



Statement of Environmental Effects

Digital Advertising Signage
Princes Highway, Heathcote



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

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Table of Contents

1	Introduction	6
1.1	Pre-lodgement meeting with DPE	7
1.2	Consultation with TfNSW	7
2	The site and locality	8
2.1	Site Description	8
2.2	Existing Road Environment.....	10
2.3	Surrounding Locality	10
3	The Proposal	11
3.1	Signage Rationalisation	14
3.2	Digital LED Technology for Outdoor Advertising	15
3.3	Digital LED Screen Operation and Management	15
3.4	Hours of Operation.....	16
3.5	Excavation and Footings.....	16
3.6	Sign Access and Maintenance	16
3.7	Tree and Vegetation Management	17
4	Statutory Planning Framework	18
4.1	Environmental Planning and Assessment Act 1979	18
4.2	State Environmental Planning Policies	20
4.2.1	State Environmental Planning Policy (Industry and Employment) 2021	20
4.2.2	Transport Corridor Advertising and Signage Guidelines 2017	24
4.2.3	State Environmental Planning Policy (Transport and Infrastructure) 2021	24
4.3	Sutherland Shire Local Environmental Plan 2015	27
4.3.1	Zoning	27
4.3.2	Heritage.....	28
4.3.3	Environmentally Sensitive Land.....	29
4.4	Sutherland Development Control Plan 2015	29
5	Environmental Planning Assessment	33
5.1	Road safety	33
5.1.1	Road environment.....	33
5.1.2	Signage exposure	34
5.1.3	Road accident history.....	34
5.1.4	Road safety criteria – Signage Guidelines.....	34
5.1.5	Road safety summary	38
5.2	Illumination.....	38
5.2.1	Illumination criteria – Signage Guidelines.....	38
5.2.2	AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.....	39
5.2.3	Illumination summary	40
5.3	Heritage.....	40
5.4	Vegetation	42
5.5	Structural Integrity	42
5.5.1	Signage Assembly	42
5.6	Visual Impacts.....	42
5.7	Site suitability	43
5.8	Public benefit	44
6	Conclusion	45

Figures

Figure 1: Site context (Source: Near Maps)	8
Figure 2: Street View – Princes Highway, facing southeast (Source: Keylan)	9
Figure 3: Street View – Princes Highway, facing northeast (Source: Keylan)	9
Figure 4: Digital signage plan (Source: Dennis Blunt Consulting Engineers)	12
Figure 5: Elevation of proposed sign (Source: Dennis Blunt Consulting Engineers)	12
Figure 6: Indicative view from Princes Highway, facing north-east (Source: JCDecaux)	13
Figure 7: Indicative rear view from Princes Highway, facing southeast (Source: JCDecaux)	13
Figure 8: Site Plan- signage to be removed (Source: Dennis Bunt Consulting Engineers).....	14
Figure 9: Existing sign to be removed, near intersection of Strickland St and Princes Hwy (Source: Keylan).....	15
Figure 10: Proposed Fencing Relocation (Source: Dennis Bunt Consulting Engineers)	17
Figure 11: Land Zone Map (Source: SSLEP 2015)	27
Figure 12: Heritage map (Source: SSLEP 2015)	28
Figure 13: Terrestrial Biodiversity map (Source: SSLEP 2015)	29
Figure 14: Indicative view– northbound direction (Source: Bitzios Consulting)	34
Figure 15: Location of assessed residential properties (Source: Electrolight)	39

Tables

Table 1 Project Summary	5
Table 2 List of Appendices	7
Table 3: Development summary	11
Table 4: Assessment against Objectives of the EP&A Act	19
Table 5: Section 4.15(1) assessment.....	20
Table 6: Schedule 5, SEPP (Industry and Employment) 2021 consideration	24
Table 7: Transport and Infrastructure SEPP Assessment	27
Table 8: DCP Assessment	32
Table 9 Existing road environment (Source: Bitzios Consulting)	33
Table 10: Sign location criteria – Section 3.2 of the Signage Guidelines (Source: TTPP)	35
Table 11: Assessment against the Transport Corridor and Advertising Signage Guidelines (Source: Bitzios Consulting)	37
Table 12: Luminance levels for digital advertisements criteria – Signage Guidelines (Source: Electrolight).....	38
Table 13: Maximum lighting limit (post-curfew) (Source: Electrolight)	40

Appendices

Appendix 1	SEPP & Transport Corridor Advertising Signage Guidelines Assessment
Appendix 2	Architectural Plans
Appendix 3	Signage Safety Assessment
Appendix 4	Lighting Impact Assessment
Appendix 5	Heritage Impact Assessment
Appendix 6	Public Benefit Statement
Appendix 7	Structural Feasibility Statement
Appendix 8	Visual Impact Assessment
Appendix 9	Site Survey
Appendix 10	Cost Summary

Project Summary

Project Element	Summary of the project
Proposal	<ul style="list-style-type: none"> removal of an existing static advertising sign installation of a new monopole digital advertising sign on the Princes Highway, Heathcote display of illuminated advertisements 24 hours a day, 7 days a week removal and relocation of double gate access to the railway corridor
Site Description	<ul style="list-style-type: none"> Lot 5 DP 1184025
Advertising Display Area	<ul style="list-style-type: none"> Advertising Display Dimension: 12.53m x 3.95m Area: 49.49m²
Visual Screen Size	<ul style="list-style-type: none"> Dimension 12.48m x 3.2m Size: 39.94m²
Visual Impacts	<ul style="list-style-type: none"> a Visual Impact Assessment (VIA) accompanies this application at Appendix 8 the VIA confirms that the anticipated visual impacts will be of moderate significance and can be appropriately managed
Lighting Impacts	<ul style="list-style-type: none"> a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4) the LIA confirms the proposal: <ul style="list-style-type: none"> complies with the relevant illumination criteria will not result in unacceptable glare will not unreasonably impact on the visual amenity of nearby residences of accommodation
Road Safety Impacts	<ul style="list-style-type: none"> a Signage Safety Assessment (SSA) has been prepared by Bitzios Consulting (Appendix 3) the SSA confirms the proposed sign: <ul style="list-style-type: none"> will be visible from northbound traffic along the Princes Highway from a maximum distance of 150m requires a minimum dwell time of 10 seconds complies with the relevant road safety criteria would not compromise safety for road users
Public Benefit	<ul style="list-style-type: none"> a Public Benefit Statement has been prepared by Sydney Trains (Appendix 6) the statement confirms the revenue will support essential Sydney Trains services, the proposed sign may be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour
Hours of Operation	<ul style="list-style-type: none"> 24 hours a day, 7 days a week
Capital Investment	<ul style="list-style-type: none"> \$595,100

Table 1 Project Summary

1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) for JCDecaux on behalf of *Sydney Trains* (the Applicant) to accompany a Crown Development Application (DA) for digital advertising signage at the Princes Highway, Heathcote within the Sutherland Shire Local Government Area (LGA).

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

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

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

The proposed development comprises:

- the removal of an existing static advertising signage
- removal and relocation of secure, double gates providing access to the railway corridor
- construction of a new hardstand surface to create a level vehicular access to the railway corridor
- construction and installation of a digital advertising sign.

The new digital advertising sign provides:

- an advertising display area of 49.49m²
- a visual screen size of 39.94m²
- the continued display of illuminated advertisements
- a 10 second dwell time for message changes
- a maximum night time luminance of 250cd/m²

The application seeks consent to operate the sign for a period of 15 years. The estimated capital investment value of the development is \$595,100.

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

Supporting documentation	Appendices
Industry and Employment SEPP & Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Signage Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Heritage Impact Assessment	Appendix 5
Public Benefit Statement	Appendix 6
Structural Feasibility Statement	Appendix 7
Visual Impact Statement	Appendix 8
Site Survey	Appendix 9
Cost Summary	Appendix 10

Table 2 List of Appendices

1.1 Pre-lodgement meeting with DPE

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

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

Key issues discussed at the meeting include:

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

These issues are addressed in the report.

1.2 Consultation with TfNSW

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

Following the pre-lodgement meeting, an independent peer review of the proposed sign was undertaken by TfNSW. This peer review did not raise any significant issues from a traffic safety perspective. Road safety is addressed at Section 5.1.

2 The site and locality

2.1 Site Description

The site is legally described as Lot 5, DP 1194025 and is located on the eastern side of the Princes Highway, Heathcote. The subject site is located in between the Princes Highway and the Illawarra railway line. Low and medium density residential is located on either side of the highway and railway line.

The Princes Highway is a state classified highway (HW 1). The portion of the Princes Highway, through Heathcote travels in a general north-south alignment. At the site, the Princes Highway comprises 3 lanes of traffic in each direction.

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

There are three existing static advertising signs within proximity to the subject sign. One of these signs are proposed to be removed as part of this application, as detailed in Section 3 of this Report.

The proposed sign will be surrounded predominantly by low lying grass, which is regularly maintained.



Figure 1: Site context (Source: Near Maps)



Figure 2: Street View – Princes Highway, facing southeast (Source: Keylan)



Figure 3: Street View – Princes Highway, facing northeast (Source: Keylan)

2.2 Existing Road Environment

The Princes Highway is an established, arterial road corridor, comprising a dual carriageway with three lanes travelling in both directions. On approach to the proposed sign, speed limit of 60km/hr applies to both directions of traffic. On road cycling is permitted, however no formal cycling facilities are provided.

The nearest intersection is Veno Street, which is located approximately 85m south of the proposed sign.

2.3 Surrounding Locality

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

- commercial uses including a holiday accommodation, a local supermarket and food and drink premises to the west
- low to medium density housing to the west
- low density residential housing to the east
- low density residential to the south and Heathcote Station further south

Additionally, three existing, static advertisements sign are located within proximity to the proposed sign:

- A sign on the eastern side of the Princes Highway, near Veno Street (approximately 45m south of the proposed sign)
- A sign on the eastern side of the Princes Highway, near Strickland Street (approximately 100m north of the proposed sign)
- A sign on the eastern side of the Princes Highway, north of Blacket Street (approximately 290m north of the proposed sign)

3 The Proposal

The proposal involves the installation of a digital advertising sign on the eastern side of the Princes Highway, Heathcote. The sign is oriented to the south, facing northbound traffic. The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> removal of an existing static advertising sign installation of a new monopole digital advertising sign on the Princes Highway, Heathcote display of illuminated advertisements 24 hours a day, 7 days a week removal and relocation of double gate access to the railway corridor
Signage location	<ul style="list-style-type: none"> the sign is proposed at the Princes Highway, Heathcote the sign is oriented to the south, to face northbound traffic.
Advertising display area	<ul style="list-style-type: none"> 49.49m² (12.53m x 3.95m)
Visual Screen Size	<ul style="list-style-type: none"> 39.94m² (12.48m x 3.2m)
Road clearance from ground level to the sign	<ul style="list-style-type: none"> 2.51 m clearance to ground level
Dwell time	<ul style="list-style-type: none"> 10 seconds
Signage exposure	<ul style="list-style-type: none"> Visibility and readability is from a distance of 150m southwest of the sign
Illumination	<ul style="list-style-type: none"> The digital signage is illuminated using LEDs installed within the front face
Consent time period	<ul style="list-style-type: none"> 15 years
Existing signage	<ul style="list-style-type: none"> Refer to Section 3.1 below.

Table 3: Development summary

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

Architectural drawings for the sign are shown in Figure 4 and 5 and provided within the Architectural package at Appendix 2. An indicative photomontage of the sign, as viewed from the Princes Highway is provided at Figure 6 and 7.

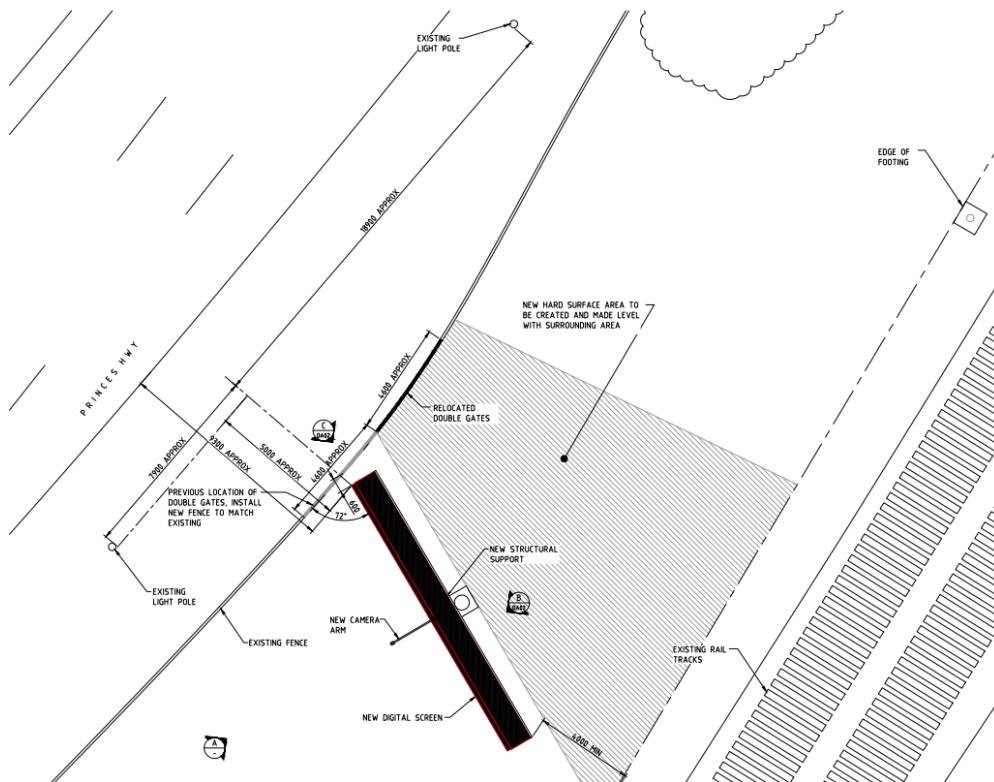


Figure 4: Digital signage plan (Source: Dennis Blunt Consulting Engineers)

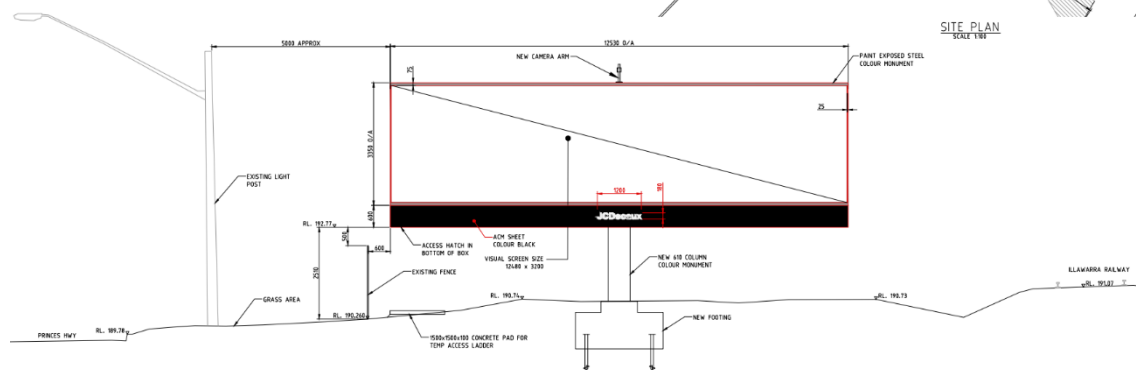


Figure 5: Elevation of proposed sign (Source: Dennis Blunt Consulting Engineers)



Figure 6: Indicative view from Princes Highway, facing north-east (Source: JCDecaux)



Figure 7: Indicative rear view from Princes Highway, facing southeast (Source: JCDecaux)

3.1 Signage Rationalisation

To mitigate signage clutter, an existing double sided static advertising sign will be removed as part of this application. The sign to be removed is located on the eastern side of the Princes Highway, opposite Strickland Street (100m north of the subject site) (Figure 9).

This rationalisation directly addresses the design assessment under Schedule 5 of the Industry and Employment SEPP to reduce any clutter in this locality.

The demolition of the existing sign involves the removal of the steel frames, and then the existing piles that support the sign cut back to a depth of 300m below the ground.

Any exposed reinforcement will be coated with an approved epoxy grout and the existing footing covered with soil.

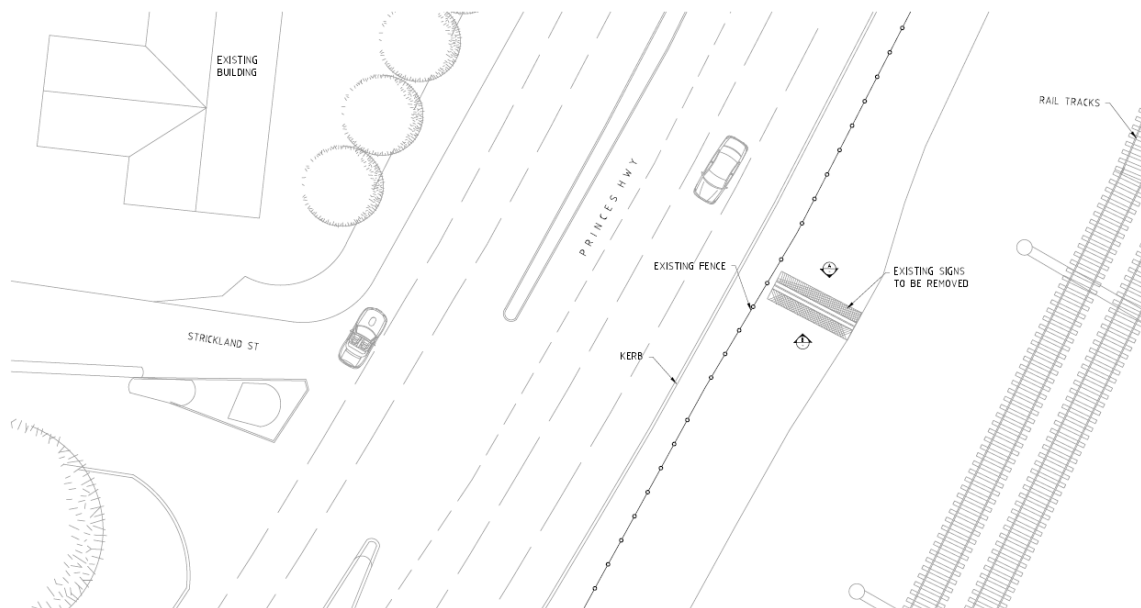


Figure 8: Site Plan- signage to be removed (Source: Dennis Bunt Consulting Engineers)



Figure 9: Existing sign to be removed, near intersection of Strickland St and Princes Hwy (Source: Keylan)

3.2 Digital LED Technology for Outdoor Advertising

Outdoor advertising requires changeable signs or images. Traditional outdoor advertising billboards require manual change of materials (paint, paper and vinyl) either pasted onto billboards or tensioned across support frames. The introduction of digital technology has enabled new methods to change signage without regular manual change to the advertising signage.

A LED or digital screen will present a very high quality image by adopting a pixel pitch of 10 mm in accordance with industry standards. A digital screen is comprised of a cluster of red, green, blue and amber diodes driven together to form a full colour pixel usually square in shape. These pixels are spaced evenly apart and are measured from centre to centre for absolute pixel resolution.

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

3.3 Digital LED Screen Operation and Management

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

The LED screen will display content in feed cycles that are sequentially rotated on a loop cycle. Static digital advertisements will appear on the screen for a 10 second dwell time before changing to a new static digital image. There will be a 0.1 second transition time between images, which appears instantaneous.

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

- the dwell time for electronic signage in the United States is typically 8 seconds
- scrolling technology is typically 7 to 8 seconds
- NSW TfNSW variable messaging signage works on a 3 second transition time for both information and emergency displays
- a dwell time of 10 seconds would typically be suitable for the proposed digital signage in a 60 km/hr speed zone
- it is recommended by the signage safety assessment to increase the dwell time to 15 seconds in consideration of the signs proximity to traffic signals

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

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

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

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

3.4 Hours of Operation

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

3.5 Excavation and Footings

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 7).

The statement confirms the works involve excavation to a depth of 1.5m below the existing ground level. A pier and pile cap are proposed to support the sign and structure.

Details regarding the structural integrity are provided at Section 5.4.

3.6 Sign Access and Maintenance

The existing access point to the railway corridor will be relocated approximately 4m to the north. The relocated double gates will be installed to match the existing fence line. A new hardstand area will also be constructed to ensure a level surface with the surrounding area.

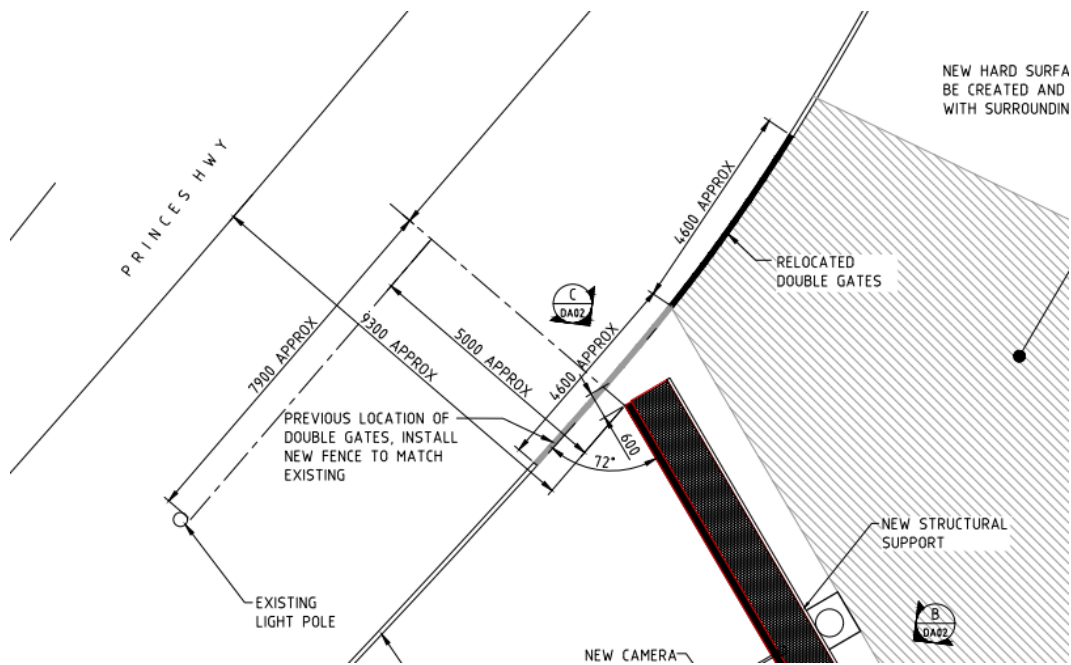


Figure 10: Proposed Fencing Relocation (Source: Dennis Bunt Consulting Engineers)

The site will be accessed from the existing footpath via a gate. The sign will be accessed via a ladder and platform which provides access to each sign.

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

3.7 Tree and Vegetation Management

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

4 Statutory Planning Framework

4.1 Environmental Planning and Assessment Act 1979

Crown Development

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

Integrated Development

Under section 4.44 of Division 4.4 of the EP&A integrated development provisions do not apply to Crown Development Applications (other than development that requires a heritage approval). The development does not require heritage approval as it is not listed on the State Heritage Register and therefore the subject application is not considered Integrated Development.

Objects of the Act

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

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

Objective	Comment
<i>ecological communities and their habitats,</i>	
<i>(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	There will be limited adverse historical or Aboriginal cultural heritage impacts as a result of the proposed sign. A Heritage Impact Assessment has been prepared and included at Appendix 5.
<i>(g) to promote good design and amenity of the built environment,</i>	The development will be located within an established transport corridor. The sign is considered to promote good design and will not have an adverse impact on the amenity of the surrounding location.
<i>(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	The development will be constructed and maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to health and safety, construction and maintenance.
<i>(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	This SEE is submitted to DPE to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPE to other State agencies and Council for further assessment and comment.
<i>(j) to provide increased opportunity for community participation in environmental planning and assessment.</i>	As part of DPE's assessment of the application, the SEE will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report.

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

Matters for Consideration

This section of the report provides the planning assessment against the key statutory environmental planning instruments and Development Control Plans relevant to the development. The following detailed assessment of the proposal is provided and is based on the heads of consideration contained in section 4.15 of the EP&A Act.

Relevant Provision	Comment
<i>(a) the provisions of:</i>	
<i>(i) any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 4.
<i>(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed</i>	The relevant proposed environmental planning instruments are addressed at Section 4

Relevant Provision	Comment
<i>instrument has been deferred indefinitely or has not been approved), and</i>	
(iii) <i>any development control plan, and</i>	The Sutherland Shire Development Control Plan 2015 is addressed at Section 4.4.
(iiia) <i>any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and</i>	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) <i>the regulations (to the extent that they prescribe matters for the purposes of this paragraph),</i>	The application is consistent with the relevant matters of the EP&A Regulations.
(v) <i>(Repealed)</i>	N/A
(b) <i>the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,</i>	The impacts of the proposal are addressed in Section 5.
(c) <i>the suitability of the site for the development,</i>	Site suitability is addressed at Section 5.6.
(d) <i>any submissions made in accordance with this Act or the regulations,</i>	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e) <i>the public interest.</i>	Public interest is addressed at Section 5.7.

Table 5: Section 4.15(1) assessment

4.2 State Environmental Planning Policies

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

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

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

4.2.1 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 – Advertising and Signage

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

Regardless of permissibility under the *Sutherland Shire Local Environmental Plan 2015* (SSLEP 2015), the proposed sign is permissible with consent under section 3.14 as it is on behalf of Sydney Trains and is within a railway corridor. Further, under section 3.10(c), the Minister is the consent authority for the application as it is for an advertisement displayed on behalf of Sydney Trains in a rail corridor.

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

Schedule 5 Assessment

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

Schedule 5	Comment	Compliance
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?	<ul style="list-style-type: none">the proposed sign has been designed and suitably positioned to ensure it is compatible with the character of the surrounding areathe sign is located within a railway corridor and is orientated to present to vehicles travelling north along the Princes Highway road corridorthe scale of the sign is in keeping with surrounding development, the sign is smaller than existing signage and respective of the scale of surrounding buildingsthe sign represents a contemporary form of digital advertising signage that is considered and creative ensuring a high quality design outcomethe sign location ensures that it will not detract from the existing mapped terrestrial biodiversity land located surrounding the sitethe proposal compliments the existing outdoor advertising and will not detract from the viewing rights	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?		Yes
2. Special Areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes	<ul style="list-style-type: none">the site is located nearby land identified as environmentally sensitive, however due to the existing nature of the site, surrounding existing signage and the orientation of the proposed	Yes

Schedule 5	Comment	Compliance
<i>or residential areas?</i>	<p>sign (to the south), it is considered that the proposal will not detract from the sensitivity of the terrestrial biodiversity land</p> <ul style="list-style-type: none">the site is not identified as a heritage item or located within a heritage conservation areaa HIA has been prepared and concludes that the proposal will not adversely impact on the heritage values of nearby local heritage items	
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none">the proposal will not obscure or compromise any important viewsthe proposal does not dominate the skyline and it is proposed to be lower in height than the nearby signage and treesthe proposal does not conflict with the viewing rights of other advertisersone double sided static advertising sign is proposed to be removed as part of this application, this will also reduce any potential viewing right conflicts	Yes
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>		Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>		Yes
4. Streetscape, Setting or Landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<ul style="list-style-type: none">the proposal involves the erection of a monopole sign with a visual display area of 39.94m²the advertisement is flat and is mounted on a monopole. The scale, proportion and form are appropriate as the proposal as it is located wholly within the railway corridor and does not protrude into the road reservethe proposal is appropriate for the streetscape, as it there are existing advertisements within the wider vicinity of the rail corridornotwithstanding, the proposal seeks to rationalise clutter by removing one double sided sign advertisement located further north along the Princes Highway opposite Strickland Streetthe proposal contributes to the visual interest along the Princes	Yes
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>		Yes
<i>Does the proposal reduce clutter by rationalizing and simplifying existing advertising?</i>		Yes
<i>Does the proposal screen unsightliness?</i>		Yes
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>		Yes
<i>Does the proposal require ongoing vegetation management?</i>		

Schedule 5	Comment	Compliance
	Highway through the display of high-quality advertisements <ul style="list-style-type: none">the proposal does not 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?	<ul style="list-style-type: none">the proposal is compatible with the scale, proportion, and characteristics of the sitethe height of the sign is reflective of surrounding signage and built formthe site is located near the road corridor and is suitably separated from residential buildings, as such the proposed sign is compatible with the nature of the road/environmentthe location of the sign is appropriate as it will contribute to the visual interest of the area whilst ensuring minimal impacts on the surrounding development	Yes
Does the proposal respect important features of the site or building, or both?		Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?		Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	<ul style="list-style-type: none">JCDecaux will operate the content management system for the sign. This management system ensures that unapproved content is not downloaded either by mistake or without appropriate authorisationa compliant operator logo will also be located at the bottom of the screen and within the skirting of the sign	Yes
7. Illumination		
Would illumination result in unacceptable glare?	<ul style="list-style-type: none">a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4the LIA confirms that the proposed digital sign would not result in unacceptable glare or have any detrimental impacts to safetythe sign complies with all relevant criteria for luminance of digital advertisements and should not cause any reduction in visual amenity to nearby residencesthe brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?		Yes
Would illumination detract from the amenity of any residence or other form of accommodation?		Yes
Can the intensity of the illumination be adjusted, if necessary?		Yes
Is the illumination subject to a curfew?		Yes

Schedule 5	Comment	Compliance
	light sensor to adjust to ambient lighting conditions <ul style="list-style-type: none"> the proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019 	
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i> <i>Would the proposal reduce the safety for pedestrians or bicyclists?</i> <i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	<ul style="list-style-type: none"> the Signage Safety Assessment prepared by TTPP confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists. the proposal does not obscure sightlines from public areas 	Yes

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

4.2.2 Transport Corridor Advertising and Signage Guidelines 2017

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

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

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

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Digital Sign Criteria
- the Freestanding Signage Criteria
- Road Safety (refer Section 5.1)
- Luminance Levels for Digital Advertisements (refer Section 5.3)
- the Public Benefit Test (refer Section 5.7)

4.2.3 State Environmental Planning Policy (Transport and Infrastructure) 2021

Chapter 2 of *State Environmental Planning Policy (Transport and Infrastructure) 2021* (Transport and Infrastructure SEPP) identifies the environmental assessment category into which different types of infrastructure and services development fall.

In addition, Chapter 2 identifies those matters that are to be considered in the assessment of development that is adjacent to particular types of infrastructure, including development in and adjacent to road or rail corridors.

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

Section	Comment	Comply
2.98 Development adjacent to rail corridors		
<p>(1) <i>This section applies to development on land that is in or adjacent to a rail corridor, if the development—</i></p> <p>(a) <i>is likely to have an adverse effect on rail safety, or</i></p> <p>(b) <i>involves the placing of a metal finish on a structure and the rail corridor concerned is used by electric trains, or</i></p> <p>(c) <i>involves the use of a crane in air space above any rail corridor, or</i></p> <p>(d) <i>is located within 5 metres of an exposed overhead electricity power line that is used for the purpose of railways or rail infrastructure facilities.</i></p>	<p>There are no impacts on rail safety are anticipated as:</p> <ul style="list-style-type: none"> the site is located approximately 6.4m from the existing railway tracks the Applicant is Sydney Trains and it will ensure no structure is approved to be erected that impacts on the ongoing operation of the Sydney Trains rail network <p>The proposed sign will comprise metal finishes. However, this finish will not impact the function of the railway as the railway line is for heavy rail only.</p> <p>The construction and operation of the sign will involve the use of a crane in the air space above the rail corridor. The operation of the crane will be during the construction stage only and will be appropriately managed in accordance with DPE's <i>Development near railways and busy corridors Guideline (2008)</i>.</p>	Yes
<p>(2) <i>Before determining a development application for development to which this section applies, the consent authority must—</i></p> <p>(a) <i>within 7 days after the application is made, give written notice of the application to the rail authority for the rail corridor, and</i></p> <p>(b) <i>take into consideration—</i></p> <p>i. <i>any response to the notice that is received within 21 days after the notice is given, and</i></p> <p>ii. <i>any guidelines that are issued by the Secretary for the purposes of this section and published in the Gazette.</i></p>	It is anticipated DPE will notify the application accordingly.	Yes
<p>(3) <i>Despite subsection (2), the consent authority is not required to comply with subsection (2)(a) and (b)(i) if the development application is for</i></p>	Not applicable. As above, it is anticipated DPE will notify the application in accordance with Section 2.98 (2).	N/A

Section	Comment	Comply
<i>development on land that is in or adjacent to a rail corridor vested in or owned by ARTC or the subject of an ARTC arrangement.</i>		
(4) <i>Land is adjacent to a rail corridor for the purpose of this section even if it is separated from the rail corridor by a road or road related area within the meaning of the Road Transport Act 2013.</i>	Noted.	Yes
2.99 Excavation in, above, below or adjacent to rail corridors		
<p>(1) <i>This section applies to development (other than development to which section 2.101 applies) that involves the penetration of ground to a depth of at least 2m below ground level (existing) on land—</i></p> <p>(a) <i>within, below or above a rail corridor, or</i></p> <p>(b) <i>within 25m (measured horizontally) of a rail corridor, or</i></p> <p>(c) <i>within 25m (measured horizontally) of the ground directly below a rail corridor, or</i></p> <p>(d) <i>within 25m (measured horizontally) of the ground directly above an underground rail corridor.</i></p>	<p>A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 7).</p> <p>The statement confirms a pier and pile cap are proposed to be implemented into the structure of the sign to minimise the impact of the footing. The depth of the pad is to be limited to 1.5m.</p> <p>As the works do not involve a penetration of greater than 2m below the existing ground level, there is no further consideration required under Section 2.99 of the Transport and Infrastructure SEPP.</p>	Yes
2.119 Development with a frontage to a classified road		
<p>(1) <i>The objectives of this section are—</i></p> <p>(a) <i>to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i></p> <p>(b) <i>to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i></p> <p>(2) <i>The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—</i></p> <p>(a) <i>where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i></p> <p>(b) <i>the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</i></p>	<p>The proposal comprises development with frontage to a classified road, Princes Highway (No1).</p> <p>The assessment contained in the SEE and supporting reports concludes that the proposed signage is not likely to adversely impact on the effective and ongoing operation and function of the Princes Highway, Heathcote.</p> <p>A Traffic Safety Assessment (TSA) has been prepared as part of the application and is included at Appendix 3.</p> <p>The TSA considers the ongoing operation and function of the Princes Highway in context to the development and concludes that the surrounding road environment presents a low risk environment for</p>	Yes

Section	Comment	Comply
<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>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</p>	<p>the proposed digital advertising sign.</p> <p>Road safety is further discussed at Section 5.1.</p>	

Table 7: Transport and Infrastructure SEPP Assessment

4.3 Sutherland Shire Local Environmental Plan 2015

The *Sutherland Shire Local Environmental Plan 2015* (SSLEP 2015) is the principal Environmental Planning Instrument applicable to the land.

4.3.1 Zoning

The proposed sign is located on land zoned SP2 Infrastructure – Railway under the SSLEP 2015. Signage is permissible with consent in the SP2 zone under the SSLEP 2015 as it is *ordinarily incidental or ancillary* to the railway corridor given it will generate revenue to maintain and improve Sydney Trains' infrastructure.

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

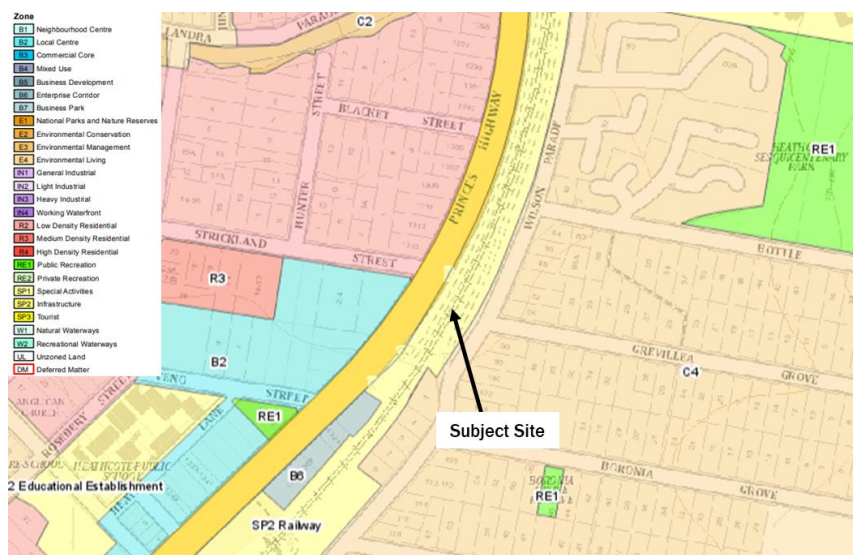


Figure 11: Land Zone Map (Source: SSLEP 2015)

4.3.2 Heritage

The site has no statutory heritage listings, however, lies within the vicinity of heritage items as defined by Schedule 5 Part 1 of the LEP 2015, as detailed below.

- 'former railway cottage' 1328 Princes Highway – Local item 1706,
- 'house', 1 Wilson Parade – Local item 1708
- 'cultural street trees (Brush Box)' Dillwynia Grove – Local item 1702



Figure 12: Heritage map (Source: SSLEP 2015)

The Heritage Impact Statement (HIS) prepared by Wier Phillips (Appendix 5) concludes that the proposed works will have a minimal and acceptable impact on the heritage significance of the site and neighbouring items for the following reasons:

- there will be no impact on the fabric of the items, the site lies well outside the curtilage of the nearby heritage listed items
- the proposed signage will be sufficiently separated from the items, by intervening dwellings and the railway corridor so that it is not directly viewed
- the proposed signage will be consistent with the immediate setting of the item, as a busy commercial corridor with existing advertising signage
- the proposed signage will provide for a more visually interest element within the public domain without detracting from the character of the item
- the proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the item.

The proposal satisfies the objectives of clause 5.10 of the SSLEP 2015 as it has minimal, adverse impacts on the heritage significance of the surrounding heritage items, including

the associated fabric, settings and views. Heritage is further discussed in Section 5.3. In addition, the HIS is provided at Appendix 5.

4.3.3 Environmentally Sensitive Land

The site is located in proximity to land classified as ‘environmentally sensitive – terrestrial biodiversity’ as per Clause 6.5 of the SLEP 2015. It is noted the majority of the mapped sensitive land is substantially developed, with residential and commercial properties located within the area.

Notwithstanding, the proposed sign is not located within the mapped area and has been designed to ensure no adverse environmental impacts are anticipated.



Figure 13: Terrestrial Biodiversity map (Source: SSLEP 2015)

4.4 Sutherland Development Control Plan 2015

The proposal is generally in compliance with the aims, objectives and key provisions of the Sutherland Development Control Plan 2015 (SDCP 2015). In areas of non-compliance the proposal has been well justified as detailed in this SEE.

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

Provision	Comment	Complies
Chapter 35 – Part 6		
6.3 Controls for Freestanding Signs		
1. Freestanding pole signs are a type of business identification sign and must relate to the use of the adjacent premises.	<ul style="list-style-type: none"> N/A. The advertisement sign is not classified as a business identification sign. The proposal has been prepared on behalf of 	N/A

Provision	Comment	Complies
	Sydney Trains and is located within the rail corridor.	
<p>2. A freestanding pole sign is to be designed to comply with the following controls:</p> <p>a. Signs shall not exceed the height of surrounding buildings and/or tree canopy or 8 metres, whichever is the lesser.</p> <p>b. The sign must not protrude above the dominant skyline including any buildings, structures or tree canopies when viewed from ground level within a visual catchment of 1 kilometre.</p> <p>c. The sign shall have scale similar to any adjacent built development.</p> <p>e. Significant trees and other native vegetation shall not be removed to accommodate signage</p>	<ul style="list-style-type: none"> the sign does not protrude above the height of surrounding buildings, existing signage or tree canopies and is less than 8m in height (6.460m). the sign is considerate of the signage and built scale of nearby development and will be of a smaller scale than the adjacent built development the proposal does not involve the removal of any trees or vegetation 	Yes
<p>3. Applications for freestanding signs should include a landscape plan of the site. The proposal should incorporate landscaping that complements the sign and the locality and requires minimal maintenance.</p>	<ul style="list-style-type: none"> the sign is located within the rail corridor, which has existing low lying vegetation such as grass and shrubs the existing vegetation is positioned to compliment the railway line without obstructing the ongoing operation no ongoing vegetation management is required for the proposed sign given the sites proximity to the Princes Highway, the addition of landscaping is not considered necessary as such, there is no landscaping proposed as part of this application, the existing landscaping will complement the sign and locality and is thereby considered sufficient 	Yes
<p>4. The sign shall not obstruct or impede pedestrian and vehicular traffic. The positioning of the sign shall have regard to adjacent signage on adjoining properties.</p>	<ul style="list-style-type: none"> the sign will not impede on any traffic 	Yes
<p>5. The sign must not obstruct the drivers' view of the road, distract the driver or obstruct a pedestrian or cyclists view of the road.</p>	<ul style="list-style-type: none"> the sign is located on the verge of the Princes Highway and the Illawarra rail line and will not obstruct the view of the road, nor will it distract any motorists 	Yes

Provision	Comment	Complies
6.4 Controls for Illuminated Signs		
1. <i>Illumination of signs must not result in acceptable glare or reduce safety for pedestrians, vehicles or aircraft.</i>	<ul style="list-style-type: none"> a LIA has been prepared by Electrolight and is included at Appendix 4 the LIA confirms the proposed digital signage will not result in unacceptable glare nor will it adversely impact the safety of pedestrians, residents or vehicular. traffic 	Yes
2. <i>Illumination of signs must not cause light spillage into nearby residential properties, national parks or nature reserves..</i>	<ul style="list-style-type: none"> the brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions the LIA provides an assessment against the applicable Australian Standards and Transport Corridor Outdoor Advertising & Signage Guidelines and in relation to surrounding residential properties concludes the sign <i>"should not cause any reduction in visual amenity to nearby residences or accommodation"</i> 	Yes
3. <i>Depending of its location and its relationship to residential properties, Council may require that illumination be controlled by automatic time clocks extinguishing illumination.</i>	<ul style="list-style-type: none"> the sign is located in proximity to some residential development the location and orientation of the sign has been considered to mitigate possible illumination impacts on surrounding residential properties in particular, the sign will face south and away from the residential flat buildings that are located to the west of the site with regard to the one storey residential property to the south, this dwelling is orientated west and will also be screened by the existing north facing sign the LIA confirms the maximum night time illuminance will comply with the Zone limits in AS4282 	Yes

Provision	Comment	Complies
4. <i>The lighting intensity of a sign must be capable of modification or control after installation.</i>	<ul style="list-style-type: none"> the lighting intensity is capable of being changed after installation 	Yes
5. <i>Illumination of a sign (except for floodlit signs) must not be external to the sign i.e. surrounding a sign.</i>	<ul style="list-style-type: none"> the illuminated sign will use LED technology which will be concealed in the advertising structure 	Yes
6. <i>Electric wiring to illuminated signs must be concealed.</i>	<ul style="list-style-type: none"> all electronic wiring associated with the sign will be located and concealed behind the access door (within the structure) 	Yes
7. <i>Illuminated signs must not use complex displays, moving signs, flashing lights or the like that hold drivers' attention beyond 'glance appreciation'</i>	<ul style="list-style-type: none"> the LED screen will display content in feed cycles that are sequentially rotated on a loop cycle. Static digital advertisements will appear on the screen for a 10 second dwell time before changing to a new static digital image. There will be a 0.1 second transition time between images, which appears instantaneous 	Yes

Table 8: DCP Assessment

5 Environmental Planning Assessment

5.1 Road safety

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

5.1.1 Road environment

The existing road environment along the Princes Highway, in proximity to the proposed sign is summarised in the table below.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> Princes Highway is a classified State Road (HW. no. 1)
Speed limit	<ul style="list-style-type: none"> the speed limit on Princes Highway at this location is 60 km/h.
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> the proposed digital sign would be located approximately 90m north of the Princes Highway and Veno Street intersection no traffic lights are located within viewing distance of the sign
Road configuration and geometry	<ul style="list-style-type: none"> in the vicinity of the proposed sign location, the Princes Highway has 3 northbound travel lanes, lane 1 also permits left turns in Veno Street
Crash data	<ul style="list-style-type: none"> 0 crashes were reported in a 5 year period from 2016 to 2020 the proposed sign is located in a very low risk crash location
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> pedestrian footpaths are located on both sides of the Princes Highway. However, the eastern side does not extend towards the sign and the pedestrian path stops no cyclist infrastructure is provided along either side of the Princes Highway the digital sign would not physically obstruct any vehicle, pedestrian, and cyclist movements as it would be placed within the railway corridor, east of the Princes Highway. the digital sign board would not cantilever over the pedestrian footpath as it is located behind the fence, within the rail corridor
Parking	<ul style="list-style-type: none"> no stopping or car parking is permitted along the Princes Highway, in proximity to the sign.

Table 9 Existing road environment (Source: Bitzios Consulting)

5.1.2 Signage exposure

The SSA estimates that the sign is proposed on the eastern side of the Princes Highway and will be visible and readable to northbound motorists from approximately 150 m south of the sign. The signage exposure distance and indicative views are shown in the below figure.



Figure 14: Indicative view— northbound direction (Source: Bitzios Consulting)

5.1.3 Road accident history

Historic crash data has been obtained from *Transport for NSW* (TfNSW) for incidents on Princes Highway within the viewable distance of the proposed digital sign. Based on site observations, the proposed digital sign would be visible from up to 150m away to the northbound travellers.

Crash history data has been assessed on the eastern approach to the proposed digital sign for the most recent five-year period for data collated and published by TfNSW. This period is between 1 January 2016 and 31 December 2020 (5-year confirmed dataset).

There are no recorded crash incidents within the visible distance of the proposed digital sign.

5.1.4 Road safety criteria – Signage Guidelines

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

Responses provided in the SSA in respect to the *Transport for NSW Advertising Sign Safety Assessment Matrix* and the *Transport Corridor Outdoor Advertising and Signage Guidelines* are outlined in the tables below.

Consideration	Response provided to Bitzios	Risk Level
a. <i>It obscures a view of an object/vehicle/pedestrian that creates a hazard</i>	<i>The proposed sign will be located above all surrounding objects/vehicles/pedestrians etc.</i>	Low
b. <i>Sign positioning relative to travel direction</i>	<i>The proposed sign will be positioned so that only glance appreciation is required. It will be visually prominent northbound.</i>	Low
c. <i>It distracts a driver at a critical time</i>	<i>The proposed sign be located approximately 105m after the Princes Highway/Veno Street intersection, which is outside the influence zone of decision making at this location.</i>	Low
d. <i>It interferes with the effectiveness and safety of a traffic control device (e.g. traffic signs, traffic signals or other traffic control devices)</i>	<i>The proposed sign is unlikely to noticeably obstruct or interfere with any traffic control devices.</i>	Low
e. <i>Sign Clutter</i>	<i>Two existing static signs near Strickland Street and Blacket Street are proposed to be removed to reduce clutter.</i>	Low

Table 10: Sign location criteria – Section 3.2 of the Signage Guidelines (Source: TTPP)

Criteria	Response provided by Bitzios Consulting
a. <i>Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.</i>	<i>Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.</i>
b. <i>Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.</i>	<i>Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.</i>
c. <i>The image must not be capable of being mistaken:</i> i. <i>for a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device</i> ii. <i>as text providing driving instructions to drivers.</i>	<i>Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers.</i> <i>For example, advertisements must not instruct drivers to perform an action such as 'Stop'.</i>
d. <i>Dwell times for image display must not be less than:</i> i. <i>10 seconds for areas where the speed limit is below 80km/h</i> ii. <i>25 seconds for areas where the speed limit is 80km/h and over.</i>	<i>The minimum allowed dwell time is 10 seconds based on the posted speed limit of 60km/h. Conditions can be imposed by the consent authority to ensure this minimum dwell time.</i>

Criteria	Response provided by Bitzios Consulting
e. <i>The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.</i>	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. <i>Luminance levels must comply with the requirements in Section 3 below.</i>	This area is Zone 3 as categorised in Section 3.3 of the Signage Guidelines. 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/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. <i>The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.</i>	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. <i>The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).</i>	Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.
i. <i>Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.</i>	N/A – The sign is not visible from a school zone.
j. <i>Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.</i>	All relevant traffic directions have been assessed on their own merits.
k. <i>At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.</i>	Noted.
l. <i>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</i>	An existing static sign approximately 90m north-east of the subject site near Strickland Street is proposed to be removed.

Criteria	Response provided by Bitzios Consulting
<i>CBD zones will be assessed by TfNSW as part of their concurrence role.</i>	
<p><i>m. Signs greater than or equal to 20sqm must obtain TfNSW concurrence and must ensure the following minimum vertical clearances;</i></p> <ul style="list-style-type: none"> <i>i. 2.5m from lowest point of the sign above the road surface if located outside the clear zone</i> <i>ii. 5.5m from lowest point of the sign above the road surface if located within the clear zone (including shoulders and traffic lanes) or the deflection zone of a safety barrier if a safety barrier is installed. If attached to road infrastructure (such as an overpass), the sign must be located so that no portion of the advertising sign is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.</i> 	<p><i>Under Section 4.13(2) of the Environmental Planning and Assessment Act 1979, development to be determined by the Minister does not require TfNSW concurrence. Instead, the Minister is only required to consult with TfNSW.</i></p>
<p><i>n. An electronic log of a sign's operational activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or TfNSW to allow a review of the sign's activity in case of a complaint.</i></p>	<p><i>Conditions can be imposed by the consent authority to ensure that an electronic log is kept for the duration of the consent and be available to the consent authority and/or TfNSW for review in case of a complaint.</i></p>
<p><i>o. A road safety check which focuses on the effects of the placement and operation of all signs over 20sqm must be carried out in accordance with Part 3 of the TfNSW Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the signs installation. The road safety check must be carried out by an independent TfNSW accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to TfNSW and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant. In cases where the applicant is the TfNSW, the report is to be provided to the Department of Planning and Environment as well.</i></p>	<p><i>Conditions can be imposed by the consent authority for a road safety check to be carried out after 12 months but within 18 months of the sign's installation.</i></p>

Table 11: Assessment against the Transport Corridor and Advertising Signage Guidelines (Source: Bitzios Consulting)

5.1.5 Road safety summary

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

The SSA has determined there is a low-risk environment for the proposed digital advertising sign. The proposed sign will be readable from approximately 150m to the south of the sign.

Princes Highway has a posted speed limit of 60km/h. As such, a dwell time of 10 seconds for the digital sign is required in accordance with the Guidelines.

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

5.2 Illumination

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

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

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

5.2.1 Illumination criteria – Signage Guidelines

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

The luminance levels for digital advertisements that are within a Zone 3 environment, as outlined in the Signage Guidelines, are shown in Table 12 below.

Lighting Condition	Max Permissible Luminance for Zone 4 (cd/sqm)	Complies
Full sun on face of signage	No limit	✓
Daytime luminance	6000	✓
Morning and evening twilight and inclement weather	700	✓
Night time	250*	✓

Table 12: Luminance levels for digital advertisements criteria – Signage Guidelines (Source: Electrolight)

The maximum permissible luminance allowable under both the Signage Guidelines and AS4282 and is actually 350cd/m². However, the luminance limit shown above was derived as a result of the calculation and assessment in Section 5 and 6 of the LIA, to ensure compliance with other criteria of AS4282 and any additional lighting requirements as described in this report.

The LIA confirms that the sign, once illuminated to the maximum luminance, will be visually consistent with the existing ambient lighting and is therefore suitable for the local area. It is noted that the maximum luminance limit during the night time period will not exceed the recommended maximum permissible luminance level set out in the Signage Guidelines of 250 cd/sqm for Zone 3.

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

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

The LIA has categorised the nearest residential properties as all being within Environmental Zone A3 and A4 of AS 4282-2019, which are described as:

- *medium district brightness e.g. suburban areas in towns and cities*
- *high district brightness (e.g. town and city centres, commercial areas, and residential areas abutting commercial areas)*

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



Figure 15: Location of assessed residential properties (Source: Electrolight)

The maximum lighting limits for Environmental Zone A3 and A4 during the pre-curfew and post-curfew periods, as set out in AS 4282-2019, is shown in Table 13 below.

Environmental Zone	Maximum vertical illuminance (lux)		Complies
	Pre-curfew	Post-curfew	
A3	10	2	✓
A4	25	5	✓

Table 13: Maximum lighting limit (post-curfew) (Source: Electrolight)

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

During night time operation, it can be seen from the lighting model that the maximum illuminance is 2 lux to dwellings within zone A4 and 1.7 lux to dwellings within Zone A3. The illuminance level complies with the maximum AS4282 limit of 2 and 5 lux.

5.2.3 Illumination summary

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

In summary, the LIA determines that the sign:

- is found to be compliant with the criteria set out in AS 4282-2019 and the Signage Guidelines
- will not result in unacceptable glare or adversely impact the safety of pedestrians, residents or vehicular traffic
- will not unreasonably impact on the visual amenity of nearby residences or accommodation.

5.3 Heritage

A Heritage Impact Assessment (HIA) has been prepared by Wier Phillips Heritage and Planning and provided at Appendix 5.

The HIA notes there are two local heritage items listed by Schedule 5 Part 1 of the SSLEP 2015 within the vicinity of the site:

- 'House', 1 Wilson Parade, Heathcote (I708)
- 'Former Railway Cottage', 1328 Princes Highway, Heathcote (I706)

The proposed works will have a minimal and acceptable impact on these items for the following reasons:

‘House’, No. 1 Wilson Parade, Heathcote

- *There will be no impact on the fabric of this item. The site lies well outside the curtilage of the item.*
- *The proposed signage will be sufficiently separated from the item by the intervening railway corridor so that it is not viewed, from the public domain, as being in conjunction with it.*
- *The proposed signage will not block significant view corridors towards this item, which are obtained from Wilson Parade. The site is located well outside these view corridors*
- *The proposed signage will be consistent with the wider setting of the item, as a busy commercial corridor with existing advertising signage.*
- *Where visible from the item, the proposed signage will provide for a more visually interesting element within the public domain without detracting from the character of the item.*
- *The signage will be internally illuminated and will change images on a 10-second basis which will have a negligible visual impact and will not generally be discernible, where viewed from the item.*
- *The proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the item.*

‘Former railway cottage’, No. 1328 Princes Highway, Heathcote

- *There will be no impact on the fabric of this item. The site lies well outside the curtilage of the item.*
- *The proposed signage will be sufficiently separated from the item by intervening dwellings so that it is not viewed, from the public domain, as being in conjunction with it.*
- *The proposed signage will not block significant view corridors towards this item, which are obtained from Princes Highway. The site is located well outside these view corridors to the north.*
- *The proposed signage will be consistent with the immediate setting of the item, as a busy commercial corridor with existing advertising signage.*
- *Where visible from the item, the proposed signage will provide for a more visually interest element within the public domain without detracting from the character of the item.*
- *The signage will be internally illuminated and will change images on a 10-second basis which will have a negligible visual impact and will not generally be discernible, where viewed from the item.*
- *The proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the item.*

The proposal is not expected to have any additional adverse impact on the heritage significance, associated fabric, settings, or views of the surrounding heritage items. The proposed signage is already consistent with their settings which has existing signage. The proposed works will, overall, have no impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the items.

5.4 Vegetation

The proposed sign will be located within the railway corridor, which is cleared of any mature vegetation. The surrounding vegetation comprises of low-lying grass and shrubs. The closest tree is located approximately 40m north of the proposed sign.

The proposal will not require any vegetation removal, pruning or ongoing maintenance.

5.5 Structural Integrity

A Structural Feasibility Statement has been prepared by Dennis Blunt Consulting Engineers (Appendix 7) to determine the structural integrity and extent of the proposal.

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

Steel Frame

- the proposed structure will consist of a rectangular steel box
- a steel column will be bolted to a concrete footing, which will cantilever vertically

Footings

As the ground is relatively flat and there is sufficient space between the fence and the Sydney Trains track to allow a pad footing approximately 4m² and 1.5m deep. As the works do not involve a penetration of greater than 1.5m below the existing ground level, there is no further consideration required under Section 2.99 of the Transport and Infrastructure SEPP.

5.5.1 Signage Assembly

The LED screen will be assembled in the contractor's factory and clamped to the welded frame so it can be transported to site as one unit. The column will be transport separately.

On site, the sign and structure will be bolted to the top of the concrete footing and the welded frame supporting the LED screen bolted to the structure. The structure will be lifted into position by crane.

The weight of the 3D box including the digital screens and cladding is approximately 5 tonnes. The weight of the support structure is approximately 2 tonnes.

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

The Statement finds the proposal will be structurally sound.

5.6 Visual Impacts

The proposal involves the installation of a digital advertising sign on the eastern side of the Princes Highway, within the rail corridor. A detailed Visual Impact Assessment (VIA) has been prepared and included at Appendix 8.

Visual impact summary

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

- the surrounding area has a low to high visual sensitivity due to the number of residential dwellings and existence of a heritage item
- the sign is consistent with the character of the surrounding area, which contains existing outdoor advertising
- the proposal will not contribute to visual clutter as it involves the removal of an existing double sided sign within the vicinity
- the proposed sign will be visible to a high number of motorists reflective of its location and proximity to the Princes Highway
- views to the proposed sign from sensitive receivers will be minimised by existing street trees, fencing and signage
- furthermore, the location and orientation of the proposed sign has been carefully considered to limit the number of residential dwellings within the visual catchment, minimising potential impacts
- the proposal will not impact upon the fabric of nearby heritage items or views to these items
- the proposal will not impact any scenic views or protrude above the dominant skyline.

5.7 Site suitability

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

- the proposal is compatible with the existing and desired future character of the area, noting that the advertising sign is proposed on a rail corridor with a precedence for advertising signage
- there will be limited impact on any significant European or Aboriginal cultural heritage items
- there will be minimal visual impacts on nearby sensitive land uses as the sign is oriented and screened to ensure there are no tangible impacts
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of the Princes Highway in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development fully complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

Further to the above, the site is an effective location for outdoor advertising that will generate revenue to the benefit of the local community. The public benefits of the proposal are discussed in further detail at Section 5.8

5.8 Public benefit

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

A Public Benefit Statement prepared by Sydney Trains is included as part of the application (Appendix 6). The statement confirms that all revenue generated by the proposed advertising sign will help fund essential Sydney Trains services to the benefit of the local community, including:

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

The proposed new digital advertising signage will be capable of providing public benefit through availability to be used for an emergency or community message (e.g. display of information relating to major disruption to the operation of the surrounding road network which is likely to cause delays to traffic or emergency information).

The emergency messaging system may be available to Sydney Trains and other NSW Government agencies such as NSW Police, NSW Health and Transport for NSW.

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

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

6 Conclusion

This SEE supports a DA for the installation of a new digital advertising sign on the eastern side of the Princes Highway in Heathcote.

The sign will be visible to motorists travelling northbound along the Princes Highway. The sign is proposed to comprise an advertising display area of approximately 49.49m² with a visual screen size of 39.94m².

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

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

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



Appendix 1

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



Appendix 2

Architectural Drawings



Appendix 3
Signage Safety Assessment



Appendix 4

Lighting Impact Assessment

Appendix 5

Heritage Impact Assessment



Appendix 6

Public Benefit Statement



Appendix 7

Structural Feasibility Statement



Appendix 8

Visual Impact Assessment



Appendix 9
Site Survey



Appendix 10
Cost Summary