

The in-vehicle sightlines from the M2 westbound are shown in Figure 2.7, clearly demonstrating that all vehicle movements are in the same sightline as the digital sign, which means no risk of distraction away from the forward roadway when glancing to it.

3. DESCRIPTION OF PROPOSED WORKS

3.1. Overview

This proposal is for the erection of a digital LED screen that will display general advertising content on the eastern elevation of the Beecroft Road overpass above the outbound (western) traffic lanes. The proposed advertising sign will be located wholly within the area of the overpass that is the subject of the concession between Manboom and the Hills Motorway Limited.

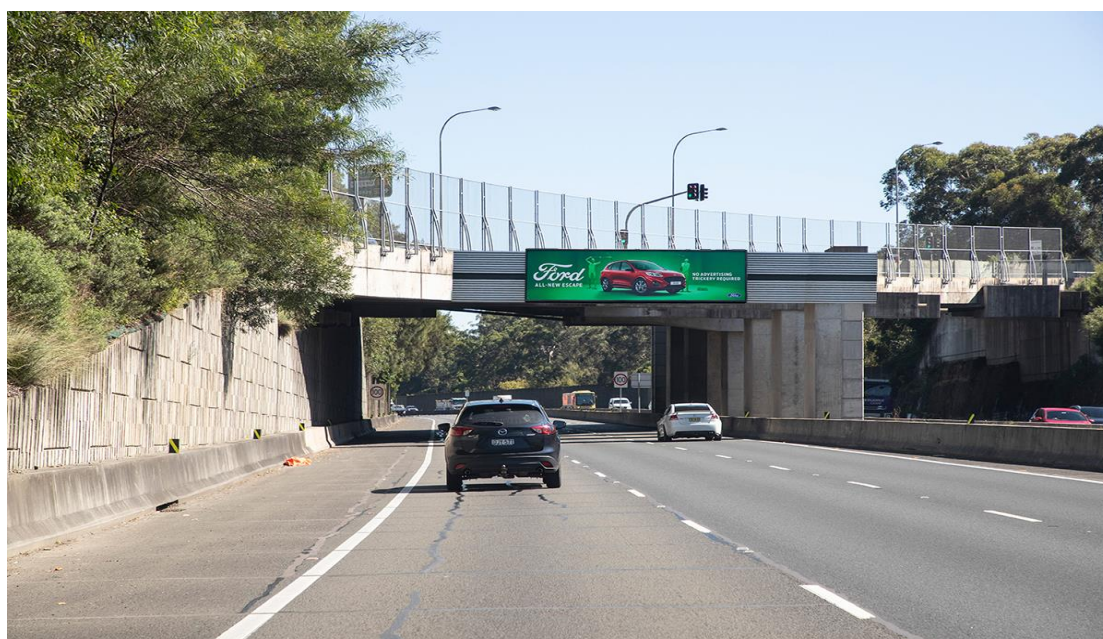
The proposed digital sign has been positioned on one of the three engineered support beams that sits in front of the main overpass deck. It will not protrude below the beam maintaining the existing 5.3 metre vertical clearance height above the road pavement. There is no pedestrian footpath or access on the eastern side of Beecroft Road and the digital screen sits below the height of the safety screen. The top of the digital screen is at RL 84.27 and the bottom of the digital screen is at RL 80.97. The proposal is fully detailed on the plans prepared by Dennis Bunt Consulting Engineers Drawing Number DA01, Revision A, dated August 2022 reproduced in Appendix B. A photomontage of the proposal is illustrated in Figure 3.1. The development statistics of the proposal are summarised in Table 3.1.

The digital screen measures 12.58 metres by 3.30 metres, which equates to a total advertising display area of 41.51 square metres. The digital screen is housed in a cabinet that has a depth of 920 millimetres when measured from the face of the overpass structure. This includes a 600 millimetres (mm) safety gantry access platform. A fall arrest system will be provided as required under the Transport Corridor Guidelines 2017. A small webcam is located in front of the digital screen. The webcam allows monitoring of the screen for operational purposes. In the event of a malfunction the screen is programmed to default to a blank black screen. The digital screen will present as an integrated streamlined cabinet. All electrical cabling will be concealed from view within the signage support structure.

Decorative metal cladding will extend across the horizontal length of the beam. The cladding is consistent with the decorative treatment that has been applied to the existing overpass structures along the Motorway that display signage.

The digital screen will be illuminated twenty four (24) hours a day, seven (7) days a week. In accordance with the requirements of the Transport Corridor Guidelines 2017 it will display static images for a 25 second dwell time before changing to the next static image at a 0.1 second transition time. The digital display will not display flashing, flickering or animated displays.

FIGURE 3.1
PHOTOMONTAGE OF THE PROPOSED DIGITAL SCREEN



Source Digital Place Solutions 2022

TABLE 3.1
DEVELOPMENT STATISTICS

SIGNAGE PARAMETER	STATISTICS
Dimensions of Signage Face	Length 12.58 metres Height 3.30 metre
Logo Box	0.25 square metres (sqm)
Advertising Display Area	41.51 (advertising screen) + 0.25 sqm (logo box) = 41.76 sqm
Depth	600 mm (gantry access platform) + 920 mm (signage cabinet) = 1.52 metres
Orientation	Landscape
Pixel Pitch	10 mm
Clearance height from underside signage cabinet to road carriageway	5.3 metres
Dwell Time	25 seconds
Transition Time	0.1 seconds
webcam	In front of digital screen
Operation	24 hour
Content	95% third party 5% road safety
Fall Arrest System	To be provided as notated on DA Plan set

Source: Compiled by Urban Concepts

3.2. Content Management, LED Technology and Operation

3.2.1. Materials and Maintenance

Routine maintenance of the advertising structure will be undertaken by the Applicant. All maintenance work is undertaken either remotely or on location should a fault be detected. The digital screen box is accessed by a secured door at its top. The creative content of the proposed advertising signs will be changed using the appropriate computer software located at the offices of Manboom or its contractors. Accordingly, there will not be any occupational health and safety risk associated with the changing of creative content nor obstructions to the traffic flows on the M2 or Beecroft Road inclusive of the adjacent pedestrian footpath.

3.2.2. Proposed Operation of the LED Screen

A content management system will be operated by Manboom or its contractors. The management system will ensure that unapproved content is not downloaded. In the event of a malfunction the screen will be programmed to default to a blank black screen. The operation of the sign will be monitored on a 24 hour basis by a small webcam. The LED sign will display advertising content in play cycles that are looped. Creative content will be displayed as a static image for a 25 second dwell time. Each static image will change at a 0.1 second transition time between images. Content will only ever appear static between each transition and the digital screen will not display live, flashing or animated content.

3.2.3. Content Management

The Applicant will ensure that the following products and services are not displayed on the digital screens:

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

In addition all advertising copy will comply with the:

- Australian Advertising Industry Codes of Conduct; and
- The Outdoor Media Association's Code of Conduct.

3.3. Illumination

Electrolight has assessed the luminance of the proposed signage. The Lighting Impact Assessment (LIA) report is detailed in Appendix D. The digital screen will be illuminated on a 24 hour basis. The relevant extracts from the LIA are reproduced below.

Based on an assessment of the surrounding environment, the proposed signage is located within Environmental Zone A3 under AS 4282 The Control of the Obtrusive effects of Outdoor Lighting -2019 (AS 4282), therefore the maximum night time luminance is 250 cd/sqm. Refer Table 3.2.

TABLE 3.2
MAXIMUM NIGHT TIME AVERAGE LUMINANCE FOR SIGNAGE

ENVIRONMENTAL ZONE	DESCRIPTION	MAXIMUM AVERAGE LUMINANCE (CD/M2)
A4	High district brightness e.g. Town and city centres, commercial areas, and residential areas abutting commercial areas	350
A3	Medium district brightness e.g. suburban areas in towns and cities	250
A2	Low district brightness e.g. sparsely inhabited rural and semi-rural areas	150
A1	Dark e.g. relatively uninhabited rural areas. No Road Lighting	0.1
A0	Intrinsically Dark e.g. Major Optical Observatories. No Road Lighting	0.1

Source: Electrolight 2022 Refer Appendix D # The site is located in a Zone A3 area

AS4282 does not include limits for daytime operation of illuminated signage. However, the Transport Corridor Guidelines 2017 outlines maximum permissible luminance limits for various lighting conditions, including daytime. Under the Guidelines, the proposed signage is classified as being within Zone 4, which is described as an area with generally low levels of off-street ambient lighting. The maximum night time luminance of a digital signage within Zone 4 is 200 cd/sqm.

Table 3.3 outlines the maximum luminance levels to comply with AS 4282 and the Transport Corridor Guidelines 2017 for the various lighting conditions listed below:

TABLE 3.3
LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS

LIGHTING CONDITION	MAXIMUM PERMISSIBLE LUMINANCE (CD/M2)#	COMPLIANT
Full sun on face of signage	No limit	Yes
Daytime luminance (typical sunny day)	6000	Yes
Morning and Evening Twilight and overcast weather	500	Yes
Night Time	110*	Yes

The signage is to be dimmed on site to ensure the maximum luminance nominated above is not exceeded.

* The maximum permissible luminance allowable under AS 4282 and the Transport Corridor Advertising & Signage Guidelines is actually 200 cd/m2. The lower luminance level limit shown above is to ensure compliance with other criteria of AS 4282 and any additional lighting requirements as described in the Electrolight Report

Source: Electrolight 2022: Refer Appendix D

The proposed digital signage has a maximum brightness (luminance) of 8000 cd/sqm. The screen shall be commissioned on site to yield a maximum screen luminance of 8000 cds/qm when full sun strikes the face of the sign (maximum brightness), 6000 cd/sqm during normal daytime operation, 500 cd/sqm during twilight and inclement weather and 110 cd/sqm during night time.

AS4282 ASSESSMENT

AS4282 provides limits for different obtrusive factors associated with dark hours (night time) operation of outdoor lighting systems. Two sets of limiting values for spill light are given based on whether the lighting is operating before a curfew (known as "pre-curfew" operation) or operating after a curfew (known as post-curfew or curfewed operation). Pre-curfew spill lighting limits are higher than post-curfew values, on the understanding that spill light is more obtrusive late at night when residents are trying to sleep. Under AS 4282, the post-curfew period is taken to be between 11 pm and 6 am daily. As the signage operates all night, the signage will be assessed against the more stringent post-curfew limits.

The AS 4282 assessment includes a review of nearby residential dwellings and calculation of the amount of illuminance (measured in Lux) that the properties are likely to receive from the signage during night time operation. The acceptable level of illuminance will in part be determined by the night time lighting environment around the dwellings. AS 4282 categorises the night time environment into different zones with maximum lighting limits as shown in Table 3.4 below:

TABLE 3.4
MAXIMUM VALUES OF LIGHT TECHNICAL PARAMETERS

Environmental Zone	Maximum Vertical Illuminance		Description
	Pre-Curfew	Post-Curfew	
A0	0	0	Intrinsically Dark e.g. Major Optical Observatories. No Road Lighting
A1	2	0.1	Dark e.g. relatively uninhabited rural areas. No Road Lighting
A2	5	1	Low district brightness e.g. sparsely inhabited rural and semirural areas
A3	10	2	Medium district brightness e.g. suburban areas in towns and cities
A4	25	5	High district brightness e.g. Town and city centres, commercial areas, and residential areas abutting commercial areas

The site is located in Zone A3 Source: Electrolight 2022 Refer Appendix D

Based on an assessment of the surrounding areas, the nearest dwellings with potential views to the signage are located in the residential area on the southern side of the Motorway. These residences are identified in Table 3.5.

TABLE 3.5
RESIDENTIAL DWELLING WITH POTENTIAL VIEWS TO THE PROPOSED DIGITAL SIGN

RESIDENTIAL ADDRESS	ZONE
11 Stewart Close	A3
13 Stewart Close	A3
28 Old Beecroft Road	A3
28a Old Beecroft Road	A3

Source: Electrolight 2022 Refer Appendix D

As such, these residences formed the focus of the illuminance assessment. The proposed signage (and surrounding environment) was modelled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the signage. Photometric data for the screen was provided by the screen manufacturer, with the maximum luminance corresponding to the night time limit outlined in Table 3.2. Appendix D of the Electrolight Report shows the lighting model and the results of the calculations.

It can be seen from the lighting model that the maximum illuminance to the dwellings in Zone A3 is 0.5 lux at 13 Stewart Close. The illuminance complies with the maximum AS 4282 limit of 2 lux that is set out in Table 3.4.

3.4. Public Benefit Proposal

3.4.1. Public Benefit Offer

The Applicant provides the following advice in respect to the public Benefit Offer that accompanies this development application.

This DA has been lodged pursuant to section 3.14 of the State Environmental Planning Policy (Industry and Employment) 2021 (IESEPP). Manboom, as Applicant in lodging the DA, is required to also have regard to the obligations and mechanisms under a Deed and Agreement between NSW Road and Traffic Authority (now TfNSW) and The Hills Motorway Limited (now Transurban) (Hills Agreement) dated 8 December 1999;

Section 3.14(3) of the IESEPP provides that the Planning Minister must not grant consent to the display of advertising under section 3.14(1) unless the Planning Minister is satisfied that the advertisement is consistent with the Transport Corridor Outdoor Advertising and Signage Guidelines (November 2017) (Guidelines).

The Guidelines provide at section 4 that proposals for certain outdoor advertisements must meet a public benefit test to ensure that the advertisement will result in a positive gain or benefit to the community. The public benefit test must be applied to an advertising proposal if the advertisement is to be displayed along a motorway or bridge.

The Guidelines provide that the level of public benefit for a given advertisement is to be negotiated and agreed between the consent authority and the Applicant (Manboom Signage and Transurban), and can be provided as a monetary contribution or as an "in-kind" contribution, but in either case must be linked to improvements in local community services and facilities including benefits such as:

- (i) Improved road safety (road, rail, bicycle and pedestrian);
- (ii) (Improved public transport services;

- (iii) Improved public amenity within, or adjacent to, the transport corridor;
- (iv) support school safety infrastructure and programs; and
- (v) Other appropriate community benefits such as free advertising time to promote a service, tourism in the locality, community information, or emergency messages.

The guidelines additionally state that:

RMS is responsible for the collection, distribution, and expenditure of public benefit monies from tollway operators. Public benefit monies received by RMS must be recorded in their financial statements and Annual Reports as set out in Section 4.2.1. RMS must consult with the relevant council to identify and prioritise activities to be included in the public benefit works program."

In relation to this DA, Manboom Signage (Applicant) and THML have issued a public benefit offer to TfNSW. The public benefit offer includes the required elements under the Hills Agreement (1999) (existing public benefit) together with additional public benefit over and above that agreed in the Hill Agreement to enable the Planning Minister to be comfortable the public benefit as proposed is reasonable.

Public benefit discussions with TfNSW are ongoing at the date of lodgement of this DA.

3.4.2. Public Service and Amber Alert Messaging

The Applicant and Transurban will allocate five (5) percent of display time to TfNSW for road safety messages and the sign will be made available for amber alert messaging in the event that a "threat to life" emergency arises.

3.5. Traffic Safety

Bitzios Consulting prepared a traffic safety assessment of the proposal against the relevant provisions in Chapter 3 of IESEPP and the Transport Corridor Advertising and Signage Guidelines 2017. The Traffic Safety Assessment is reproduced in Appendix C of the SEE. The conclusions from the assessment are reproduced below:

- *There is currently no advertising sign at the site where the digital sign is proposed.*
- *The proposed sign will not obstruct or interfere with the view of or restrict sight distances to any intersections, traffic control devices, vehicles or cyclists given its location above the road.*
- *The proposed sign is not expected to reduce the safety of any traffic or cyclist movements given its location. It will be located within a driver's ordinary field of view when approaching from the north-west and a glance to the sign will still permit co-incident recognition of vehicle and cyclist movements in the forward view in a free-flowing environment (with no on ramps or off ramps in the immediate zone) where rapid multi-factor decision making is not required.*
- *The proposed sign is in the ordinary field of view of a driver, and therefore would not distract a driver's view from the forward roadway where driving-critical events could simultaneously be recognised in the extremely unlikely event that they occur.*
- *A review of available five years of crash data within 200m of the site (the distance at which advertisements could be clearly recognised) showed a very low crash rate. Furthermore, the data does not identify an unusually high or inherently high crash risk on approach to the site that would not deem the proposed location unsuitable.*
- *The proposed sign complies with the requirements of the IESEPP 2021 and the Transport for NSW Advertising Sign Safety Assessment Matrix in terms of obscurity, positioning and sign clutter.*
- *The proposed digital sign should be conditioned to comply with the requirements of the Signage Guidelines in terms of display and operational requirements, including:*
 - *Message displays remaining static*
 - *Sequencing of displays or messaging*
 - *Images not being mistaken for a traffic control device*
 - *Minimum dwell time Transition of displays*
 - *Luminance levels*
 - *The use of flickering, flashing or moving content*
 - *Quantity/size of text used on message displays*
 - *A re-assessment of the digital sign should any detrimental effects on road safety be identified post installation*
 - *Maintaining a log of the sign's activity*
 - *A road safety check after 12 months but within 18 months of the sign's installation.*

Given the above conclusions, the digital sign should be approved as proposed.

4. STATUTORY COMPLIANCE

4.1. Introduction

This section assesses the compliance of the proposal against the relevant statutory planning and policy controls, specifically the following Environmental Planning Instruments (EPIs) and policy documents:

STATE PLANNING CONTROLS

- Chapter 3 and Schedule 5 of Industry and Employment SEPP 2021 (Chapter 3 and Schedule 5);
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (Transport Corridor Guidelines 2017); and
- State Environmental Planning Policy (Infrastructure) 2007 (Transport and Infrastructure) 2021.

LOCAL PLANNING CONTROLS

- Hornsby Local Environmental Plan 2013 (HLEP 2013).

4.2. Chapter 3 Industry & Employment State Environmental Planning Policy 2021

State Environmental Planning Policy No. 64 Advertising and Signage (SEPP 64) was gazetted on 16 March 2001. The policy introduced a comprehensive range of provisions to ensure that advertising and signage is well located, compatible with the desired amenity of an area and is of a high quality and finish. The SEPP does not regulate the content of signs. SEPP 64 applied to all signage, advertisements that advertise or promote any goods, services or events and any structure that is used for the display of signage that is permitted under another EPI.

On the 1 March 2022, the NSW Government incorporated the provisions of SEPP 64 into Chapter 3 and Schedule 5 of the Industry and Employment SEPP 2021 (IESEPP 2021).

To accommodate the introduction of digital technology for signage purposes, Draft Digital Guidelines were formulated by Transport for NSW, the NSW DPE and the Outdoor Media Association. The Draft Digital Guidelines have been incorporated into the Transport Corridor Outdoor Advertising Signage Guidelines and were placed on public exhibition between December 2015 and January 2016. The Draft Guidelines were formally adopted by the NSW DPE in November 2017.

This proposal is categorised as a 'bridge sign' under the provisions of Chapter 3. Clause 3.22 sets out the provisions that relate to the display of bridge advertisements.

An assessment of the proposal against the relevant provisions of Chapter 3 is detailed on the following pages as follows:

- Section 4.2.1 Statutory Compliance Chapter 3.
- Section 4.2.2 Statutory Compliance Chapter 3 Schedule 5 Assessment Criteria.
- Section 4.2.3 Compliance with Transport Corridor Guidelines 2017, inclusive of Road Safety Controls, and illumination requirements.

4.2.1. Chapter 3 Statutory Compliance

TABLE 4.1 CHAPTER 3 STATUTORY COMPLIANCE

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
Part 3.1 Preliminary		
3.1 Aims and Objectives		
<p>1) This Chapter aims—</p> <p>(a) to ensure that signage (including advertising)—</p> <p>(i) is compatible with the desired amenity and visual character of an area, and</p> <p>(ii) provides effective communication in suitable locations, and</p> <p>(iii) is of high quality design and finish, and</p> <p>(b) to regulate signage (but not content) under Part 4 of the Act, and</p> <p>(c) to provide time-limited consents for the display of certain advertisements, and</p> <p>(d) to regulate the display of advertisements in transport corridors, and</p> <p>(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</p> <p>2) This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.</p>	<p>The proposal satisfies the aims and objectives that underpin the policy.</p> <p>In 1999 the Applicant entered into a commercial agreement that allows for the display of up to forty five (45) signage installations along the M2 Corridor.</p> <p>To date sixteen (16) signs have been developed along the 21 kilometre length of the Motorway. The Applicant has prepared a Digital Signage Strategy and the subject site is one of seven (7) new locations being progressed as stage 3 signage works.</p> <p>This proposal is consistent with the urban design look that has been developed for signage installations along the M2. The proposal includes decorative metal cladding that will give the raw concrete overpass a contemporary look that is consistent with the look of the existing signs along the motorway.</p> <p>Independent and rigorous road safety investigations support the introduction of a digital sign above the outbound traffic lanes on the M2. The proposal is fully compliant with TfNSW road safety regulations. (Refer Traffic Safety Assessment in Appendix C).</p> <p>An independent Lighting Impact Assessment has confirmed that the sign is fully compliant with the relevant Transport Corridor Guidelines 2017 and AS 4282 illumination controls. (Refer LIA Assessment in Appendix D). It will not give rise to any glare or residential amenity impacts.</p>	Yes

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
	<p>The sign is of an appropriate scale and proportion relative to the architecture of the host structure and sits within the profile of the overpass. The sign does not protrude above the dominant skyline. The visual impact from the public and private domain is considered to be low and as such no adverse visual impact is created to the amenity of these areas.</p> <p>The site is located within a Heritage Conversation Area (HCA) identified in the HLEP 2013. A Heritage Impact Assessment has been undertaken and has concluded that the proposal will not adversely impact the significance or character of the HCA. (Refer Appendix F).</p> <p>The digital conversion will provide a media to display dynamic and creative curated content that incorporates third party advertisements and road safety messaging. This content will add visual interest to the journey along the Motorway.</p> <p>The Applicant and Transurban has provided a Public Benefit Proposal to TfNSW which is under discussion and negotiation. The Public Benefit Proposal is discussed in Section 3.4.1 of this SEE.</p>	

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
3.2 Definitions		
(1) In this Chapter- advertisement means signage to which Part 3 applies and includes any advertising structure for the advertisement.	The proposal is defined as an advertisement to which Part 3.3 applies.	Yes
advertising display area means, subject to subsection (2), the area of an advertisement or advertising structure used for signage, and includes any borders of, or surrounds to, the advertisement or advertising structure, but does not include safety devices, platforms or lighting devices associated with advertisements or advertising structures.	The proposed digital sign measures 12.58 metres by 3.3 metres, which equates to a display area of 41.51sqm. Manboom or their contractor will display their logo next to the screen and this measures 0.25 sqm. The combined total advertising display area of the proposed digital sign is 41.76 sqm.	Yes
classified road means a road classified under Part 5 of the Roads Act 1993.	The M2 is a Classified Road.	Yes
road corridor means the following land— a) land comprising a classified road or 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, and associated road use land that is adjacent to such a road, b) land zoned for road purposes under an environmental planning instrument, c) land identified as a road corridor in an approval of a transitional Part 3A project (within the meaning of Schedule 6A to the Act), an approval to carry out State significant infrastructure or a development consent given by the Minister.	The site is road corridor land as it forms part of the M2 Motorway.	Yes

LEGISLATION	COMMENTS	COMPLIANCE YES/NO
<p>signage means all signs, notices, devices, representations and advertisements that advertise or promote any goods services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage and includes—</p> <ul style="list-style-type: none"> a) building identification signs, and b) business identification signs, and c) advertisements to which Part 3.3 applies, <p>but does not include traffic signs or traffic control facilities.</p>	<p>The proposal is signage to which Part 3.3 applies.</p>	<p>Yes</p>
<p>TfNSW means Transport for NSW constituted under the Transport Administration Act 1988.</p>	<p>TfNSW own the M2 Motorway. TfNSW has reviewed the proposal and has granted land owners consent to the lodgment of the DA.</p>	<p>Yes</p>
<p>transport corridor land means the following land—</p> <ul style="list-style-type: none"> a) land comprising a railway corridor, b) land comprising a road corridor, c) land zoned industrial under an environmental planning instrument and owned, occupied or managed by TfNSW, Sydney Metro or RailCorp. 	<p>The site comprises a road corridor and constitutes Transport Corridor Land.</p>	<p>Yes</p>

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
3.3 Area of application of this Chapter		
<p>(1) This Chapter applies to the whole of the State.</p> <p>(2) Without limiting subsection (1), this Chapter applies to all land and structures within the State and all vessels on navigable waters.</p> <p>(3) Despite subsection (1), this Chapter does not apply to the following land—</p> <p>Land to which State Environmental Planning Policy (Kosciuszko National Park—Alpine Resorts) 2007 applies</p> <p>Land to which State Environmental Planning Policy (Western Sydney Parklands) 2009 applies</p>	<p>The Policy applies to this application.</p>	<p>Yes</p>
3.4 Signage to which this Chapter applies		
<p>(1) This Chapter applies to all signage that—</p> <p>a) can be displayed with or without development consent under another environmental planning instrument that applies to the signage, and</p> <p>b) is visible from any public place or public reserve, except as provided by this Chapter.</p> <p>Note. Public place and public reserve are defined in section 4(1) of the Act to have the same meanings as in the Local Government Act 1993.</p> <p>(2) This Chapter does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, or that is exempt development under this Chapter.</p>	<p>This policy applies to the proposed development application for general advertising signage on road corridor and transport corridor land. The proposed signage is visible from a public place as defined under the Local Government Act 1993.</p> <p>While the HLEP 2013 prohibits the use of signage on the land, this application is submitted under the provisions of Clause 3.14(1)(c) of this Chapter. Legal advice confirming that the application can be progressed under Clause 3.14 is detailed in Appendix A.</p> <p>This proposal is not exempt development.</p>	<p>Yes</p>

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
3.5 Relationship with other environmental planning instruments		
<p>In the event of an inconsistency between this Chapter and another environmental planning instrument, whether made before or after this Chapter, this Chapter prevails to the extent of the inconsistency.</p> <p>Note. This Chapter will have the effect of modifying, and having paramountcy over, the provisions of some other environmental planning instruments that permit the display of signage with or without development consent. This is particularly so in the case of large advertisements, being advertisements of the kind referred to in Part 3.3.</p> <p>This Chapter (other than section 3.14) will not override a prohibition on the display of signage that is contained in another environmental planning instrument. Because of some provisions, such as sections 3.8 and 3.19, it may add prohibitions on advertising if the advertising is proposed to be displayed in certain circumstances, such as on environmentally sensitive or environmentally significant land or in the form of a roof or sky advertisement.</p>	<p>The subject land constitutes transport corridor land and forms part of the M2 Motorway. Pursuant to Clause 3.14 of this Chapter, this application can be advanced notwithstanding that the land use of signage is prohibited in the SP2 Zone that applies to the Motorway under the Hornsby LEP 2013. Refer to the Legal Advice in Appendix A.</p>	Yes
Part 3.2 Signage Generally		
3.6 Granting of consent to signage		
<p>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—</p> <ul style="list-style-type: none"> a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5. 	<p>It is our professional opinion based on our assessment of the application that the proposal satisfies the objectives of the policy as set out in Clause 3 and the assessment criteria specified in Schedule 5. An assessment of the proposal against Schedule 5 is detailed within Table 4.2.</p>	Yes

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
Part 3.3 Advertisements		
Division 1 General		
3.7 Advertisements to which this part applies		
<p>(1) This Part applies to all signage to which this Chapter applies, other than the following—</p> <ul style="list-style-type: none"> a) business identification signs, b) building identification signs, c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, d) signage on vehicles. <p>(2) Despite subsection (1)(d), section 3.26 applies to signage on a trailer (within the meaning of the Road Transport Act 2013).</p>	<p>The proposal would fall under Part 3.3 of Chapter 3.</p>	<p>Yes</p>
3.8 Prohibited advertisements		
<p>(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—</p> <ul style="list-style-type: none"> • environmentally sensitive area • heritage area (excluding railway stations) • natural or other conservation area • open space • waterway • residential (but not including a mixed residential and business zone, or similar zones) scenic protection area • national park • nature reserve 	<p>The site is located within the Beecroft – Cheltenham Conservation Area defined in Part 2 Schedule 5 of the HLEP 2013.</p> <p>The application is submitted under the provisions of Clause 3.14 which enables the Minister for Planning to consider an application for signage on Transport Corridor Land that would otherwise be prohibited pursuant to Clause 3.8.</p> <p>The Applicant has commissioned a Heritage Impact Assessment that considers the suitability of the site for digital signage having regard to its heritage affectation. The Report concludes that approval should not be withheld on heritage grounds.</p> <p>Refer to Appendix F.</p>	<p>Yes</p>

LEGISLATION	COMMENTS	COMPLIANCE YES/NO
<p>(2) This section does not apply to the following—</p> <ul style="list-style-type: none"> a) the Mount Panorama Precinct, 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. 		
Division 2 Control of advertisements		
3.9 Requirement for consent		
A person must not display an advertisement, except with the consent of the consent authority or except as otherwise provided by this Chapter.	Consent is being sought from the Minister for Planning.	Yes
3.10 Consent Authority		
<p>For the purposes of this Chapter, the consent authority is—</p> <ul style="list-style-type: none"> (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 (b) TfNSW in the case of an advertisement displayed on a vessel, or (c) the Minister for Planning in the case of an advertisement displayed by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor, or (d) the Minister for Planning in the case of an advertisement displayed by or on behalf of RMS on— 	The Minister for Planning is the consent authority as the proposed advertisement will be displayed on transport corridor land comprising the M2 Motorway.	Yes

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
<ul style="list-style-type: none"> (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 (ii) a bridge constructed by or on behalf of TfNSW on any road corridor, or (iii) land that is owned, occupied or managed by TfNSW, or (e) 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. 		
3.11 Matters for consideration		
<p>1) 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—</p> <ul style="list-style-type: none"> a) is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and b) 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 c) satisfies any other relevant requirements of this Chapter. 	<p>It is our professional opinion that the proposal is consistent with the objectives of the policy contained within Clause 3.1. The proposal has been assessed in accordance with the criteria in Schedule 5. This assessment is detailed in Table 4.2.</p> <p>The Proposal complies in full with the design criteria for bridge signs that is set out in the Transport Corridor Guidelines. Refer Tables 4.3 and 4.4.</p>	Yes

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
<p>2) 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 application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires—</p> <p>a) is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</p> <p>b) 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—</p> <p>(i) design, and</p> <p>(ii) road safety, and</p> <p>(iii) the public benefits to be provided in connection with the display of the advertisement, and</p> <p>c) satisfies any other relevant requirements of this Chapter.</p> <p>3) 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.</p>	<p>The proposal has been assessed in accordance with the relevant criteria detailed in the Transport Corridor Guidelines 2017. Refer Table 4.5. A Traffic Safety Assessment has been undertaken in accordance with the Advertisement and Road Safety Provisions detailed in Section 3 of the Guidelines 2017. This assessment is detailed in the Bitzios Consulting Report reproduced at Appendix C. The assessment demonstrates that the proposal will not give rise to any traffic safety concerns.</p> <p>The Applicant has provided a Statement to satisfy the public benefit test provisions, in Section 3.4 of this SEE.</p>	
3.12 Duration of consents		
<p>(1) A consent granted under this Part ceases to be in force—</p> <p>(a) 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</p>	<p>This application seeks a 15 year consent term. A 15 year consent term is considered to be appropriate given the circumstances surrounding this application.</p>	Yes

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
<p>(b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.</p> <p>(2) The consent authority may specify a period of less than 15 years only if—</p> <p>(a) 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</p> <p>(b) 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</p> <p>(c) the specification of a lesser period is required by another provision of this Chapter.</p>		
Division 3 Particular advertisements		
3.14 Transport corridor land		
<p>(1) Despite 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—</p> <p>(a) the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,</p> <p>(b) the display of an advertisement by or on behalf of TfNSW on—</p>	<p>The M2 Motorway land is zoned SP2 under the HLEP 2013. The land use of 'signage' is prohibited in the SP2 Zone.</p> <p>The site is also located in a Heritage Conservation Area being the Beecroft-Cheltenham Heritage Conservation Area that is defined under Part 2 Schedule 5 of the HLEP 2013 and as such is prohibited development pursuant to Clause 3.8 of Chapter 3.</p> <p>Clause 3.14(1)(c) makes advertising development permissible with development consent, despite any prohibition in an LEP, if the proposed advertising development is:</p> <p>(a) Within transport corridor land.</p> <p>(b) Located within the M2 Motorway transport corridor land.</p>	Yes

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
<p>(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</p> <p>(ii) a bridge constructed by or on behalf of TfNSW on any road corridor, or</p> <p>(iii) land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,</p> <p>(c) 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.</p> <p>(2) 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.</p> <p>(3) The Minister must not grant consent to the display of an advertisement in such a case unless—</p> <p>(a) the advice of any design review panel appointed by the Minister has been considered by the Minister, and</p> <p>(b) the Minister is satisfied that the advertisement is consistent with the Guidelines.</p> <p>(4) This section does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines.</p>	<p>As the location of the proposed development falls within the transport corridor of the M2 Motorway, this application is being submitted under the provisions of Clause 3.14.</p> <p>Legal advice confirming that the application can be submitted under the provisions of Clause 3.14 is provided in Appendix A.</p>	

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground		
<p>(1) This section applies to an advertisement—</p> <ul style="list-style-type: none"> (a) that has a display area greater than 20 square metres, or (b) (b) that is higher than 8 metres above the ground. <p>(2) The consent authority must not grant consent to an application to display an advertisement to which this section applies unless—</p> <ul style="list-style-type: none"> (a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and (b) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies. 	<p>The proposed sign has a signage area of 41.76 sqm inclusive of a logo. Accordingly, Clause 3.15 would apply to this proposal. Table 4.2 addresses the assessment criteria contained in Schedule 5 of this Chapter. It is our professional opinion that the proposal is acceptable in terms of its impact. The Applicant requests the Minister for Planning to have regard to the mandatory requirements for advertised development as prescribed in the Environmental Planning and Assessment Act 1979.</p> <p>The Minister of Planning is the consent authority and therefore the terms of Clause 3.16 do not apply.</p>	Yes
3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road		
<p>(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.</p> <p>(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.</p> <p>(3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration—</p> <ul style="list-style-type: none"> a) the impact of the display of the advertisement on traffic safety, and b) the Guidelines. <p>(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.</p>	<p>In accordance with Clause 3.16(6), the Minister of Planning is the consent authority and the terms of Clause 3.16 do not apply to this application.</p> <p>As this DA involves works to a public road the concurrence of TfNSW is required under Section 138 of the Roads Act 1993.</p>	Yes

LEGISLATION	COMMENTS	COMPLIANCE YES/ NO
(5) Nothing in this section affects section 3.14.		
(6) This section does not apply when the Minister for Planning is the consent authority.		
3.18 Location of certain names and logos		
<p>(1) The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.</p> <p>(2) If the advertising display area has no border or surrounds, any such name or logo is to be located—</p> <p style="padding-left: 40px;">a) within the advertisement, or</p> <p style="padding-left: 40px;">b) within a strip below the advertisement that extends for the full width of the advertisement.</p> <p>(3) The area of any such name or logo must not be greater than 0.25 square metres</p> <p>(4) The area of any such strip is to be included in calculating the size of the advertising display area.</p>	<p>This application proposes to display a logo next to the digital sign. The area of the name plate will comply with the 0.25 sqm requirement. The area of the name plate has been included in the display area calculations of the sign which is 41.76 sqm.</p>	Yes
3.22 Advertisements on bridges		
<p>(1) A person may, with the consent of the consent authority, display an advertisement on a bridge.</p> <p>(2) The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guideline</p>	<p>The proposal has been assessed in accordance with the relevant criteria detailed in the Transport Corridor Guidelines 2017 and compiles in full with the relevant provisions as set out in Tables 4.3, 4.4, and 4.5.</p>	Yes

4.2.2.Chapter 3 Schedule 5 Compliance

TABLE 4.2 SCHEDULE 5 COMPLIANCE

SCHEDULE 5 CRITERIA	COMMENT	COMPLIANCE
<p>1. CHARACTER OF THE AREA</p> <p>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</p> <p>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality</p>	<p>We have examined the impact of the proposal on the landscape and built form character of the M2. In the journey along the M2 travelling west the visual character of the Motorway is dominated by road and rail infrastructure. On exiting the Epping Tunnel, the motorist passes under the rail bridge, views the M2 off and on ramps and then the Beecroft Road overpass and its engineered support beams and columns. As the Motorway sits within a cutting the acoustic wall barriers contain the motorists view to the Motorway. In this context the proposed sign is viewed against the built form of the overpass. It sits below the dominant skyline as it is below the height of the overpass safety mesh screens.</p> <p>As there is no pedestrian access along Beecroft Road on its eastern side above the overpass the outlook from the overpass for pedestrians remains unchanged as they will continue to use the western footpath. Views from the western footpath will be unaffected.</p> <p>In respect to surrounding land uses these comprise of bushland reserve and lower density residential areas. On the southern side (the Epping side) of the Motorway there is a bushland reserve that aligns Beecroft Road. This reserve contains the visual catchment of the residential area to the south. The dwellings in this area do not have views to the Beecroft Road Interchange or to the proposed digital sign.</p> <p>A low density residential area is located on the northern side of the Motorway. The majority of this area does not have views across the Motorway or the Beecroft Road Interchange inclusive of the overpass. As illustrated in Figures 2.5A-J there is a grouping of homes in Stewart Close that experience filtered views across the overpass. The majority of these homes will sit behind the proposed sign and their outlook will be unaffected by this proposal.</p>	<p>Yes</p>

SCHEDULE 5 CRITERIA	COMMENTS	COMPLIANCE YES/ NO
	<p>For the homes that sit forward of the proposed sign as they are perpendicular to the Motorway there visual exposure to the proposed sign will be limited to the front of their properties. The interchange is at a lower height than Stewart Close as it has been cut into the base rock and as the homes sit behind the acoustic wall barrier the outlook from these properties across the Beecroft Interchange will be largely unchanged. The sign will sit well below the dominant sky line and is read in the streetscape as part of the Motorway infrastructure. The existing street trees and garden plantings in Stewart Close further mitigate and filter direct views to the proposed digital sign.</p> <p>The proposed sign is consistent with the desired future character of the Motorway and it is development that has been anticipated and planned for along the corridor. There are no significant or adverse visual, heritage and lighting impacts arising from the proposal for the surrounding locality.</p>	
<p>2. SPECIAL AREAS</p> <p>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?</p>	<p>The site is located in the Beecroft-Cheltenham Heritage Conservation Area. The Conservation Area was defined prior to the construction of the M2 and its boundary has not been adjusted to account for its construction. The inclusion of the Motorway in the Conservation Area is an anomaly.</p> <p>A Heritage impact assessment has been undertaken by Sue Rosen Associates and is reproduced in Appendix F. The report concludes that <i>'there are no heritage grounds that would be cause for withholding approval.'</i></p> <p>Lighting investigations undertaken by Electrolight confirm that the illumination of the proposed sign will not raise any amenity impacts for residential dwellings located in Stewart Close or at the lower end of Old Beecroft Road. (Refer to the Lighting Impact Assessment in Appendix D).</p>	<p>Yes</p>

SCHEDULE 5 CRITERIA	COMMENTS	COMPLIANCE YES/ NO
3. VIEWS AND VISTAS Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers	<p>The digital screen sits within the profile of the overpass structure, and is viewed against the road infrastructure that is associated with the interchange. As the Motorway is in a cutting it sits below the height of the adjacent surrounding land uses and is well below the dominant skyline that is formed by the adjacent bushland reserves. It does not compromise any important views.</p> <p>The proposal respects the viewing rights of other advertisers as it is the only signage structure located on the overpass.</p>	Yes
4. STREETScape, SETTING OR LANDSCAPE Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	<p>The proposed digital screen will have a landscape orientation and it sits within the profile of the eastern elevation of the overpass and well below the dominant skyline that is created by local tree canopy.</p> <p>The proposed digital screen is one of seven (7) sites to have been selected for signage installations along the Motorway. These sites form stage 3 signage works under the 1999 signage agreement that is between the Applicant, Transurban and TfNSW.</p> <p>Under the Agreement up to forty five (45) signage faces can be installed. The display of signage on the M2 recognises the importance of the driver audience to the out of home (OOH) sector. The introduction and take up of digital technology by the Out Of Home sector is in high demand by companies who want their brands to be displayed as part of digital campaigns.</p> <p>Since 2010 sixteen (16) signs both static and digital have been installed. This accounts for 35% of the potential take up. The introduction of additional sign faces along the Motorway has always been contemplated. For this reason the addition of seven (7) digital signs does not constitute visual clutter of the Motorway.</p>	Yes

SCHEDULE 5 CRITERIA	COMMENTS	COMPLIANCE YES/ NO
Does the proposal require ongoing vegetation management?	<p>The introduction of the digital sign and its placement on the exposed concrete beam will improve the visual appearance of the overpass in the journey along the Motorway. The design incorporates decorative metal cladding that will further enhance the exposed concrete beam. As the sign is positioned on a structural beam it is read in the streetscape composition of the Motorway as part of the interchange infrastructure.</p> <p>The proposal does not necessitate any change to local landscaping. No pruning or tree removal is required.</p>	
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? Does the proposal respect important features of the site or building, or both? Does the proposal show innovation and imagination in its relationship to the site or building, or both?	<p>The digital sign is fully contained within the structural boundaries of the overpass. The proposal incorporates metal cladding which will provide consistency with the urban design treatment of the existing signage that is viewed by motorists in their journey along the Motorway.</p>	Yes
6. ASSOCIATED DEVICES AND LOGOS WITH ADVERTISEMENTS AND ADVERTISING STRUCTURES Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	<p>The equipment required for the functioning of the LED screen, will be located at the rear of the sign and integrated into the digital signage box as shown on the detailed plans prepared by Dennis Bunt in Appendix B. A access platform 600 mm wide allows safe access to the signage cabinet and will be provide secure access to the cabinet that contains the digital sign.</p> <p>A webcam will be installed at the front of the advertising structure. It will verify that creative copy is being displayed correctly. All content will be delivered to the site remotely via computer.</p> <p>A fall arrest cable will be incorporated into the design as required under the Transport Corridor Guidelines 2017.</p>	Yes

SCHEDULE 5 CRITERIA	COMMENTS	COMPLIANCE YES/ NO
7. ILLUMINATION Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation? Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew?	<p>Electrolight has undertaken an Illumination and Lighting Assessment for the proposed digital screen. This assessment is reproduced in Appendix D. The assessment has established that the proposed digital screen can operate without any unacceptable glare and in accordance with AS4282 Control of Obtrusive Effects of Outdoor Lighting. This will ensure that the proposed level of illumination will not adversely impact the amenity of any residential property.</p> <p>The brightness of the LED display is capable of being controlled and will be set to a fixed upper and lower operating limit. The brightness of the LED's will be automatically adjusted within these fixed limits via a local light sensor. The screens will not be subject to a curfew and will operate 24 hours.</p>	Yes
8. SAFETY Would the proposal reduce the safety for any public road? Would the proposal reduce the safety for pedestrians or bicyclists? Would the proposal reduce safety for pedestrians, particularly children, by obscuring sightlines from public areas?	<p>A Traffic Safety Assessment has been prepared for the proposal by Bitzios Consulting, which is reproduced in Appendix C. The relevant extracts that address these criteria are reproduced below.</p> <p><i>'The proposed digital screen will not reduce the safety of the public road because there are no crash related risks apparent in the crash data.</i></p> <p><i>While cyclists are allowed on the M2, it is a high difficulty environment, meaning few cyclists would use it and the shoulder is 3 metres wide. In any event, the change in cyclist safety risk associated with the digital signage installation is considered negligible.</i></p> <p><i>No sightlines for pedestrians and children are obscured by the proposal.'</i></p>	Yes

4.2.3. Transport Corridor Advertising and Signage Guidelines 2017

This Section addresses the compliance of the proposal against the relevant sections of the Transport Corridor Advertising and Signage Guidelines 2017 (Transport Corridor Guidelines 2017). As the Minister for Planning is the consent authority for this application the following sections of the Guidelines apply:

- Section 1.5 Table 1 Land Use Compatibility Criteria. These are addressed in Table 4.3.
- Section 1.6 Justification of the proposal. This addressed in Table 4.3.
- Section 2.3.2 Sign Placement in Transport Corridors. This is addressed in Table 4.3.
- Section 2.4 Sign Clutter. This is addressed in Table 4.3.
- Section 2.5.5 Bridge Signage controls. These are addressed in Table 4.4.
- Section 2.5.8 Digital Sign Criteria. These are addressed in Table 4.5.
- Section 3 Road Safety. Refer Traffic Safety Assessment by Bitzios Consulting in Appendix C.
- Section 3.3.3 Illumination and Reflectance. This is discussed in Section 3.3 of this SEE and the Electrolight LIA in Appendix D.
- Section 4 Public Benefit Test Provisions. This is discussed in Section 3.4 of this SEE.

TABLE 4.3

TRANSPORT CORRIDOR GUIDELINES LAND USE COMPATIBILITY & DESIGN REQUIREMENTS

GUIDELINES REQUIREMENT	COMMENT	COMPLIANCE
SECTION 1.5 TABLE 1 LAND USE COMPATIBILITY CRITERIA		
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	<p>The proposal to display a digital sign on the eastern elevation of Beecroft Road overpass is not inconsistent with the aims of the Hornsby LEP 2013.</p> <p>While the land use of signage is prohibited development in the SP2 Zone that applies to the site, the signage installation is part of a coordinated and staged signage strategy that has been developed for the M2 Motorway. To date sixteen (16) of the possible forty five (45) advertising installations have been developed.</p> <p>The road safety, lighting, heritage and visual impacts of this proposal have been assessed and are found to acceptable.</p> <p>Consideration has been given to the landscape character of the Beecroft – Cheltenham Heritage Conservation Area and it has been concluded that the Conservation Area boundaries were defined prior to the construction of the M2 and the ongoing inclusion of the Motorway corridor is an anomaly to the heritage controls. Refer (ii) below.</p> <p>Refer to Section 4.4 for detailed discussion against the HLEP 2013 provisions.</p>	Yes

GUIDELINES REQUIREMENT	COMMENTS	COMPLIANCE YES/ NO
<p>ii. 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:</p> <ul style="list-style-type: none"> • environmentally sensitive area • heritage area (excluding railway stations) natural or other conservation area open space (excluding sponsorship advertising at sporting facilities in public recreation zones) waterway • residential area (but not including a mixed residential and business zone, or similar zones) • scenic protection area • national park or nature reserve. 	<p>A low density residential area is located on the northern side of the Motorway. This area is zoned R2 Low Density Residential. The majority of this area which is accessed off Old Beecroft Road does not have views across the Motorway or the Beecroft Road interchange inclusive of the overpass. As illustrated in Figures 2.5A-I there is a grouping of homes in Stewart Close that experience filtered views across the overpass. The majority of these homes will sit behind the proposed sign and their outlook will be unaffected by this proposal.</p> <p>For the homes that sit forward of the proposed sign as they are perpendicular to the Motorway there visual exposure to the proposed sign will be limited to the front of their properties. The interchange is at a lower height than Stewart Close as it has been cut into the base rock and as the homes sit behind the acoustic wall barrier the outlook from these properties across to the Beecroft Interchange will be largely unchanged. The sign will sit well below the dominant sky line and is read in the streetscape as part of the Motorway infrastructure. The existing street trees and garden plantings in Stewart Close further mitigate and filter direct views to the proposed digital sign.</p> <p>The lighting impact assessment has confirmed that there will be no loss of amenity to these homes as the night time illumination is well below that allowed under AS 4283-2019. Refer to the Lighting Impact Assessment Report in Appendix D.</p> <p>The Motorway falls within the boundary of the Beecroft - Cheltenham Heritage Conservation Area. This area was defined prior to the construction of the Motorway. Its boundaries have not been adjusted to recognise the Motorway. The placement of the sign will not impact the significance of the conservation area. A Heritage Impact Assessment has been undertaken by Sue Rosen Associates and has concluded that <i>'the inclusion of the Motorway in the conservation area is an anomaly post construction. There are no heritage grounds for refusing the application.'</i> The assessments is reproduced in Appendix F.</p> <p>The land adjacent to the southern side of the Motorway is zoned RE1 Public Recreation. The proposed sign will not alter view lines to the bushland reserve from the Motorway or from Beecroft Road.</p>	<p>Yes</p>

GUIDELINES REQUIREMENT	COMMENTS	COMPLIANCE YES/ NO
	The placement of the proposed sign on the eastern elevation will not result in a significant or adverse heritage or visual impact.	
iii. Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area	The proposed digital sign is wholly contained within the eastern elevation of the overpass. It sits well below the dominant skyline. It will not obscure or compromise scenic views of the area.	Yes
iv. Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.	The site is located within a heritage conservation area identified in the HLEP 2013. A Heritage Impact Assessment has been undertaken by Sue Rosen Associates and is reproduced in Appendix F. The Report concludes that there are ' <i>no heritage grounds for refusing the application</i> '.	Yes
v. Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible signage should be used to enhance the visual landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.	The proposed digital screen will be mounted on the eastern elevation of the Beecroft Road overpass, on one of its supporting concrete beams. It is viewed within the context of the existing Motorway infrastructure. The proposal incorporates the installation of metal cladding. This will significantly improve the appearance of the raw concrete finish.. The materials palette and design is in keeping with the urban design look that was developed by the Applicant for all of its M2 signage installations.	Yes

GUIDELINES REQUIREMENT	COMMENTS	COMPLIANCE YES/ NO
SECTION 1.6 JUSTIFICATION		
<p>Justification of the proposal – The SEE must provide a justification for the advertisement in the proposed location, taking into account the assessment criteria in Schedule 5 of the SEPP and any mitigation or management measures to minimise potential impacts of the proposed advertisement. When the Minister for Planning is the consent authority or for signs on bridges, the justification of the proposal should also consider public benefits.</p>	<p>The proposed digital screen is one of seven (7) new digital signs being proposed for the M2 Motorway as part of stage 3 signage works.</p> <p>Rigorous safety and land use investigations were undertaken to determine the suitability of each of the seven (7) sites including preliminary reviews by TfNSW.</p> <p>There are currently sixteen (16) signage faces along the Motorway. Under the existing commercial signage agreement for the M2 between the Applicant, Transurban and TfNSW it was anticipated that up to a maximum of forty five (45) signs could be installed pending development consent.</p> <p>There is an existing public benefit arrangement in place that is associated with the existing sixteen (16) signs. This arrangement provides an equally proportioned annual monetary contribution to each of the three Council's through which the Motorway passes- the City of Ryde Council, Hornsby Shire Council and the Hills Shire Council. The proposed Public Benefit Offer for the new signs is detailed in Section 3.4.1 of this SEE.</p> <p>As detailed in Table 4.2 the proposal complies in with the Schedule 5 assessment criteria and will result in a well-designed signage installation. It will have a low visual impact and will not result in any adverse environmental, illumination, road safety or heritage impacts. In our professional opinion the proposal is justified.</p>	<p>Yes</p>

GUIDELINES REQUIREMENT	COMMENTS	COMPLIANCE YES/ NO
SECTION 2.3.2 SIGN PLACEMENT IN TRANSPORT CORRIDORS		
<p>As a guideline, advertising in urban areas should be restricted to rail corridors, freeways, tollways or classified roads:</p> <ul style="list-style-type: none"> a) within or adjacent to strategic transport corridors passing through enterprise zones, business development zones, commercial core zones, mixed use zones or industrial zones b) within or adjacent to strategic transport corridors passing through entertainment districts or other urban locations identified by the local council in a relevant strategy as being appropriate for such advertising <p>Consideration must be given to the compatibility of advertising development with surrounding land uses and whether such advertising will impact on sensitive locations. For instance, placement of advertising along transport corridors should not result in increased visibility of signage in adjacent or surrounding residential areas.</p>	<p>The subject site forms part of the M2 transport corridor. As illustrated by the extract from the Hornsby LEP Zoning Map at Figure 4.1, the site is adjoined by land that is zoned Residential R2. While R2 land is regarded as a sensitive location independent lighting impact investigations have confirmed that there will be no adverse amenity impacts to the adjacent properties. Our visual impact investigations have confirmed that there will be a low visual impact.</p>	<p>Yes</p>
2.4 SIGN CLUTTER CONTROLS		
<p>In assessing advertising proposals, the consent authority is to have regard to clutter:</p> <ul style="list-style-type: none"> a) Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter. b) Where there is advertising clutter, consideration should be given to reducing the overall number of individual advertisements on a site. Replacement of many small signs with a larger single sign is encouraged if the overall advertising display area is not increased. 	<p>The proposal involves the placement of a single digital sign on the eastern elevation of the overpass. There is no other signage on the overpass. The proposal will not give rise to visual clutter.</p>	<p>Yes</p>

TABLE 4.4

TRANSPORT CORRIDOR GUIDELINES BRIDGE SIGNAGE CRITERIA

BRIDGE SIGNAGE CRITERIA	COMMENT	COMPLIANCE
Advertisements on bridges must be consistent with the requirements of Clause 3.22: a. The architecture of the bridge must not be diminished.	The proposal will enhance the architecture of the bridge. Presently the eastern elevation presents as a series of angled exposed concrete support beams and columns. The installation of the digital screen and the associated metal cladding will give the structure a contemporary new look.	Yes
b. The advertisement must not extend laterally outside the structural boundaries of the bridge	The proposed digital screen is of landscape orientation and sits comfortably within the profile of the eastern elevation. It does not extend laterally outside of the structural boundaries.	Yes
c. The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8 metres.	The existing bridge has a minimum vertical pavement clearance of 5.3 metres. There is no change to the minimum clearance height.	Yes
d. On a road or pedestrian bridge, the advertisement must: i. not protrude above the top of the structural boundaries of the bridge ii. not block significant views for pedestrians or other bridge users (e.g. cyclists) iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users.	i. The proposed digital screen sits well below the height of the safety mesh. ii. The proposal will not alter the view lines currently enjoyed by pedestrians and cyclists using the overpass. There is currently no pedestrian access on the eastern side of the overpass and traffic signals direct all pedestrians and cyclists to the western footpath. iii. The proposed digital screen is 12.58 metres in length which is less than half of the horizontal span of the bridge. The sign also sits below the top of the safety mesh. This design resolution ensures open and unimpeded views from the overpass are maintained.	Yes

g. Any advertising sign proposed for development on a bridge over a classified road requires that construction drawings be submitted for review and approval by RMS bridge engineers prior to construction to ensure all road safety requirements are met.	Noted. The Applicant has provided a copy of the development application plans and the road safety assessment to TfNSW as part of the pre-lodgment consultation for this application. The Applicant will submit all construction drawings to TfNSW prior to applying for a construction certificate.	Yes
h. Any advertising sign proposed for development on a bridge over a road requires provision of a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of impact by an over high vehicle	The development application plans are notated that a fall arrest system will be provided.	Yes

Source: Compiled by Urban Concepts 2022

TABLE 4.5

TRANSPORT CORRIDOR GUIDELINES 2017 DIGITAL SIGN CRITERIA

DIGITAL SIGN CRITERIA	COMMENTS	COMPLIANCE YES/NO
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.	Yes
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs	Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.	Yes
c. The image must not be capable of being mistaken: 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 ii. as text providing driving instructions to drivers	Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers. For example, advertisements must not instruct drivers to perform an action such as 'Stop'.	Yes
d. Dwell times for image display must not be less than: i. 10 seconds for areas where the speed limit is below 80 km/h ii. 25 seconds for areas where the speed limit is 80km/h and over	The minimum allowed dwell time is 25 seconds based on the posted speed limit of 100km/h. Conditions can be imposed by the consent authority to ensure this minimum dwell time.	Yes

DIGITAL SIGN CRITERIA	COMMENTS	COMPLIANCE YES/ NO
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.	Conditions can be imposed by the consent authority to ensure that the sign has a transition time of no more than 0.1 seconds and a black screen in the event of image failure.	Yes
f. Luminance levels must comply with the requirements in Section 3 below	This area is Zone 3 as categorised in Section 3.3 of the Signage Guidelines. Acceptable luminance levels for this zone as specified in Table 6 of the Signage Guidelines are: no limit (full sun on face of signage), 6000cd/sqm (daytime), 500cd/sqm (twilight and inclement weather) and 200cd/sqm (night-time). It is noted that the Applicant will operate the digital screen at 110cd/M2 at night time which is a significantly lower limit than that set out in the Guidelines. Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.	Yes
g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	Conditions can be imposed by the consent authority to ensure that the sign's images comply with requirements to not contain flickering or flashing content.	Yes
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).	Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.	Yes
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.	N/A – The sign is not visible from a school zone.	Yes
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.	All relevant traffic directions have been assessed on their own merits.	Yes
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.	Noted.	Yes

DIGITAL SIGN CRITERIA	COMMENTS	COMPLIANCE YES/ NO
l. Sign spacing should limit drivers' view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.	No other sign is visible less than 150 metres.	Yes
<p>m. Signs greater than or equal to 20sqm must obtain RMS concurrence and must ensure the following minimum vertical clearances;</p> <p>i. 2.5m from lowest point of the sign above the road surface if located outside the clear zone</p> <p>ii. 5.5m from lowest point of the sign above the road surface if located within the clear zone (including shoulders and traffic lanes) or the deflection zone of a safety barrier if a safety barrier is installed.</p> <p>If attached to road infrastructure (such as an overpass), the sign must be located so that no portion of the advertising sign is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.</p>	<p>This application is submitted under the provisions of Clause 3.14 in Chapter 3 of IESEPP 2021. As this DA involves works to a public road the concurrence of TfNSW is required under Section 138 of the Roads Act 1993.</p> <p>The proposal does not alter the vertical clearance of the existing bridge.</p> <p>The Applicant advises that the proposed digital sign is located above the minimum vertical clearance height recognised along the M2 Motorway.</p>	Yes
n. An electronic log of a sign's operational activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or RMS to allow a review of the sign's activity in case of a complaint.	Conditions can be imposed by the consent authority to ensure that an electronic log is kept for the duration of the consent and be available to the consent authority and/or TfNSW for review in case of a complaint.	Yes
<p>o. A road safety check which focuses on the effects of the placement and operation of all signs over 20sqm must be carried out in accordance with Part 3 of the RMS Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the signs installation.</p> <p>The road safety check must be carried out by an independent RMS-accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to RMS and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant. In cases where the applicant is the RMS, the report is to be provided to the Department of Planning and Environment as well.</p>	Conditions can be imposed by the consent authority for a road safety check to be carried out after 12 months but within 18 months of the sign's installation.	Yes

Source: Bitzios Consulting 2022 Refer Appendix C of SEE

4.3. State Environmental Planning Policy (Transport and Infrastructure) 2021

The compliance of the proposal against the relevant provisions of the SEPP are detailed in Table 4.6.

TABLE 4.6

TRANSPORT AND INFRASTRUCTURE SEPP 2021

LEGISLATION	COMMENT
Subdivision 2 Development in or adjacent to road corridors and road reservations	
2.119 Development with frontage to classified road	
<p>(1) The objectives of this section are—</p> <p>(a) to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</p> <p>(b) to prevent or reduce the potential impact of traffic noise and vehicle emissions on development adjacent to classified roads.</p>	<p>(a) Bitzios Consulting has assessed the traffic safety impact of the proposal and has confirmed that it can comply with all relevant traffic safety requirements and will not adversely impact the safe and efficient operation of the M2 Motorway.</p> <p>TfNSW has reviewed the traffic safety implications of the proposal and advised the Applicant that the application can proceed to lodgement. Land owner's consent has been provided by TfNSW and is submitted under separate cover.</p> <p>(b) The proposal works constitute a digital advertising sign. The erection and operation of the sign will not contribute to traffic noise. The nature of the work is such that it does not generate traffic in its own right.</p>
<p>(2) The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that:</p> <p>(a) where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</p> <p>(b) the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</p> <p>(i) the design of the vehicular access to the land, or</p> <p>(ii) the emission of smoke or dust from the development, or</p> <p>(iii) the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</p>	<p>(a) The proposed development is not a traffic-generating development. The servicing of the bridge signs, when required, can be undertaken from the bridge deck. The freestanding Eden Gardens sign can be serviced from the road reserve.</p> <p>(b) Bitzios Consulting has assessed the traffic safety impact of the proposal and has confirmed that it can comply with all relevant traffic safety requirements and will not adversely impact the safe and efficient operation of the M2 Motorway.</p>

LEGISLATION	COMMENT
(c) the development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicle emissions within the site of the development arising from the adjacent classified road.	(c) The proposed development is a digital advertising signage and is not sensitive to traffic noise or vehicle emissions.
2.121 Excavation in or immediately adjacent to corridors	
<p>(1) This section applies to development that involves the penetration of ground to a depth of at least 3m below ground level (existing) on land that is the road corridor of any of the following roads or road projects (as described in Schedule 2)—</p> <ul style="list-style-type: none"> (a) the Eastern Distributor, (b) the Cross City Tunnel, (c) the Lane Cove Tunnel, (d) the Tugun Bypass, (e) the Liverpool—Parramatta Transitway, (f) the North-West Sydney Transitway Network, (g) the Gore Hill Freeway, (h) the Western Distributor, (i) Southern Cross Drive, (j) the Cahill Expressway, (k) General Holmes Drive, (l) the Hume Motorway, (m) the M1 Pacific Motorway, (n) the M2, (o) the M4, (p) the M5, (q) the M4–M5 link, (r) the M7, (s) NorthConnex, (t) the Sydney Harbour Tunnel, (u) the King Georges Road Interchange, (v) the Pacific Highway. <p>(2) Before determining a development application (or an application for modification of a consent) for development to which this section applies, the consent authority must—</p> <ul style="list-style-type: none"> (a) give written notice of the application to TfNSW within 7 days after the application is made, and (b) take into consideration— <ul style="list-style-type: none"> (i) any response to the notice that is received within 21 days after the notice is given, and (ii) any guidelines that are issued by the Planning Secretary for the purposes of this section and published in the Gazette, and (iii) any implications of the ground penetration for the structural integrity of the road or project, and 	<p>The stage 3 digital signage applications will not require any excavation works that extend at least 3 metres below ground level. Of the seven digital signs that are being proposed six (6) will be bridge-mounted signs (Lane Cove Road, Beecroft Road, Murray Farm Road, Cropley Drive, Windsor Road and Ixion Road Pedestrian Bridge).</p> <p>The Eden Gardens Sign at Macquarie Park is located on road corridor land and will require excavation for its footings. The extent of excavation will not extend to 3 metres below ground level and is estimated at 2 metres. Accordingly, this section does not apply to the stage 3 digital signage DA's.</p>

LEGISLATION	COMMENTS
<p>(iv) any cost implications for the road or project of the ground penetration.</p> <p>(3) The consent authority must provide TfNSW with a copy of the determination of the application within 7 days after the determination is made.</p>	

Source: Compiled by Urban Concepts

4.4. Local Planning Provisions

The site is located within the Hornsby Shire Local Government Area. Land use planning for the site is controlled under the Hornby LEP 2013. The Hornby LEP 2013 was gazetted on the 27 September 2013. It is the existing environmental planning instrument that applies to the subject land. The compliance of the proposal against the relevant provisions is discussed below.

HORNSBY LEP 2013

Aims of the Plan

'(1) This Plan aims to make local environmental planning provisions for land in Hornsby in accordance with the relevant standard environmental planning instrument under section 3.20 of the Act.

(2) The particular aims of this Plan are as follows—

(aa) to protect and promote the use and development of land for arts and cultural activity, including music and other performance arts,

(a) to facilitate development that creates—

(i) progressive town centres, thriving rural areas and abundant recreation spaces connected by efficient infrastructure and transport systems, and

(ii) a well-planned area with managed growth to provide for the needs of future generations and people enriched by diversity of cultures, the beauty of the environment and a strong economy,

(b) to guide the orderly and sustainable development of Hornsby, balancing its economic, environmental and social needs,

(c) to permit a mix of housing types that provide for the future housing needs of the community near employment centres, transport nodes and services,

(d) to permit business and industrial development that meets the needs of the community near housing, transport and services, and is consistent with and reinforces the role of centres within the subregional commercial centres hierarchy,

(e) to maintain and protect rural activities, resource lands, rural landscapes and biodiversity values of rural areas,

(f) to provide a range of quality passive and active recreational areas and facilities that meet the leisure needs of both the local and regional community,

(g) to facilitate the equitable provision of community services and cultural opportunities to promote the well being of the population of Hornsby,

(h) to protect and enhance the scenic and biodiversity values of environmentally sensitive land, including bushland, river settlements, river catchments, wetlands and waterways,

(i) to protect and enhance the heritage of Hornsby, including places of historic, aesthetic, architectural, natural, cultural and Aboriginal significance,

(j) to minimise risk to the community in areas subject to environmental hazards, including flooding and bush fires.'

COMMENT

The proposal does not raise any issues that are contradictory to the aims that underpin the HLEP 2013:

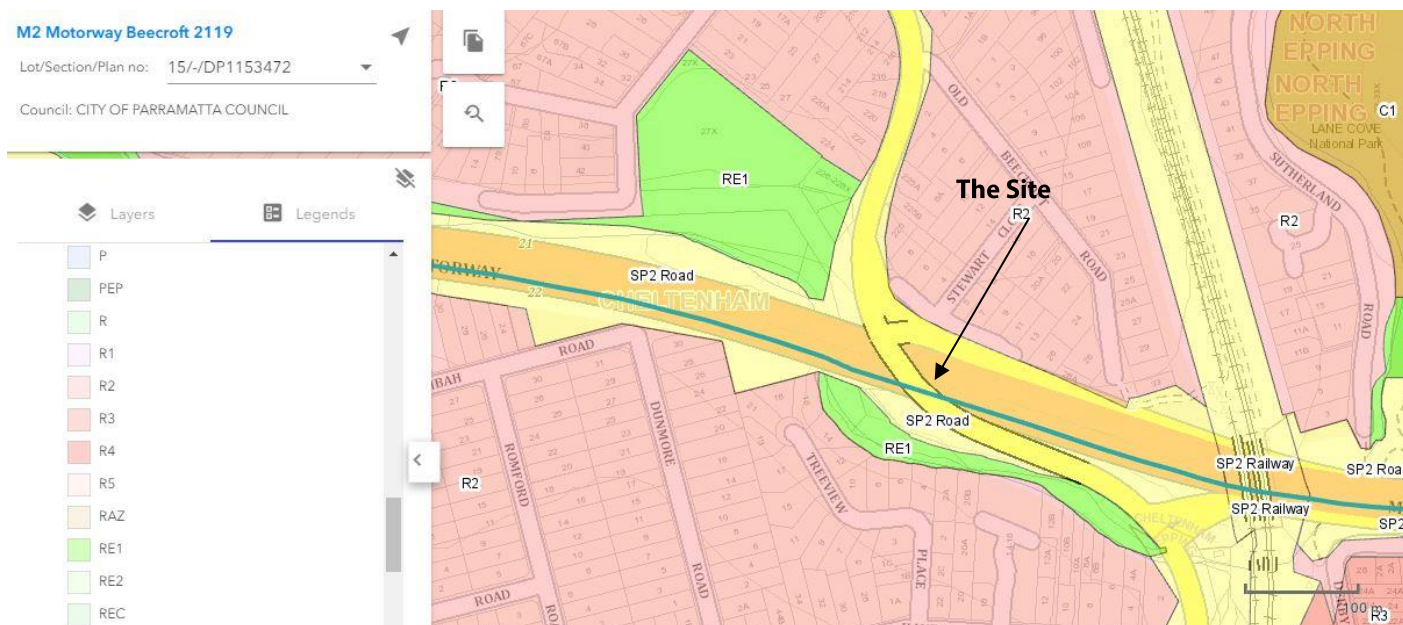
- Independent road safety investigations have confirmed that the introduction of a digital sign on the eastern elevation of the Beecroft Road overpass above the M2 will not impact the efficient and effective operation of the Motorway and will not raise safety issues for pedestrians. There is no pedestrian access on the eastern side of the overpass.
- Lighting investigations confirm that the sign will not adversely impact the amenity of the residences to the immediate north of the site in Stewart Close and Old Beecroft Road.
- Visual impact investigations have confirmed that the sign would have a low level of impact on local and district views. The proposed sign will not adversely impact the visual catchment of the residential properties to the north. There is no change to the visual catchment of dwellings to the south as they have no viewlines presently to the Beecroft Road interchange and overpass.
- The proposal does not necessitate the removal or pruning of any roadside vegetation or the bushland that is located in the RE1 Zone to the south of the site.
- The heritage impact of the proposal has been fully considered by Sue Rosen Associates and it has been determined that there will be no adverse impacts on the Beecroft Cheltenham Heritage Conservation Area. The integrity and character of the Area is not compromised by this proposal.

Land Use Zoning

The subject site is zoned SP2 Infrastructure (Classified Road) as indicated on the extract of the land use zoning map that is reproduced at Figure 4.1.

FIGURE 4.1

HORNSBY LOCAL ENVIRONMENTAL PLAN 2013 EXTRACT



Source: E-Spatial Planning Viewer NSW DPE 2022

Zone SP2 Infrastructure

1. Objectives of zone

- To provide for infrastructure and related uses.
- To prevent development that is not compatible with or that may detract from the provision of infrastructure.

2. Permitted without Consent

Environmental Protection Works; Roads; Water Reticulation Systems

3. Permitted with consent

Aquaculture; Roads; The purpose shown on the Land Zoning Map, including any development that is ordinarily incidental or ancillary to development for that purpose

4. Prohibited

Any development not specified in item 2 or 3

COMMENT

The land use of signage (inclusive of advertising) is not a permissible use in the SP2 Infrastructure Zone under the provisions of the HLEP 2013. Notwithstanding the provisions of the current LEP, the display of signage along the M2 was always proposed as demonstrated by the execution of the commercial agreement between the Applicant, the Hills Motorway and the NSW Government in 1999. A signage master plan and urban design strategy was developed for the Motorway and guided the design and planning of the existing sixteen (16) signage installations (both static lightbox and digital) developed between 2010 and 2017 as part of the stage 1 and stage 2 works. This application is one of seven (7) sites that will form stage 3 signage works for the M2.

As the subject site constitutes road corridor and transport corridor land associated with the M2 Motorway, Clause 3.14(1) (c) of Chapter 3 IESEPP 2021 enables a development application to be considered for the display of an advertisement notwithstanding it is a prohibited land use under the HLEP 2013. Legal advice confirming that Clause 3.14(1) (c) can be relied upon for this application is provided in Appendix A. An extract from that advice is reproduced below:

'Section 3.14(1)(c) makes advertising development permissible with development consent, despite any prohibition in an LEP, if the proposed advertising development is:

(a) Within transport corridor land. This is defined as: transport corridor land means the following land—

(a) land comprising a railway corridor,

(b) land comprising a road corridor,

(c) land zoned industrial under an environmental planning instrument and owned, occupied or managed by TfNSW, Sydney Metro or RailCorp.

(b) Located within the M2 Motorway transport corridor land.

On the basis of our instructions as to the location of the proposed development within the transport corridor of the M2 Motorway, the development is permissible with consent.'

Heritage Conservation

The provisions of Clause 5.10 apply to this application. The site falls within the Beecroft-Cheltenham Heritage Conservation Area which is prescribed under Part 2 of Schedule 5 of the LEP.

5.10 Heritage conservation

1.Objectives

The objectives of this clause are as follows—

(a) to conserve the environmental heritage of Hornsby,

(b) to conserve the heritage significance of heritage items and heritage conservation areas, including associated fabric, settings and views,

(c) to conserve archaeological sites,

(d) to conserve Aboriginal objects and Aboriginal places of heritage significance.

2. Requirement for consent

Development consent is required for any of the following—

(a) demolishing or moving any of the following or altering the exterior of any of the following (including, in the case of a building, making changes to its detail, fabric, finish or appearance)—

(i) a heritage item,

(ii) an Aboriginal object,

(iii) a building, work, relic or tree within a heritage conservation area,

(b) altering a heritage item that is a building by making structural changes to its interior or by making changes to anything inside the item that is specified in Schedule 5 in relation to the item,

(c) disturbing or excavating an archaeological site while knowing, or having reasonable cause to suspect, that the disturbance or excavation will or is likely to result in a relic being discovered, exposed, moved, damaged or destroyed,

(c) disturbing or excavating an Aboriginal place of heritage significance,

(e) erecting a building on land—

- (i) on which a heritage item is located or that is within a heritage conservation area, or
- (ii) on which an Aboriginal object is located or that is within an Aboriginal place of heritage significance,

(f) subdividing land—

- (i) on which a heritage item is located or that is within a heritage conservation area, or
- (ii) on which an Aboriginal object is located or that is within an Aboriginal place of heritage significance.

3. When consent not required

However, development consent under this clause is not required if—

(a) the applicant has notified the consent authority of the proposed development and the consent authority has advised the applicant in writing before any work is carried out that it is satisfied that the proposed development—

- (i) is of a minor nature or is for the maintenance of the heritage item, Aboriginal object, Aboriginal place of heritage significance or archaeological site or a building, work, relic, tree or place within the heritage conservation area, and
- (ii) would not adversely affect the heritage significance of the heritage item, Aboriginal object, Aboriginal place, archaeological site or heritage conservation area, or

(b) the development is in a cemetery or burial ground and the proposed development—

- (i) is the creation of a new grave or monument, or excavation or disturbance of land for the purpose of conserving or repairing monuments or grave markers, and
- (ii) would not cause disturbance to human remains, relics, Aboriginal objects in the form of grave goods, or to an Aboriginal place of heritage significance, or

(c) the development is limited to the removal of a tree or other vegetation that the Council is satisfied is a risk to human life or property, or

(d) the development is exempt development.

4. Effect of proposed development on heritage significance

The consent authority must, before granting consent under this clause in respect of a heritage item or heritage conservation area, consider the effect of the proposed development on the heritage significance of the item or area concerned. This subclause applies regardless of whether a heritage management document is prepared under subclause (5) or a heritage conservation management plan is submitted under subclause (6).

5. Heritage assessment

The consent authority may, before granting consent to any development—

- (a) on land on which a heritage item is located, or
- (b) on land that is within a heritage conservation area, or
- (c) on land that is within the vicinity of land referred to in paragraph (a) or (b), require a heritage management document to be prepared that assesses the extent to which the carrying out of the proposed development would affect the heritage significance of the heritage item or heritage conservation area concerned.

6. Heritage conservation management plans

The consent authority may require, after considering the heritage significance of a heritage item and the extent of change proposed to it, the submission of a heritage conservation management plan before granting consent under this Clause.

7. Archaeological sites

The consent authority must, before granting consent under this clause to the carrying out of development on an archaeological site (other than land listed on the State Heritage Register or to which an interim heritage order under the Heritage Act 1977 applies)—

- (a) notify the Heritage Council of its intention to grant consent, and*
- (b) take into consideration any response received from the Heritage Council within 28 days after the notice is sent.*

8 Aboriginal places of heritage significance

The consent authority must, before granting consent under this clause to the carrying out of development in an Aboriginal place of heritage significance—

- (a) consider the effect of the proposed development on the heritage significance of the place and any Aboriginal object known or reasonably likely to be located at the place by means of an adequate investigation and assessment (which may involve consideration of a heritage impact statement), and*
- (b) notify the local Aboriginal communities, in writing or in such other manner as may be appropriate, about the application and take into consideration any response received within 28 days after the notice is sent.*

(9) Demolition of nominated State heritage items

The consent authority must, before granting consent under this clause for the demolition of a nominated State heritage item—

- (a) notify the Heritage Council about the application, and*
- (b) take into consideration any response received from the Heritage Council within 28 days after the notice is sent.*

(10) Conservation incentives

The consent authority may grant consent to development for any purpose of a building that is a heritage item or of the land on which such a building is erected, or for any purpose on an Aboriginal place of heritage significance, even though development for that purpose would otherwise not be allowed by this Plan, if the consent authority is satisfied that—

- (a) the conservation of the heritage item or Aboriginal place of heritage significance is facilitated by the granting of consent, and*
- (b) the proposed development is in accordance with a heritage management document that has been approved by the consent authority, and*
- (c) the consent to the proposed development would require that all necessary conservation work identified in the heritage management document is carried out, and*
- (d) the proposed development would not adversely affect the heritage significance of the heritage item, including its setting, or the heritage significance of the Aboriginal place of heritage significance, and*
- (e) the proposed development would not have any significant adverse effect on the amenity of the surrounding area.'*

COMMENT

The Applicant engaged Sue Rosen Associates to assess the heritage impacts of the proposed works on the Beecroft Cheltenham Heritage Conservation Area (HCA). The Heritage Impact Assessment (HIA) is reproduced in Appendix F.

The impact of the works will be minor on the character and significance of the HCA as they occur within the context of existing Motorway Infrastructure. The placement of the sign has considered its viewing context. It has been positioned within the lateral boundaries of the overpass and sits below the level of the safety screens. As it is positioned on one of the three engineered support beams the digital screen is orientated to the Motorway carriageway. This positioning contains its viewlines to the Motorway and ensures that it is viewed as part of the overpass structure. The existing raw concrete of the overpass will be visually enhanced by the integration of the cladding treatment.

The HCA was defined prior to the construction of the Motorway. Its construction will have substantially altered that part of the HCA that it now transects. The proposed signage does not adversely impact the significance or character of the remaining HCA. The Heritage Assessment Report notes that the ongoing inclusion of that part of the Motorway in the HCA is an anomaly.

The conclusion reached in the Heritage Impact Assessment Report is reproduced below.

'While the site for the proposed signage is within the HCA it is not within view of any listed heritage items. The signage will be at an angle (oriented to the east) and below the direct site lines of the southerly oriented residences addressing Stewart Close.

The site's inclusion in the HCA is remnant from the defining of the area prior to the construction of the motorway in the early 1990s (it was opened in 1997). The HCA (defined pre c. 1994) boundaries need to be redefined to reflect the motorway's existence. This would still place the site in the vicinity of a HCA, however given:

- *the motorway context – signage, tunnels, ramps, fencing, barriers;*
- *the siting in a cutting below the HCA's natural topography;*
- *no impact on views to the HCA; and,*
- *minimal visibility from the HCA.*

In my opinion there will be no negative impacts on the character of the conservation area and therefore approval would not be withheld on heritage grounds.'

5. ENVIRONMENTAL ASSESSMENT

The proposal has been assessed having regard to the relevant Matters of Consideration under Section 4.15 (1) of the Environmental Planning and Assessment Act 1979. The Heads of Consideration are reproduced below:

‘4.15 Evaluation (cf previous s 79C)

(1) Matters for consideration--general In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development the subject of the development application:

(a) the provisions of:

(i) any environmental planning instrument, and

(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Planning Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and

(iii) any development control plan, and

(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

(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph), that apply to the land to which the development application relates,

(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,

(c) the suitability of the site for the development,

(d) any submissions made in accordance with this Act or the regulations,

(e) the public interest.’

5.1. Section 4.15 (1) (a) Environmental Planning Instruments, Proposed Instruments, DCPs, Planning Agreements and the Regulations

The proposal is defined as ‘signage’ under the Hornsby LEP 2013. Signage is a prohibited use in the SP2 Infrastructure Zone that applies to the site. As signage is a prohibited use, the application is submitted under Clause 3.14 of Chapter 3 in IESEPP 2021. Chapter 3 and Schedule 5 of IESEPP 2021 and the associated Transport Corridor Guidelines 2017 are the relevant statutory and policy considerations for this proposal. A robust assessment against these controls is contained in Section 4 of this SEE. Legal advice confirming that this application can rely on the provisions of Clause 3.14(1) is provided in Appendix A.

We have considered the proposal against the aims that underpin the Hornsby LEP 2013. We find the proposal to be satisfactory as it does not contradict the aims that underpin the intent for future land use planning in the Hornsby LGA. We have also assessed the proposal against the heritage provisions contained in the LEP at Clause 5.10 and it is considered satisfactory.

The Regulations have been considered to the extent that they are applicable to this application and the NSW DPE will also consider them as part of their assessment and apply conditions as required. It is our professional opinion that the proposal can be supported on statutory grounds.

5.2. Section 4.15 (1) (b) Other Impacts of the Development

5.2.1. Adjoining Development

The subject site forms part of the M2 transport corridor. As illustrated by the HLEP 2013 zoning plan extract in Figure 4.1 the site adjoins land that is zoned R2 Low Density Residential and RE1 Public Recreation. The site is also located within the Beecroft - Cheltenham Heritage Conservation Area. Refer Figure 2.6A.

Notwithstanding the sensitivity of these surrounding land uses, we have undertaken a thorough assessment of the potential lighting, heritage and visual impacts on these adjoining land uses and in our professional opinion we consider the proposal will have a low and satisfactory level of impact for the following reasons:

1. The independent Lighting Assessment undertaken by Electrolight has considered the illumination impact of the sign on the residential dwellings on the northern side of the Motorway. The LIA concluded that:

The proposed signage (and surrounding environment) was modelled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the signage. Photometric data for the screen was provided by the screen manufacturer, with the maximum luminance corresponding to the night time limit outlined in Table 3.2. Appendix D of the Electrolight Report shows the lighting model and the results of the calculations.

It can be seen from the lighting model that the maximum illuminance to the dwellings in Zone A3 is 0.5 lux. The illuminance complies with the maximum AS 4282 limit of 2 lux.

In our professional opinion the site is an appropriate location for a digital sign having regard to adjoining land uses.'

2. The independent heritage impact assessment undertaken by Sue Rosen & Associates concluded that *'While the site for the proposed signage is within the HCA it is not within view of any listed heritage items. The signage will be at an angle (oriented to the east) and below the direct site lines of the southerly oriented residences addressing Stewart Close.*

The site's inclusion in the HCA is remnant from the defining of the area prior to the construction of the motorway in the early 1990s (it was opened in 1997). The HCA (defined pre c. 1994) boundaries need to be redefined to reflect the motorway's existence. This would still place the site in the vicinity of a HCA, however given:

- *the motorway context – signage, tunnels, ramps, fencing, barriers;*
- *the siting in a cutting below the HCA's natural topography;*
- *no impact on views to the HCA; and,*
- *minimal visibility from the HCA.*

In my opinion there will be no negative impacts on the character of the conservation area and therefore approval would not be withheld on heritage grounds.'

3. The visual impact of the proposed sign is substantially contained to the Motorway. The placement of the sign has considered its viewing context. It has been positioned within the lateral boundaries of the overpass on a structural beam that is orientated to the road reserve. Westbound motorists are the primary viewing audience of the sign. It will be viewed as part of the overpass and interchange infrastructure and will not obstruct local views. It sits well below the dominant skyline. The existing raw concrete of the overpass will be visually enhanced by the integration of the sign and its associated cladding treatment.
4. The introduction of the sign will not adversely impact the view composition and outlook from adjacent residential land uses. As the Motorway is within a cutting it sits below the road reserve of Beecroft Road and the residential streets to the immediate north of the on-ramp being Stewart Close and Old Beecroft Road. The existing acoustic barriers that align the northern side of the Motorway and the on-ramp also

act as a visual barrier and mitigate potential views across the Motorway. Existing and mature street trees and garden plantings further mitigate potential view impacts. The existing RE1 Bushland Reserve to the south of the Motorway mitigates any potential views from the residential area to the south that sits behind the Reserve.

5. The proposed signage display will not be visible in the journey along Beecroft Road as it sits below the height of the safety. There is no pedestrian access on the eastern side of the overpass and pedestrian and cyclist views from the western side will remain unchanged.

5.2.2.Socio and Economic Development

From a social perspective, all content that is displayed on the screen will be in accordance with the established standards for outdoor media advertising.

The appropriate management system will be in place to safeguard against security breaches. This will include the installation of a webcam at the site to ensure the correct media is always being displayed. Further, in the event of a malfunction, the sign will be directed to default to a black blank screen.

There is an existing Public Benefit Agreement in place that was negotiated for the Stage 1 and 2 M2 signage development applications that were approved by the NSW Minister for Planning. Under the terms of the Agreement the Applicant pays to TfNSW (formerly the NSW Roads and Traffic Authority) a monetary contribution that is indexed annually to the consumer price index (CPI). Regardless of how many signage installations are located in the respective LGA's, TfNSW shares the monetary contribution equally between each of the three Council's through which the M2 Motorway passes – City of Ryde Council, Hornsby Shire Council and Hills Shire Council.

The Applicant and Transurban have made a Public Benefit Offer to TfNSW which is currently being negotiated between the parties. Included within the Public Benefit Offer is to provide five (5) percent advertising space for road safety messages in prime locations to address key road safety issues. These messages contribute to the significant reductions in the number of fatalities on NSW roads.

For the reasons outlined above it is our professional opinion that the proposed digital sign will deliver socio economic benefits for the broader community.

5.2.3.Illumination and Light Impact

A Lighting Impact Assessment undertaken by Electrolight has identified that the site is located in a Zone 3 area under the Transport Corridor Outdoor Advertising Guidelines 2017. Maximum dimming and luminance levels are prescribed under the Guidelines 2017 and the Australian Standard AS 4282-2019 for the Control of the Obtrusive Effects of Outdoor Lighting. These controls are discussed within the Lighting Impact Assessment detailed in Section 3 of this SEE and the LIA report is reproduced in Appendix D. The report concludes that the proposed operation of the digital screen complies in full with the relevant legislation and will not result in any amenity impacts for residents of the adjacent residential area to the south of the Motorway or glare for eastbound motorists travelling on the M2.

5.2.4.Landscape and Vegetation Management

The proposal does not require the removal of any existing landscaping or trees.

5.2.5 Utility Services

The proposal does not raise any concerns regarding the provision of utility services.

5.2.2. Visual Impact

Urban Concepts has undertaken an analysis of the visual character of the site and its surrounding context, its scenic quality and visual exposure to both the public and private domains. The surrounding visual context has been described in Section 2.2 of this SEE and in Figures 2.5A-I. Based on this visual analysis we conclude that:

- The proposal will have a high visual exposure to a small visual catchment being westbound motorists travelling on the M2 Corridor.
- Static and digital signage is an established visual element in the journey along the M2. The proposed digital sign is not an unexpected visual element in the public domain and streetscape of the Motorway for the outbound motorist.
- The proposal is consistent with the urban design look that has been developed for the Motorway which incorporates decorative cladding. The cladding will enhance the appearance of the eastern elevation of the overpass.
- The proposal does not create any adverse visual effect or impacts in relation to views to items of heritage significance. The sign is viewed and forms part of the existing Motorway infrastructure. It does not obscure views to the bushland reserves or adjacent residential areas because it is wholly contained within the overpass structure. It sits below the height of the safety screen which is well below the dominant skyline.
- In the journey along the Motorway, the proposed sign forms a minor element in the visual composition. In the vicinity of the Beecroft Road Interchange it is viewed as part of a transport corridor and the visual composition is dominated by road carriageway, crash barriers, acoustic walls, engineered support structures and the railway overpass.
- The digital screen will not adversely impact local views currently enjoyed by motorists, cyclists and pedestrians who use Beecroft Road. There is no pedestrian access along the eastern side of Beecroft Road where it crosses the overpass. The proposed sign will not be visible in the journey along this road when travelling either north or south. The visual integrity of the journey remains unchanged.
- The Lighting Impact Assessment confirms that there will be no unacceptable glare or adverse lighting impacts on the safety of pedestrians, residents or vehicular traffic.
- The night time operation of the proposed sign will not cause any reduction in visual amenity to the dwellings that are located to the north of the Motorway in Stewart Close or Old Beecroft Road. The forecast night time maximum illuminance of 0.5 lux is well within the maximum AS 4282-2019 limit of 2 lux.
- On the southern side of the Motorway is a low density residential area that is zoned R2 and it sits behind the RE1 zoned Bushland Reserve. Residences in this area do not have any existing views to the overpass and as such their outlook will remain unchanged.
- A low density residential area is located on the northern side of the Motorway. This area is also zoned R2 Low Density Residential. The majority of this area which is accessed off Old Beecroft Road does not have views across the Motorway or the Beecroft Road Interchange inclusive of the overpass. As illustrated in Figures 2.5A-I there is a small grouping of homes in Stewart Close that currently experience filtered views across the overpass. The majority of these homes will sit behind the proposed sign and their outlook will be unaffected by this proposal. For those homes that sit forward of the proposed sign as they are perpendicular to the Motorway their visual exposure to the proposed sign will be limited to the front of their properties. There will be no change to the outlook from their rear gardens. The interchange is at a lower height than Stewart Close as it has been cut into the base rock and as the homes already sit behind the acoustic wall barrier the outlook from these properties across to the Beecroft interchange will be largely unchanged. The sign will sit well below the dominant skyline and is read in the streetscape as part of the Motorway infrastructure. The existing street trees and garden plantings in Stewart Close further mitigate and filter direct views to the proposed digital sign.

Having regard to the above considerations it is our professional opinion that the proposed digital installation will have a low visual impact and can be supported given the visual context of the site

5.2.7 Heritage Impact or Special Area Characteristics

The heritage impact of the proposal has been fully considered by Sue Rosen Associates and it has been determined that there will be no adverse impacts on the Beecroft-Cheltenham Heritage Conservation Area. The integrity and character of Area is not compromised by this proposal. Further discussion about heritage impact is provided in Section 2.5 and Section 4.4 of this SEE. The Heritage Impact Assessment by Sue Rosen Associates is reproduced in Appendix F.

5.2.8 Access and Parking

In terms of the ongoing operation of the advertising panel, it will not be necessary to bring machinery onto the site to change creative copy as this will be undertaken off site by a computer.

5.2.9 Traffic and Pedestrian Safety

Bitzios Consulting has assessed the traffic and pedestrian safety impacts of the proposal. The assessment is reproduced in Appendix C of this report. The report concludes that the proposed digital advertising screen is acceptable in terms of impacts on road safety and complies with the relevant TfNSW regulations for the control of advertising structures and the relevant provisions of the Transport Corridor Guidelines 2017.

5.3 Section 4.15 (1) (c) Suitability of the Site for the Development

The eastern elevation of the Beecroft Road overpass above the M2 Motorway is an effective location for an outdoor media display. The proposed digital sign is considered to be suitable and appropriate development for this site for the following reason

- The proposal does not extend or protrude above the current height of the existing advertising structure.
- Bitzios Consulting has confirmed that the proposal will not have an adverse impact upon the safety of any driver, pedestrian or cyclist on the Motorway or in the general locality of the site.
- The Applicant and Transurban has made a Public Benefit Proposal to TfNSW. The offer is explained in Section 3.4.1 of this SEE.
- The proposal will not raise any traffic safety concerns. It will adopt a 25 second dwell time, which is considered appropriate for a road with a speed limit greater than 80 km/h in accordance with the most current digital criteria in the Transport Corridor Guidelines 2017. The proposal is compatible with the road safety requirements and visual context of the site and will not alter or derogate its functionality as a Motorway.
- The proposal is fully compliant with all relevant land use compatibility, bridge signage, lighting and illumination controls prescribed under AS 4282-2019 and the Transport Corridor Guidelines 2017.
- The proposal can be supported on heritage grounds.
- The proposal will not result in any adverse amenity impacts for the residential area on the northern and southern sides of the Motorway.
- The visual catchment of the proposed sign is contained to the Motorway. Motorists travelling west on the M2 are the primary viewing audience of the sign.

5.4 Section 4.15 (e) Public Interest

After fully considering all aspects of the proposed upgrade, it is our professional opinion that the proposal is in the public interest for the following reasons:

- It is consistent with the level of innovation and signage trends that are occurring within the locality, nationally and overseas.
- It recognises the importance of the growing driver audience on the M2 Motorway to the OOH sector.
- It raises no issues relating to traffic, cyclist and pedestrian safety.
- It is fully compliant with the intent of State and Local Environmental Planning Instruments.
- A Public Benefit Offer to TfNSW accompanies this proposal and is explained in Section 3.4.1 of this SEE.
- The Applicant and Transurban have provided 5% of screen time to TfNSW free of charge for public service road safety announcements and amber alerts.

6. CONCLUSION & RECOMMENDATION

Effective outdoor advertising requires a site that provides a high level of daily exposure to motorists, commuters and pedestrians. This fundamental site requirement has been recognised at a State Government level through Chapter 3 and Schedule 5 of IESEPP 2021 and the introduction of Guidelines for the erection of outdoor advertising in Transport Corridors, such as the M2 Motorway.

This Development Application seeks consent to erect a new digital advertising sign and associated decorative cladding onto the eastern elevation of the Beecroft Road overpass above the M2 Motorway at Cheltenham. It is one of seven (7) new digital signs being proposed for display along the Motorway. There are currently sixteen (16) advertising sites along the Motorway which have been progressively developed by the Applicant under the existing commercial agreement since 2010. This new bundle of digital applications comprises stage 3 of the M2 Signage Strategy.

The subject site constitutes Road Corridor and Transport Corridor Land. The proposal is being advanced by Manboom pursuant to Clause 13.4(1)(c) of Chapter 3 and the NSW Minister for Planning is the Consent Authority for this application pursuant to Clause 3.10 of Chapter 3.

This SEE and the supporting documentation have been prepared to address the relevant statutory provisions contained in Chapter 3 and Schedule 5 of IESEPP 2021, the associated Transport Corridor Advertising and Signage Guidelines 2017, the Hornsby LEP 2013 and the relevant Heads of Consideration prescribed under Section 4.15(1) of the Environmental Planning and Assessment Act 1979.

Independent and robust specialist investigations which support this application include, a Lighting Impact Assessment undertaken by Electrolight, a Traffic Safety Assessment undertaken by Bitzios Consulting and a Heritage Assessment undertaken by Sue Rosen Associates. These specialists have concluded that the introduction of a digital screen will not result in any adverse environmental amenity or traffic safety impacts. TfNSW has considered the application and has found it to be acceptable having regard to the traffic safety of the Motorway.

It is our professional opinion that after considering all aspects of this proposal that it is appropriate to proceed for the following reasons:

- The proposed screen is of suitable scale and proportion relative to the architecture of the host bridge and is fully contained within the profile of the Beecroft Road eastern overpass elevation.
- The proposal, as submitted, complies with the underlying intent of state and local planning controls for outdoor advertising and digital signage.
- The proposal will not raise any matters that are contrary to the Heritage Conservation Objectives of Hornsby Shire Council.
- The proposal does not raise any significant or adverse traffic safety concerns and complies with TfNSW criteria of the operation of digital signs.
- The digital LED screen does not raise any issues relating to undesirable glare, reflectivity and light spillage.
- The advertising copy can be changed off-site without disruption to the pedestrian and vehicle movements on the M2 and Beecroft Road.
- The introduction of digital signage can occur without adverse visual impact to the amenity of residential properties.
- The sign is well-designed and constructed of high quality steel and aluminum, which are corrosion resistant materials. The decorative cladding will improve the raw concrete finish of the overpass and its supporting beams providing a contemporary look that is consistent with the urban design look that has been formulated for the Motorway.

- The sign will contribute to the vibrancy of this part of the motorway through its ability to display real time advertising content and community and civic related messages.
- The proposal incorporates a Public Benefit Offer to TfNSW. In addition the Applicant and Transurban will provide 5% of screen time to TfNSW for road safety announcements and emergency messaging.

It is our professional opinion that the NSW Minister for Planning should favourably consider and recommend for approval the proposed digital advertising sign on the eastern elevation of the Beecroft Road overpass above the M2 Motorway as submitted.

Yours faithfully,



Belinda Barnett

Managing Director, Urban Concepts

Appendix A

Legal Advice

28 June 2022

Mr Ian Riley
Manboom Signage Partnership Pty Ltd
151 Macquarie Street
SYDNEY NSW 2000

Contact
Julia Green (02) 9210 6157
Email: julia.green@corrs.com.au

Partner
Christine Covington

Dear Ian

M2 Motorway Signage DA

1 Request for Advice

- 1.1 You have asked us to advise on whether Manboom Signage Partnership Pty Ltd (**Manboom**) can be the applicant for development applications for the display of advertisements on the M2 Motorway (**DA**) for the purposes of section 3.14 of the *State Environmental Planning Policy (Industry and Employment) 2021 (IESEPP)*.
- 1.2 Section 3.14 of the IESEPP makes advertisement development permissible with development consent, where such development may otherwise be prohibited under a local environmental plan (**LEP**).

2 Executive Summary

- 2.1 In short, the answer is yes, Manboom can be the applicant for the DAs and benefit from the provisions in section 3.14(1)(c) of the IESEPP that make advertisement development permissible with consent on the M2 Motorway.
- 2.2 There is no requirement in section 3.14 or the balance of the IESEPP that requires the applicant for the DA for advertising on the M2 Motorway to be a public authority.
- 2.3 Landowner's consent to the DAs would still be required in the usual course.

3 Reasoning

- 3.1 We are instructed that Manboom proposes to lodge DAs for the display of advertisements on the M2 Motorway.
- 3.2 We are instructed that the development will be located on that part of the M2 Motorway that is zoned SP2 and that under the relevant LEPs, advertising and signage use is prohibited.

3.3 Section 3.14 of the IESEPP states:

3.14 Transport corridor land

- (1) **Despite section 3.8(1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases—**
- (a) *the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,*
 - (b) *the display of an advertisement by or on behalf of TfNSW on—*
 - (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*
 - (ii) *a bridge constructed by or on behalf of TfNSW on any road corridor, or*
 - (iii) *land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,*
 - (c) **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.**
- (2) *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.*
- (3) *The Minister must not grant consent to the display of an advertisement in such a case unless—*
- (a) *the advice of any design review panel appointed by the Minister has been considered by the Minister, and*
 - (b) *the Minister is satisfied that the advertisement is consistent with the Guidelines.*
- (4) *This section does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines.*

[emphasis added]

3.4 Section 3.14(1)(c) makes advertising development permissible with development consent, despite any prohibition in an LEP, if the proposed advertising development is:

- (a) Within transport corridor land. This is defined as:

transport corridor land means the following land—

- (a) land comprising a railway corridor,
- (b) land comprising a road corridor,
- (c) land zoned industrial under an environmental planning instrument and owned, occupied or managed by TfNSW, Sydney Metro or RailCorp.

- (b) Located within the M2 Motorway transport corridor land.

3.5 On the basis of our instructions as to the location of the proposed development within the transport corridor of the M2 Motorway, the development is permissible with consent.

3.6 Unlike sections 3.14(1)(a) and (b), there is no requirement under section 3.14(1)(c) that the DA is made by or on behalf of a public authority. Accordingly, any person, including Manboom, can make such an application.

Yours faithfully
Corrs Chambers Westgarth

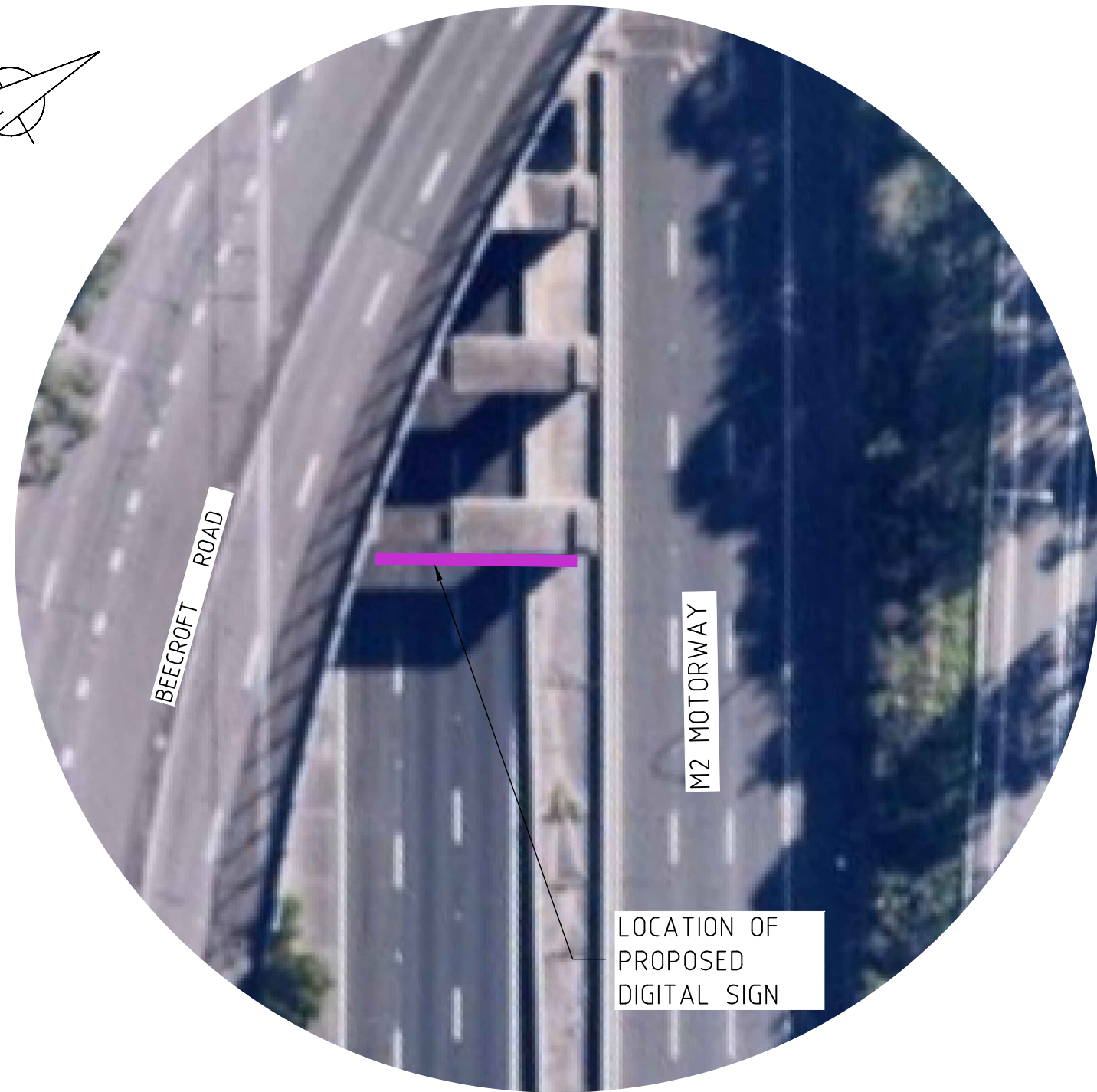
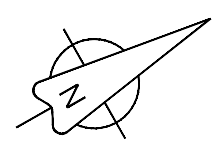


Christine Covington
Partner in Charge (she/her)

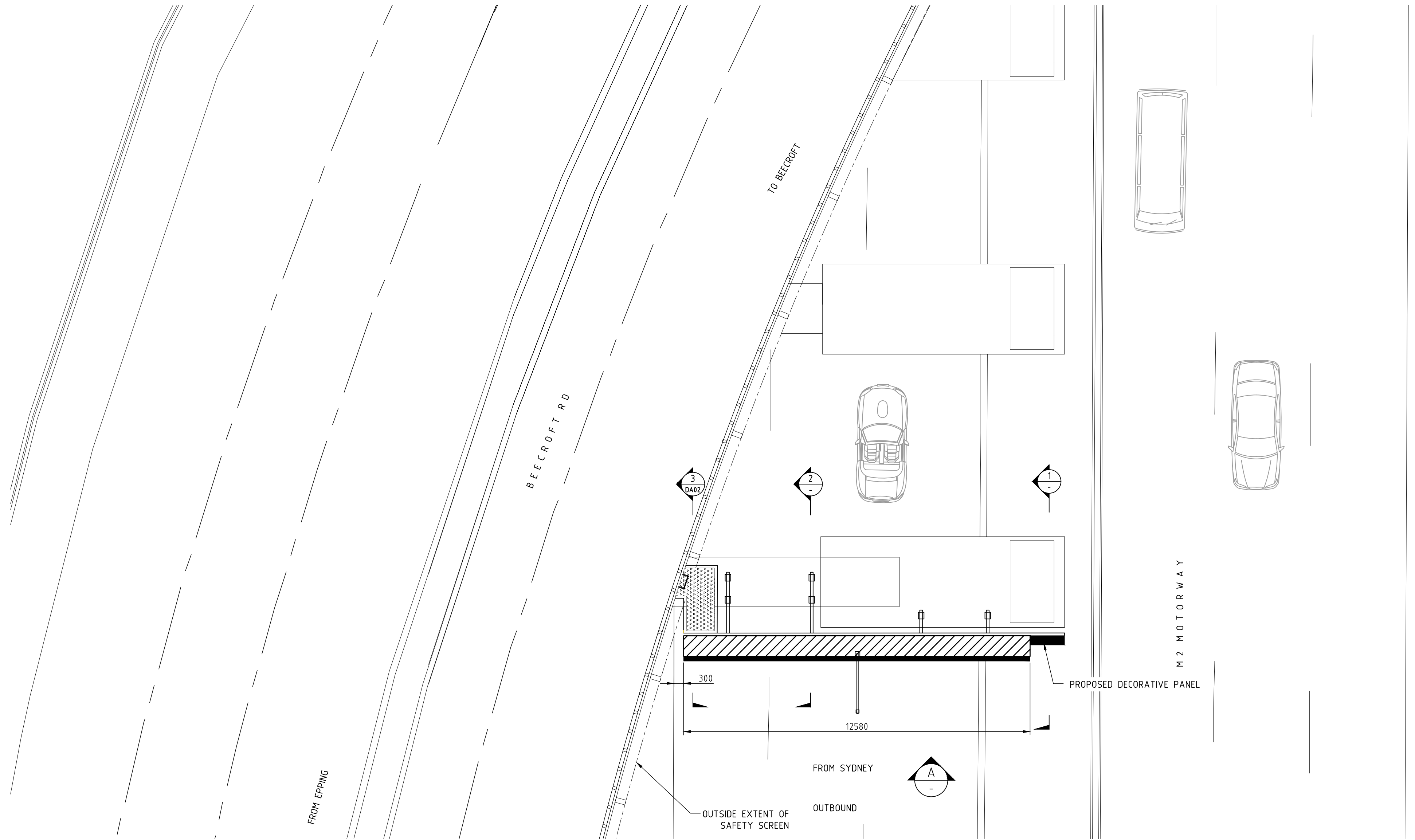
Julia Green
Special Counsel

Appendix B

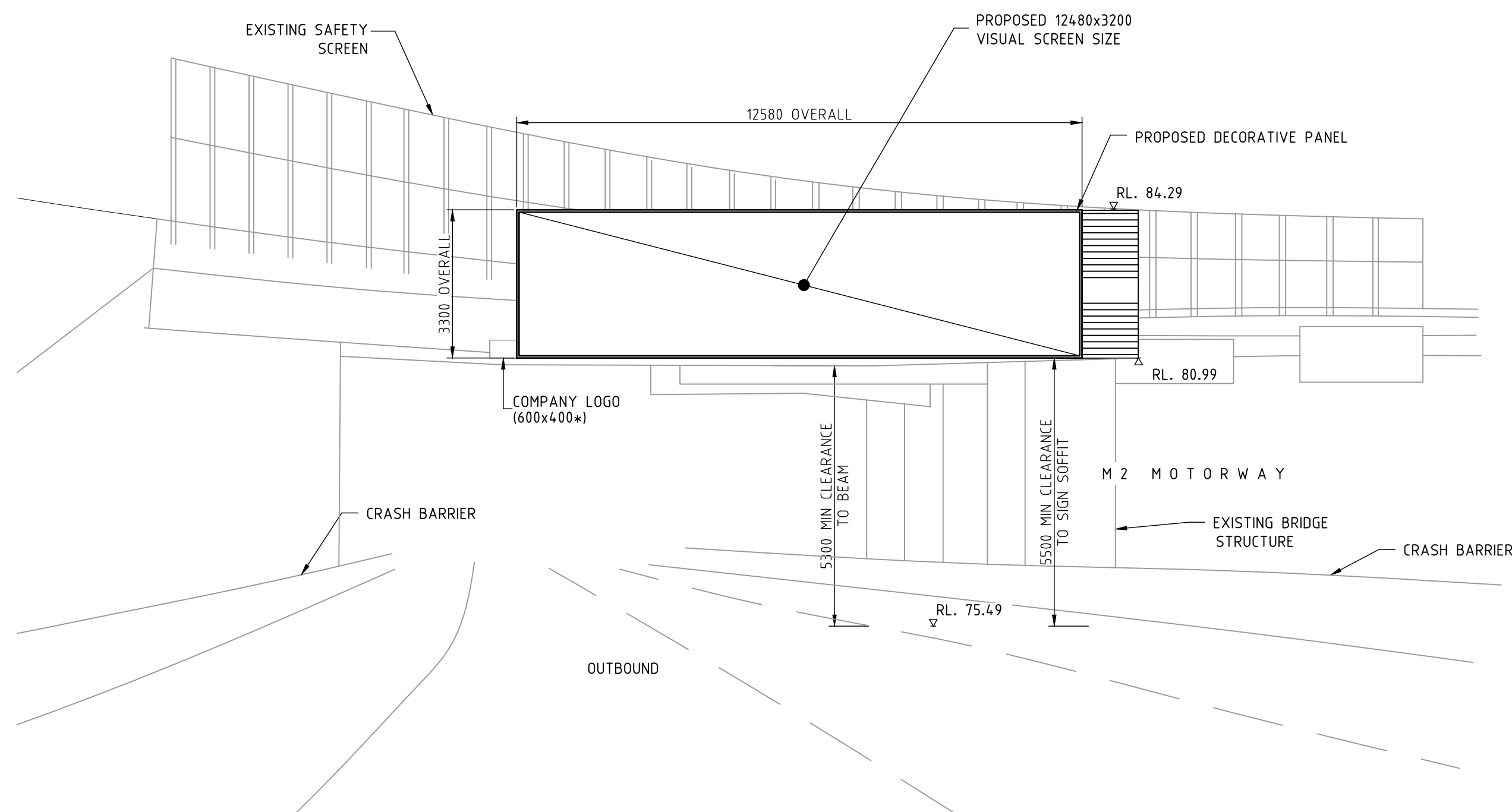
Development Application Plans and Photomontage



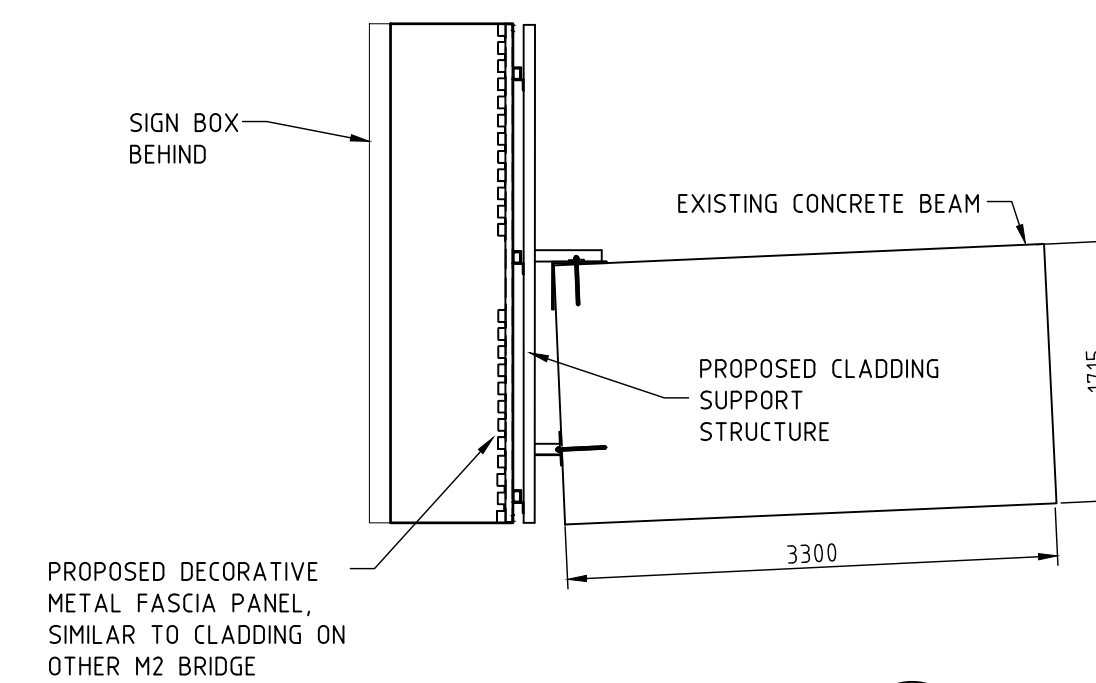
AERIAL PHOTO
NTS



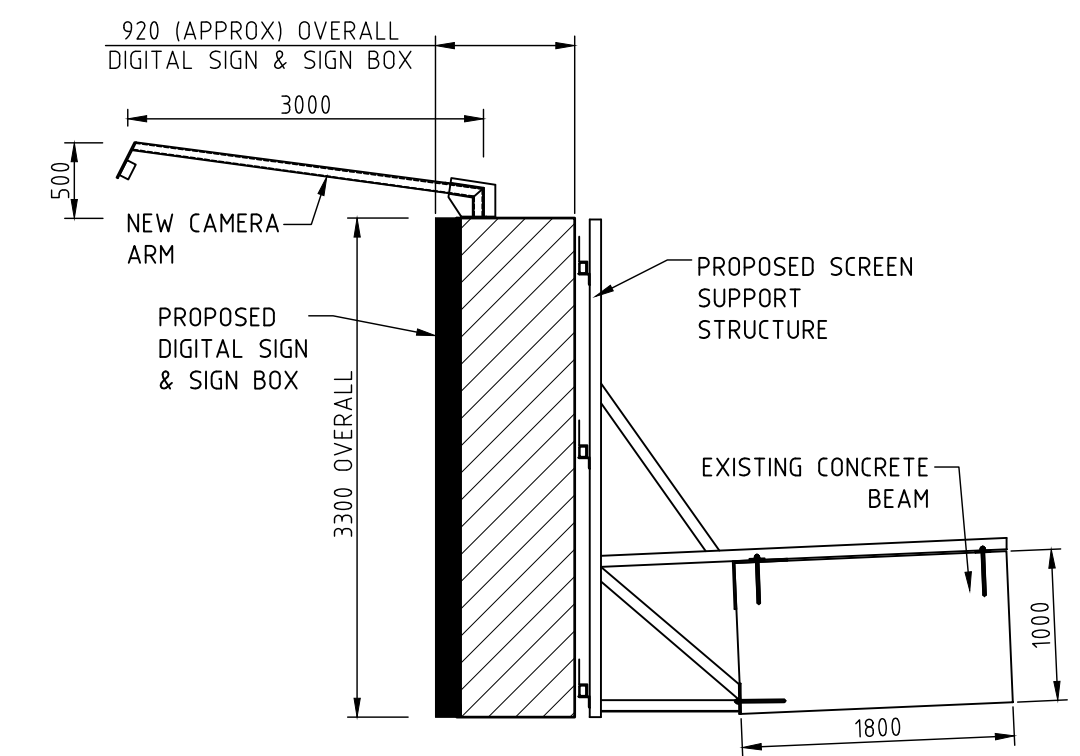
PROPOSED SITE PLAN
SCALE 1:100



ELEVATION A
SCALE 1:100



SECTION 1
SCALE 1:50



SECTION 2
SCALE 1:50

NOT FOR CONSTRUCTION

ISS	DATE	COMMENT
A	26/09/22	ISSUED FOR APPROVAL
B	06/10/22	ISSUED FOR APPROVAL



Suite 4, Building 7, 49 Frenchs Forest Road East,
Frenchs Forest, NSW 2086
P.O. Box 652, Forestville, NSW 2087
Ph: 02 9451 3455 Fax: 02 9451 3466
Email: info@dbce.com.au
ABN 23 039 013 724

CLIENT:	MANBOOM
PROJECT:	BEECROFT RD OVERPASS CHELTENHAM, OUTBOUND

TITLE:	PROPOSED DIGITAL SIGN GENERAL ARRANGEMENT & SITE PLAN, ELEVATION & SECTION
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DRAWN AT	DESIGN JL	DATE:	July'22
JOB NO:	22141-8	DWG NO:	DA01
SCALE @ A1:	AS SHOWN	REV:	B



Ford
ALL-NEW ESCAPE

NO ADVERTISING
TRICKERY REQUIRED

Ford

The billboard features a vibrant green background. In the center is a red Ford All-New Escape. To the left of the car, a green silhouette of a person stands with arms raised in a celebratory gesture. To the right, another green silhouette of a person stands with one arm raised. The Ford logo is in the bottom right corner.



Appendix C

Traffic Safety Report

Prepared by Bitzios Consulting

M2 Hills Motorway: Beecroft Road Overpass

Proposed Digital Sign Traffic Safety Assessment

Manboom Signage

24 November 2022



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The assessment team has undertaken assessments of similar digital advertising sign proposals elsewhere in NSW and Australia. In addition to the use of NSW guidelines, our assessments are founded on road safety auditing principles and traffic safety risk assessments. Where a significant change in road safety risk has been identified due to the proposal, potential treatment measures to mitigate the change in risk have been suggested. However, the adoption of any or all the treatment measures does not warrant that the site is absolutely safe from incidents in the future whether they be related or unrelated to the proposed digital sign.

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CONTENTS

	Page
1. INTRODUCTION	1
1.1 Background	1
1.2 Methodology	2
2. SIGN VIEWING LOCATIONS	3
2.1 Viewing Approaches	3
2.2 Driver Views	4
3. DIGITAL SIGN SPECIFICATIONS	5
4. LITERATURE REVIEW	6
4.1 Context	6
4.2 Relationships between Distraction and Crashes	6
4.3 Relationships between Digital Sign Glances and Distraction	8
4.4 The Relationship between Digital Signs and Crashes	10
4.4.1 International Examples	10
4.4.2 Local Examples	11
4.5 Research Interpretation	12
5. TRAFFIC SAFETY ASSESSMENT	13
5.1 Key Assumptions	13
5.2 Site Inspection	13
5.3 Review of Crash Data	13
5.4 Approach Sightline Assessments	14
5.4.1 Description of Approaches	14
5.4.1 Driver Sightline Assessment	15
5.5 Compliance Assessment	17
5.5.1 Industry and Employment SEPP Schedule 5	17
5.5.2 Transport for NSW Advertising Sign Safety Assessment Matrix	17
5.5.3 Transport Corridor Outdoor Advertising and Signage Guidelines Table 3	18
6. CONCLUSIONS	20
REFERENCES	21

Tables

Table 3.1:	Specifications and Site Information for the Proposed Digital Sign
Table 4.1:	Causes of Vehicle Crashes in NSW and Victoria
Table 4.2:	Pre and Post-installation Crash Data Comparison – M2 Digital Signs (2012-2021)
Table 5.1:	Crash Degree Summary on Approach to the Site (2016-2020)
Table 5.2:	Approach Attributes – M2 westbound
Table 5.3:	Assessment against Industry and Employment SEPP Schedule 5
Table 5.4:	Assessment against the Transport for NSW Advertising Sign Assessment Matrix
Table 5.5:	Assessment against the Signage Guidelines Digital Sign Criteria

Figures

Figure 1.1: Location of the Proposed Digital Sign

Figure 2.1: Driver Viewing Range to the Proposed Sign

Figure 2.2: Daytime view from the M2 westbound lane 1

Figure 2.3: Daytime view from the M2 westbound lane 3

Figure 5.1: In-vehicle viewing range and views along the M2 westbound

Appendices

Appendix A: Proposed Development Plan

Appendix B: Existing M2 Digital Sign Crash Data Comparison Technical Note

Appendix C: Photo Montages

Appendix D: Crash Data

1. INTRODUCTION

1.1 Background

Manboom Signage is seeking development approval for the installation of a digital LED advertising sign. The sign is proposed to be located above the westbound carriageway of the M2 Hills Motorway (M2) on the Beecroft Road overpass in Cheltenham as shown in Figure 1.1.



**Sign location is indicative.
Adapted from Nearmap*

Figure 1.1: Location of the Proposed Digital Sign

Bitzios Consulting has been engaged by Manboom Signage to undertake a traffic safety assessment of the proposal.

1.2 Methodology

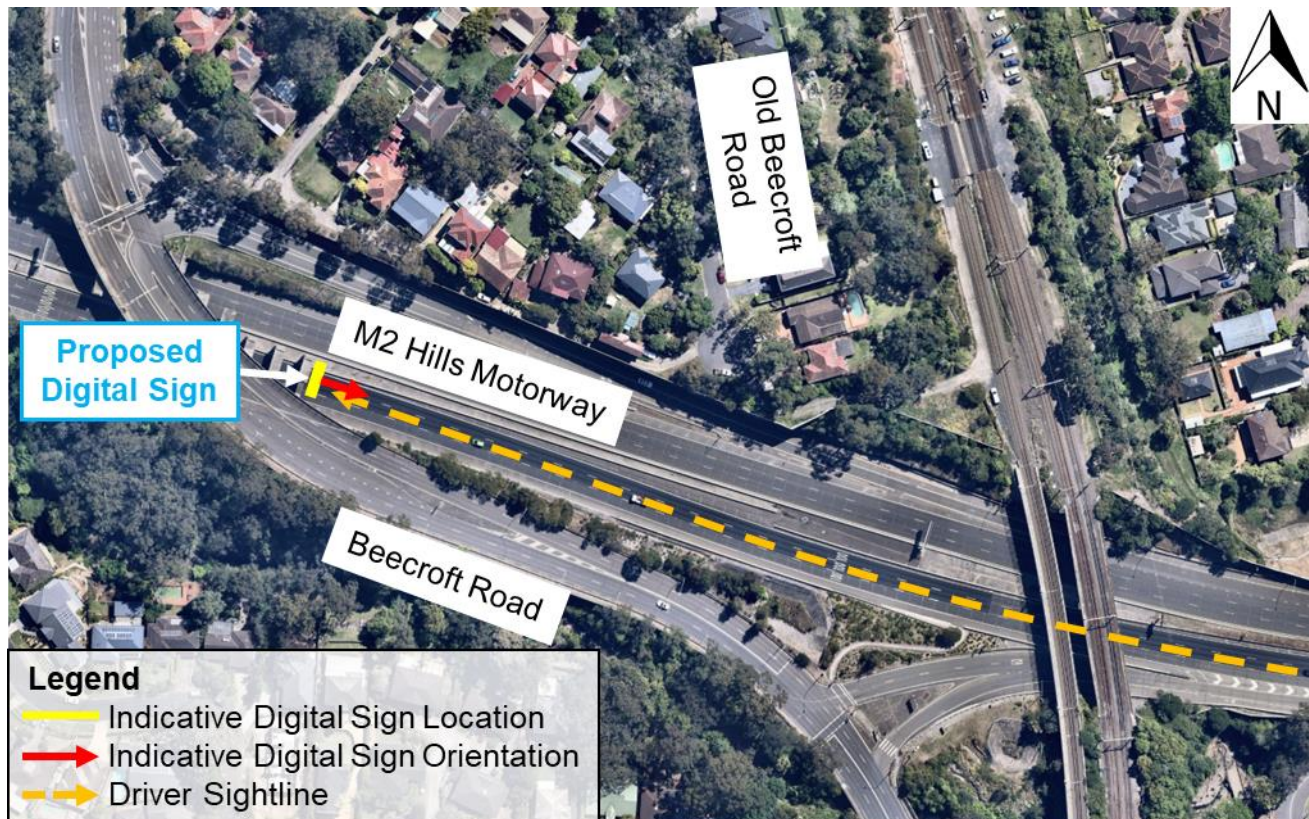
The process used to assess the impact of the proposal involved:

- A review of the viewing locations and sightlines to the proposed digital sign to define the geographical scope of the assessment
- A review of the proposed digital sign specifications
- A review of relevant research of the effects of digital signs on driver distraction in different driving circumstances
- A before versus after installation crash analysis study and documenting the results of 12-month post-opening safety assessments for nine other digital signs along the M2
- A site inspection during day conditions to understand the road user's perspective of the sign, then a driver sightline assessment using images captured from in-vehicle video recordings
- A first-principles safety assessment of the proposed digital sign, including reviewing road approaches, driver sightlines, surrounding environment and proximity of intersections
- A review of the most recently available five years of crash data in proximity to the sign
- An assessment of the proposed digital sign against:
 - State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP)
 - The Transport for NSW Advertising Sign Safety Assessment Matrix
 - The *Transport Corridor Outdoor Advertising and Signage Guidelines: Assessing development applications under SEPP 64* (Department of Planning and Environment, November 2017) (*Signage Guidelines*).

2. SIGN VIEWING LOCATIONS

2.1 Viewing Approaches

The digital sign is proposed to face south-east towards westbound drivers along the M2. The driver viewing range to the sign from this approach is illustrated in Figure 2.1 and demonstrates a relatively long distance on approach to the proposed sign from which it can be identified.



**Sign location is indicative.
Adapted from Nearmap*

Figure 2.1: Driver Viewing Range to the Proposed Sign

The ability to recognise the sign and to recognise its content are two different things. The sign could be identified as an object from approximately 340m away as shown in Figure 2.1, however, its content is only likely to be recognisable from about 200m away, depending on the content of the advertisement. The sign will appear at the windscreen as an object that is 6cm wide and 1.6cm high when 200m from it.

2.2 Driver Views

The westbound sign view from the M2 lanes 1 and 3 during the daytime period is shown in Figure 2.2 and Figure 2.3 respectively.



**Sign location is indicative, not to scale and for illustration purposes only.*

Figure 2.2: Daytime view from the M2 westbound lane 1



**Sign location is indicative, not to scale and for illustration purposes only.*

Figure 2.3: Daytime view from the M2 westbound lane 3

3. DIGITAL SIGN SPECIFICATIONS

The specifications for the proposed digital sign, as well as other relevant site information, are summarised in Table 3.1. The proposed development plan is provided in **Appendix A**.

Table 3.1: Specifications and Site Information for the Proposed Digital Sign

Attribute	Details
Location	M2 Beecroft Road westbound overpass, Cheltenham, NSW
Local Government Area	Hornsby
Land use zoning	SP2 Road
Proposed facing direction	South-east
Proposed type of advertisement/sign	Bridge advertisement – supersite
Proposed display format	Internally illuminated digital (LED)
Proposed visual screen size	12.48m x 3.20m = 39.94m ²
Proposed advertising display area	12.58m x 3.30m = 41.51m ²
Minimum vertical pavement clearance	5.30m
Visual screen size greater than 20m ² ?	Yes
Visual screen size greater than 45m ² ?	No
Structure higher than 8m above the ground?	Yes – overall height 8.60m
Is the site located within 250m of and visible from a classified road under the <i>Roads Act 1993</i> ?	Yes
Consent authority	NSW Minister for Planning
Does the sign contain moving parts?	No
Is it a Variable Message Sign?	No
Does it have any flashing or flickering content?	No

4. LITERATURE REVIEW

4.1 Context

Crashes directly related to digital signs would typically fall into two categories:

- Crashes due to the collision of a vehicle with the mounting structure of a digital sign where the sign is placed in a location where there is a reasonable risk of this occurring
- Crashes which occur as a consequence of a driver being distracted by a digital sign.

The available *Digital Signage Guidelines* generally provide well-researched information on the location of 'clear zones' and other areas where there is a reasonable risk of an object being collided with by an errant vehicle. The linkages between driver distraction due to digital signs and crashes is less well dealt with in the available *Digital Signage Guidelines* and many of the criteria used have no direct relevance of the risk of distraction in time and in space on approach to digital signs located in different parts of the visual driving environment and in different driving environments.

The chain of events that is required to link a digital sign to increased crash rates is that:

- *A driver is aware of an external event (i.e. outside the vehicle) which is a digital sign display change and that the event distracts a driver sufficiently to lead to involuntary driver inattention which then leads to driver error at a critical time in a driving environment and driving circumstance that leads to a crash.*

As there is no body of research that links the installation of a digital sign or the conversion of a static sign to a digital sign to increased crash rates, the available research has been disaggregated into:

- The relationship between distractions (generally) and crashes
- The relationship between digital signs and distractions
- Studies which have attempted to interpret before v after installation crash statistics to see if there is a correlation of digital signs with crash rates (without defining a causal relationship).

Research on each of these topics is summarised below.

4.2 Relationships between Distraction and Crashes

It is important to note that distraction from digital or static billboards did not feature in the top 15 causes of driver distraction. As such, this data further validates the research consensus that there is no valid link between roadside advertising and increased crash risk. There is consensus in the literature that the majority of crashes which occur in urban areas are due to driver error. Victor et al. (2005) highlights that human error is the cause of up to 92.6 percent of accidents on the road. In order to minimise the risk of crashes drivers need to: be aware of external environmental influences, interpret the risks associated with these external environmental influences, make decisions, and carry out actions (Perez & Bertola 2011).

Even though human error is the cause of most crashes, Lam (2002) reviewed NSW crash data and found that out of 414,136 crashes, distraction was a factor in 15,059 (3.6%) of them. Distractions coming from outside the vehicle were determined to be a factor in only 2.5% of all crashes. This low influence of external distractions to crashes was reinforced by the Monash University Accident Research Centre (MUARC) carried out a study on crashes in Victoria and NSW between 2000 and 2011 and found the most common causes of crashes as summarised in Table 4.1. The most common cause of crashes was a combination of driver inattention and driver distraction. Distraction and inattention may occur separately. That is, a driver may be distracted but still attentive.

Table 4.1: Causes of Vehicle Crashes in NSW and Victoria

Percentage of Crashes	Cause
13.5%	Intoxication
11.8%	Fell asleep
10.9%	Fatigued
3.2%	Failed to look
3.2%	Passenger interaction
2.6%	Fell ill
2.6%	Blacked out
1.8%	Feeling stressed
1.5%	Looked but failed to see
1.4%	Animal or insect in vehicle
0.9%	Using a mobile phone
0.9%	Changing CD/cassette/radio
0.9%	Adjusting vehicle systems
0.9%	Looking at vehicle systems
0.3%	Searching for objects

Source: <http://www.keepyoureyesontheroad.org.au/pages/Accident-statistics-Cont>

Austroads (2013) provides a comprehensive review of research on the effect of roadside advertising on road crashes. It found from its extensive literature review that *“while looking at an external object appears to be quite risky behaviour when it is engaged in, it is not a frequent cause of crashes overall”*.

Many studies have been undertaken to determine the main causes of both driver distraction and driver inattention, and how they contribute to an increase in crashes. Regan et al. (2011, p.1771) describes driver distraction as a *“diversion of the mind, attention, etc., from a particular object or course; the fact of having one’s attention or concentration disturbed by something”*. This includes objects brought into the vehicle, vehicle systems, vehicle occupants, moving objects or animals in the vehicle, internalised activity, and external objects, events or activities (Perez & Bertola 2011). A broader definition of driver inattention is defined as *“when the driver’s mind has wandered from the driving task for some non-compelling reason”* (Regan et al. 2011, p.1772).

4.3 Relationships between Digital Sign Glances and Distraction

Samsa (2015) conducted a study that used eye tracking technology to track participant's natural eye movements and prioritisation behaviour whilst driving. Participants were each instructed to drive a single loop of the study route (14.6km section of a road through Brisbane and its surrounding suburbs to Woolloongabba) between 11am and 2pm. This study found that participants prioritised tasks based on the complexity of the driving demands, which was particularly evident during heavy traffic in AM and PM peak hours. The research found that in demanding driving environments, drivers will prioritise focussing on "on-road" factors such as the rate of cars braking and on pedestrian and cyclist movements over off-road factors such as billboards. Moreover, Samsa (2015) found no significant difference in driver prioritisation when comparing static billboards, digital billboards and on-premises signs. This research concluded that there is a smaller chance of driver distraction from digital billboards whilst driving in demanding environments.

The Samsa (2015) finding supported the US Department of Transport and Federal Highway Administration research (2012) which found that drivers look at the forward roadway between 73% and 85% of the time depending on the demands of the driving task. This study also found that where billboards are introduced, drivers may substitute saccades / glance fixations from other things towards billboard glances but the percentage of time fixating on the forward roadway is consistent.

Victor et al. (2005) revealed similar results when they undertook a much larger study that examined eye glance movement on the road during both light and heavy traffic flows. Data was collected via the EU project HASTE, which used "in vehicle information systems" (S-IVIS). Data was sourced from 119 participants across three separate experiments, from four separate driving routes. The study included an examination of auditory and visual tasks to test driver glance behaviour. The results showed that as driving tasks became more difficult, drivers increased their viewing time in the road centre, rather than on other visual tasks (such as observing signs) off-road.

Also, there are general misconceptions that drivers "stare" at digital billboards, that changing messages on digital billboards draw a driver's attention to them and that these influences alone lead to crashes. The literature suggests that instead of "staring" at billboards, drivers "glance" at billboards. The US Department of Transport and Federal Highway Administration (2012) found that the average glance duration to an electronic billboard was 0.335 seconds with a maximum of 1.335 seconds, well below the 2.0-second distraction time threshold that Austroads research (and other research) suggests as the critical time for increased crash risk. Smiley et. al. (2005) found an average glance length of 0.5 seconds for electronic billboards and that viewings of the electronic billboard were undertaken by up to 50% of drivers.

The research of Decker et al. (2015) supported the glance time findings of other studies. This research summarised the results of 8 studies and concluded that the "*range of mean glance durations was 0.27 to 0.953 s (mean, 0.51) for passive billboards and 0.27 to 1.0 s (mean, 0.54) for active billboards*". This research did note "*strong evidence of substantial variability among individual billboards in each category*".

Participant's glance behaviour was recorded and analysed in terms of the number of fixations and the duration of these fixations to both static and digital billboards in the work of Samsa (2015). Out of a total of 144 fixations toward four digital billboards, the average fixation duration was below 0.75 seconds. This is considered to be "*the equivalent minimum-perception reaction time to the slowing of a vehicle ahead*" (Samsa 2015, p.8). Less than 1% of the records presented an average fixation duration of above 0.75 seconds. This average was apparent for both static and digital sign types. Furthermore, Samsa's (2015) results showed that participants that fixated on a digital billboard for longer than 0.75 seconds tended to do so when travelling conditions were relaxed (i.e. car was stationary, or traffic was minimal).

Samsa's (2015) results followed those of Perez and Bertola (2011) which also used eye-tracking technology to survey driver behaviour when glancing to digital billboards. Perez and Bertola (2011) also found that the maximum glance duration off the centre of the road was 0.75 seconds and claimed that that these small glances away from the road generally occur when there is low demand from the road network, and that these glances are not likely to result in adverse or critical events. Overall, a number of studies have concluded that drivers glance at digital billboards at a mean rate of 0.5 seconds and almost all are less than 1.0 seconds.

The available literature confirms that:

- External sources have a minimal effect on driver distraction that led to crashes
- Driver distraction in general reduces as the driving environment becomes more complex because drivers prioritise their attention effort to higher risk tasks
- The number and duration of glances due to digital billboards that result in driver inattention to the scale that might influence the series of events that would lead to a crash is immeasurably small.

4.4 The Relationship between Digital Signs and Crashes

4.4.1 International Examples

Due to the relatively short time digital billboards have been present in Australia and the relatively few locations that they have been present (until recent years), there is limited before and after installation crash data in Australia that specifically targets identifying a relationship between digital signs and crash rates and under what conditions. A selection of international research is presented below.

Hawkins, Kuo and Lord (2012) was based on 135 “on-premises digital sign” locations and undertook statistical analysis of crash data for before and after each sign installation. The signs were located in California, North Carolina, Ohio, and Washington. This study concluded “that the installation of digital on-premises signs does not lead to a statistically significant increase in crashes on major roads”.

Tantala and Tantala (2010) was based on “26 existing, non-accessory, advertising digital billboards along routes with periods of comparison as long as 8 years in the greater Reading area, Berks County, Pennsylvania”. This research looked at both temporal and spatial crash details around the electronic signs and compared the data to 51 non-electronic signs. The digital signs had message duration times of 6, 8 or 10 seconds. This research concluded that:

- *“The before and after rates of accidents near the twenty digital billboards show an 11.1% decrease within 0.5 miles of all digital billboards over eight years near twenty locations. Similar decreases and trends in both averages and peaks are observed for both smaller and larger vicinity ranges, and for specific groups of locations by duration time.”*
- *“The accident statistics and metrics remain consistent, exhibiting statistically insignificant variations at each of the digital billboards. The metrics include the total number of accidents in any given month, the average number of accidents, the peak number of accidents in any given month, and the number of accident-free months. These conclusions account for variations in traffic-volume and other metrics.”*
- *“The statistical evaluation of the Empirical Bayes method and actual versus predicted results show that the total number of accidents is comparable to what would be statistically expected with or without the introduction of digital technology and that the safety near these locations is consistent with the model benchmarked by 77 locations within Berks County.”*

Pandey and Shafizadeh (2011) reviewed a range of traffic flow parameters upstream of electronic billboards on Highway 50 near Sacramento. The study concluded that *“the presence of the electronic billboard does not appear to have a significant negative impact in traffic performance (flow, speed, and lane occupancy) or incidents in the study section of the freeway”*.

4.4.2 Local Examples

Crash data ‘before-installation’ and ‘after-installation’ of digital signs has been analysed on approach to nine existing digital signs along the M2 at seven locations. The crash data has been compared to understand if there has been any change in crash rate or crash types on the visual approach to each digital sign, and to infer if any relationships exist between digital sign distraction and crash rates.

In addition, 12-month post-installation road safety checks of the digital signs were undertaken by Winning Traffic Solutions (WTS) and a summary of their recommendations have been included. The key findings follow, and the full assessment is included in **Appendix B**.

Summary of the Review of the Crash Data

The number of pre-installation and post-installation crashes between 2012 and 2021 within 200m of the nine existing digital signs is summarised in Table 4.2.

Table 4.2: Pre and Post-installation Crash Data Comparison – M2 Digital Signs (2012-2021)

Site	Location	Installation Date	Pre-installation Crashes p.a.	Post-installation Crashes p.a.
1	Delhi Road inbound, North Ryde	December 2017	1	1
2	Delhi Road outbound, North Ryde	December 2017	<1	0
3	Lane Cove Road outbound, Macquarie Park	May 2017	0	<1
4	Murray Farm Road outbound, Cheltenham	July 2019	<1	0
5	Pennant Hills Road inbound, Carlingford	May 2017	2	<1
6	Barclay Road inbound, North Rocks	July 2018	<1	<1
7	Barclay Road outbound, North Rocks	July 2018	<1	<1
8	Ixion Street outbound, Baulkham Hills	November 2017	0	0
9	Langdon Road inbound, Baulkham Hills	November 2017	<1	<1

Key findings when reviewing the data across all sites are:

- The M2 in locations that approach bridges is inherently safe with very low crash rates despite the relatively high volumes and high speeds of traffic on the M2
- Whilst there is a reduction in crashes on average post-installation of digital signs on the M2, there is no statistical causal relationship evident between the presence of digital signs and changing crash rates (up or down) where they have been installed.

Whilst each site is unique and should be assessed considering its particular circumstances, given the above conclusions, there is no evidentiary basis to claim that the installation of digital signs on bridges along the M2 will lead to a higher crash rate than currently exists.

Consensus of the Road Safety Check Findings

The 12-month post-installation road safety checks of the digital signs undertaken by WTS concluded that:

- All signs are not located near any distractions and driving task situations that would significantly increase road user safety risks on the road network
- Road user safety is not compromised by the placement and operation of the signs
- The objectives of the road safety checks, SEPP 64 and Section 3 of the *Signage Guidelines* have been met.

4.5 Research Interpretation

The chain of events that is required to link a digital sign to increased crash rates is: *a driver is aware of an external event (i.e. outside the vehicle) which is a digital sign display change and that the event distracts a driver sufficiently to lead to involuntary driver inattention which then leads to driver error in a driving environment at a critical instance in time that leads to a crash*".

The combination of probabilities of these events would be extremely difficult to quantify and aligns with the absence of a comprehensive body of research that links digital signs (to driver distraction leading to driver inattention leading to driver error) leading to an increased rate of crashes.

The literature review presented in this chapter has established an absence of a causal relationship between digital signs and driver distraction to the level that creates additional crashes. This absence of any relationship between the installation of digital signs and crashes was also evident in the review of nine existing digital signs along the M2.

Furthermore, there is also an absence of any correlation between new digital signs and increasing crash rates. There are currently over 2,000 digital roadside advertising signs in Australia and there has not been a single claim, as far as the industry is aware, of a digital sign being blamed for a crash.

Based on traffic crash risk management principles however, the criteria where digital signs should be considered with greater scrutiny are:

- Locations that are highly unusual in their configuration complexity, or
- Locations that are inherently unsafe anyway, based on crash records.

The proposed sign location does not meet either of the above criteria and is considered to be a very low risk to driver distraction, based on the summary of the research.

5. TRAFFIC SAFETY ASSESSMENT

5.1 Key Assumptions

The assessment of the proposed digital sign was undertaken on the basis that:

- There is currently no advertising sign at the subject site. Therefore, driver sightlines have been estimated based on information regarding where the proposed digital sign is to be installed
- The display of content will be static for a minimum dwell time of 25 seconds with a transition time of no more than 0.1 seconds based on the *Signage Guidelines* criteria
- Illumination/lighting levels for the digital sign will comply with the *Signage Guidelines* and maintain lighting levels to match the surrounding environment at the site.

5.2 Site Inspection

A site inspection was undertaken on Thursday, 28 July 2022 during daytime hours (around 12:30pm). The weather was clear and traffic conditions were moderate. In-vehicle video recordings were taken for further analysis and for use in compiling photo montages of the driver's perspective on the approaches to the site.

The photo montages can be found in **Appendix C**.

5.3 Review of Crash Data

Crash data for the relevant section of the M2 was obtained from Transport for NSW in order to assess the crash history in proximity to the subject site. The most recent five years of crash data at the time of the data request was for 2016-2020. Crashes involving vehicles travelling in the direction of and in view of the sign were used for the assessment. The viewing area of the proposed digital sign is from approximately 340m south-east along the M2, though it would only be clearly visible to drivers within 200m as described in Section 2.1. As such, crash data was only considered for crashes **within 200m on approach to the proposed sign location**.

As per Rule 287 (3) of the Australian Road Rules, crashes are only recorded if they are reported to the police and when one of the following occurs:

- Any person is killed or injured
- Drivers involved in the crash do not exchange particulars
- When a vehicle involved in the crash is towed away.

The crash data was provided in the following degree categories:

- **Fatal** – a crash in which at least one person was killed
- **Serious injury** – a crash involving at least one person identified in a police report and matched to a health record indicating a hospital stay due to injuries sustained in a crash, or is identified as an iCare (Lifetime Care) participant AND no one was killed in the crash
- **Moderate injury** – a crash involving at least one person identified in a police report who is matched to a health record that indicates that they were treated at an emergency department but were not admitted for a hospital stay, or is matched to a CTP claim indicating a moderate or higher injury AND no one was killed or seriously injured
- **Minor/Other injury** – a crash involving at least one person identified as an injury in a police report who is not matched to a health record that indicates the level of injury severity, or is matched to a minor injury CTP claim AND no one was killed, seriously injured or moderately injured

- **Non-casualty (towaway)** – a crash in which no one was killed or injured but at least one motor vehicle was towed away.

The crash data was mapped using GIS software and is presented in **Appendix D** along with a detailed record list. The crash maps are presented in terms of degree and type (road user movement describing the first impact of the crash), with a degree summary provided in Table 5.1.

Table 5.1: Crash Degree Summary on Approach to the Site (2016-2020)

Year	Crash Degree					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
2016	-	-	-	-	-	-
2017	-	-	-	-	-	-
2018	-	-	-	1	-	1
2019	-	-	-	-	-	-
2020	-	-	-	-	1	1
Total	-	-	-	1	1	2

Key outcomes from the 2 reported crashes between January 2016 and December 2020 include that:

- No fatalities or serious injuries were reported
- 1 'other same direction' crash occurred in August 2018, approximately 75m before the proposed sign in wet road surface and daylight conditions, and resulted in minor injury
- 1 'rear end' crash occurred in October 2020, approximately 70m before the proposed sign and resulted in a towaway.

The site is inherently safe, with practically no driving distractions and an exceptionally low cognitive load imposed on drivers by the road environment.

5.4 Approach Sightline Assessments

5.4.1 Description of Approaches

The westbound approach in proximity to the proposed sign is described in Table 5.2.

Table 5.2: Approach Attributes – M2 westbound

Attribute	Details
Posted speed limit	100km/h
Decision points within view of the site	There are no decision points within view of the proposed advertising
Approach arrangement	3 uninterrupted lanes (lanes 1 to 3)
Sight length	From approximately 340m south-east of the proposed sign, although the sign could only realistically be recognised from about 200m away. At this distance, the sign would appear at the windscreen at a size of 6cm wide x 1.6cm high
Minimum duration of visibility	15s at free-flow speed

5.4.1 Driver Sightline Assessment

Process

In-vehicle observations were undertaken to assess the subject site considering key decision points and the influence on or from traffic control devices. An assessment of still images taken from the driver's perspective with a windscreen-mounted camera is presented in the following section. It should be noted that the assessment was undertaken based on a standard passenger car and as such a driver's eye height may vary for larger and smaller vehicles.

The premise of the assessment is to ensure that the proposed location of the digital sign maintains a driver's sightline to traffic control devices and is not located as such that it may be confused with or confuse the interpretation of these traffic control devices.

The driver's cognitive load specific to the driving environment on approach to the proposed sign has also been considered. Typically, locations where digital signs could have a greater influence crash risk are locations where rapid, complex, multi-factor decision making is required.

M2 Westbound

The westbound approach along the M2 is flat with a long right-hand curve before a slight left-hand curve commencing approximately 180m before the Beecroft Road overpass and proposed digital sign. The sign could be seen from approximately 340m away but would be very small and its content would be unrecognisable at this range. From about 200m away, the sign is still relatively small in the forward field of view, but drivers would be likely to be able to identify its advertising contents.

A digital sign in this location will not obstruct sightlines to, or influence the messaging of, traffic control devices or signs. Despite the 100km/h speed limit, the approach to it does not require rapid, complex decision making by drivers and is not a location of high cognitive load. There are no on-ramps or off-ramps in proximity to the approach to the sign and no directional signs or signals to be aware of at distances where the advertising content is recognisable. The decision point for the diverge movement to the Beecroft Road westbound off-ramp is approximately 535m back from the sign at which point the sign would be unrecognisable and smaller than a postage stamp in size at the windscreen, also due to the Main North rail bridge.

The in-vehicle sightlines from the M2 westbound are shown in Figure 5.1, clearly demonstrating that all vehicle movements are in the same sightline as the digital sign, which means no risk of distraction away from the forward roadway when glancing to it.



¹Distances measured in Nearthmap.

²Sign location is indicative, not to scale and for illustration purposes only.

Figure 5.1: In-vehicle viewing range and views along the M2 westbound

5.5 Compliance Assessment

5.5.1 Industry and Employment SEPP Schedule 5

The assessment against Industry and Employment SEPP Schedule 5 is provided in Table 5.3. Whilst the criteria are quite generic, the basis for the responses to each criterion is provided next to them.

Table 5.3: Assessment against Industry and Employment SEPP Schedule 5

Section	Criteria	Response
8. Safety	Would the proposal reduce the safety for any public road?	No – The proposal would not reduce the safety to the public road because there are no crash-related risks apparent in the crash data.
	Would the proposal reduce the safety for pedestrians or bicyclists?	No – While cyclists are allowed on the M2, it is a high-difficulty environment, meaning few cyclists would use it and the shoulder is 3m wide. In any event, the change in cyclist safety risk associated with a digital sign installation is considered to be negligible.
	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No – No sightlines for pedestrians and children are obscured by the proposal as no pedestrians are allowed on the M2.

5.5.2 Transport for NSW Advertising Sign Safety Assessment Matrix

Table 5.4 details the assessment against the Transport for NSW Advertising Sign Safety Assessment Matrix.

Table 5.4: Assessment against the Transport for NSW Advertising Sign Assessment Matrix

Consideration	Response	Risk Rating	Risk Level
A. It obscures a view of an object/vehicle/pedestrian that creates a hazard	The proposed sign will be located above all surrounding objects/vehicles etc.	1	Low
B. Sign positioning relative to travel direction	The proposed sign will be positioned over the travel lanes on the M2 Beecroft Road overpass and would be in the ordinary field of view. It will be visually prominent westbound.	1	Low
C. It distracts a driver at a critical time	The proposed sign will not be located near any decision points.	1	Low
D. It interferes with the effectiveness and safety of a traffic control device (e.g. traffic signs, traffic signals or other traffic control devices)	The proposed sign is unlikely to noticeably obstruct or interfere with any traffic control devices.	1	Low
E. Sign clutter	No other advertising sign is visible when a driver is in view of the subject site.	1	Low

5.5.3 Transport Corridor Outdoor Advertising and Signage Guidelines Table 3

Table 5.5 details the assessment against the digital sign criteria in Table 3 of the *Signage Guidelines*.

Table 5.5: Assessment against the Signage Guidelines Digital Sign Criteria

Criteria	Response
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.
c. The image must not be capable of being mistaken: <ul style="list-style-type: none"> 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 ii. as text providing driving instructions to drivers. 	Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers. For example, advertisements must not instruct drivers to perform an action such as 'Stop'.
d. Dwell times for image display must not be less than: <ul style="list-style-type: none"> i. 10 seconds for areas where the speed limit is below 80km/h ii. 25 seconds for areas where the speed limit is 80km/h and over. 	The minimum allowed dwell time is 25 seconds based on the posted speed limit of 100km/h. Conditions can be imposed by the consent authority to ensure this minimum dwell time.
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.	Conditions can be imposed by the consent authority to ensure that the sign has a transition time of no more than 0.1 seconds and a black screen in the event of image failure.
f. Luminance levels must comply with the requirements in Section 3 below.	This area is Zone 3 as categorised in Section 3.3 of the <i>Signage Guidelines</i> . Acceptable luminance levels for this zone as specified in Table 6 of the <i>Signage Guidelines</i> are: no limit (full sun on face of signage), 6000cd/m ² (daytime), 700cd/m ² (twilight and inclement weather) and 350cd/m ² (night-time). Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.
g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	Conditions can be imposed by the consent authority to ensure that the sign's images comply with requirements to not contain flickering or flashing content.
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).	Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.
i. 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.	N/A – The sign is not visible from a school zone.

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

6. CONCLUSIONS

The key conclusions from the traffic safety assessment to enable the installation of a digital LED advertising sign on the Beecroft Road westbound overpass of the M2 Hills Motorway (M2) in Cheltenham are summarised as follows:

- There is currently no advertising sign at the site where the digital sign is proposed
- The proposed sign will not obstruct or interfere with the view of or restrict sight distances to any intersections, traffic control devices, vehicles or cyclists given its location above the road
- The proposed sign is not expected to reduce the safety of any traffic or cyclist movements given its location. It will be located within a driver's ordinary field of view when approaching from the south-east and a glance to the sign will still permit co-incident recognition of vehicle and cyclist movements in the forward view in a free-flowing environment (with no on-ramps or off-ramps in this zone) where rapid multi-factor decision making is not required
- The proposed sign is in the ordinary field of view of a driver, and therefore would not distract a driver's view from the forward roadway where driving-critical events could simultaneously be recognised in the extremely unlikely event that they occur
- A review of available five years of crash data within 200m of the site (the distance at which advertisements could be clearly recognised) showed a very low crash rate. Furthermore, the data does not identify an unusually high or inherently high crash risk on approach to the site that would deem the proposed location unsuitable
- The proposed sign complies with the requirements of the Industry and Employment SEPP and Transport for NSW Advertising Sign Safety Assessment Matrix in terms of obscurity, positioning and sign clutter
- The proposed digital sign should be conditioned to comply with the requirements of the *Signage Guidelines* in terms of display and operational requirements, including:
 - Message displays remaining static
 - Sequencing of displays or messaging
 - Images not being mistaken for a traffic control device
 - Minimum dwell time
 - Transition of displays
 - Luminance levels
 - The use of flickering, flashing or moving content
 - Quantity/size of text used on message displays
 - A re-assessment of the digital sign should any detrimental effects on road safety be identified post-installation
 - Maintaining a log of the sign's activity
 - A road safety check after 12 months but within 18 months of the sign's installation.

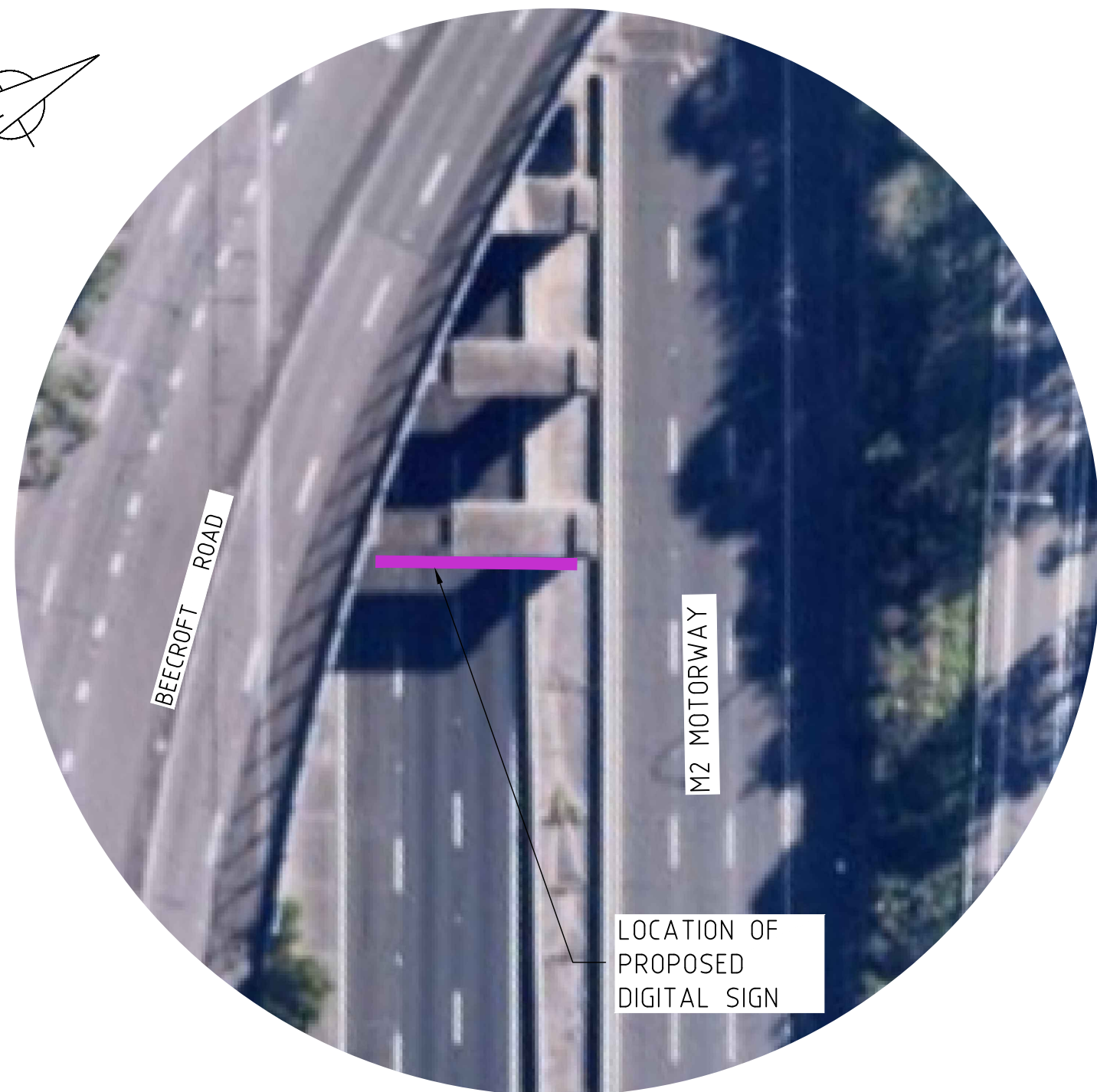
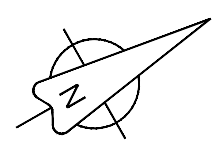
Given the above conclusions, the digital sign should be approved as proposed.

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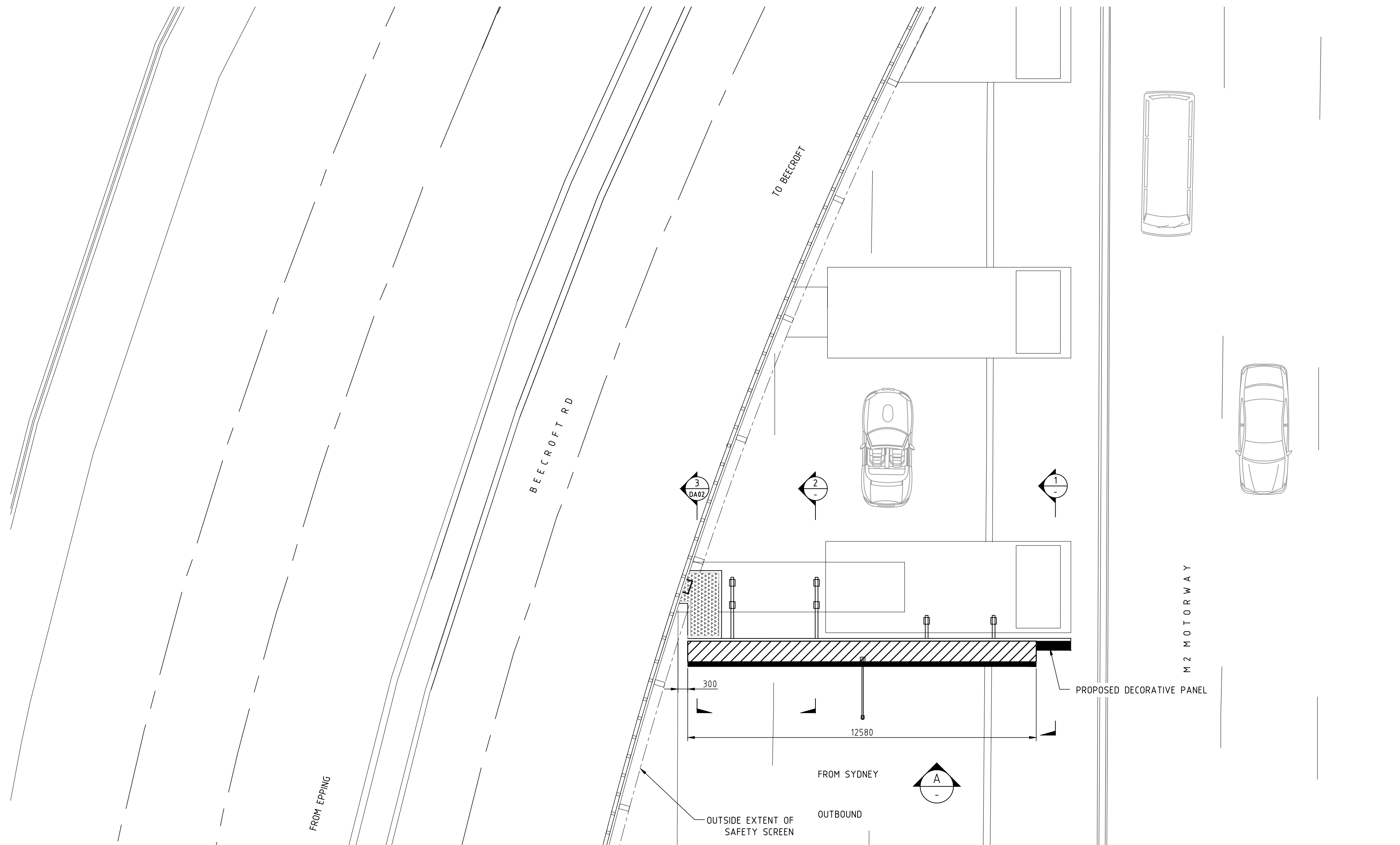
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Appendix A: Proposed Development Plan



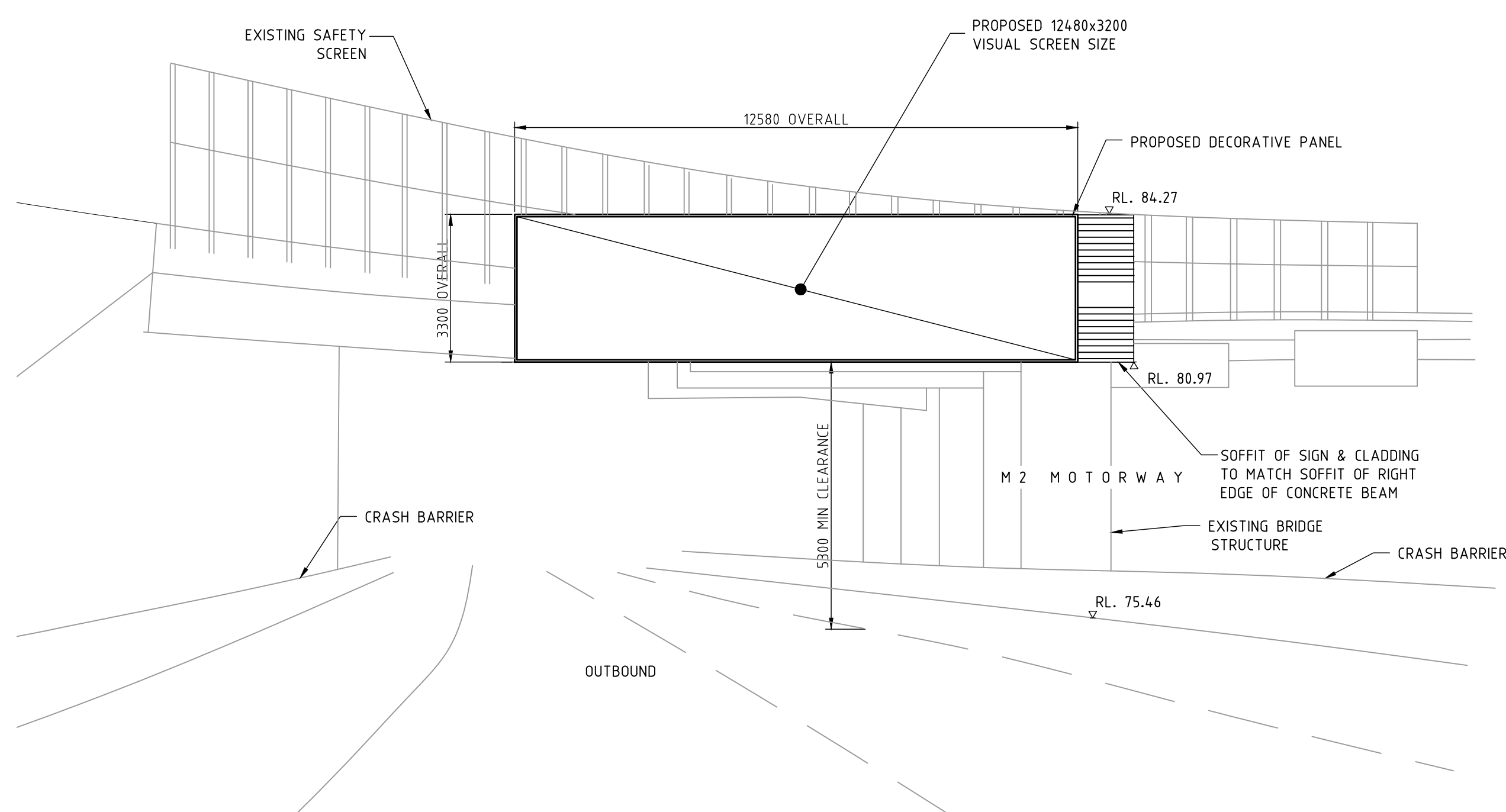


AERIAL PHOTO
NTS

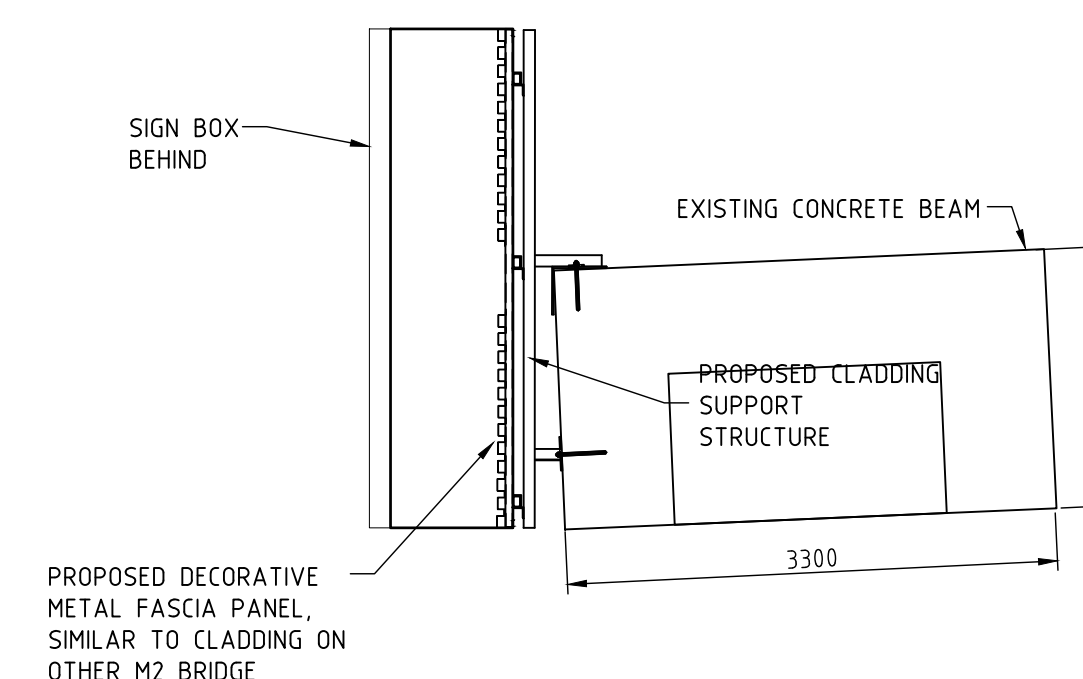


PROPOSED SITE PLAN
SCALE 1:100

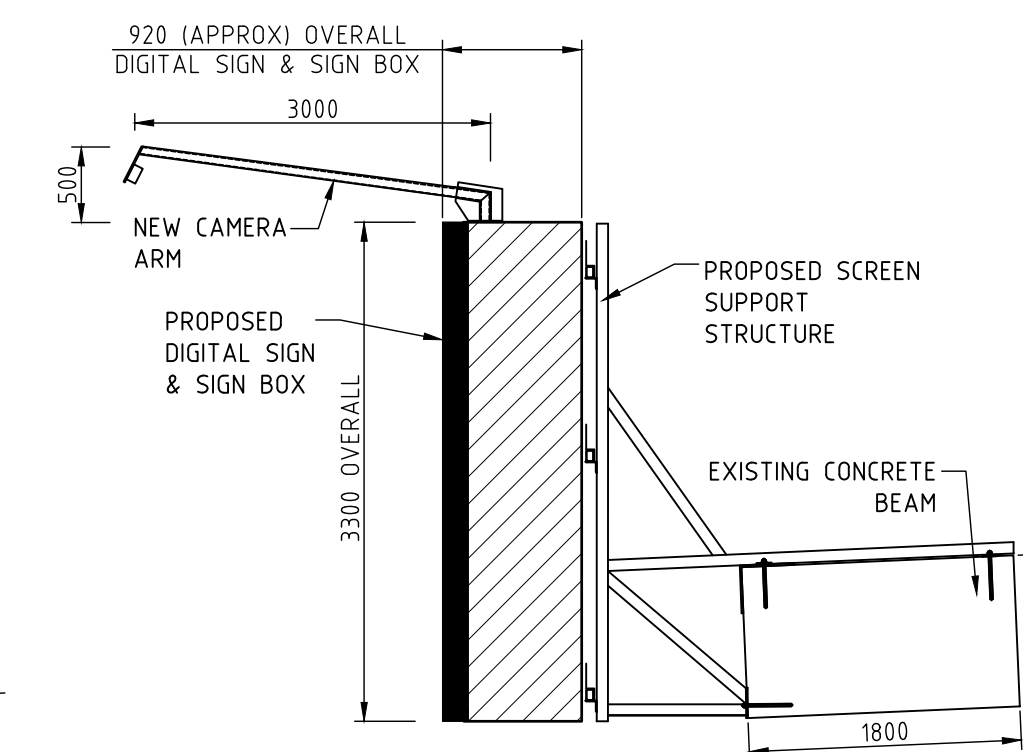
FALL RESTRAINT TO BE FIXED BETWEEN SIGNBOX AND CONCRETE BEAM



ELEVATION A
SCALE 1:100



SECTION 1
SCALE 1:50



SECTION 2
SCALE 1:50

NOT FOR CONSTRUCTION

ISS	DATE	COMMENT
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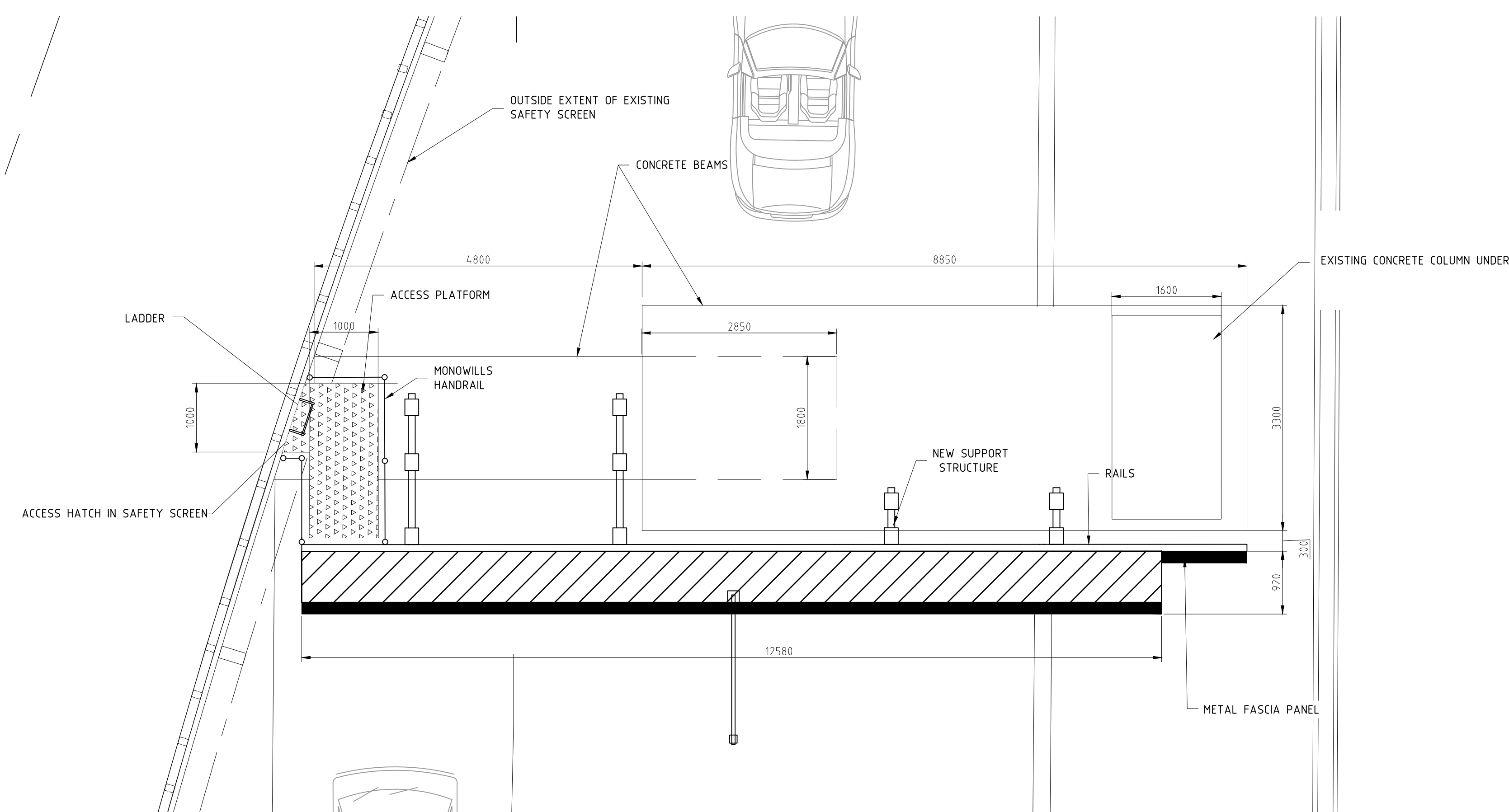
Suite 4, Building 7, 49 Frenchs Forest Road East,
Frenchs Forest, NSW 2086
P.O. Box 652, Forestville, NSW 2087
Ph: 02 9451 3455 Fax: 02 9451 3466
Email: info@dbce.com.au
ABN 23 039 013 724

CLIENT:
MANBOOM

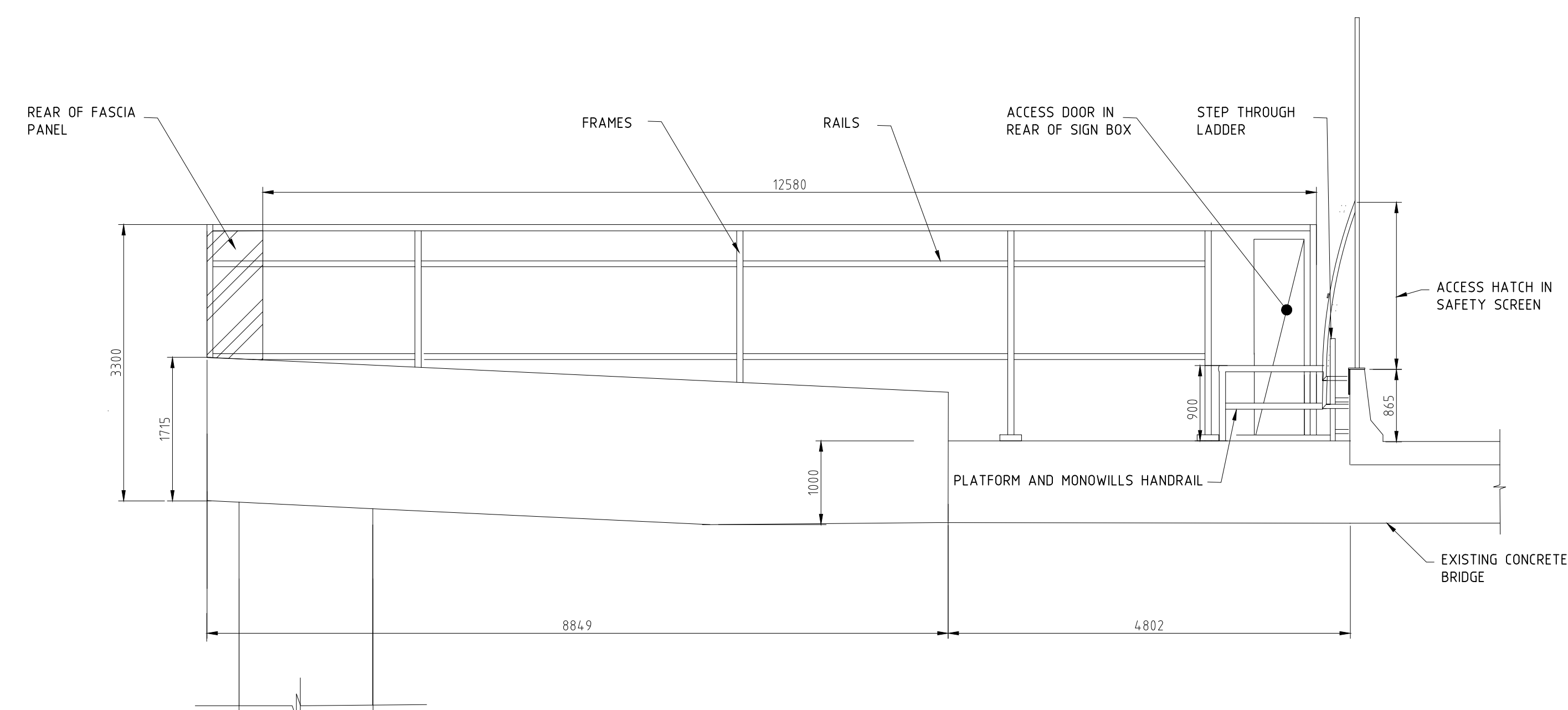
PROJECT:
BEECROFT RD OVERPASS
CHELTENHAM, OUTBOUND

TITLE:
**PROPOSED DIGITAL SIGN
GENERAL ARRANGEMENT &
SITE PLAN, ELEVATION &
SECTION**

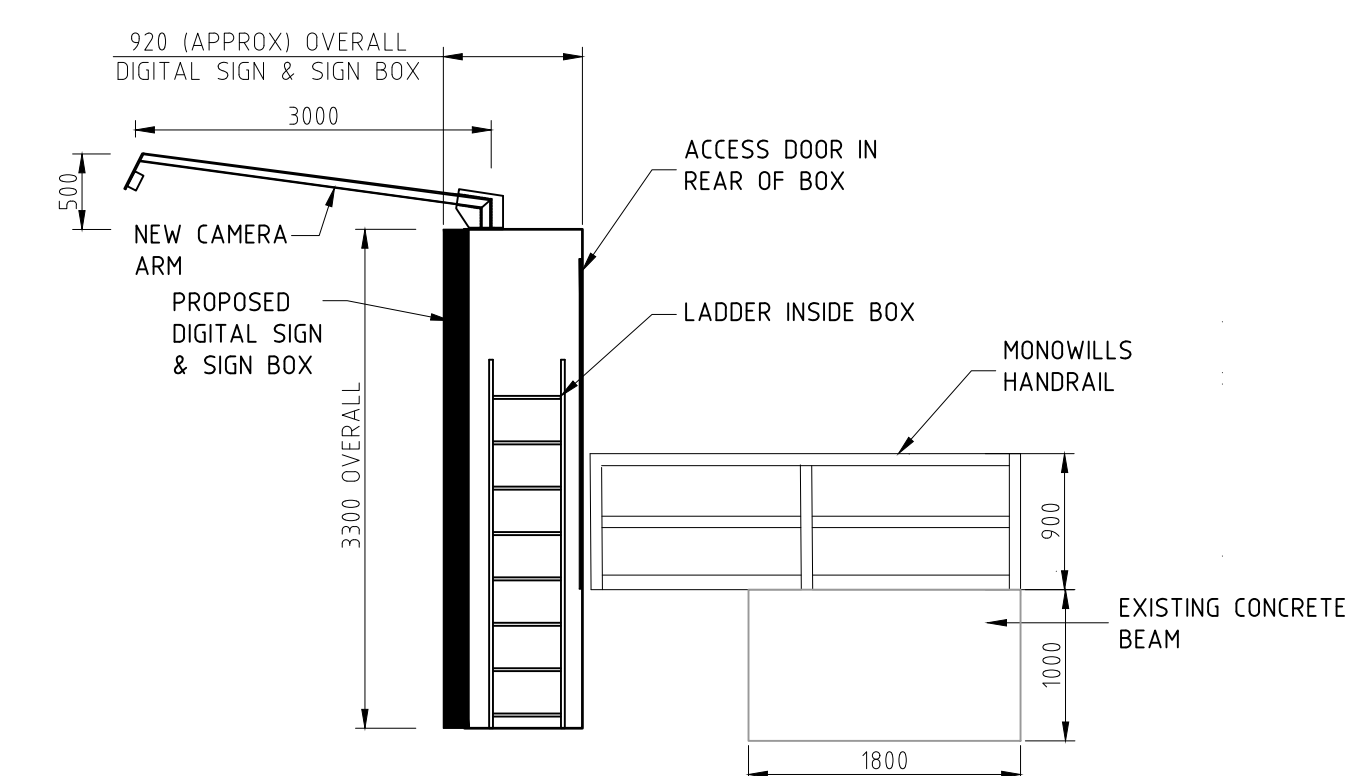
DRAWN AT	DESIGN JL	DATE: July 22
JOB NO:	22141-8	DWG NO: DA01
SCALE @ A1: AS SHOWN	REV: A	



PROPOSED SITE PLAN
SCALE 1:50



REAR VIEW OF SIGN
SCALE 1:50



SECTION 3
SCALE 1:50

NOT FOR CONSTRUCTION

ISS	DATE	COMMENT
A	26/09/22	ISSUED FOR APPROVAL



Suite 4, Building 7, 49 Frenchs Forest Road East,
Frenchs Forest, NSW 2086
P.O. Box 652, Forestville, NSW 2087
Ph: 02 9451 3455 Fax: 02 9451 3466
Email: info@dbce.com.au
ABN 23 039 013 724

CLIENT: MANBOOM
PROJECT: BEECROFT RD OVERPASS CHELTENHAM, OUTBOUND

TITLE: PROPOSED DIGITAL SIGN GENERAL ARRANGEMENT & SITE PLAN
--

DRAWN AT	DESIGN JL	DATE: July'22
JOB NO: 22141-8	DWG NO: DA02	
SCALE @ A1: AS SHOWN	REV: A	

Appendix B: Existing M2 Digital Sign Crash Data Comparison Technical Note



File Name	Prepared	Reviewed	Issued by	Date	Issued to
P5486.001T M2 Digital Sign Pre_Post-Installation Crash Data Comparison	A. Suriono / S. Daizli	D. Bitzios	S. Daizli	9/11/2022	gerry@digitalplacesolutions.com
P5486.002T M2 Digital Sign Pre_Post-Installation Crash Data Comparison	S. Daizli	D. Bitzios	S. Daizli	14/11/2022	gerry@digitalplacesolutions.com

M2 Hills Motorway

Digital Sign Pre-installation vs. Post-installation Crash Data Comparison

Executive Summary

Bitzios Consulting has been engaged by Manboom Signage to undertake traffic safety assessments for the installation of nine new digital LED advertising signs at eight locations along the M2 Hills Motorway (M2).

To inform these assessments, 'before-installation' versus 'after-installation' crash data has been analysed on approach to nine existing digital signs along the M2 at seven locations. The assessment has compared crashes before installation to after installation to understand if there has been any change in crash rate or crash types on the visual approach to each digital sign, and to infer if any relationships exist between digital sign distraction and crash outcomes.

12-month post-installation road safety checks of the digital signs were also undertaken by Winning Traffic Solutions (WTS).

Review of Crash Data

The number of pre-installation and post-installation crashes between 2012 and 2021 within 200m of the nine existing digital signs is summarised in Table ES.1.

Table ES.1: Pre-installation and Post-installation Crashes at Each Site (p.a.)

Site	Location	Installation Date	Pre-installation Crashes p.a.	Post-installation Crashes p.a.
1	Delhi Road inbound, North Ryde	December 2017	1	1
2	Delhi Road outbound, North Ryde	December 2017	<1	0
3	Lane Cove Road outbound, Macquarie Park	May 2017	0	<1
4	Murray Farm Road outbound, Cheltenham	July 2019	<1	0
5	Pennant Hills Road inbound, Carlingford	May 2017	2	<1
6	Barclay Road inbound, North Rocks	July 2018	<1	<1
7	Barclay Road outbound, North Rocks	July 2018	<1	<1
8	Ixion Street outbound, Baulkham Hills	November 2017	0	0
9	Langdon Road inbound, Baulkham Hills	November 2017	<1	<1

Key Findings

Key findings when reviewing the data across all sites are:

- The M2 in locations that approach bridges is inherently safe with very low crash rates given the volume and speed of traffic on the M2
- Whilst there is a reduction in crashes on average post-installation of digital signs on the M2, there is absolutely no statistical causal relationship evident between the presence of digital signs and changing crash rates (up or down) where they have been installed.

Whilst each site is unique and should be assessed on its particular circumstances, given the above conclusions, there is no evidentiary basis to claim that the installation of digital signs on bridges along the M2 will lead to a higher crash rate than currently exists unless the installation is in a substantially different context to signs assessed in this Technical Note.

1. Introduction

1.1 Background

Bitzios Consulting has been engaged by Manboom Signage to undertake traffic safety assessments for the installation of nine new digital LED advertising signs at eight locations along the M2 Hills Motorway (M2).

To inform these assessments, ‘before-installation’ versus ‘after-installation’ crash data has been analysed on approach to nine existing digital signs along the M2 at seven locations. The assessment has compared crashes before installation to after installation to understand if there has been any change in crash rate or crash types on the visual approach to each digital sign, and to infer if any relationships exist between digital sign distraction and crash outcomes.

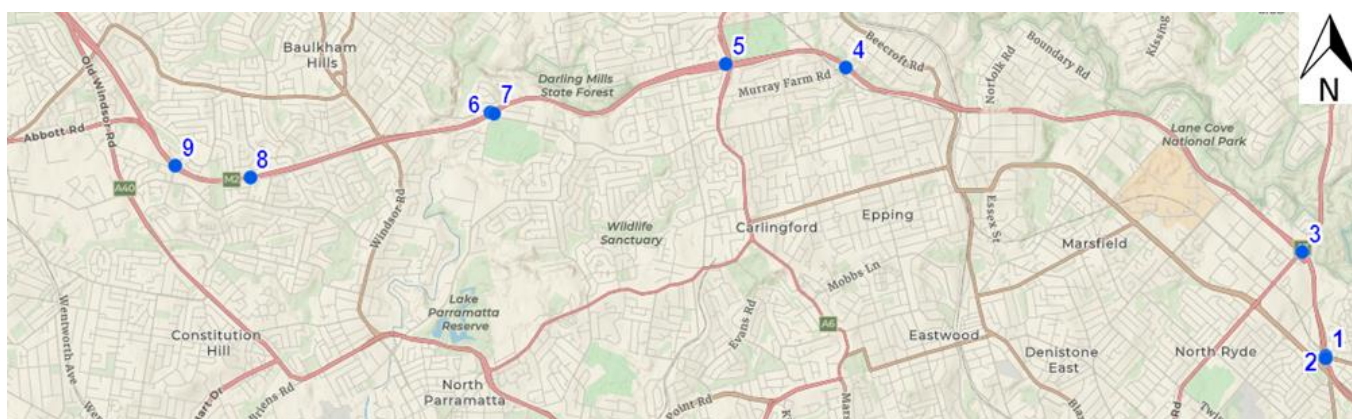
The analysis is directly relevant to the assessment of the potential change in crash rate or crash types post-installation of the nine new proposed digital signs because they are also on the M2 corridor at similar types of locations.

The existing digital sign sites for which the crash data analysis has been completed are listed in Table 1.1 and the site locations shown in Figure 1.1. All of the sites had static advertising signs in place for all or part of the pre-installation crash reporting period. Also, 12-month post-installation “road safety checks” of each digital sign were undertaken by Winning Traffic Solutions (WTS) and their key findings are also presented

Table 1.1: Existing M2 Digital Sign Sites for Crash Data Comparison

Site	Location*	Sign Type	Installation Date
1	Delhi Road inbound, North Ryde	Bridge	December 2017
2	Delhi Road outbound, North Ryde	Bridge	December 2017
3	Lane Cove Road outbound, Macquarie Park	Bridge	May 2017
4	Murray Farm Road outbound, Cheltenham	Bridge	July 2019
5	Pennant Hills Road inbound, Carlingford	Bridge	May 2017
6	Barclay Road inbound, North Rocks	Bridge	July 2018
7	Barclay Road outbound, North Rocks	Bridge	July 2018
8	Ixion Street outbound, Baulkham Hills	Bridge	November 2017
9	Langdon Road inbound, Baulkham Hills	Bridge	November 2017

*Inbound = sign faces drivers travelling towards the Sydney CBD.
Outbound = sign faces drivers travelling from the Sydney CBD.



Adapted from Charted Territory Map

Figure 1.1: Locations of the Existing Digital Signs

1.2 Crash Data Sources and Types

Crash data for the relevant sections of the M2 and parallel on-ramps and off-ramps was obtained from Transport for NSW. The most recent ten years of crash data at the time of the data request was for 2012-2021. Crashes involving vehicles travelling in the direction of and in view of the signs were used for the assessment. The relevant viewing range for all nine signs is from approximately 200m away along the M2 main carriageways, as well as the Delhi Road inbound off-ramp, Lane Cove Road outbound G-loop and Pennant Hills Road inbound off-ramp associated with the signs in those locations.

As per Rule 287 (3) of the Australian Road Rules, crashes are only recorded if they are reported to the police and when one of the following occurs:

- Any person is killed or injured
- Drivers involved in the crash do not exchange particulars
- When a vehicle involved in the crash is towed away.

The crash data was provided in the following crash severity categories:

- **Fatal** – a crash in which at least one person was killed
- **Serious injury** – a crash involving at least one person identified in a police report and matched to a health record indicating a hospital stay due to injuries sustained in a crash, or is identified as an iCare (Lifetime Care) participant AND no one was killed in the crash
- **Moderate injury** – a crash involving at least one person identified in a police report who is matched to a health record that indicates that they were treated at an emergency department but were not admitted for a hospital stay, or is matched to a CTP claim indicating a moderate or higher injury AND no one was killed or seriously injured
- **Minor/Other injury** – a crash involving at least one person identified as an injury in a police report who is not matched to a health record that indicates the level of injury severity, or is matched to a minor injury CTP claim AND no one was killed, seriously injured or moderately injured
- **Non-casualty (towaway)** – a crash in which no one was killed or injured but at least one motor vehicle was towed away.

The crash data was mapped using GIS software and is presented in **Attachment A** along with a detailed record list. The crash maps are presented in terms of severity and type which is the road user movement describing the first impact of the crash, with severity and type summaries for each site provided in the following sections. Key findings from the WTS road safety checks also are provided.

As only the month and year have been provided for the digital sign installation dates and crashes, crashes that occurred during the installation month were assumed to have occurred post-installation.

2. Site 1. Delhi Road inbound, North Ryde

2.1 Review of Crash Data

The pre-installation and post-installation crash severity summary on approach to the Delhi Road inbound sign is provided in Table 2.1.

Table 2.1: Crash Severity Summary on Approach to Site 1 (2012-2021)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
Pre-installation						
2012	-	-	-	-	-	-
2013	-	-	-	-	1	1
2014	-	-	-	1	-	1
2015	-	-	-	-	-	-
2016	-	1	1	-	-	2
Jan-Nov 2017	-	-	-	-	-	-
Total	-	1	1	1	1	4
Post-installation						
Dec 2017	-	-	-	-	-	-
2018	-	-	1	-	-	1
2019	-	2	-	-	-	2
2020	-	-	-	-	1	1
2021	-	-	-	-	1	1
Total	-	2	1	-	2	5

Source: Transport for NSW

As shown in the above table:

- There has been no substantial change in crash data post-installation (remaining at around 1 crash per year) and the site remains inherently safe
- 1 'rear end' crash in 2016 **pre-installation** resulted in serious injury. It occurred approximately 90m before the Delhi Road overpass. 2 of the other 3 crashes pre-installation were also 'rear end' and occurred in dry road surface and fine/overcast conditions
- There were 2 crashes in 2019 post-installation which resulted in serious injury, including:
 - 1 'rear end' crash approximately 40m before the Delhi Road overpass
 - 1 'U-turn' crash on the Delhi Road inbound off-ramp approximately 35m before the Delhi Road signalised intersection in darkness (*this crash is completely un-related to the digital sign as it is not distraction-influenced*).
- The other 3 crashes post-installation were all 'rear end' and occurred in dry road surface and fine/overcast conditions.

The data suggests that the digital sign had no tangible distraction influence on crashes.

2.2 Road Safety Check Findings

Key findings from the 12-month road safety check were that:

- *“The subject signs are generally isolated from surrounding distractions (refer Figs 2 & 3 above) and sufficiently offset from road user activities not to cause a significant increase in the “risks” to road user safety within the operational road network.”*
- *“Taking into consideration the driving environment for both directions in the M2 Motorway containing few driver distractions, other than the signs, it is considered road user safety is not unduly compromised by the placement and operation of the subject Digital Advertising Signs.”*
- *“it is considered the Road Safety Objectives SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines - Section 3 Advertising and Road Safety have been met.”*

3. Site 2. Delhi Road outbound, North Ryde

3.1 Review of Crash Data

A pre-installation and post-installation crash severity summary on approach to the Delhi Road outbound sign is provided in Table 3.1.

Table 3.1: Crash Severity Summary on Approach to Site 2 (2012-2021)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
Pre-installation						
2012	-	-	-	-	1	1
2013	-	-	-	-	-	-
2014	-	-	-	-	1	1
2015	-	-	-	-	-	-
2016	-	-	-	-	-	-
Jan-Nov 2017	-	-	-	1	-	1
Total	-	-	-	1	2	3
Post-installation						
Dec 2017	-	-	-	-	-	-
2018	-	-	-	-	-	-
2019	-	-	-	-	-	-
2020	-	-	-	-	-	-
2021	-	-	-	-	-	-
Total	-	-	-	-	-	-

Source: Transport for NSW

As shown in the above table, no crashes were reported **post-installation** and the site remains inherently safe. 2 of the 3 crashes pre-installation were 'rear end', 1 of which occurred in wet road surface and rainy conditions.

The data suggests that the digital sign had no tangible distraction influence on crashes.

3.2 Road Safety Check Findings

Key findings from the 12-month road safety check were that :

- *"The subject signs are generally isolated from surrounding distractions (refer Figs 2 & 3 above) and sufficiently offset from road user activities not to cause a significant increase in the "risks" to road user safety within the operational road network."*
- *"Taking into consideration the driving environment for both directions in the M2 Motorway containing few driver distractions, other than the signs, it is considered road user safety is not unduly compromised by the placement and operation of the subject Digital Advertising Signs."*
- *"Therefore, it is considered the Road Safety Objectives SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines - Section 3 Advertising and Road Safety have been met."*

4. Site 3. Lane Cove Road outbound, Macquarie Park

4.1 Review of Crash Data

A pre-installation and post-installation crash severity summary on approach to the Lane Cove Road outbound sign is provided in Table 4.1.

Table 4.1: Crash Severity Summary on Approach to Site 3 (2012-2021)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
Pre-installation						
2012	-	-	-	-	-	-
2013	-	-	-	-	-	-
2014	-	-	-	-	-	-
2015	-	-	-	-	-	-
2016	-	-	-	-	-	-
Jan-May 2017	-	-	-	-	-	-
Total	-	-	-	-	-	-
Post-installation						
Jun-Dec 2017	-	1	-	-	-	1
2018	-	-	-	-	1	1
2019	-	-	-	-	-	-
2020	-	-	-	-	-	-
2021	-	-	-	-	-	-
Total	-	1	-	-	1	2

Source: Transport for NSW

As shown in the above table:

- There has been no substantial change in crash data **post-installation** (less than 1 crash per year) and the site remains inherently safe
- Both crashes **post-installation** occurred on the Lane Cove Road G-loop (before it joins the M2) in wet road surface and rainy conditions, and after dark. The crashes were 'off carriageway right on left bend into object/parked vehicle'. Speed was a factor in both crashes
- There is no relationship between this type of crash in this location and distraction by the digital sign because it would be outside of the visual range when on the loop.

4.2 Road Safety Check Findings

Key findings from the 12-month road safety check were that :

- *“The subject sign is generally isolated from surrounding distractions (refer Figs 2 above), sufficiently offset from road user activities and observed displays are considered do not hold drivers attention beyond “glance appreciation” (Item E2) so as not to cause a significant increase in the “risks” to road user safety within the operational road network.”*
- *“Though not a hazard under definition, it is considered the subject sign does not present as a significant road user risk. The influence of the sign and assumed low usage of the shared shoulder/bicycle lane should not distract driver appreciation and awareness under such circumstances of potential vehicle conflict.”*
- *“Taking into consideration the driving environment for westbound travel in the M2 Motorway containing few driver distractions, other than the sign and bicycles, it is considered road user safety is not unduly compromised by the placement and operation of the subject Digital Advertising Sign.”*
- *“Therefore, it is considered the Road Safety Objectives SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines - Section 3 Advertising and Road Safety have been met.”*

5. Site 4. Murray Farm Road outbound, Cheltenham

5.1 Review of Crash Data

A pre-installation and post-installation crash severity summary on approach to the Murray Farm Road outbound sign is provided in Table 5.1.

Table 5.1: Crash Severity Summary on Approach to Site 4 (2012-2021)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
Pre-installation						
2012	-	-	-	-	1	1
2013	-	-	-	-	-	-
2014	-	-	-	-	-	-
2015	-	-	-	-	-	-
2016	-	-	-	-	-	-
2017	-	1	-	-	-	1
2018	-	-	-	-	-	-
Jan-Jul 2019	-	-	-	-	-	-
Total	-	1	-	-	1	2
Post-installation						
Aug-Dec 2019	-	-	-	-	-	-
2020	-	-	-	-	-	-
2021	-	-	-	-	-	-
Total	-	-	-	-	-	-

Source: Transport for NSW

As shown in the above table:

- No crashes were reported **post-installation** (albeit for a shorter period) and the site remains inherently safe
- 1 'lane change right' crash in 2017 **pre-installation** resulted in serious injury. It occurred approximately 90m before the Murray Farm Road overpass.

5.2 Road Safety Check Findings

Key findings from the 12-month road safety check were that :

- *The subject sign is generally isolated from surrounding distractions (refer Fig. 2 above), sufficiently offset from road user activities and observed displays are considered do not hold driver's attention beyond "glance appreciation" (Item E2 of Conditions) so as not to cause a significant increase in the "risks" to road user safety within the operational road network."*
- *In relation to the M2 Warning Sign "No Dangerous Goods in Tunnel", located approximately 300m before the subject advertising sign, "the advertising sign (being lit) could be a distraction in the first instance but not to a detrimental extent of the M2 warning sign being missed or to cause an accident".*
- *In relation to the Advance Direction sign, located approximately 80m before the subject advertising sign, "Given the nature of this sign and its intent as a "guidance" sign, it is considered the advertising sign, though a possible distraction in the first instance, would not be to the detrimental extent of the sign being missed or to cause an accident".*
- *"Taking into consideration the driving environment for westbound travel in the M2 Motorway containing few driver distractions, other than the sign and bicycles in the vicinity of the subject advertising sign, it is considered road user safety is not unduly compromised by the placement and operation of the subject Digital Advertising Sign."*
- *"Therefore, it is considered the Road Safety Objectives SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines - Section 3 Advertising and Road Safety have been met."*

6. Site 5. Pennant Hills Road inbound, Carlingford

6.1 Review of Crash Data

A pre-installation and post-installation crash severity summary on approach to the Pennant Hills Road inbound sign is provided in Table 6.1.

Table 6.1: Crash Severity Summary on Approach to Site 5 (2012-2021)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
Pre-installation						
2012	-	-	-	1	2	3
2013	-	-	1	-	3	4
2014	-	-	-	-	-	-
2015	-	1	-	-	2	3
2016	-	-	-	-	-	-
Jan-Apr 2017	-	-	-	-	1	1
Total	-	1	1	1	8	11
Post-installation						
May-Dec 2017	-	-	-	-	-	-
2018	-	-	-	-	1	1
2019	-	-	-	-	-	-
2020	-	-	-	-	-	-
2021	-	-	-	-	-	-
Total	-	-	-	-	1	1

Source: Transport for NSW

As shown in the above table:

- The site remains inherently safe **post-installation**. The sole crash **post-installation** was a 'rear end' and resulted in a tow-away
- 9 of the 12 crashes **pre-installation** were 'rear end', including:
 - 1 in 2015, right below the Pennant Hills Road overpass. It occurred in dry road surface and fine conditions, and resulted in serious injury
 - 8 resulting in a tow-away, 1 of which occurred in wet road surface and rainy conditions.

The data suggests that the likelihood of a crash on approach to a bridge that may or may not have a static or a digital sign attached to it has absolutely no relationship to the presence of the sign and rather is a function of a range of other causes.

6.2 Road Safety Check Findings

Key findings from the 12-month road safety check were that :

- *"The subject sign is generally isolated from surrounding distractions (refer Figs 2 above), sufficiently offset from road user activities and observed displays are considered do not hold drivers attention beyond "glance appreciation" (Item E2) so as not to cause a significant increase in the "risks" to road user safety within the operational road network."*
- *"Though not a hazard under definition, it is considered the subject sign does not present as a significant road user risk. The influence of the sign and assumed low usage of the shared shoulder/bicycle lane and presence of buses should not distract driver appreciation and awareness under such circumstances of potential vehicle conflict."*
- *"Taking into consideration the driving environment for eastbound travel in the M2 Motorway containing few driver distractions, other than the sign and low volume bicycles and bus usage, it is considered road user safety is not unduly compromised by the placement and operation of the subject Digital Advertising Sign."*
- *"Therefore, it is considered the Road Safety Objectives SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines - Section 3 Advertising and Road Safety have been met."*

7. Site 6. Barclay Road inbound, North Rocks

7.1 Review of Crash Data

A pre-installation and post-installation crash severity summary on approach to the Barclay Road inbound sign is provided in Table 7.1.

Table 7.1: Crash Severity Summary on Approach to Site 6 (2012-2021)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
Pre-installation						
2012	-	-	-	-	1	1
2013	-	-	-	-	-	-
2014	-	-	-	-	-	-
2015	-	-	-	-	-	-
2016	-	-	-	-	-	-
2017	-	-	1	1	1	3
Jan-Jun 2018	-	-	-	-	-	-
Total	-	-	1	1	2	4
Post-installation						
Jul-Dec 2018	-	-	1	-	-	1
2019	-	-	-	1	1	2
2020	-	-	-	-	-	-
2021	-	-	-	-	-	-
Total	-	-	1	1	1	3

Source: Transport for NSW

As shown in the above table:

- There has been no substantial change in crash data **post-installation** (remaining at less than 1 crash per year) and the site remains inherently safe
- There were 3 off carriageway into object/parked vehicle, 2 'rear end' and 2 'lane change left' crashes between January 2012 and December 2021. These types of crashes usually involve in-vehicle distraction because out of vehicle views typically allow for brake lights or adjacent vehicles to be observed at the same time.

7.2 Road Safety Check Findings

Key findings from the 12-month road safety check were that :

- "The subject signs are generally isolated from surrounding distractions (refer Figs 2 & 3 above) and sufficiently offset from road user activities (i.e. adjacent Bus Stops, emergency telephones) not to cause a significant increase in the "risks" to road user safety within the operational road network."*
- "Taking into consideration the driving environment for both directions in the M2 Motorway containing a "changed road environment (Bus interchange), it is considered road user safety is not unduly compromised by the placement and operation of the subject Digital Advertising Signs."*
- "Therefore, it is considered the Road Safety Objectives SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines - Section 3 Advertising and Road Safety have been met."*

8. Site 7. Barclay Road outbound, North Rocks

8.1 Review of Crash Data

A pre-installation and post-installation crash severity summary on approach to the Barclay Road outbound sign is provided in Table 8.1.

Table 8.1: Crash Severity Summary on Approach to Site 7 (2012-2021)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
Pre-installation						
2012	-	-	-	-	-	-
2013	-	-	-	-	-	-
2014	-	-	-	-	-	-
2015	-	-	1	-	-	1
2016	-	-	-	-	-	-
2017	-	-	-	1	1	2
Jan-Jun 2018	-	-	1	-	-	1
Total	-	-	2	1	1	4
Post-installation						
Jul-Dec 2018	-	-	-	-	-	
2019	-	-	-	-	-	-
2020	-	-	-	-	1	1
2021	-	-	-	-	-	-
Total	-	-	-	-	1	1

Source: Transport for NSW

As shown in the above table, the site remains inherently safe **post-installation**. The sole crash post-installation was a 'other same direction' crash and resulted in a tow-away.

8.2 Road Safety Check Findings

Key findings from the 12-month road safety check were that :

- "The subject signs are generally isolated from surrounding distractions (refer Figs 2 & 3 above) and sufficiently offset from road user activities (i.e. adjacent Bus Stops, emergency telephones) not to cause a significant increase in the "risks" to road user safety within the operational road network."
- "Taking into consideration the driving environment for both directions in the M2 Motorway containing a "changed road environment (Bus interchange), it is considered road user safety is not unduly compromised by the placement and operation of the subject Digital Advertising Signs."
- "Therefore, it is considered the Road Safety Objectives SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines - Section 3 Advertising and Road Safety have been met."

9. Site 8. Ixion Street outbound, Baulkham Hills

9.1 Review of Crash Data

A pre-installation and post-installation crash severity summary on approach to the Ixion Street outbound sign is provided in Table 9.1.

Table 9.1: Crash Severity Summary on Approach to Site 8 (2012-2021)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
Pre-installation						
2012	-	-	-	-	-	-
2013	-	-	-	-	-	-
2014	-	-	-	-	-	-
2015	-	-	-	-	-	-
2016	-	-	-	-	-	-
Jan-Oct 2017	-	-	-	-	-	-
Total	-	-	-	-	-	-
Post-installation						
Nov-Dec 2017	-	-	-	-	-	-
2018	-	-	-	-	-	-
2019	-	-	-	-	-	-
2020	-	-	-	-	-	-
2021	-	-	-	-	-	-
Total	-	-	-	-	-	-

Source: Transport for NSW

As shown in the above table, **zero crashes have been reported at the site** between January 2012 and December 2021.

9.2 Road Safety Check Findings

Key findings from the 12-month road safety check were that :

- *“The subject sign is generally isolated from surrounding distractions (refer Figs 2 above), sufficiently offset from road user activities and observed displays are considered do not hold drivers attention beyond “glance appreciation” (Item E2) so as not to cause a significant increase in the “risks” to road user safety within the operational road network.”*
- *“Though not a hazard under definition, it is considered the subject sign does not present as a significant road user risk. The influence of the sign and assumed low usage of the shared shoulder/bicycle lane should not distract driver appreciation and awareness under such circumstances of potential vehicle conflict.”*
- *“Taking into consideration the driving environment for westbound travel in the M2 Motorway containing few driver distractions, other than the sign and bicycles it is considered road user safety is not unduly compromised by the placement and operation of the subject Digital Advertising Sign.”*
- *“Therefore, it is considered the Road Safety Objectives SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines - Section 3 Advertising and Road Safety have been met.”*

10. Site 9. Langdon Road inbound, Baulkham Hills

10.1 Review of Crash Data

A pre-installation and post-installation crash severity summary on approach to the Langdon Road inbound sign is provided in Table 10.1.

Table 10.1: Crash Severity Summary on Approach to Site 9 (2012-2021)

Year	Crash Severity					Total
	Fatal	Serious Injury	Moderate Injury	Minor/Other Injury	Non-casualty (towaway)	
Pre-installation						
2012	-	-	-	-	-	-
2013	-	-	-	-	-	-
2014	-	-	-	1	-	1
2015	-	-	-	-	-	-
2016	-	-	-	1	-	1
Jan-Oct 2017	-	-	-	-	-	-
Total	-	-	-	2	-	2
Post-installation						
Nov-Dec 2017	-	-	-	-	-	-
2018	-	-	-	-	-	-
2019	-	-	1	1	-	2
2020	-	-	-	-	-	-
2021	-	-	-	-	-	-
Total	-	-	1	1	-	2

Source: Transport for NSW

As shown in the above table:

- There has been no substantial change in crash data post-installation (remaining at less than 1 crash per year) and the site remains inherently safe
- All crashes were 'rear end'.

10.2 Road Safety Check Findings

Key findings from the 12-month road safety check were that :

- *“The subject sign is generally isolated from surrounding distractions (refer Figs 2 above), sufficiently offset from road user activities and observed displays are considered do not hold drivers attention beyond “glance appreciation” (Item E2) so as not to cause a significant increase in the “risks” to road user safety within the operational road network.”*
- *“It is noted that west of the subject sign a merging lane is provide in the eastbound carriageway to accommodate traffic loading to the M2 Motorway from Abbott Road. This merge taper ends some 120 metres prior to the sign and driver decision to select a gap in the traffic stream and make the merge manoeuvre is well outside the influence of the subject sign.”*
- *“Though not a hazard under definition, it is considered the subject sign does not present as a significant road user risk. The influence of the sign and assumed low usage of the shared shoulder/bicycle lane should not distract driver appreciation and awareness under such circumstances of potential vehicle conflict.”*
- *“Taking into consideration the driving environment for eastbound travel in the M2 Motorway containing few driver distractions, other than the sign and low volume bicycles, it is considered road user safety is not unduly compromised by the placement and operation of the subject Digital Advertising Sign.”*
- *“Therefore, it is considered the Road Safety Objectives SEPP 64 Transport Corridor Outdoor Advertising and Signage Guidelines - Section 3 Advertising and Road Safety have been met.”*

11. Conclusions

Review of Crash Data

The number of pre-installation and post-installation crashes between 2012 and 2021 within 200m of nine existing digital signs at seven locations along the M2 Hills Motorway (M2) is summarised in Table 11.1.

Table 11.1: Pre-installation and Post-installation Crashes at Each Site (p.a.)

Site	Location	Pre-installation Crashes p.a.	Post-installation Crashes p.a.
1	Delhi Road inbound, North Ryde	1	1
2	Delhi Road outbound, North Ryde	<1	0
3	Lane Cove Road outbound, Macquarie Park	0	<1
4	Murray Farm Road outbound, Cheltenham	<1	0
5	Pennant Hills Road inbound, Carlingford	2	<1
6	Barclay Road inbound, North Rocks	<1	<1
7	Barclay Road outbound, North Rocks	<1	<1
8	Ixion Street outbound, Baulkham Hills	0	0
9	Langdon Road inbound, Baulkham Hills	<1	<1

Key findings when reviewing the data across all sites are:

- The M2 in locations that approach bridges is inherently safe with very low crash rates given the volume and speed of traffic on the M2
- Whilst there is a reduction in crashes on average post-installation of digital signs on the M2, there is absolutely no statistical causal relationship evident between the presence of digital signs and changing crash rates (up or down) where they have been installed.

Whilst each site is unique and should be assessed on its particular circumstances, given the above conclusions, there is no evidentiary basis to claim that the installation of digital signs on bridges along the M2 will lead to a higher crash rate than currently exists unless the installation is in a substantially different context to the other nine signs assessed in this Technical Note.

Road Safety Check Findings

The 12-month post-installation road safety checks of the digital signs undertaken by Winning Traffic Solutions (WTS) concluded for all of the signs that:

- All signs are not located near any distractions and driving task situations that would significantly increase road user safety risks on the road network
- Road user safety is not compromised by the placement and operation of the signs
- The objectives of the road safety checks, SEPP 64 and the *Transport Corridor Outdoor Advertising and Signage Guidelines* Section 3 have been met.

Attachment A: Crash Data



Legend

Crash Degree

- Serious Injury
- Moderate Injury
- Minor/Other Injury
- Non-casualty (towaway)

M2 Hills Motorway

Former Static
Sign Location

Delhi Road

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consulting
traffic engineering • transport planning

Project Title: P5486 M2 Digital Signage Advice

Site: Delhi Road inbound, North Ryde

Figure Title: Degree of Crashes Pre-Digital Sign

Version: 001

Date: 31/10/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Ryde - Delhi Rd IB\Pre-Installation



Legend

Crash Type (RUM Code Group)

- Vehicles from same direction
- * Off path, on straight

M2 Hills Motorway

Former Static
Sign Location

Delhi Road

BITZIOS
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traffic engineering • transport planning

Project Title: P5486 M2 Digital Signage Advice

Site: Delhi Road inbound, North Ryde

Figure Title: Type of Crashes by RUM Code Group Pre-Digital Sign

Version: 001

Date: 31/10/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Ryde - Delhi Rd IB\Pre-Installation



Legend

Crash Degree

- Serious Injury
- Moderate Injury
- Non-casualty (towaway)

M2 Hills Motorway

Existing Digital
Sign Location

Delhi Road

BITZIOS
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traffic engineering • transport planning

Project Title: P5486 M2 Digital Signage Advice
Site: Delhi Road inbound, North Ryde
Figure Title: Degree of Crashes Post-Digital Sign
Version: 001
Date: 31/10/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Ryde - Delhi Rd IB\Post-Installation



Legend

Crash Type (RUM Code Group)

- Vehicles from same direction
- ◆ Manoeuvring

M2 Hills Motorway

Existing Digital
Sign Location

Delhi Road

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traffic engineering • transport planning

Project Title: P5486 M2 Digital Signage Advice

Site: Delhi Road inbound, North Ryde

Figure Title: Type of Crashes by RUM Code Group Post-Digital Sign

Version: 001

Date: 31/10/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Ryde - Delhi Rd IB\Post-Installation



Legend

Crash Degree

- Serious Injury
- Non-casualty (towaway)

Lane Cove Road

Existing Digital
Sign Location

M2 Hills Motorway

BITZIOS
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traffic engineering - transport planning

Project Title: P5486 M2 Digital Signage Advice
Site: Lane Cove Road outbound, Macquarie Park
Figure Title: Degree of Crashes Post-Digital Sign
Version: 001
Date: 31/10/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Macquarie Park - Lane Cove Rd OB



Legend

Crash Type (RUM Code Group)

★ Off path, on curve or turning

Lane Cove Road

Existing Digital
Sign Location

M2 Hills Motorway

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Project Title: P5486 M2 Digital Signage Advice

Site: Lane Cove Road outbound, Macquarie Park

Figure Title: Type of Crashes by RUM Code Group Post-Digital Sign

Version: 001

Date: 31/10/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Macquarie Park - Lane Cove Rd OB



Legend

Crash Degree

- Serious Injury
- Non-casualty (towaway)

Murray Farm Road

Former Static
Sign Location

M2 Hills Motorway

Midson Road

BITZIOS
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traffic engineering - transport planning

Project Title: P5486 M2 Digital Signage Advice
Site: Murray Farm Road outbound, Cheltenham
Figure Title: Degree of Crashes Pre-Digital Sign
Version: 001
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Cheltenham - Murray Farm Rd OB



Legend

Crash Type (RUM Code Group)

- Vehicles from same direction
- * Off path, on straight



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Project Title: P5486 M2 Digital Signage Advice

Site: Murray Farm Road outbound, Cheltenham

Figure Title: Type of Crashes by RUM Code Group Pre-Digital Sign

Version: 001

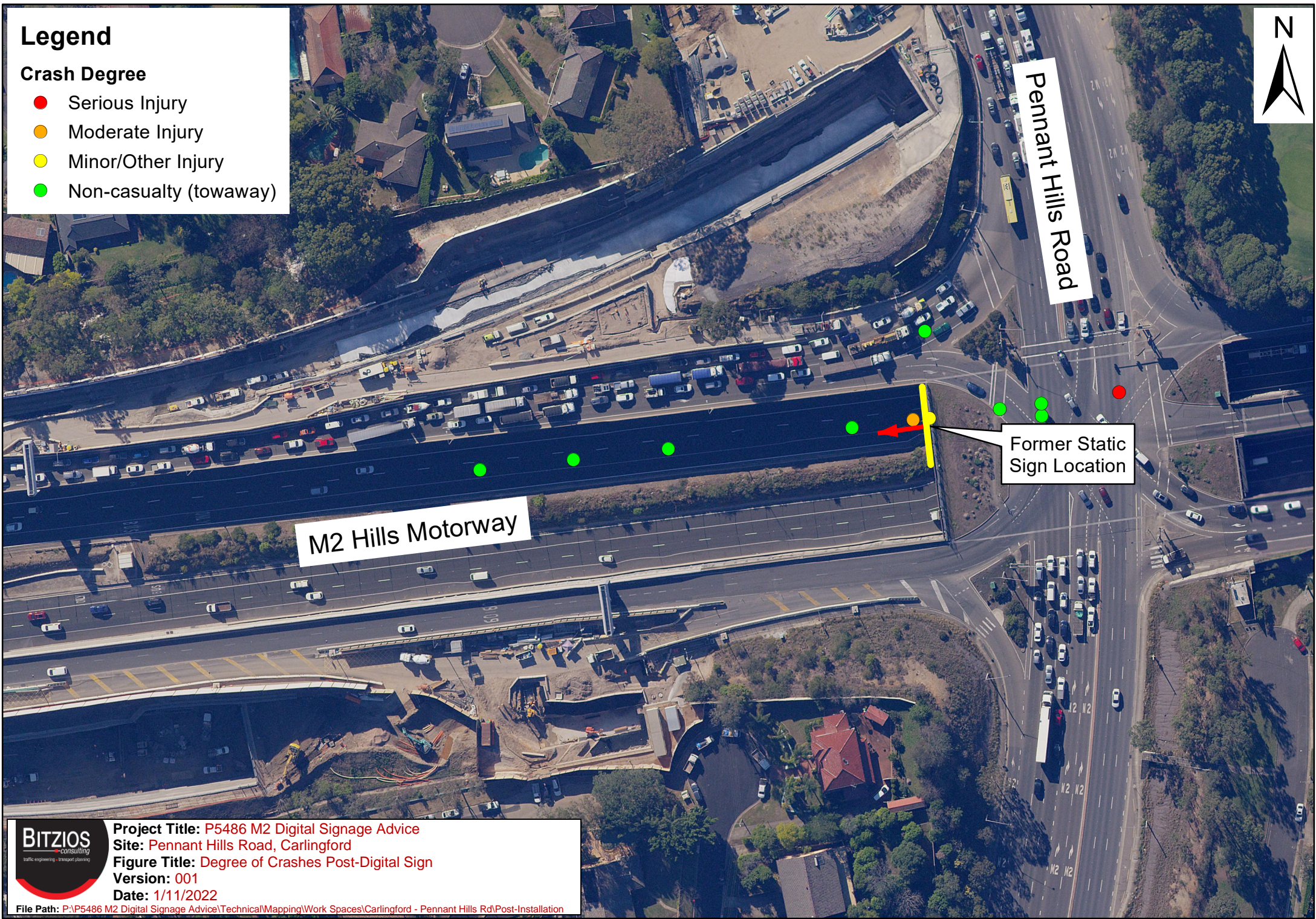
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Cheltenham - Murray Farm Rd OB

Legend

Crash Degree

- Serious Injury
- Moderate Injury
- Minor/Other Injury
- Non-casualty (towaway)



Project Title: P5486 M2 Digital Signage Advice
Site: Pennant Hills Road, Carlingford
Figure Title: Degree of Crashes Post-Digital Sign
Version: 001
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Carlingford - Pennant Hills Rd\Post-Installation

Legend

Crash Type (RUM Code Group)

- Vehicles from same direction
- ✱ Off path, on straight
- ★ Off path, on curve or turning



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Project Title: P5486 M2 Digital Signage Advice

Site: Pennant Hills Road, Carlingford

Figure Title: Type of Crashes by RUM Code Group Pre-Digital Sign

Version: 001

Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Carlingford - Pennant Hills Rd\Pre-Installation

Legend

Crash Degree

- Non-casualty (towaway)



Project Title: P5486 M2 Digital Signage Advice
Site: Pennant Hills Road, Carlingford
Figure Title: Degree of Crashes Post-Digital Sign
Version: 001
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Carlingford - Pennant Hills Rd\Post-Installation

Legend

Crash Type (RUM Code Group)

- Vehicles from same direction



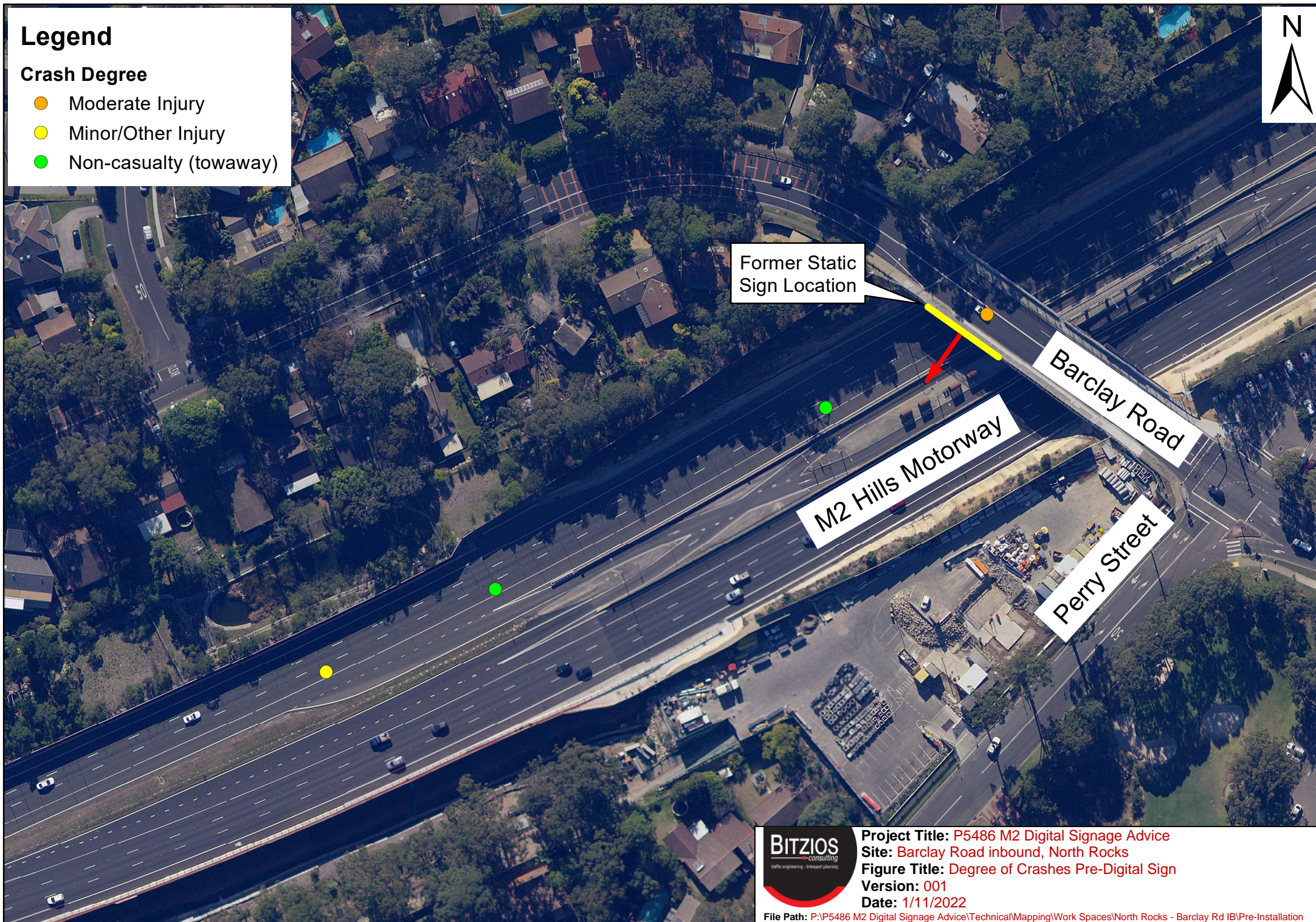
Project Title: P5486 M2 Digital Signage Advice
Site: Pennant Hills Road, Carlingford
Figure Title: Type of Crashes by RUM Code Group Post-Digital Sign
Version: 001
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Carlingford - Pennant Hills Rd\Post-Installation

Legend

Crash Degree

- Moderate Injury
- Minor/Other Injury
- Non-casualty (towaway)



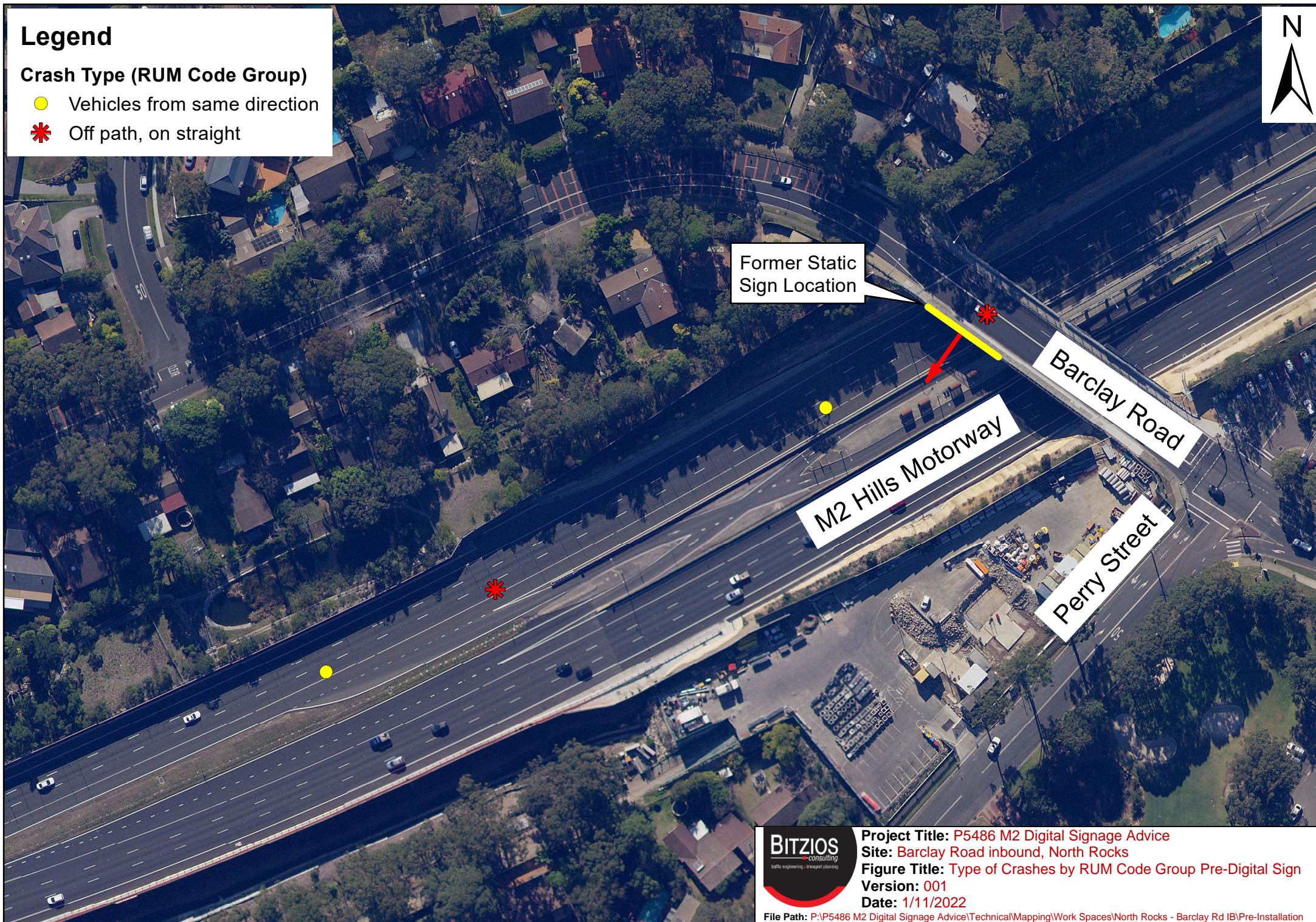
Project Title: P5486 M2 Digital Signage Advice
Site: Barclay Road inbound, North Rocks
Figure Title: Degree of Crashes Pre-Digital Sign
Version: 001
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Rocks - Barclay Rd IB\Pre-Installation

Legend

Crash Type (RUM Code Group)

- Vehicles from same direction
- * Off path, on straight



Project Title: P5486 M2 Digital Signage Advice
Site: Barclay Road inbound, North Rocks
Figure Title: Type of Crashes by RUM Code Group Pre-Digital Sign
Version: 001
Date: 1/11/2022
File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Rocks - Barclay Rd IB\Pre-Installation

Legend

Crash Degree

- Moderate Injury
- Minor/Other Injury
- Non-casualty (towaway)



Existing Digital
Sign Location

Barclay Road

M2 Hills Motorway

Perry Street



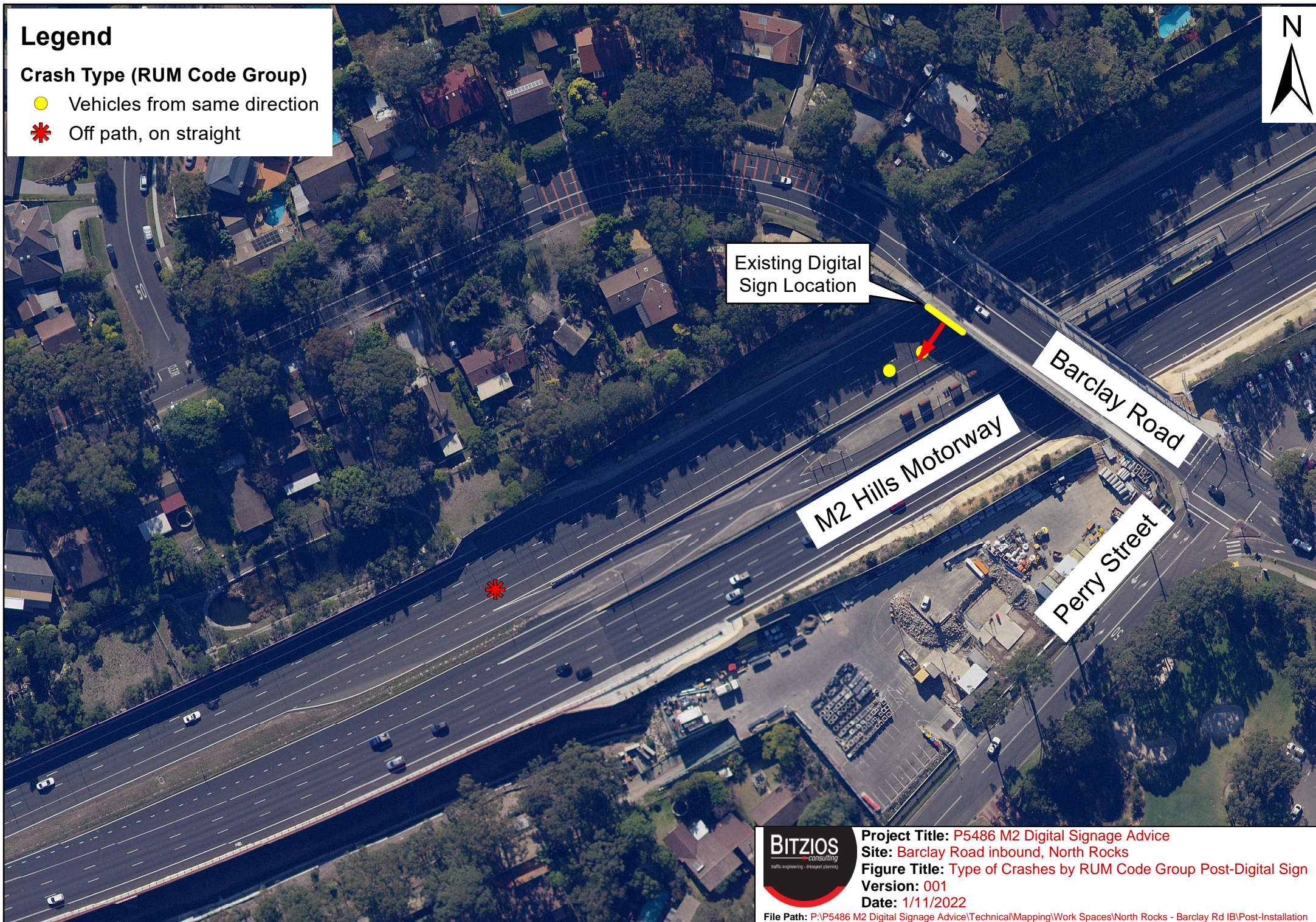
Project Title: P5486 M2 Digital Signage Advice
Site: Barclay Road inbound, North Rocks
Figure Title: Degree of Crashes Post-Digital Sign
Version: 001
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Rocks - Barclay Rd IB\Post-Installation

Legend

Crash Type (RUM Code Group)

- Vehicles from same direction
- * Off path, on straight



Project Title: P5486 M2 Digital Signage Advice

Site: Barclay Road inbound, North Rocks

Figure Title: Type of Crashes by RUM Code Group Post-Digital Sign

Version: 001

Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Rocks - Barclay Rd IB\Post-Installation

Legend

Crash Degree

- Moderate Injury
- Minor/Other Injury
- Non-casualty (towaway)



Barclay Road

M2 Hills Motorway

Former Static Sign Location



Project Title: P5486 M2 Digital Signage Advice
Site: Barclay Road outbound, North Rocks
Figure Title: Degree of Crashes Pre-Digital Sign
Version: 001
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Rocks - Barclay Rd OB\Pre-Installation

Legend

Crash Type (RUM Code Group)

- Vehicles from same direction
- ★ Off path, on curve or turning



Barclay Road

M2 Hills Motorway

Former Static
Sign Location



Project Title: P5486 M2 Digital Signage Advice

Site: Barclay Road outbound, North Rocks

Figure Title: Type of Crashes by RUM Code Group Pre-Digital Sign
Version: 001

Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Rocks - Barclay Rd OB\Pre-Installation

Legend

Crash Degree

- Non-casualty (towaway)



Project Title: P5486 M2 Digital Signage Advice
Site: Barclay Road outbound, North Rocks
Figure Title: Degree of Crashes Post-Digital Sign
Version: 001
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Rocks - Barclay Rd OB\Post-Installation

Legend

Crash Type (RUM Code Group)

- Vehicles from same direction



Project Title: P5486 M2 Digital Signage Advice

Site: Barclay Road outbound, North Rocks

Figure Title: Type of Crashes by RUM Code Group Post-Digital Sign
Version: 001

Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\North Rocks - Barclay Rd OB\Post-Installation

Legend

Crash Degree

● Minor/Other Injury



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Project Title: P5486 M2 Digital Signage Advice

Site: Langdon Road inbound, Baulkham Hills

Figure Title: Degree of Crashes Pre-Digital Sign

Version: 001

Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Baulkham Hills - Langdon Rd IB\Pre-Installation

Legend

Crash Type (RUM Code Group)

- Vehicles from same direction



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traffic engineering - transport planning

Project Title: P5486 M2 Digital Signage Advice

Site: Langdon Road inbound, Baulkham Hills

Figure Title: Type of Crashes by RUM Code Group Pre-Digital Sign

Version: 001

Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Baulkham Hills - Langdon Rd IB\Pre-Installation



Legend

Crash Degree

- Moderate Injury
- Minor/Other Injury



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Project Title: P5486 M2 Digital Signage Advice
Site: Langdon Road inbound, Baulkham Hills
Figure Title: Degree of Crashes Post-Digital Sign
Version: 001
Date: 1/11/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Baulkham Hills - Langdon Rd\B\Post-Installation

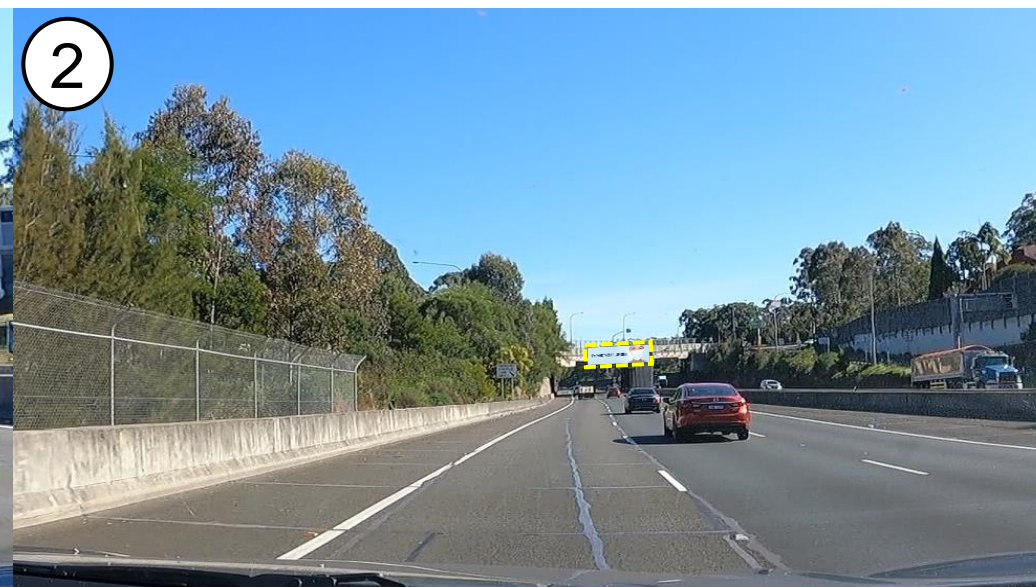


M2 overpass	Crash ID	Degree of crash - detailed	RUM - code	RUM - description	Year of crash	Month of crash	Day of week of crash	Time of crash	Surface condition	Weather	Natural lighting	Street of crash	Street type	Distance	Direction	Identifying feature	Identifying feature type	Town	Type of location	Latitude	Longitude	Speeding involved in crash	Fatigue involved in crash	Key Traffic Unit direction of travel
Barclay Road eastbound	810488	Non-casualty (towaway)	30	Rear end	2012	September	Thursday	0920	Dry	Fine	Daylight	M2 HILLS	EXP	50	South	BARCLAY ROAD	OP	NORTH ROCKS	Dual freeway	-33.764669	151.013863	No or unknown	No or unknown	North
Barclay Road eastbound	1146509	Moderate Injury	71	Off rd left => obj	2017	August	Tuesday	1620	Dry	Fine	Daylight	M2 HILLS	EXP	0	Right on the spot	BARCLAY ROAD	OP	NORTH ROCKS	Dual freeway	-33.764446	151.014329	No or unknown	No or unknown	East
Barclay Road eastbound	1147395	Non-casualty (towaway)	73	Off rd right => obj	2017	August	Monday	1355	Dry	Fine	Daylight	M2 HILLS	EXP	150	West	BARCLAY ROAD	OP	NORTH ROCKS	Dual freeway	-33.765103	151.012912	No or unknown	No or unknown	East
Barclay Road eastbound	1160711	Minor/Other Injury	35	Lane change left	2017	December	Wednesday	1910	Dry	Overcast	Daylight	M2 HILLS	EXP	200	West	BARCLAY ROAD	OP	NORTH ROCKS	Dual freeway	-33.765300	151.012425	No or unknown	No or unknown	East
Barclay Road eastbound	1170653	Moderate Injury	73	Off rd right => obj	2016	July	Friday	2245	Dry	Fine	Darkness	M2 HILLS	EXP	150	West	BARCLAY ROAD	OP	NORTH ROCKS	Dual freeway	-33.765103	151.012912	No or unknown	No or unknown	West
Barclay Road eastbound	1193998	Non-casualty (towaway)	30	Rear end	2019	February	Friday	1815	Dry	Fine	Daylight	M2 HILLS	EXP	1500	East	WINDSOR ROAD	OP	NORTH ROCKS	Dual freeway	-33.764580	151.014047	No or unknown	No or unknown	East
Barclay Road eastbound	1210486	Minor/Other Injury	35	Lane change left	2019	July	Wednesday	0910	Dry	Fine	Daylight	M2 HILLS	EXP	20	West	BARCLAY ROAD	OP	NORTH ROCKS	Dual freeway	-33.764536	151.014141	No or unknown	No or unknown	East
Barclay Road westbound	1084581	Moderate Injury	33	Lane sideswipe	2015	July	Monday	0630	Wet	Raining	Daylight	M2 HILLS	EXP	100	East	BARCLAY ROAD	OP	NORTH ROCKS	Dual freeway	-33.764143	151.015029	No or unknown	No or unknown	West
Barclay Road westbound	1157548	Non-casualty (towaway)	81	Off left/bt bnd=>obj	2017	December	Sunday	2210	Dry	Fine	Darkness	M2 HILLS	EXP	200	East	BARCLAY ROAD	OP	NORTH ROCKS	Dual freeway	-33.763897	151.016448	Yes	Yes	West
Barclay Road westbound	1166598	Moderate Injury	33	Lane sideswipe	2018	February	Tuesday	1800	Dry	Fine	Daylight	M2 HILLS	EXP	0	Right on the spot	BARCLAYS ROAD	OP	NORTH ROCKS	Dual freeway	-33.764592	151.014572	No or unknown	No or unknown	West
Barclay Road westbound	1168313	Minor/Other Injury	30	Rear end	2017	October	Thursday	1930	Dry	Fine	Darkness	M2 HILLS	EXP	1200	East	WINDSOR ROAD	TO	NORTH ROCKS	Dual freeway	-33.763885	151.018473	No or unknown	No or unknown	West
Barclay Road westbound	1242467	Non-casualty (towaway)	33	Other, same direction	2020	September	Friday	1810	Dry	Fine	Darkness	M2 HILLS	EXP	30	East	BARCLAY ROAD	OP	NORTH ROCKS	Dual freeway	-33.764373	151.015087	No or unknown	No or unknown	West
Deihi Road northbound	786444	Non-casualty (towaway)	30	Rear end	2012	February	Tuesday	1825	Dry	Overcast	Daylight	M2 HILLS	EXP	50	South	DEHLI ROAD	OP	NORTH RYDE	Dual freeway	-33.794464	151.135138	No or unknown	No or unknown	North
Deihi Road northbound	1017260	Non-casualty (towaway)	71	Off rd left => obj	2014	March	Sunday	1230	Wet	Raining	Daylight	M2 HILLS	EXP	0	Right on the spot	DEHLI ROAD	OP	NORTH RYDE	Dual freeway	-33.794524	151.136002	No or unknown	No or unknown	North
Deihi Road northbound	1155986	Minor/Other Injury	30	Rear end	2017	September	Friday	1500	Dry	Fine	Daylight	M2 HILLS	EXP	100	North	CLIPPING ROAD	OP	NORTH RYDE	Dual freeway	-33.795401	151.136532	No or unknown	No or unknown	North
Deihi Road southbound	1000609	Non-casualty (towaway)	71	Off rd left => obj	2013	December	Thursday	0800	Dry	Fine	Daylight	M2 HILLS	EXP	0	Right on the spot	DEHLI ROAD	OP	MACQUARIE PARK	Dual freeway	-33.793898	151.136065	No or unknown	No or unknown	South
Deihi Road southbound	1054881	Minor/Other Injury	30	Rear end	2014	October	Tuesday	0710	Dry	Overcast	Daylight	M2 HILLS	EXP	0	Right on the spot	DEHLI ROAD	OP	MACQUARIE PARK	Dual freeway	-33.793890	151.136065	No or unknown	No or unknown	East
Deihi Road southbound	1104583	Serious Injury	30	Rear end	2016	March	Friday	0735	Dry	Fine	Daylight	M2 HILLS	EXP	100	North	DEHLI ROAD	OP	MACQUARIE PARK	Dual freeway	-33.792986	151.135894	No or unknown	No or unknown	South
Deihi Road southbound	1115345	Moderate Injury	30	Rear end	2016	September	Thursday	1300	Dry	Fine	Daylight	M2 HILLS	EXP	200	North	DEHLI	RD	MACQUARIE PARK	Other	-33.792023	151.135994	No or unknown	No or unknown	South
Deihi Road southbound	1184091	Moderate Injury	30	Rear end	2018	September	Tuesday	0707	Dry	Fine	Daylight	M2 HILLS	EXP	0	Right on the spot	DEHLI ROAD	OP	NORTH RYDE	Dual freeway	-33.793855	151.136080	No or unknown	No or unknown	South
Deihi Road southbound	1193205	Serious Injury	30	Rear end	2019	January	Friday	0830	Dry	Fine	Daylight	M2 HILLS	EXP	50	North	DEHLI ROAD	OP	MACQUARIE PARK	Dual freeway	-33.793453	151.135970	No or unknown	No or unknown	South
Deihi Road southbound	1203608	Serious Injury	40	U turn	2019	April	Saturday	2138	Dry	Fine	Darkness	M2 HILLS	EXP	30	North	DEHLI	RD	MACQUARIE PARK	Other	-33.793515	151.136185	No or unknown	No or unknown	North
Deihi Road southbound	1282707	Non-casualty (towaway)	30	Rear end	2020	July	Saturday	1700	Dry	Overcast	Dusk	M2 HILLS	EXP	3000	East	CHRISTIE ROAD	OP	MACQUARIE PARK	Dual freeway	-33.793415	151.135862	No or unknown	No or unknown	East
Deihi Road southbound	1274709	Non-casualty (towaway)	30	Rear end	2021	October	Thursday	0655	Dry	Fine	Daylight	M2 HILLS	EXP	20	North	DEHLI ROAD	OP	MACQUARIE PARK	Dual freeway	-33.793712	151.136022	No or unknown	No or unknown	South
Lane Cove Road westbound	1146232	Serious Injury	85	Off right bnd=>obj	2017	August	Sunday	1950	Wet	Raining	Darkness	M2 HILLS	EXP	200	South	LANE COVE ROAD	TO	MACQUARIE PARK	Other	-33.782255	151.133216	Yes	Yes	North
Lane Cove Road westbound	1177733	Non-casualty (towaway)	85	Off right bnd=>obj	2018	August	Monday	1950	Wet	Raining	Darkness	M2 HILLS	EXP	220	East	LANE COVE	RD	MACQUARIE PARK	Other	-33.782890	151.133184	Yes	Yes	East
Langdon Road eastbound	1036784	Minor/Other Injury	30	Rear end	2014	August	Thursday	0720	Dry	Fine	Daylight	M2 HILLS	EXP	200	East	ABBOTT ROAD	TO	BAULKHAM HILLS	Dual freeway	-33.770399	150.967538	No or unknown	No or unknown	East
Langdon Road eastbound	1106157	Minor/Other Injury	30	Rear end	2016	June	Tuesday	0700	Dry	Fine	Daylight	M2 HILLS	EXP	10	West	LANGDON ROAD	OP	BAULKHAM HILLS	Dual freeway	-33.770936	150.965262	No or unknown	No or unknown	East
Langdon Road eastbound	1204693	Moderate Injury	30	Rear end	2019	April	Monday	1350	Dry	Fine	Daylight	M2 HILLS	EXP	100	West	LANGDON ROAD	OP	BAULKHAM HILLS	Dual freeway	-33.770395	150.967497	No or unknown	No or unknown	East
Langdon Road eastbound	1211985	Minor/Other Injury	30	Rear end	2019	August	Thursday	0815	Dry	Fine	Daylight	M2 HILLS	EXP	0	Right on the spot	LANGDON ROAD	OP	BAULKHAM HILLS	Dual freeway	-33.770564	150.965305	No or unknown	No or unknown	East
Murray Farm Road westbound	808031	Non-casualty (towaway)	71	Off rd left => obj	2012	August	Friday	1730	Dry	Fine	Dusk	M2 HILLS	EXP	0	Right on the spot	MURRAY FARM RD	OP	BEECROFT	Dual freeway	-33.758983	151.065997	No or unknown	No or unknown	North
Murray Farm Road westbound	1137101	Serious Injury	34	Lane change right	2017	May	Friday	1620	Dry	Overcast	Daylight	M2 HILLS	EXP	100	East	MURRAY FARM ROAD	OP	CHEL TENHAM	Dual freeway	-33.759547	151.066776	No or unknown	No or unknown	West
Pennant Hills Road eastbound	795168	Non-casualty (towaway)	30	Rear end	2012	May	Sunday	2130	Dry	Fine	Darkness	M2 HILLS	EXP	100	West	CUMBERLAND HIG	OP	WEST PENNANT H	Dual freeway	-33.758797	151.047574	No or unknown	No or unknown	East
Pennant Hills Road eastbound	813039	Minor/Other Injury	30	Rear end	2012	September	Tuesday	0715	Dry	Fine	Daylight	M2 HILLS	EXP	30	West	CUMBERLAND HWY	OP	CARLINGFORD	Dual freeway	-33.758668	151.048596	No or unknown	No or unknown	East
Pennant Hills Road eastbound	813122	Non-casualty (towaway)	30	Rear end	2012	August	Thursday	0930	Dry	Fine	Daylight	M2 HILLS	EXP	150	West	CUMBERLAND HIG	OP	WEST PENNANT H	Dual freeway	-33.758792	151.047310	No or unknown	No or unknown	East
Pennant Hills Road eastbound	837753	Non-casualty (towaway)	30	Rear end	2013	May	Friday	0725	Dry	Fine	Daylight	M2 HILLS	EXP	0	Right on the spot	CUMBERLAND HIG	OP	WEST PENNANT H	Dual freeway	-33.758633	151.048921	No or unknown	No or unknown	East
Pennant Hills Road eastbound	843910	Non-casualty (towaway)	30	Rear end	2013	July	Wednesday	0600	Dry	Fine	Daylight	M2 HILLS	EXP	50	West	CUMBERLAND HIG	OP	WEST PENNANT H	Dual freeway	-33.758690	151.048374	No or unknown	No or unknown	East
Pennant Hills Road eastbound	854281	Non-casualty (towaway)	30	Rear end	2013	October	Friday	0610	Dry	Overcast	Daylight	M2 HILLS	EXP	100	West	CUMBERLAND HIGHWAY	OP	WEST PENNANT HILLS	Dual freeway	-33.758741	151.047849	No or unknown	No or unknown	East
Pennant Hills Road eastbound	856102	Moderate Injury	85	Off right bnd=>obj	2013	October	Tuesday	0945	Dry	Fine	Daylight	M2 HILLS	EXP	30	West	CUMBERLAND HWY	OP	CARLINGFORD	Dual freeway	-33.758672	151.048549	No or unknown	No or unknown	West
Pennant Hills Road eastbound	1065354	Non-casualty (towaway)	73	Other straight	2015	March	Friday	2200	Dry	Fine	Darkness	M2 HILLS	EXP	0	Right on the spot	CUMBERLAND HIGHWAY	OP	CARLINGFORD	Dual freeway	-33.758646	151.048797	No or unknown	No or unknown	East
Pennant Hills Road eastbound	1073215	Serious Injury	30	Rear end	2015	June	Monday	0620	Dry	Fine	Daylight	M2 HILLS	EXP	0	Right on the spot	CUMBERLAND HIGHWAY	OP	CARLINGFORD	Dual freeway	-33.758607	151.049138	No or unknown	No or unknown	East
Pennant Hills Road eastbound	1086729	Non-casualty (towaway)	30	Rear end	2015	November	Monday	1730	Dry	Fine	Dusk	M2 HILLS	EXP	0	Right on the spot	CUMBERLAND HIGHWAY	OP	CARLINGFORD	Dual freeway	-33.758633	151.048917	No or unknown	No or unknown	East
Pennant Hills Road eastbound	1139198	Non-casualty (towaway)	33	Lane sideswipe	2017	April	Saturday	0545	Dry	Overcast	Dawn	M2 HILLS	EXP	50	West	CUMBERLAND HIGHWAY	TO	WEST PENNANT HILLS	Other	-33.758461	151.048992	No or unknown	No or unknown	East
Pennant Hills Road eastbound	1189237	Non-casualty (towaway)	30	Rear end	2018	December	Thursday	1840	Wet	Raining	Daylight	M2 HILLS	EXP	0	Right on the spot	CUMBERLAND HIGHWAY	OP	CARLINGFORD	Dual freeway	-33.758633	151.048921	No or unknown	No or unknown	East

Appendix C: Photo Montages



1. M2 Hills Motorway westbound approach – Lane 1 (Day)



2. M2 Hills Motorway westbound approach – Lane 3 (Day)



Appendix D: Crash Data





Legend

Crash Degree

- Minor/Other Injury
- Non-casualty (towaway)

Proposed Digital
Sign Location

M2 Hills Motorway

Old Beecroft
Road

Beecroft Road



Project Title: P5486 M2 Digital Signage Advice
Site: Beecroft Road, Cheltenham
Figure Title: Degree of Crashes – 2016 to 2020
Version: 001
Date: 22/08/2022

File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Cheltenham - Beecroft Rd



Legend

Crash Type (RUM Code Group)

- Vehicles from same direction

Proposed Digital
Sign Location

M2 Hills Motorway

Old Beecroft
Road

Beecroft Road

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Project Title: P5486 M2 Digital Signage Advice

Site: Beecroft Road, Cheltenham

Figure Title: Type of Crashes by RUM Code Group – 2016 to 2020
Version: 001

Date: 22/08/2022

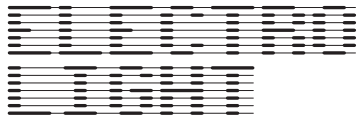
File Path: P:\P5486 M2 Digital Signage Advice\Technical\Mapping\Work Spaces\Cheltenham - Beecroft Rd

Crash ID	Degree of crash - detailed	RUM - code	RUM - description	Year of crash	Month of crash	Day of week of crash	Time of crash	Surface condition	Weather	Natural lighting	Street of crash	Street type	Distance	Direction	Identifying feature	Identifying feature type	Town	Type of location	Latitude	Longitude	Speeding involved in crash	Fatigue involved in crash	Key Traffic Unit direction of travel
1179924	Minor/Other Injury	39	Other same direction	2018	August	Tuesday	1600	Wet	Fine	Daylight	M2 HILLS	EXP	1500	East	MURRAY FARM ROAD	OP	CHELTENHAM	Dual freeway	-33.763590	151.080768	No or unknown	No or unknown	West
1243076	Non-casualty (towaway)	30	Rear end	2020	October	Friday	1610	Dry	Fine	Daylight	M2 HILLS	EXP	100	East	BEECROFT ROAD	OP	CHELTENHAM	Dual freeway	-33.763581	151.080730	No or unknown	No or unknown	West

Appendix D

Illumination Report

Prepared by Electrolight



Digital Place Solutions

LIGHTING IMPACT ASSESSMENT -
OUTDOOR SIGNAGE AT BEECROFT ROAD, CHELTENHAM, NSW (OUTBOUND)

20th October 2022
Ref: 3214.6

Lighting Impact Assessment
Outdoor Signage at Beecroft Road, Cheltenham, NSW
(Outbound)

Electrolight Australia Pty Ltd
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DATE	REV	COMMENT	PREPARED BY	CHECKED BY
20/10/22	REV A	For Information	NL	RS

CONTENTS

1. INTRODUCTION	3
2. DEFINITIONS	3
2.1 Illuminance	3
2.2 Luminance	3
2.3 Luminous Intensity	3
2.4 Obtrusive Light	3
2.5 Threshold Increment	3
2.6 AGI32 Light Simulation Software	3
2.7 Upward Light Ratio (ULR)	3
3. SITE DESCRIPTION AND SCOPE	4
4. DESIGN GUIDELINES AND STANDARDS	4
5. LUMINANCE ASSESSMENT	5
6. AS4282 ASSESSMENT	6
7. SUMMARY	8
8. DESIGN CERTIFICATION	9
APPENDIX A	10
APPENDIX B	11
APPENDIX C	12
APPENDIX D	14

1. INTRODUCTION

Electrolight have been appointed by Digital Place Solutions to undertake a Lighting Impact Assessment on the proposed digital signage to be installed on the Beecroft Road Overpass above M2 Motorway, Cheltenham, NSW (Outbound). The objective of the assessment is to report on compliance with the State Environmental Planning Policy (Industry and Employment) 2021, NSW Transport Corridor Outdoor Advertising and Signage Guidelines, and AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

2. DEFINITIONS

2.1 Illuminance

The physical measure of illumination is illuminance. It is the luminous flux arriving at a surface divided by the area of the illuminated surface. Unit: lux (lx); 1 lx = 1 lm/m².

(a) Horizontal illuminance (E_h) The value of illuminance on a designated horizontal plane

(b) Vertical illuminance (E_v) The value of illuminance on a designated vertical plane

Where the vertical illuminance is considered in the situation of potentially obtrusive light at a property boundary it is referred to as environmental vertical illuminance (E_{ve}).

2.2 Luminance

The physical quantity corresponding to the brightness of a surface (e.g. a lamp, luminaire or reflecting material such as the road surface) when viewed from a specified direction. SI Unit: candela per square metre (cd/m²) – also referred to as “nits”.

2.3 Luminous Intensity

The concentration of luminous flux emitted in a specified direction. Unit: candela (cd).

2.4 Obtrusive Light

Spill Light which, because of quantitative, directional or spectral attributes in a given context, gives rise to annoyance, discomfort, distraction or a reduction in the ability to see essential information.

2.5 Threshold Increment

The measure of disability glare expressed as the percentage increase in contrast required between a standard object and its background (the carriageway) for it to be seen equally as well with the source of glare present as with it absent, derived in the specified manner. This metric is directly related to Veiling Luminance.

NOTE: The required value is a maximum for compliance of the lighting scheme.

2.6 AGI32 Light Simulation Software

AGI32 (by U.S. company Lighting Analysts) is an industry standard lighting simulation software package that can accurately model and predict the amount of light reaching a designated surface or workplane. AGI32 has been independently tested against the International Commission On Illumination (CIE) benchmark, CIE 171:2006, Test Cases to Assess the Accuracy of Lighting Computer Programs.

2.7 Upward Light Ratio (ULR)

The ratio between the luminous flux emitted above the horizontal plane to the total flux emitted by a light source. The ULR is used as a measure to limit direct spill light to the sky.

3. SITE DESCRIPTION AND SCOPE

The proposed digital signage is located on the Beecroft Road Overpass above M2 Motorway, Cheltenham, NSW. The signage is oriented towards the outbound direction of traffic on the M2 Motorway. The total active display (illuminated) area of the proposed digital signage is 39.94 m². The digital signage is to be in 24 hour operation. Refer to Appendix A for proposed signage location plan and elevations.

The proposed digital signage is illuminated using LEDs installed within the front face. The brightness of the LEDs shall 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.

For the purpose of this report the proposed manufacturer of the digital signage is noted as Daktronics model type DVX-2200N-10MN-8000-WJ with performance parameters as outlined in Appendix B. The signage includes baffles which mitigate upward waste light, resulting in an Upward Light Ratio (ULR) of less than 50%. Alternative digital sign manufacturers may be used for this installation as long as they have equivalent lighting and performance characteristics and are commissioned as described in this report.

4. DESIGN GUIDELINES AND STANDARDS

The Lighting Impact Assessment will review the proposed digital signage against the following Criteria, Design Guidelines and Standards.

- State Environmental Planning Policy (Industry and Employment) 2021 (Refer Appendix C)
- Transport Corridor Outdoor Advertising & Signage Guidelines 2017
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting

5. LUMINANCE ASSESSMENT

The maximum permissible night time luminance of the signage is determined by the existing lighting environment of its surroundings. AS4282 outlines maximum average luminances for different Environmental Zones as shown in Table 1 below:

TABLE 1 - MAXIMUM NIGHT TIME AVERAGE LUMINANCE FOR SIGNAGE		
Environmental Zone	Description	Max Average Luminance (cd/m2)
A4	High district brightness e.g. Town and city centres, commercial areas, and residential areas abutting commercial areas	350
A3	Medium district brightness e.g. suburban areas in towns and cities	250
A2	Low district brightness e.g. sparsely inhabited rural and semi-rural areas	150
A1	Dark e.g. relatively uninhabited rural areas. No Road Lighting	0.1
A0	Intrinsically Dark e.g. Major Optical Observatories. No Road Lighting	0.1

Note: Where the signage is viewed against a predominantly dark background (e.g. night sky) then the maximum applicable environmental zone is A2

Based on an assessment of the surrounding environment, the proposed digital signage is located within Environmental Zone A3 under AS4282, therefore the maximum night time luminance is 250 cd/m2.

AS4282 does not include limits for daytime operation of illuminated signage. However, the Transport Corridor Outdoor Advertising & Signage Guidelines outlines maximum permissible luminance limits for various lighting conditions, including daytime. Under the Guidelines, the proposed signage is classified as being within Zone 4, which is described as an area with generally low levels of off-street ambient lighting e.g. most rural areas, or areas that have residential properties located nearby. The maximum night time luminance of a digital signage within Zone 4 is 200 cd/m2.

Table 2 outlines the maximum luminance levels to comply with AS4282 and the Transport Corridor Outdoor Advertising & Signage Guidelines for the various lighting conditions listed below:

TABLE 2 - LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m2) #	Compliant
Full Sun on face of Signage	No Limit	✓
Day Time Luminance (typical sunny day)	6000	✓
Morning and Evening Twilight and Overcast Weather	500	✓
Night Time	110*	✓

The signage is to be dimmed on site to ensure the maximum luminance nominated above is not exceeded.

* The maximum permissible luminance allowable under AS4282 and the Transport Corridor Outdoor Advertising & Signage Guidelines is actually 200 cd/m2. The lower luminance limit shown above is to ensure compliance with other criteria of AS4282 and any additional lighting requirements as described in this report.

The proposed digital signage has a maximum brightness (luminance) of 8000 cd/m2. The screen shall be commissioned on site to yield a maximum screen luminance of 8000 cd/m2 when full sun strikes the face of the sign (maximum brightness), 6000 cd/m2 during normal daytime operation, 500 cd/m2 during twilight and inclement weather and 110 cd/m2 during night time.

6. AS4282 ASSESSMENT

The proposed signage has been assessed against AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting as outlined in Section 4.

AS4282 provides limits for different obtrusive factors associated with dark hours (night time) operation of outdoor lighting systems. Two sets of limiting values for spill light are given based on whether the lighting is operating before a curfew (known as “pre-curfew” operation) or operating after a curfew (known as post-curfew or curfewed operation). Pre-curfew spill lighting limits are higher than post-curfew values, on the understanding that spill light is more obtrusive late at night when residents are trying to sleep. Under AS4282, the post-curfew period is taken to be between 11pm and 6am daily. As the signage operates all night, the signage will be assessed against the more stringent post-curfew limits.

Illuminance Assessment

The AS4282 assessment includes a review of nearby residential dwellings and calculation of the amount of illuminance (measured in Lux) that the properties are likely to receive from the signage during night time operation.

The acceptable level of illuminance will in part be determined by the night time lighting environment around the dwellings. AS4282 categorises the night time environment into different zones with maximum lighting limits as shown in Table 3 below:

TABLE 3 - MAXIMUM VALUES OF LIGHT TECHNICAL PARAMETERS			
Environmental Zone	Max Vertical Illuminance (lx)		Description
	Pre-curfew	Post-curfew	
A0	0	0	Intrinsically Dark e.g. Major Optical Observatories. No Road Lighting
A1	2	0.1	Dark e.g. relatively uninhabited rural areas. No Road Lighting
A2	5	1	Low district brightness e.g. sparsely inhabited rural and semi-rural areas
A3	10	2	Medium district brightness e.g. suburban areas in towns and cities
A4	25	5	High district brightness e.g. Town and city centres, commercial areas, and residential areas abutting commercial areas

Based on an assessment of the surrounding areas, the nearest dwellings with potential views to the signage are at the following locations:

Address	Zone
11 Stewart Close	A3
13 Stewart Close	A3
28 Old Beecroft Road	A3
28a Old Beecroft Road	A3

As such, the dwellings above will form the focus of the illuminance assessment.

The proposed signage (and surrounding environment) was modelled in lighting calculation program AGI32 to determine the effect (if any) of the light spill from the signage. Photometric data for the screen was provided by the screen manufacturer*, with the maximum luminance corresponding to the night time limit outlined in Section 5. Appendix D shows the lighting model and the results of the calculations.

It should be noted that some of the houses are shielded by mature vegetation and/or barriers which effectively obstructs the spill light of the signage. However calculations were undertaken assuming that there were no barriers or vegetation present.

It can be seen from the lighting model that the maximum illuminance to dwellings in Zone A3 is 0.5 lux at 13 Stewart Close. The illuminance level above complies with the maximum AS4282 limit of 2 lux as outlined in Table 3.

Threshold Increment Assessment

The Threshold Increment was also calculated for the traffic approach on M2 Motorway (Outbound). The calculation grids were located at 1.5 m above ground level for general traffic approaches, with an approach viewing distance of between 5 m to 200 m from the sign. The calculation results show that the Threshold Increment does not exceed 18.83% for any traffic approach (the allowable maximum under the standard is 20%).

Luminous Intensity

The luminous intensity limits nominated in the standard are not applicable for internally illuminated signage.

Additional Requirements:

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.

Summary

It can therefore be seen that the proposed digital signage complies with all relevant requirements of AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

* Electrolight takes no responsibility for the accuracy of third party provided photometric data.

7. SUMMARY

- The proposed signage to be installed on the Beecroft Road Overpass above M2 Motorway, Cheltenham, NSW (Outbound), shall be commissioned on site to yield the following maximum luminances:

LUMINANCE LEVELS FOR DIGITAL ADVERTISEMENTS		
Lighting Condition	Max Permissible Luminance (cd/m2)	Compliant
Full Sun on face of Signage	No Limit	✓
Day Time Luminance (typical sunny day)	6000	✓
Morning and Evening Twilight and Overcast Weather	500	✓
Night Time	110	✓

- 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 signage has been found to comply with all relevant requirements of AS4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.
- In complying with the above requirements, the proposed signage should not result in unacceptable glare nor should it adversely impact the safety of pedestrians, residents or vehicular traffic. Additionally, the signage should not cause any reduction in visual amenity to nearby residences or accommodation.

8. DESIGN CERTIFICATION

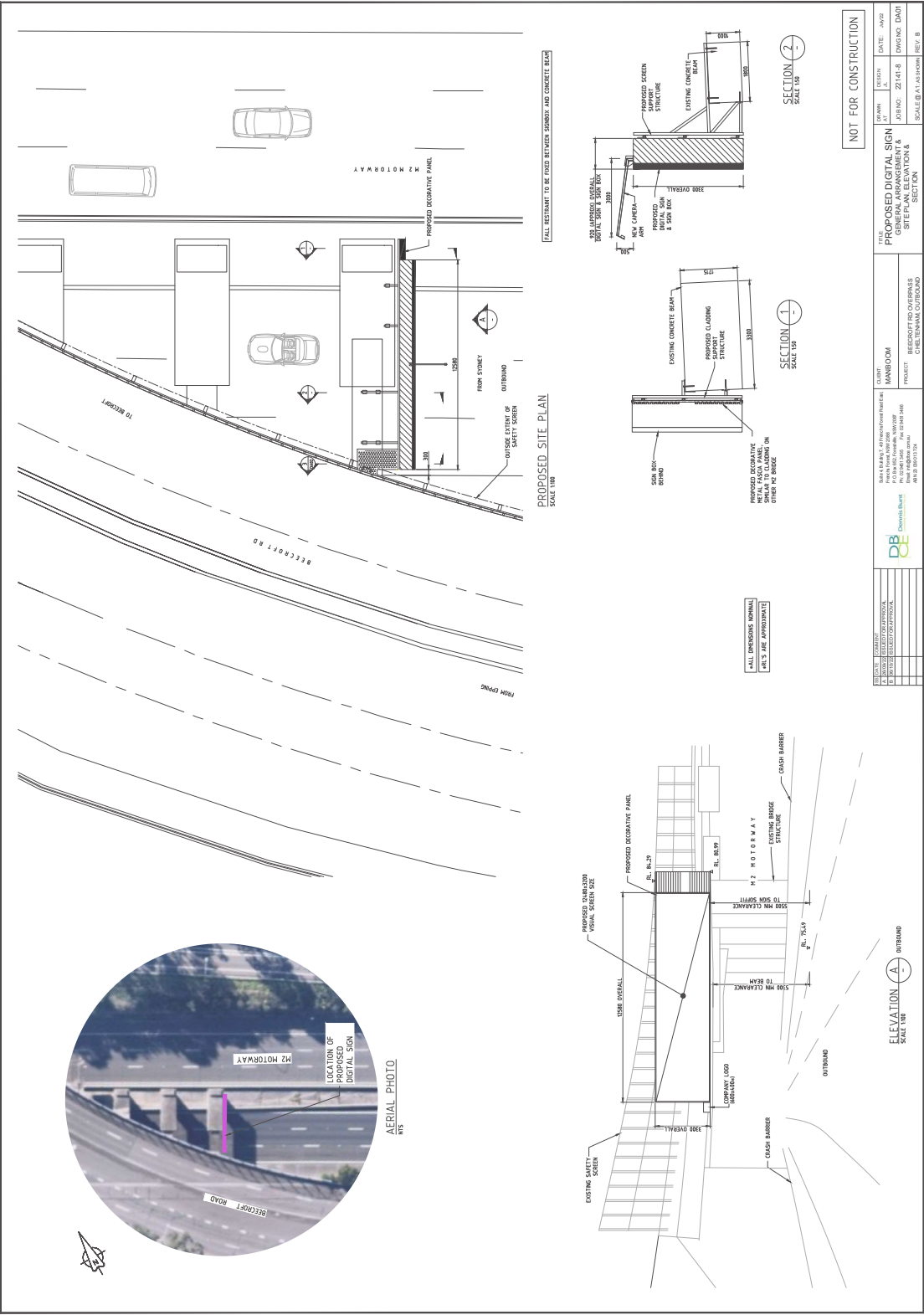
The proposed digital signage to be installed on the Beecroft Road Overpass above M2 Motorway, Cheltenham, NSW (Outbound), if commissioned according to this report, complies with the following criteria, guidelines and standards:

- State Environmental Planning Policy (Industry and Employment) 2021 (Refer Appendix C)
- Transport Corridor Outdoor Advertising & Signage Guidelines 2017
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting

A handwritten signature in black ink, appearing to read 'Ryan Shamier', with a long horizontal flourish extending to the right.

Ryan Shamier
Senior Lighting Designer
Electrolight Sydney
20/10/22

APPENDIX A
SIGNAGE LOCATION



NOT FOR CONSTRUCTION		PROPOSED DIGITAL SIGN		DATE: 2024	
GENERAL ARRANGEMENT & SITE PLAN		MANICOM		REVISION A	
BEECHCROFT ROAD OVERPASS		PROJECT		JOB NO: 22141-B	
CONCRETE OVERPASS		CLIENT		DRAWING: DAD1	
				SCALE: 1:100	
				REV: B	

APPENDIX B

DIGITAL SIGNAGE SPECIFICATION

DAKTRONICS PRODUCT SPECIFICATION	
SERIES SPECIFICATION	
DVX-2200N-10MN-8000-WJ	
Pixel Configuration	RGB 3-in-1 SMD
Line and Column Spacing	0.394 inches - 10 millimeters
Module Configuration - Pixels (Rx/C)	32 x 32 pixels
Module Dimensions (HxW)	12.598 x 12.598 inches - 320 x 320 mm
Maximum Power per Module	65.35 Watts
Average Power per Module	16.34 Watts
Display Weight per Module	10.2 pounds - 4.63 kilograms
Processing	22 bit Distributed
Color Capacity	281 Trillion Colors
Dimming	256 levels
Color Temperature	3,000°-10,000° kelvin (adjustable)
Calibration	pixel to pixel
LED Refresh Rate	3840 hertz
LED Lifetime	100,000 hrs
Brightness - Typical Nits	8000 nits (cd/sm)
Horizontal Viewing Angle	160°
Vertical Viewing Angle (Up/Down)	+60/-70°
Contrast Ratio	1200:1
Service Access	Front or Rear
Cabinet Depth	3.937 inches - 100 millimeters
Cabinet Construction	Die-Cast Aluminum
Ingress Protection Rating	IP-66 Rated
Working Temperature Rating	-40° to 122° F - -40° to 50° C
Ventilation	None
Data Transmission to Display	Direct: Fiberoptic Cable Remote: Internet/Network (IP)
Note 1: Consistent with Daktronics policy of continuing product improvement, specifications shown on this document are subject to change without notice.	
Note 2: See contract specific drawings for customized product weights	

APPENDIX C

State Environmental Planning Policy (Industry and Employment) 2021

Schedule 5 Assessment criteria

(Clauses 8, 13 and 17)

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?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

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?

3. Views and vistas

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?
-

4. Streetscape, setting or landscape

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

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?
- Does the proposal respect important features of the site or building, or both?
- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

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?

7. Illumination

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?
- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

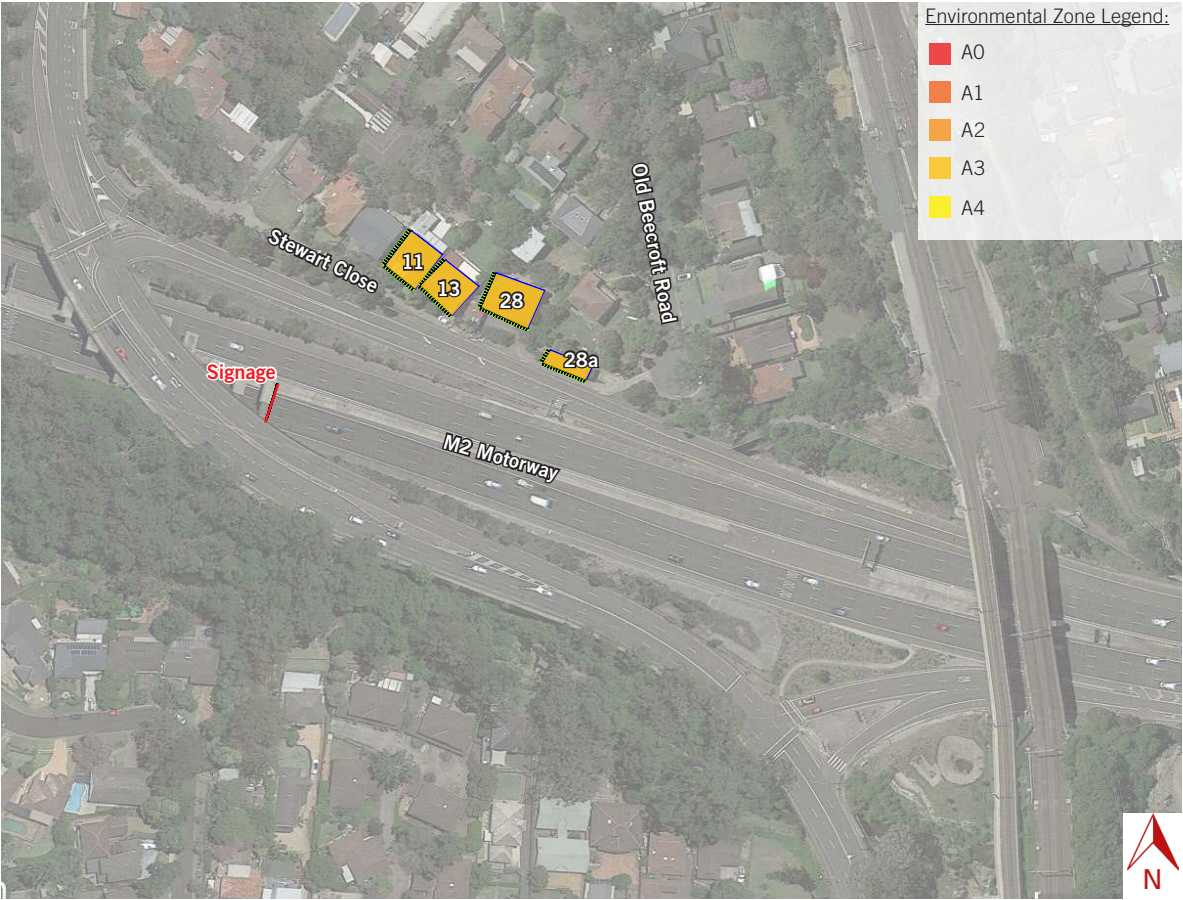
8. Safety

- Would the proposal reduce the safety for any public road?
- Would the proposal reduce the safety for pedestrians or bicyclists?
- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?

APPENDIX D

OBTRUSIVE LIGHTING CALCULATIONS

Calculation Summary			
Project: Obtrusive			
Label	CalcType	Units	Max
11 Stewart Close_I11_Seg1	Obtrusive - I11	Lux	0.4
11 Stewart Close_I11_Seg2	Obtrusive - I11	Lux	0.0
13 Stewart Close_I11_Seg1	Obtrusive - I11	Lux	0.5
13 Stewart Close_I11_Seg2	Obtrusive - I11	Lux	0.1
28 Old Beecroft Road_I11_Seg1	Obtrusive - I11	Lux	0.3
28 Old Beecroft Road_I11_Seg2	Obtrusive - I11	Lux	0.3
28a Old Beecroft Road_I11_Seg1	Obtrusive - I11	Lux	0.2
28a Old Beecroft Road_I11_Seg2	Obtrusive - I11	Lux	0.3



APPENDIX D

THRESHOLD INCREMENT CALCULATIONS

Calculation Summary			
Project: Ti			
Label	CalcType	Units	Max
M2 Motorway (outbound)	Obtrusive - TI	%	18.83



APPENDIX D

OBTRUSIVE LIGHTING AND THRESHOLD INCREMENT CALCULATIONS

Obtrusive Light - Compliance Report

AS/NZS 4282:2019, A3 - Medium District Brightness, Curfew
Filename: 3214.6 Beecroft Road Cheltenham (Outbound) rev A
12/10/2022 4:30:31 PM

Illuminance

Maximum Allowable Value: 2 Lux

Calculations Tested (8):

Calculation Label	Test Results	Max. Illum.
11 Stewart Close_III_Seg1	PASS	0.4
11 Stewart Close_III_Seg2	PASS	0.0
13 Stewart Close_III_Seg1	PASS	0.5
13 Stewart Close_III_Seg2	PASS	0.1
28 Old Beecroft Road_III_Seg1	PASS	0.3
28 Old Beecroft Road_III_Seg2	PASS	0.3
28a Old Beecroft Road_III_Seg1	PASS	0.2
28a Old Beecroft Road_III_Seg2	PASS	0.3

Threshold Increment (TI)

Maximum Allowable Value: 20 %

Calculations Tested (1):

Calculation Label	Adaptation Luminance	Test Results
M2 Motorway (outbound)	1	PASS

Appendix E

Council Correspondence



COMMERCIAL IN CONFIDENCE

DIGITAL SIGNAGE ON THE M2 MOTORWAY

By email: hsc@hornsby.nsw.gov.au

March 1, 2023
Mr. Steven Head
General Manager
Hornsby Shire Council
PO Box 37
Hornsby NSW 1630
hsc@hornsby.nsw.gov.au

cc: George.BARDAS@transport.nsw.gov.au

Dear Mr. Head

TWO NEW PROPOSED DIGITAL SIGNS ON THE M2 MOTORWAY (M2) IN HORNSBY LGA

I am writing on behalf of Manboom Signage Partnership Limited (hereafter referred to as Manboom) to advise Council that Manboom intends to lodge a Development Application for two new digital signs located along the M2 within your Council LGA in this calendar year. Pursuant to state planning legislation (Chapter 3 of Industry and Employment SEPP 2021 (IESEPP 2021)) the NSW Minister for Planning will be the consent authority for these Development Applications (DA).

While Council is not the consent authority, we would like to meet with the relevant Council officers to discuss the DAs and answer any queries you may have.

Detailed below is a summary of the DA proposal and information which I believe you will find relevant.

BACKGROUND

In 1999, The Hills Motorway entered into an agreement (1999 Agreement) with the former NSW Roads and Traffic Authority (RTA) to display advertising along the Motorway. In the same year, The Hills Motorway (THML), with consent from the RTA, licenced to Manboom the advertising rights for the M2.

Fundamental to the 1999 agreement was the ability to display up to 45 advertising faces along the length of the Motorway (M2) over the duration of the agreement.

In accordance with the 1999 agreement, between 2010 and 2013 Manboom secured development approval from the NSW Minister for Planning for an initial 16 static lightbox advertising signs along the Motorway.

Between 2016 and 2017, development approval was received from the NSW Minister for Planning for the conversion of all 16 of the static faces to digital screens.

Currently, there are 16 advertising signs along the length of the M2. Of these signs, 9 are digital screens, and 7 are static lightbox signs. All are bridge signs, and all are illuminated 24 hours. The digital signs operate at a 25 second dwell time in accordance with the Transport Corridor Advertising and Signage Guidelines 2017 (The Guidelines).

THE DIGITAL SIGN STRATEGY

THML and Manboom regularly review the adequacy and appropriateness of advertising signage on the M2 as part of their Digital Signage Strategy discussions. An outworking of these discussions is the decision to lodge several development applications for additional digital advertising signs to address four key considerations:

1. To Provide A balance between inbound and outbound signage locations.

Along the M2, at the present time, existing signage sites are concentrated in that part of the Motorway that traverses the Hills Shire Local Government Area. This is the result of Manboom previously excluding sections of the Motorway because of future Motorway modifications and improvements. These modifications and improvements are now largely complete, and it is logical to review signage locations along the entire Motorway.

In addition, the geo-positioning imbalance that currently exists has implications on out of home media sales growth as advertisers wish to be able to capture both short and long journey viewing audiences which is not currently available.

2. To increase audience reach arising from the expansion of the Sydney Orbital Road Network.

The M2 was constructed in 1997, and since that time, its importance as a carriageway linking the north-west corridor of Sydney's orbital network, Westlink M7, Lane Cove Tunnel and NorthConnex has increased. The expanded orbital road network is servicing the north-western and southwestern growth corridors. The Motorway is now carrying significantly more traffic.

3. To cater for the growth in the out of home media (OOH) sector.

The OOH sector has grown significantly since 2015 through industry cohesion, audience validation metrics and, importantly, the uptake of digital display technology. Digital has created 'New OOH' attracting brands, products, and campaigns the 'Old OOH' could not service with static faces. There are no market signals that OOH will stop growing or become less important to clients. Indeed, the latest research post Covid has revealed continued strong growth in the DOOH segment.

4. To provide Manboom the ability to realise further advertising rights as provided for under the 1999 agreement.

The 1999 agreement provided THML and Manboom with the ability to display up to 45 advertising faces along the 22-kilometre length of the M2. At the current time, 16 signage faces have been developed, representing a 35% uptake of the number proposed within the 1999 Agreement. Manboom did not seek additional advertising in the past due to the road improvements which are now complete enabling the continuation of the Sign Strategy.

NEW ADVERTISING SITES BEING PROPOSED ALONG THE M2

Over the past 8 months, detailed planning and safety investigations have been undertaken across various locations along the length of the M2. THML and Manboom have identified seven (7) potential digital signage locations for this development phase.

The new signage locations under consideration within your LGA are detailed in Table 1. Should the new digital signs be approved, the total number of signage faces within your LGA along the M2 will increase from three to five signs, of which three would be digital formats. On completion two signs will be visible travelling inbound (towards the city) and three signs will be visible when travelling outbound (east to west).

All the proposed sites have been supported by independent traffic safety, lighting impact and heritage investigations (where appropriate). The two proposed sites are bridge signs. All signs will be of landscape orientation and will be of supersite dimensions with a total advertising area per site of 42.2 square metres.

TABLE 1 NEW DIGITAL SIGNAGE LOCATIONS

NEW LOCATION	DIRECTION OF TRAVEL	LGA	TfNSW Landowner Consent Status
Beecroft Road Viaduct, Beecroft	Outbound	Hornsby	Yes
Murray Farm Road Bridge, Cheltenham	Inbound	Hornsby	Yes

COMMUNITY BENEFITS TO COUNCILS

There is an existing public benefit agreement (PBA) in place for Stages 1 and 2 of the M2 Signage Strategy that were approved by the NSW Minister for Planning in 2010 and 2017. A component of the current PBA requires Manboom (acting through THML), to pay to TfNSW (formerly the NSW Roads and Traffic Authority) a monetary contribution that is indexed annually to the consumer price index (CPI).

TfNSW currently shares this monetary contribution equally between three Council's— City of Ryde Council, Hornsby Shire Council and Hills Shire Council.

Subject to and part of the approval of the new DAs by the NSW Minister for Planning, TfNSW is required under the Transport Corridor Outdoor Advertising and Signage Guidelines (November 2017) (Guidelines) as set out in section 4.2.1: "RMS is responsible for the collection, distribution and expenditure of public benefit monies from tollway operators. Public benefit monies received by RMS must be recorded in their financial accounts and Annual Report. RMS must consult with the relevant council to identify and prioritise activities to be included in the public benefit work program to be delivered through the program."

THE PLANNING AND DEVELOPMENT PATHWAY


The M2 Corridor is zoned SP2 Special Infrastructure (Classified Road) under the respective environmental planning instruments of each of the LGA's through which it traverses (City of Ryde, Hornsby, City of Paramatta and Hills Shire). Signage is a prohibited land use in the SP2 Zone. The development applications for the new sites will be advanced under the provisions of Clause 3.14(1) (c) of Chapter 3 of IESEPP 2021 which enables an advertisement to be displayed on M2 Corridor land notwithstanding it is prohibited in the land use zone that applies to the site under another environmental planning instrument. Manboom has obtained legal advice to confirm that the provisions of Clause 3.14(1)(c) can be relied upon for these applications, consistent with the existing signs.

IN CONCLUSION

Manboom's intends to lodge development applications for seven (7) new digital sites in 2022. Manboom has engaged the planning and communications consultancy Urban Concepts to manage the planning matters for these applications. **If you would like a briefing about the project or would like to discuss any matters I ask that you contact Belinda Barnett, Managing Director, Urban Concepts on 0438 233 022 or via email belinda@urbanconcepts.net.au to arrange a convenient time. It would be appreciated if we could meet at your earliest convenience but in any event not later than March 31, 2023. The meeting can be held either face to face or online should that be more convenient.**

We look forward to meeting with you.

Yours Faithfully,

A handwritten signature in dark ink, appearing to read 'Ian D Riley', with a long horizontal flourish extending to the right.

Ian D Riley
Director
Manboom Signage Partnership Pty Limited

Appendix F

Heritage Impact Assessment Prepared by Sue Rosen Associates

9 March 2022

Mr Steve Rubie
 Director
 Digital Place Solutions

Dear Mr Rubie,

Re: Heritage impact of signage proposed for M2 near Beecroft Road over pass

The Area

The Beecroft Road overpass of the M2 is within the southern extremity of the Gullies Precinct of the Beecroft-Cheltenham Conservation Area of the Hornsby LEP. The inclusion of the area in the HCA is now an anomaly as it includes the M2 as the boundaries of the HCA were defined prior to the M2s construction. The M2 in this area is within a cutting with the houses above largely screened from the motorway. There are no individually listed heritage items in the vicinity of Stewart Close or amongst the houses abutting the motorway reserve.

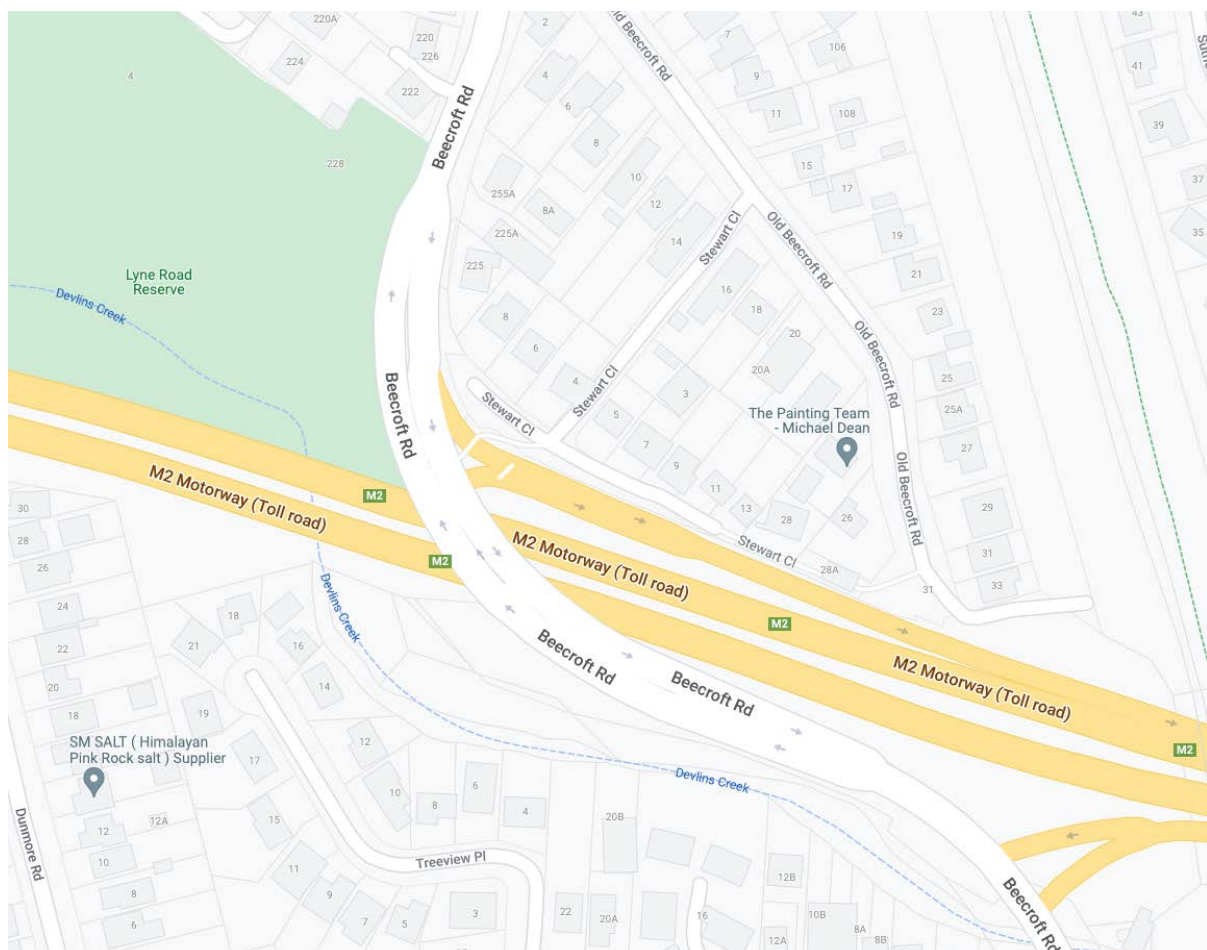


Figure 1: The Beecroft Road M2 overpass and environs. Stewart Close is a street of contemporary houses. Residences to the east of the “T” intersection will be able to look down to the pillars from the second storey. [Google Maps]

The HCA

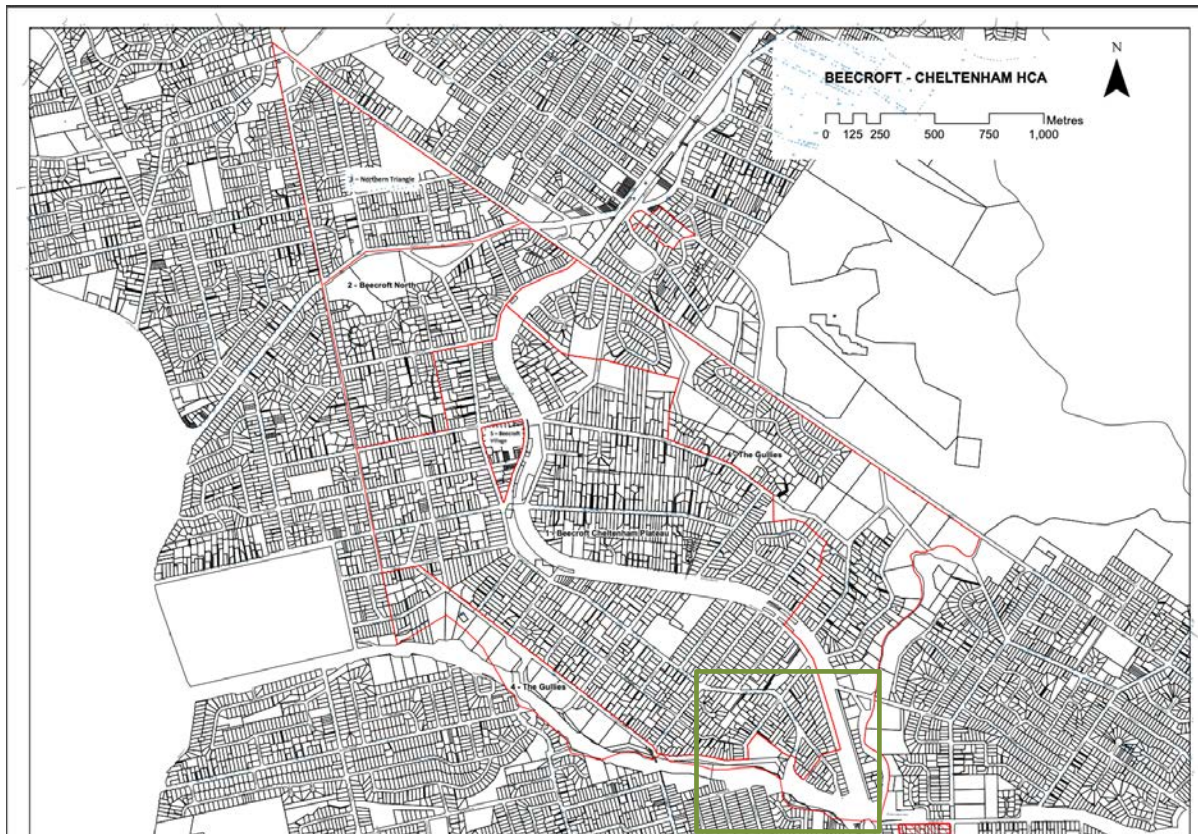


Figure 2: The Beecroft-Cheltenham Heritage Conservation Area. The portion bordered in green is enlarged in Figure 2. [Hornsby DCP 2013] For a zoomable version see https://hscenquiry.hornsby.nsw.gov.au/temp/002_002_0E531JK108R_JUQHAMUP.PDF



Figure 3: Extract from map of the Beecroft-Cheltenham Conservation Area. Proposed location of signage indicated by green encircled cross. The proposed site (marked by green crossed circle) is within The Gullies Precinct – the southern and eastern most portion of the map HCA and adjacent to the Beecroft-Cheltenham Plateau Precinct to the north of the site. [Hornsby DCP 2013]



Figure 9.3(k): East Epping Heritage Conservation Area. (C)

Figure 4: The East Epping Conservation Area is to the east and south of the proposed signage site with a railway bridge in-between and will not be impacted by the proposed signage. [Hornsby DCP, 2013]

The M2 and Beecroft Road Overpass



Figure 5: Looking north-west on M2 to the Beecroft Road overbridge. Contemporary house in the Gullies Precinct of the Beecroft-Cheltenham Heritage Conservation Area. The concrete pillars on which the signage is proposed to be sited are in the mid distance and below the level of the screening. [Google Street View]



Figure 6: In this view, the location of the proposed signage are the concrete pillars on the extreme left. In the background above and behind the cutting are contemporary houses of Stewart Close adjoining the motorway reserve. [Google Street View]



Figure 7: View from Beecroft Road overbridge across to the HCA and contemporary houses. Motorway below.



Figure 8: View east along motorway cutting from Beecroft Road overbridge, showing depth of cutting. In left foreground are the tops of the concrete pillars on which it is proposed to erect the signage.

Stewart Close



Figure 9: View south down Stewart Close to the motorway



Figure 10: View east along Stewart Close.



Figure 11: Another view to south along Stewart Close.



Figure 12: View toward Stewart Close from termination of Old Beecroft Road.

Conclusion

While the site for the proposed signage is within the HCA it is not within view of any listed heritage items. The signage will be at an angle (oriented to the east) and below the direct site lines of the southerly oriented residences addressing Stewart Close.

The site's inclusion in the HCA is remnant from the defining of the area prior to the construction of the motorway in the early 1990s (it was opened in 1997). The HCA (defined pre c. 1994) boundaries need to be redefined to reflect the motorway's existence. This would still place the site in the vicinity of a HCA, however given:

- the motorway context – signage, tunnels, ramps, fencing, barriers;
- the siting in a cutting below the HCA's natural topography;
- no impact on views *to* the HCA; and,
- minimal visibility *from* the HCA.

in my opinion there will be no negative impacts on the character of the conservation area and therefore approval would not be withheld on heritage grounds.

Yours sincerely



Dr Sue Rosen
Director
9 March 2022

