

Statement of Environmental Effects

Digital Advertising Signage
Sydney Park Road, Erskineville





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

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Appendix 8	Heritage Impact Statement
Appendix 9	Structural Feasibility Statement
Appendix 10	Cost Estimate

Project Summary

Project Element	Summary of the project
Proposed Signage	<ul style="list-style-type: none"> installation of a new monopole digital advertising sign on the northern side of Sydney Park Road, Erskineville display of illuminated advertisements 24 hours a day, 7 days a week
Site Description	<ul style="list-style-type: none"> Lot 30 DP 1254499
Advertising Display Area	<ul style="list-style-type: none"> Dimensions: 7.986m x 2.648m Area: 21.15m²
Visual Screen Size	<ul style="list-style-type: none"> Dimensions: 7.936m x 2.048m Area: 16.25m²
Visual Impacts	<ul style="list-style-type: none"> a Visual Impact Assessment (VIA) accompanies this application at Appendix 5 the VIA confirms that the anticipated visual impacts will be of minimal 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 adversely impact the safety of pedestrians, residents or vehicular traffic 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 TTPP (Appendix 3) the SSA confirms the proposed sign: <ul style="list-style-type: none"> will be visible from westbound traffic along Sydney Park Road from a maximum distance of 110m 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 Transport for NSW (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
Cost of Works	<ul style="list-style-type: none"> \$721,050

Table 1 Project Summary

1 Introduction

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

As Sydney Trains is the Applicant, the Minister for Planning and Public Spaces (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* (DPE, 2017) (Signage Guidelines).

The proposed development comprises the construction of a digital advertising sign. The new digital advertising sign provides:

- an advertising display area of 21.15m²
- a visual screen size of 16.25m²
- the continued display of illuminated advertisements
- a 10 second dwell time for message changes
- a maximum night time luminance of 120cd/m²

The application seeks consent to operate the sign for a period of 15 years. The estimated cost of works of the development is \$721,050.

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 Statement	Appendix 5
Structural Feasibility Statement	Appendix 6
Visual Impact Statement	Appendix 7
Public Benefit Statement	Appendix 8
Site Survey	Appendix 9
Cost Summary	Appendix 10

Table 2 List of Appendices

1.1 Pre-lodgement meeting with DPE

On 27 July 2023, a DA pre-lodgement meeting was convened with DPE to discuss key issues associated with the development application.

The meeting provided an opportunity for JCDecaux to introduce the 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 include:

- Streetscape and visual impacts – the proposal should include mitigation measures to avoid residential impacts, particularly on the adjacent residential flat building at 241–245 Sydney Park Road.
- Lighting impacts – Lighting Impact Assessment (LIA) to be prepared as part of the DA package and to address impacts on the adjacent residential flat building.
- Geotechnical and structural feasibility – structural feasibility statement and geotechnical feasibility statement to be provided as part of the DA package.

These issues are addressed in the report.

1.2 Consultation with TfNSW

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

Road safety is addressed at Section 5.1.

2 The site and locality

2.1 Site Description

The site is legally described as Lot 30 DP 1254499 and is located on the northern side of Sydney Park Road, Erskineville. The site is situated in between Sydney Park Road and the St Peters railway line.

Sydney Park Road is a state classified road (No. 528) that travels in a general east-west alignment. Approximately 40m west of the proposed site is the intersection of Sydney Park Road with the Princes Highway and King Street. There are pedestrian pathways either side of Sydney Park Road.

The surrounding locality consists of the following:

- low density residential development to the north-east of the railway line
- mixed use development to the north-west of the railway line
- St Peters Railway Station to the west
- medium density residential development located to the south-west on the opposite side of Princes Highway
- medium density residential development located to the east at 241 – 245 Sydney Park Road
- Sydney Park located to the south, on the opposite side of Sydney Park Road.

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

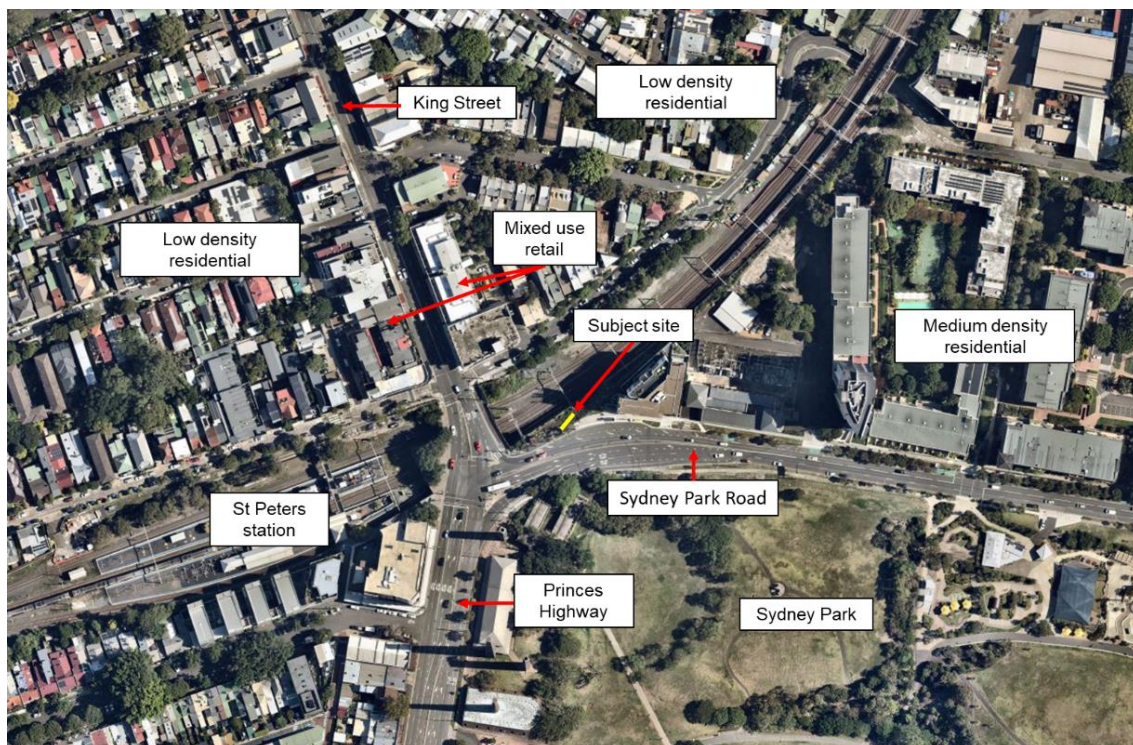


Figure 1: Site context (Source: Near Maps)



Figure 2: Existing Street View – facing north-west (Source: Keylan)



Figure 3: Existing Street View – facing east (Source: Keylan)

2.2 Existing Road Environment

Sydney Park Road is an established, arterial road corridor. The subject portion of Sydney Park Road comprises a dual carriageway with four lanes travelling west, two of which are turning bays to the north onto King Street and the other two to the south onto the Princes Highway. There are two lanes traveling east, decreasing to one approximately 60m east of the site with the lane transitioning into a dedicated cycle lane. Directly in front of the site is a bus stop. There is no stopping or standing of vehicles permitted on any side of this portion of Sydney Park Road.

On approach to the proposed sign, a speed limit of 40km/hr applies to both directions of traffic. On road cycling is permitted with a two-way dedicated cycle lane located approximately 60m south of the site.

The nearest intersection is King Street and Princes Highway, which is located approximately 30m west of the proposed sign.

2.3 Surrounding Locality

The advertising sign will be located within an established Sydney Trains corridor and visible from an established TfNSW Road Corridor. The surrounding locality consists of mixed use and low density residential on the northern side of the rail line and medium density residential to the east of the site. Sydney Park opposes the site, on the southern side of Sydney Park Road. A more detailed description of the surrounding locality is provided at Section 2.1.

Additionally, there are two existing advertising signs in proximity to the proposal, including:

- a static wall sign located on the southern elevation of 672 King Street, approximately 57m north-east of the proposal (Figure 4)
- a digital advertising sign on the southern side of the bus shelter located in front of the proposal (Figure 5)



Figure 4: Existing advertising signage at 672 King Street(Source: Keylan)



Figure 5: Existing bus shelter advertising signage (Source: Keylan)

3 The Proposal

The proposal involves the installation of a digital advertising sign on the northern side of Sydney Park Road, Erskineville. The sign is orientated south-east, facing westbound traffic. The development is summarised in Table 3 the table below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> Installation of a new digital advertising sign
Signage location	<ul style="list-style-type: none"> Sign is proposed on the norther side of Sydney Park Road, Erskineville The sign is oriented to face westbound traffic
Advertising display area	<ul style="list-style-type: none"> 21.15m² (7.986m x 2.684m)
Visual Screen Size	<ul style="list-style-type: none"> 16.25m² (7.936m x 2.048m)
Road clearance from ground level to the sign	<ul style="list-style-type: none"> There will be a clearance of 3m from the base of the sign to the ground level The sign is wholly contained within the site and does not protrude into the road reserve
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 110 metres
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"> There is no existing signage at the site As noted, an existing static wall sign is located approximately 50m to the north

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 5 and Figure 6 and provided within the Architectural package at Appendix 2. An indicative photomontage of the sign, as viewed from Sydney Park Road (westbound) is provided at Figure 7.

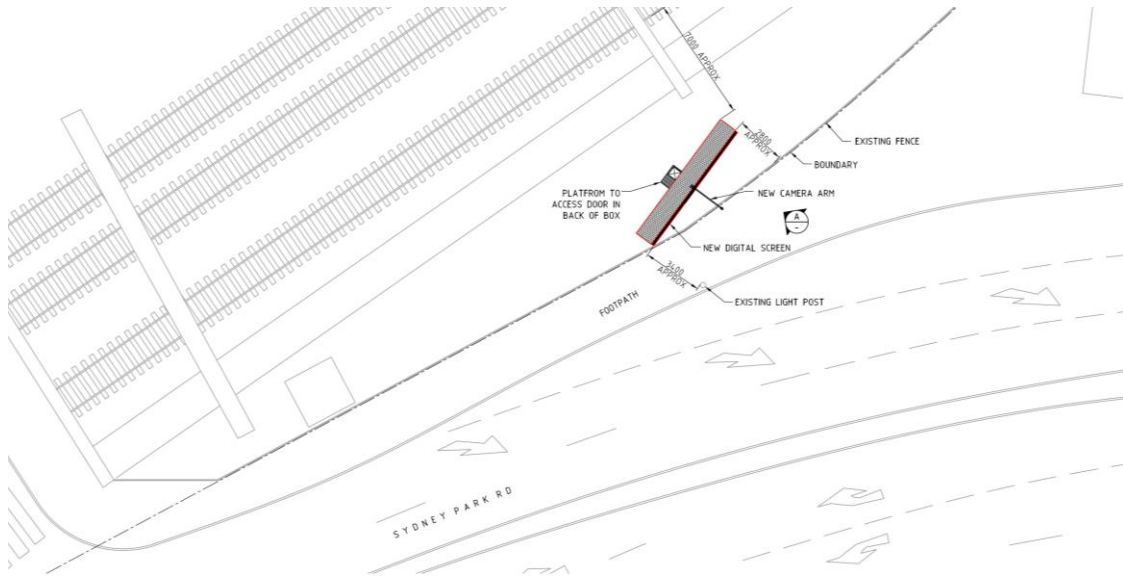


Figure 6: Digital signage plan (Source: Dennis Bunt)

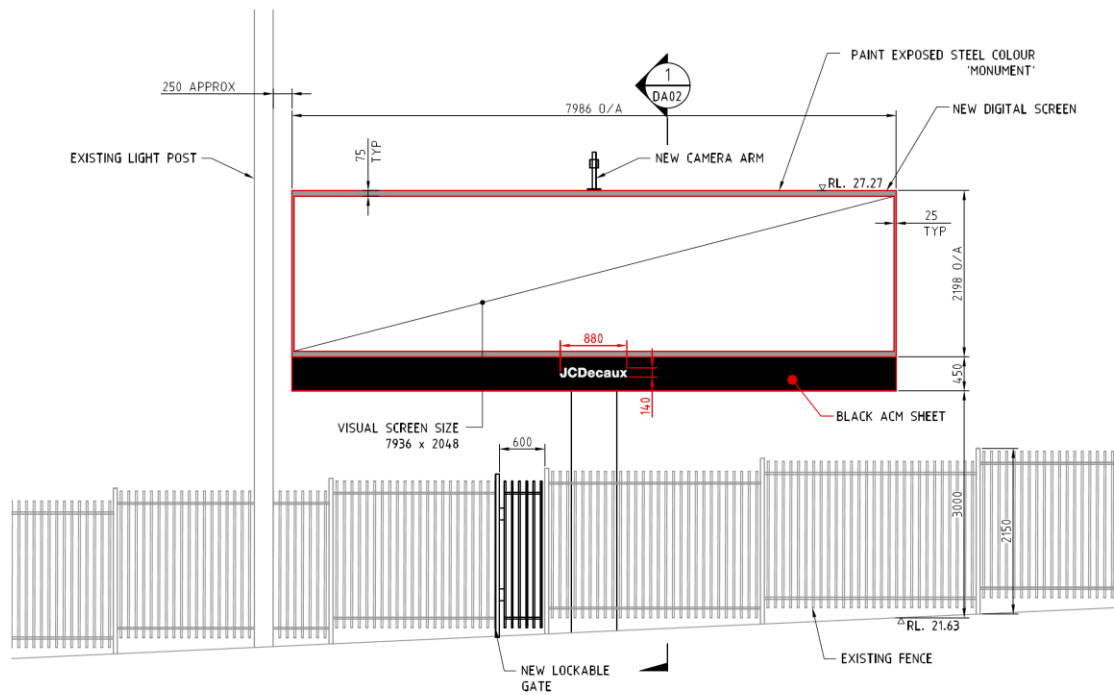


Figure 7: Elevation of proposed sign (Source: Dennis Bunt)



Figure 8: Indicative view from Sydney Park Road (Source: JCDecaux)

3.1 Digital LED Technology for Outdoor Advertising

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

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

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

3.2 Digital LED Screen Operation and Management

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

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 40km/hr speed zone

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.

3.3 Hours of Operation

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

3.4 Excavation and Footings

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 9). The statement confirms the works involve excavation to a depth of approximately 5m below the adjacent track level. A pile and pile cap are proposed to support the sign and structure. Details regarding the structural integrity are provided at Section 5.4.

3.5 Sign Access and Maintenance

The site will be accessed from the existing footpath via a new gate and walkway to the rear of the column supporting the sign. The sign is to be located on railway land just inside the fence facing Sydney Park Road.

The sign will be accessed via a ladder and platform which provides access to each sign. From the platform the sign box can be accessed from a door in the back of the box.

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.

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 the EP&A, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown Development Applications (other than development that requires a heritage approval). The subject application does not require heritage approval and therefore 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, ecological communities and their habitats,</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
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	<p>There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the development.</p> <p>There are State and local heritage items surrounding the proposed development. However, as detailed within the Heritage Impact Statement prepared by Louis Thom Heritage, the proposed works will not have an adverse impact on the neighbouring items (Appendix 5).</p>
(g) <i>to promote good design and amenity of the built environment,</i>	The development will be located within an established transport corridor. The design of the sign is considered to promote good design and will not have an adverse impact on the amenity of the surrounding location.
(h) <i>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.
(j) <i>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 which is based on the heads of consideration contained in section 4.15 of the EP&A Act.

Relevant Provision	Comment
(a) <i>the provisions of:</i>	
(i) <i>any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 4.
(ii) <i>any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	The relevant proposed environmental planning instruments are addressed at Section 4
(iii) <i>any development control plan, and</i>	The Sydney Development Control Plan 2012 is addressed at Section 4.6.
(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 5.7.
(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 Heritage Act 1977

The *Heritage Act 1977* makes provisions to conserve the State's environmental heritage. It provides for the identification, registration and protection of items of State heritage significance and constitutes the Heritage Council of New South Wales.

The site is not listed on the State Heritage Register. Given this, the proposed works do not require referral to Heritage NSW under S.60(1) of the NSW Heritage Act 1977.

The site is located in proximity to the St Peters Railway Station group, including interiors', listed as State heritage Item no. 1733 on the State Heritage Register.

The HIS (Appendix 8) and Section 4.5.2 of this report demonstrate the proposed works will not detract from the heritage significance of the surrounding area and will be consistent with the provisions of the Heritage Act 1977 and should be supported.

4.3 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.

4.3.1 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 *Sydney Local Environmental Plan 2012* (SLEP 2012) the proposed sign is permissible with consent under clause 3.14 of the Industry and Employment SEPP as it is on behalf of Sydney Trains and is within a railway corridor. Further, under clause 3.10(c) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is for an advertisement displayed on behalf of Sydney Trains in a rail corridor.

A comprehensive assessment against the provisions of 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		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<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 area 	Yes

Schedule 5	Comment	Compliance
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none"> the sign is located in an urban environment which is considered suitable for signage the sign is located within a railway corridor and is orientated to present to vehicles travelling west along Sydney Park Road the scale of the sign is in keeping with surrounding development the sign represents a contemporary form of digital advertising signage that is considered and creative ensuring a high quality design outcome there is no identified theme for outdoor advertising in the area. 	Yes
2. Special Areas		
<i>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?</i>	<ul style="list-style-type: none"> the site is not located nearby land identified as environmentally sensitive the site is in proximity to Sydney Park, however, existing trees on the southern side of Sydney Park Road will largely obscure any views of the proposed sign from the park the site is not identified as a heritage item or located within a heritage conservation area the site is located directly opposite a local heritage item (Item I27 – Former Bedford Brickworks group including chimneys, kilns and grounds) and is nearby other local heritage items, including: <ul style="list-style-type: none"> Item 614 – Former St Peter’s Theatre façade Item 1329 – Sydney Park Hotel, including interiors (as per the Inner West Local Environmental Plan 2022) Item no. 1733 – St Peters Railway Station group, including interiors’ (State heritage item). the proposed sign will be visible from these heritage items, however no adverse impacts are anticipated for the following reasons: <ul style="list-style-type: none"> the proposal will largely be obscured from Item I27 due to the existing trees located on the southern side of Sydney Park Road 	Yes

Schedule 5	Comment	Compliance
	<ul style="list-style-type: none"> there is an existing advertising sign on the southern elevation of 672 King Street Newtown, listed as Heritage Item 614 as per the Inner West LEP 2014. The proposed sign will be of similar size and will therefore not detract from the amenity or visual quality of any heritage item or residential areas the nature of the immediate environment comprises an urban environment with a major intersection and highly frequented roads 	
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 views the proposal does not dominate the skyline as it is proposed to be lower in height than the nearby residential building the proposal does not conflict with the viewing rights of other advertisers it is noted there are two existing advertising signs in proximity to the proposal a static advertising sign is located approximately 50m north-west of the proposed sign. However, the proposed sign does not adversely impact the viewing rights of this advertisement as it is oriented towards motorists on Sydney Park Road, and the static advertisement is oriented towards King Street and Princes Highway a digital advertising sign is located on the southern side of the bus shelter, approximately 20m east of the proposed sign. The proposed signage is located behind this sign within the railway corridor. Therefore, it does not adversely impact the viewing rights of the existing signage on the bus shelter as it does not obstruct views towards it from westbound motorists and pedestrians Sydney Park Road 	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

Schedule 5	Comment	Compliance
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<ul style="list-style-type: none">the proposal involves the erection of a monopole sign with a visual display area of 16.25m²the advertisement is flat and is mounted on a monopole. The scale, proportion and form are appropriate as the proposal is located wholly within the railway corridor and does not protrude into the road reservethe proposal is appropriate for the streetscape and will not detract from the existing road corridor and will complement the surrounding areathe proposal contributes to the visual interest along Sydney Park Road through the display of high-quality advertisementsthe proposal does not require ongoing vegetation management	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?		Yes
Does the proposal reduce clutter by rationalizing and simplifying existing advertising?		Yes
Does the proposal screen unsightliness?		Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?		Yes
Does the proposal require ongoing vegetation management?		Yes
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	<ul style="list-style-type: none">the proposal is compatible with the scale, proportion and characteristics of the sitethe site is in close proximity to the road corridor, and it is appropriately separated from adjacent residential buildings, therefore 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 developmentthe sign represents an innovative form of advertising that is considered and creative ensuring a high-quality design outcome	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 authorisation	Yes

Schedule 5	Comment	Compliance
	<ul style="list-style-type: none">a compliant operator logo will also be located at the bottom of the screen and within the skirting of the sign	
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 light sensor to adjust to ambient lighting conditionsthe proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019	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
8. Safety		
Would the proposal reduce the safety for any public road?	<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
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?		

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

4.3.2 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 corridors.

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

Section	Comment	Compliance
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>The proposed signage is unlikely to adversely impact on the safety and operation of the rail line as:</p> <ul style="list-style-type: none"> the sign is located approximately 7m from the rail tracks as detailed in the Architectural Plans (Appendix 2) the sign will be bound by secure fencing, which will ensure only authorised persons can access the advertising structure will be orientated so to be visible to vehicular traffic travelling west on Sydney Park Road the Applicant is Sydney Trains and it will ensure no structure is approved to be erected that may impact the ongoing operation of the Sydney Trains rail network <p>The proposed sign will comprise metal finishes. However, it is not anticipated that the railway line will be impacted by the installation of the sign.</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>It is anticipated DPE will notify the application accordingly.</p>	Yes

Section	Comment	Compliance
<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 Secretary for the purposes of this section and published in the Gazette. 		
(3) Despite subsection (2), the consent authority is not required to comply with subsection (2)(a) and (b)(i) if the development application is for 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.	Not applicable. As above, it is anticipated DPE will notify the application in accordance with Section 2.98(2).	N/A
(4) 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.	Noted.	Yes
2.99 Excavation in, above, below or adjacent to rail corridors		
(1) 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— (a) within, below or above a rail corridor, or (b) within 25m (measured horizontally) of a rail corridor, or (c) within 25m (measured horizontally) of the ground directly below a rail corridor, or (d) within 25m (measured horizontally) of the ground directly above an underground rail corridor.	A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 9). A concrete pile and pile cap are proposed to minimise the impact of the sign footing on the adjacent railway track. The concrete pile will be 750mm in diameter and extend below the existing track level by approximately 5m. The pile cap will be 2.25m ² in area and will be added to the top of the pile. An assessment against the provisions of Clause 2.99 is provided below.	Yes
(2) Before determining a development application for development to which this section applies, the consent authority must— (a) within 7 days after the application is made, give written notice of the application to the rail	DPE are required to give written notice of the subject application to the rail authority within 7 days after the application is made.	Yes

Section	Comment	Compliance
<p>authority for the rail corridor, and</p> <p>(b) b) take into consideration—</p> <p>(i) any response to the notice that is received within 21 days after the notice is given, and</p> <p>(ii) any guidelines issued by the Planning Secretary for the purposes of this section and published in the Gazette.</p>		
<p>(3) Subject to subsection (5), the consent authority must not grant consent to development to which this section applies without the concurrence of the rail authority for the rail corridor to which the development application relates.</p>	<p>DPE is required to seek concurrence from the rail authority before granted consent to the development.</p>	Yes
<p>(4) In deciding whether to provide concurrence, the rail authority must take into account—</p> <p>(a) the potential effects of the development (whether alone or cumulatively with other development or proposed development) on—</p> <p>(i) the safety or structural integrity of existing or proposed rail infrastructure facilities in the rail corridor, and</p> <p>(ii) the safe and effective operation of existing or proposed rail infrastructure facilities in the rail corridor, and</p> <p>(b) what measures are proposed, or could reasonably be taken, to avoid or minimise those potential effects.</p>	<p>The rail authority is required to assess the potential effects of the development on the safety and structural integrity of the rail infrastructure and rail activity.</p> <p>A Structural Feasibility Statement is provided at Appendix 9 that details the structural integrity of the proposed signage structure. The proposed structure has been designed and located so as to prevent interference with rail activities.</p> <p>It is also noted that the Applicant is Sydney Trains and it will ensure no structure is approved to be erected that may impact the ongoing operation of the Sydney Trains rail network.</p>	Yes
<p>(5) The consent authority may grant consent to development to which this section applies without the concurrence of the rail authority concerned if—</p> <p>(a) the rail corridor is owned by or vested in ARTC or is the subject of an ARTC arrangement, or</p> <p>(b) in any other case, 21 days have passed since the consent authority gave notice under subsection (2)(a) and the rail authority has not granted or refused to grant concurrence.</p>	<p>Noted.</p>	Yes

Section	Comment	Compliance
2.119 Development with a frontage to a classified road		
<p>(1) <i>The objectives of this section are—</i></p> <ul style="list-style-type: none"> (a) <i>to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i> (b) <i>to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i> <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> <ul style="list-style-type: none"> (a) <i>where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i> (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> <ul style="list-style-type: none"> (i) <i>the design of the vehicular access to the land, or</i> (ii) <i>the emission of smoke or dust from the development, or</i> (iii) <i>the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</i> (c) <i>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</i> 	<p>The proposal comprises development with frontage to a classified road, Sydney Park Road (no. 528).</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 Sydney Park Road.</p> <p>A Signage Safety Assessment has been prepared as part of the application and is included at Appendix 3.</p> <p>The Signage Safety Assessment considers the ongoing operation and function of Sydney Park Road in context to the development and concludes that the surrounding road environment presents a low risk environment for the proposed digital advertising sign. Road safety is further discussed at Section 5.1.</p>	Yes
2.121 Excavation in or immediately adjacent to corridors		
<p>(1) <i>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</i></p>	<p>The sign is located along the Sydney Park Road corridor and involves excavation for a concrete pile that will extend 5m below the level of the existing tracks.</p>	Yes

Section	Comment	Compliance
<p>road projects (as described in Schedule 2)—</p> <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> <p>(a) give written notice of the application to TfNSW within 7 days after the application is made, and</p> <p>(b) take into consideration—</p> <p>(i) any response to the notice that is received within 21 days after the notice is given, and</p> <p>(ii) any guidelines that are issued by the Planning Secretary for the purposes of this section and published in the Gazette, and</p> <p>(iii) any implications of the ground penetration for the structural integrity of the road or project, and</p> <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>	<p>The development application will be referred to TfNSW by DPE as part of the assessment process.</p>	

Table 7: Transport and Infrastructure SEPP assessment

4.4 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 5.5)
- the Public Benefit Test (refer Section 5.7)

4.5 Sydney Local Environmental Plan 2012

The *Sydney Local Environmental Plan 2012* (SLEP 2012) is the principal Environmental Planning Instrument applicable to the land.

4.5.1 Zoning

The proposed sign is located on land zoned SP2 Infrastructure – Railway under the SLEP 2012. Signage is permissible with consent in the SP2 zone under the SLEP 2012 as it is *ordinarily incidental or ancillary* to the railway corridor given it will generate revenue to maintain and improve Sydney Trains' infrastructure.

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



Figure 9: Land use zoning map (Source: SLEP 2012)

4.5.2 Heritage

The site has no statutory heritage listings; however, it is within the vicinity of heritage items as defined by Schedule 5, Part 1 of the SLEP 2012.

The site is located directly opposite a local heritage item (Item I27 – Former Bedford Brickworks group including chimneys, kilns and grounds).

The site is nearby other local heritage items, which will be considered when assessing visual and heritage impacts of the sign:

- Item 614 – Former St Peter’s Theatre façade
- Item 1329 – Sydney Park Hotel, including interiors (as per the Inner West Local Environmental Plan 2022)
- Item no. 1733 – St Peters Railway Station group, including interiors’ (State heritage item).

It is also noted that the site is in proximity to the following heritage conservation areas (HCA):

- HCA 23 ‘Former Macdonaldtown Estate’ Erskineville
- HCA 47 ‘King Street’ Newtown/Erskineville
- HCA 73 ‘King Street and Enmore Road (Inner West LEP 2022)
- HCA 85 ‘Goodsell Estate’ St Peters (Inner West LEP 2022)

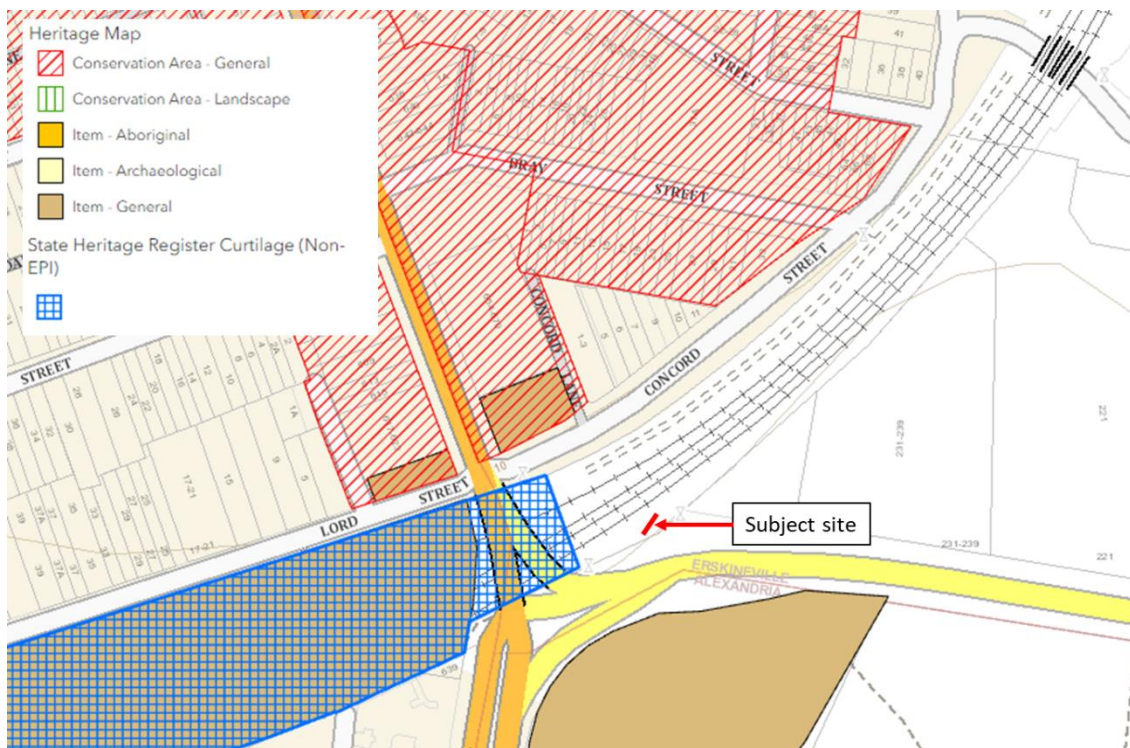


Figure 10: Heritage map (Source: SLEP 2012)

The Heritage Impact Statement (HIS) prepared by Louise Thom Heritage Consultants (Appendix 8) 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:

- views to the sign from the surrounding HCAs, Sydney Park Hotel and the former theatre will be to the back of the sign and far enough away to not make an impact
- there will be no views from the St Peters railway platforms to the proposed sign
- the heritage significance of the railway overbridge will not be impacted
- the visual impact of the proposed advertising sign from Sydney Park Road is reduced due to the existing environment of advertising signs in the surrounding locality

Given the above, the proposal satisfies the objectives of Clause 5.10 of the SLEP 2012 as it has minimal, adverse impacts on the heritage significance of the surrounding heritage items and heritage conservation areas, including the associated fabric, settings and views. Heritage is further discussed in Section 5.3.

4.6 Sydney Development Control Plan 2012

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

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

Provision	Comment	Complies
Section 2 – Locality Statements		
2.7 Erskineville, Alexandria (west) and Newtown (south)		
2.7.11 Sydney Park residential edge		
<i>(a) Development must achieve and satisfy the outcomes expressed in the character statement and supporting principles.</i>	The proposal satisfies the outcomes expressed in the character statement as the proposal will be consistent with the area, retaining views from Sydney Park and other important landmarks.	Yes
<i>(b) Ensure views to Sydney Park, the former brick works, and surrounding areas are maintained.</i>	The proposal will not restrict views to Sydney Park or the former brick works.	Yes
<i>(c) Ensure the panoramic 360 degree views from Sydney Park high points are retained to important local cultural landmarks including the King Street Newtown ridge, the Eveleigh rail yards and further north to the City skyline.</i>	The sign does not protrude above the dominant skyline and therefore will ensure existing panoramic views from Sydney Park high points are retained.	Yes
Section 3 – General Provisions		
3.16 Signs and Advertisements		
3.16.1 Signage strategy		
<i>C1. A signage strategy is to be prepared for all signage applications (a) in a heritage conservation area or involving a heritage item; (b) on sites that are strata titled or contain more than four business premises; or (c) seeking variations to the requirements of this section.</i>	The proposal is not located in a heritage conservation area or involves a heritage item, is not on a strata titled lot and does not seek variations to the requirements of Section 3 of the DCP.	Yes
3.16.3 General requirements for signage		
<i>C1. Signage is to be compatible with the architecture, materials, finishes and colours of the building and the streetscape.</i>	The sign represents a contemporary form of digital advertising signage that is compatible with the architecture,	Yes

Provision	Comment	Complies
	materiality, finishes and colours of the surrounding locality	
<i>C2. Signage attached to a building is to be positioned in locations or on panels in between any architectural elements (such as awnings, windows, doors and parapet lines). Signs are not to conceal or detract from integral architectural features or cover any mechanical ventilation systems</i>	N/A. The proposal is a freestanding sign and will not be attached to a building.	N/A
<i>C3. Signage is to be installed and secured in accordance with relevant Australian Standards.</i>	The signage will be installed and secured in accordance with the relevant Australian Standards as addressed in the Structural Feasibility Statement.	Yes
<i>C4. Signage that will detract from the amenity or visual quality of heritage items, heritage conservation areas, open space areas, waterways or residential areas is not permitted.</i>	<p>The proposed sign will not detract from the amenity or visual quality of nearby heritage items or heritage conservation areas as the proposal will largely be obscured by existing trees located on the southern side of Sydney Park Road.</p> <p>Additionally, there is an existing advertising sign on the southern elevation of 672 King Street Newtown, listed as Heritage Item 614 as per the SLEP 2012. The proposed sign will be of similar size and will therefore not detract from the amenity or visual quality of any heritage item or residential areas.</p> <p>The proposed signage is in proximity to existing residential areas. Given the nature of the immediate environment comprises of a major intersection and highly frequented roads with the proposed signage to be orientated towards the road corridor, further visual and amenity impacts on surrounding residential areas are not anticipated.</p>	Yes
<i>C5. Signage should not create unacceptable visual clutter taking into account existing signs, neighbouring buildings, the streetscape and the cumulative effect of signs.</i>	The proposed sign will not create unacceptable visual clutter. There are only two existing advertising signs located in proximity to the proposal.	Yes

Provision	Comment	Complies
	<p>A static wall sign is located approximately 50m north-west of the site, on the opposite side of the railway line. The proposed sign is orientated to the south-east while the neighbouring sign is orientated to the south.</p> <p>Additionally, a digital advertising sign is located on the bush shelter approximately 20m east of the proposal. The sign is small in size and is primarily oriented towards pedestrians on the footpath on the northern side of Sydney Park Road. Therefore, visual clutter from the proposed sign will be limited.</p>	
<i>C6. Signs should allow the main facades of buildings from the first floor to the rooftop or parapet to be uncluttered and generally free of signage.</i>	N/A. The proposal is a freestanding sign and will not be attached to a building.	N/A
<i>C7. Signage is not to be supported by, hung from or placed on other signs or advertisements.</i>	N/A. The proposed signage will not be supported by, hung from or placed on other signs or advertisements.	N/A
<i>C8. Signage that will distract road users, or could be mistaken for a traffic control device, is not permitted.</i>	As detailed within the supporting Signage Safety Statement, the proposed sign is unlikely to distract road users or be mistaken for a traffic control device (Appendix 3).	Yes
<i>C9. Signage that will unduly obstruct the passage or sightlines of vehicles, cyclists or pedestrians is not permitted.</i>	Given the signs location on the roadside, the proposed signage will not unduly obstruct the passage or sightlines of vehicles, cyclists or pedestrians.	Yes
<i>C10. Advertisements, dynamic content signs and light projection signs on or within the vicinity and visible from a classified road are to be consistent with the road safety criteria in section 3 of the NSW Transport Corridor Advertising and Signage Guidelines.</i>	An assessment against the criteria within the Signage Guidelines is provided at Appendix 1 and Section 5 of this SEE.	Yes
<i>C11. Signage is not to contain reflective materials, colours and finishes.</i>	The signage will not contain reflective materials, colours or finishes.	Yes
<i>C12. Signage is not to incorporate sound, vibration, odour or other emissions, unless the emission is necessary as part of a community</i>	N/A. The proposed signage will not incorporate any sound, vibration, odour or other emissions.	N/A

Provision	Comment	Complies
<i>message, an approved public artwork or to meet accessibility requirements.</i>		
<i>C13. Signage is not to result in the gathering of people in any manner that will limit the movement of motorists, cyclists or pedestrians along a public road, thoroughfare, footway or other access way.</i>	The signage is not expected to result in the gathering of people that will limit the movement of motorists, cyclists or pedestrians along Sydney Park Road and footpaths along the road corridor.	Yes
3.16.4 Illuminated signage		
<i>C1. Any illuminated signage is to be designed to ensure that the illuminance and luminance from the sign or advertisement is, in the opinion of the consent authority, consistent with the existing light level of the streetscape or environment within which it is located and does not cause glare.</i>	<p>The LIA confirms that the sign, once illuminated to the maximum proposed luminance, will be visually consistent with the existing ambient lighting and is therefore suitable for the local area.</p> <p>The illuminance levels of the proposal complies with all relevant requirements of AS 4282-2019. In complying with the above requirements, the proposed digital signage shall not result in unacceptable glare.</p>	Yes
<i>C2. Unless otherwise provided for in this Section, the illuminance, luminance and threshold increment of illuminated signage is to comply with the recommended values of AS 4282-1997. The maximum night time luminance of any sign is not to exceed 300 cd/sqm.</i>	The LIA confirms the illuminance, luminance and threshold increment of the proposed illuminated signage complies with the recommended values of AS 4289-2019 and will not exceed 300cd/sqm.	Yes
<i>C3. Signage is only permitted to be illuminated while a premises is open and trading where the sign is on, or within 25m of and visible from, land zoned R1 General Residential or R2 Low Density Residential.</i>	N/A	N/A
<i>C4. Any externally illuminated signage is to have a downward facing light source focused directly on the display area. Upward facing light sources are not permitted.</i>	N/A. The proposed digital signage is illuminated using LEDs installed within the front face and will not be externally illuminated.	N/A
<i>C5. Signs with flashing, chasing, pulsating or flickering lights are not permitted unless part of an approved public artwork.</i>	The proposed signage will not incorporate flashing, chasing pulsating or flickering lights.	Yes
<i>C6. Where the consent authority is of the opinion that an illuminated sign or advertisement is expected to generate high levels of energy use based on size, hours of operation or illumination</i>	The sign will be powered by the nearest outside supply.	Yes

Provision	Comment	Complies
<p>source, the signage is to be powered by:</p> <p>(a) onsite renewable energy of a capacity to provide the energy required to illuminate the sign; or</p> <p>(b) the purchase of a renewable energy product offered by an electricity supplier equivalent to the estimated annual amount of electricity used.</p>		
3.16.7 Advertising structures and third party advertisements		
3.16.7.1 General requirements		
<p>C1. Generally, new advertising signs and third party advertisements are not permitted. The exceptional circumstances where advertising signs and third party advertisements are permitted shall be assessed against the following criteria:</p> <p>(a) Whether the sign is advertising a civic or community event in the City of Sydney area;</p> <p>(b) Whether the sign can be considered as public art in accordance with the City's policies in relation to public art;</p> <p>(c) Whether the signs are consistent with the provisions for signage in this DCP;</p> <p>(d) Whether part of the sign occupied by corporate markings, logos, branding or similar is not more than 5% of the total sign area;</p> <p>(e) Whether the number of existing signs on the site and in the vicinity do not cumulatively create unacceptable visual clutter;</p> <p>(f) Whether the sign is associated with the surrender of a consent for an existing sign on a heritage item or on a contributory building in a heritage conservation area.</p>	<p>Overall, the proposal is consistent with the provisions of the DCP.</p> <p>The surrounding locality is largely free of advertising signage. A static wall sign is located on the façade of 672 King Street, a small digital advertising sign is located on the bus shelter to the east of the proposal and the balustrades of the railway overbridge to the west are lined with commercial advertising posters. These signs are orientated to different view lines when compared to the proposal.</p> <p>As such, the proposed sign is not considered to contribute to unacceptable visual clutter.</p>	Yes
<p>C2. Commercial advertising signs on street furniture, other than furniture provided by or for Council, are not permissible unless undertaken in accordance with the Footways dining policy.</p>	<p>The sign will not be located on street furniture.</p>	N/A
<p>C3. Development consents for advertising structures and third party advertisements are limited to the time period specified in State Environmental Planning Policy 64.</p>	<p>Noted.</p>	Yes

Provision	Comment	Complies
3.16.7.2 Replacement, modification or conversion of an existing approved advertising structure to an electronic variable content advertising structure		
<i>C1. The replacement, modification or conversion of an existing approved advertising structure to an electronic variable content advertising structure may be permitted subject to consent and compliance with the following requirements</i>	N/A. The proposal is a new advertising structure and will not result in the replacement, modification or conversion of existing approved advertising signage.	N/A
<i>C2. When considering the replacement, modification or conversion of an existing approved advertising structure to an electronic variable content advertising structure, a consent authority is to have regard to...</i>	<p>Nevertheless, the proposal is classified as an electronic variable content advertising structure and therefore should consider the provisions of this clause.</p> <p>The proposed signage is compatible with the relevant provisions of 3.16.7.2 as it is consistent with the scale, proportion and characteristics of the site.</p> <p>The design of the sign will not have an adverse impact on the amenity of the surrounding location, including nearby residential properties, recreation areas and heritage items.</p> <p>Furthermore, the proposal will not contribute to unreasonable visual clutter and does not protrude above the dominant skyline.</p>	N/A

Table 8: DCP Assessment

5 Environmental Planning Assessment

5.1 Road safety

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

5.1.1 Road environment

The existing road environment along Sydney Park Road, in proximity to the proposed sign is summarised in the table below.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> Sydney Park Road is a classified State Road (no.528).
Speed limit	<ul style="list-style-type: none"> The speed limit on Sydney Park Road at the site is 40km/h.
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> The proposed digital sign would be located approximately 30m west of the Sydney Park Road, King Street and Princes Highway intersection.
Road configuration and geometry	<ul style="list-style-type: none"> Surrounding the location of the proposed sign, Sydney Park Road has four westbound travel lanes, including two dedicated right-turn lanes onto King Street and two dedicated left-turn lanes onto the Princes Highway. There are two lanes traveling east from the main intersection with King Street and the Princes Highway, reducing to one approximately 60m east of the site with the lane transitioning into a dedicated cycle lane A bus stop is located directly in front of the proposal
Crash data	<ul style="list-style-type: none"> 1 crash was reported in a 5 year period from 2016 to 2021 The crash history analysis demonstrates there is no consistent pattern and no fatalities were reported in the 5 year period.
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> Pedestrian footpaths are located on both sides of Sydney Park Road A pedestrian crossing is located at the intersection of Sydney Park Road, King Street and the Princes Highway. A two-way dedicated cycle lane is provided on the northern side of Sydney Park Road. The proposed sign would not physically obstruct any vehicle, pedestrian, and cyclist movements due to its location north of Sydney Park Road in the railway corridor. The sign 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 Sydney Park Road in proximity to the sign.
Stopping sight distance	<ul style="list-style-type: none"> 36m

Table 9 Existing road environment (Source: TTPP)

5.1.2 Signage exposure

The SSA estimates that the proposed sign, located on the northern side of Sydney Park Road, will be visible and readable to westbound motorists from approximately 110m east of the sign. The signage exposure distance and indicative views are shown in Figure 11 and Figure 12.



Figure 11: Indicative view from Lane 1 approximately 110m – westbound direction (Source: TTPP)



Figure 12: Indicative view from Level 2 approximately 110m – westbound direction (Source: TTPP)

5.1.3 Road accident history

In determining the road accident history in proximity to the site, the SSA has relied upon crash data provided by TfNSW for the 5-year period between 1 January 2016 and 31 December 2020.

The SSA confirms that, during this period, 1 crash was recorded within the readable distances of the sign. The crash incident occurred when a vehicle emerged from a driveway and collided with another vehicle travelling eastbound on Sydney Park Road.

The location of the road accident in proximity to the site is shown in Figure 12.

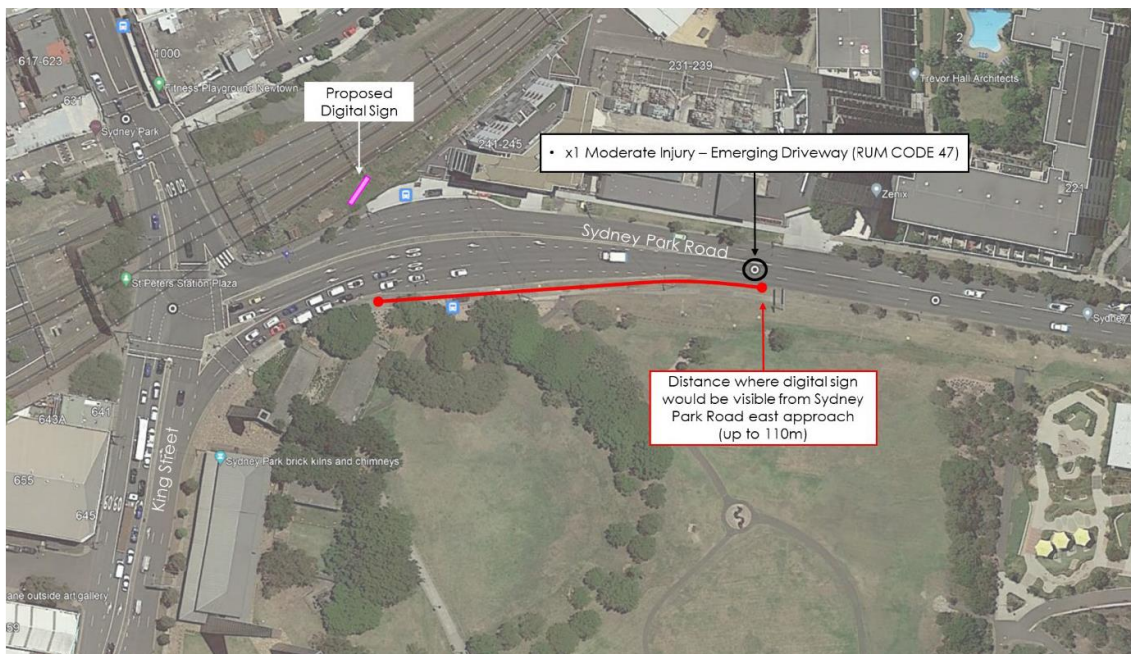


Figure 13: Historical crash data in proximity to the site (Source: TTPP)

5.1.4 Stopping sight distance

Based on the 40km/h speed limit along Sydney Park Road, TTPP calculated the stopping sight distance (SSD) at 36m.

As demonstrated in Figure 14, the proposed sign would be located outside the SSD from the traffic signals and pedestrian crossing at the intersection of Sydney Park Road and King Street for westbound motorists.

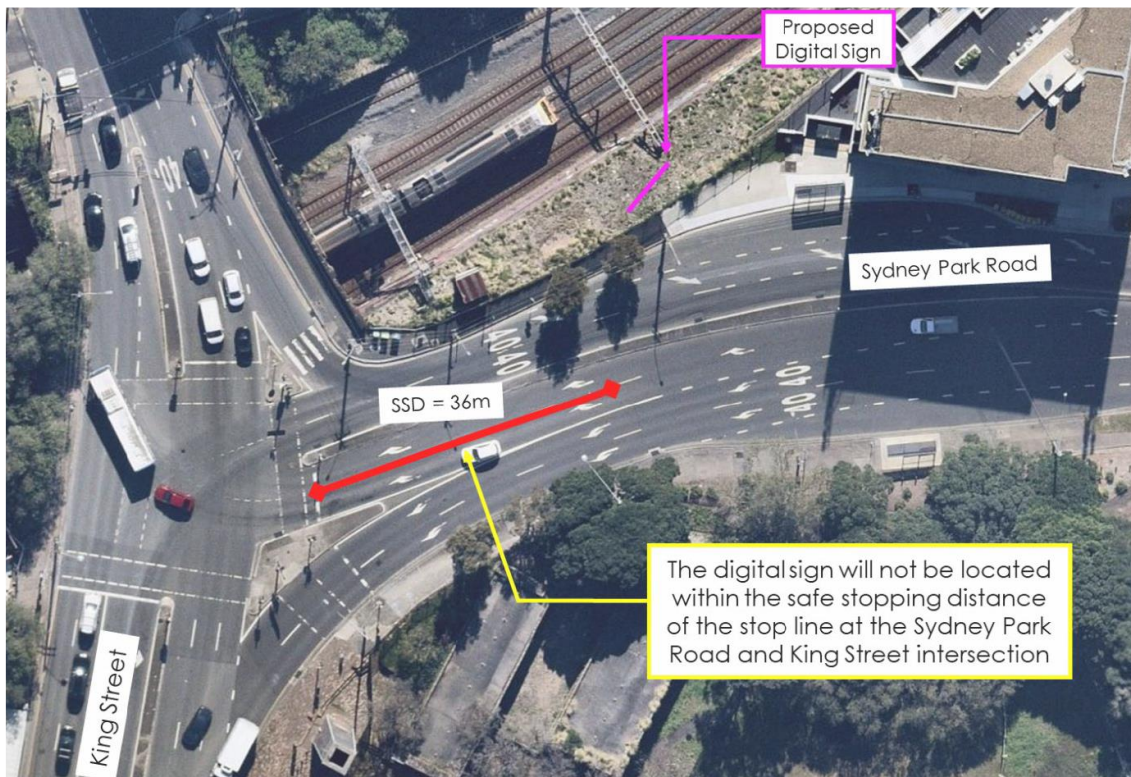


Figure 14: Safe Stopping Distance (Source: TTPP)

5.1.5 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 Signage Guidelines are outlined in Table 10 and Table 11 respectively.

Sign Location Criteria	Response provided by TTPP	Compliance
Road clearance		
a. <i>The advertisement must not create a physical obstruction or hazard. For example:</i>		
i. <i>Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?</i>	<i>The digital sign would be placed on the north side of the Sydney Park Road within the vegetated area of the rail corridor. Hence, the proposed sign would not obstruct movement of motorists, pedestrians and cyclists.</i>	✓
ii. <i>Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the</i>	<i>The edge of the sign would be approximately 9.5 m away from the edge of the carriageway, and therefore, would not be hit by trucks or wide vehicles.</i>	

Sign Location Criteria	Response provided by TTPP	Compliance
<p><i>clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?</i></p> <p>iii. <i>Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</i></p>		
<p>b. <i>Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.</i></p>	<p><i>The digital sign would be installed on the north side of Sydney Park Road approximately 9.5 m from the edge of the carriageway. According to Table 4.1 of the Austroads Guide to Road Design, the maximum clear zone width for roads with a speed restriction of 40 km/h is 5.5 m. Hence, the proposed digital sign is located outside of the clear zone and would not require an RMS-approved crash barrier.</i></p>	✓
<p>c. <i>Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.</i></p>	<p><i>As discussed in Section 3.3.1.1, the digital sign would not be located within the clear zone.</i></p>	✓
<p>d. <i>All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.</i></p>	<p><i>As part of the detailed design phase, the digital sign would be designed in accordance with Australian Standards AS1170.2 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for height of the sign board when under maximum vertical deflection.</i></p>	✓
Line of sight		
<p>a. <i>An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.</i></p>	<p><i>The proposed sign would be located within the rail corridor which is a considerable distance away from the roadway, pathways and crossings, and as such, would not obstruct a motorists' view of the road and other road users.</i></p>	✓

Sign Location Criteria	Response provided by TTPP	Compliance
b. <i>An advertisement must not obstruct a pedestrian or cyclist's view of the road.</i>	<i>The proposed sign would be elevated above the road level and located to the side of the roadway. Therefore, the digital sign would not obstruct pedestrian and cyclist's view of Sydney Park Road and surrounding roads.</i>	✓
c. <i>The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.</i>	<p><i>While travelling in the eastbound direction (which is also in the direction of the proposed sign), the roadway alignment is clear to motorists and would not be impacted by the digital sign. The position of the digital sign would not cause any misconstruction of the road alignment for motorists travelling on Sydney Park Road.</i></p> <p><i>The sign itself would not indicate misleading information or information contrary to the existing roadway. This is supported by the designer's impression of the proposed signage as depicted in Figure 2.2 (of the SSA).</i></p> <p><i>Furthermore, there is a 1.8 m-wide raised median that provides physical separation between the eastbound and westbound travel lanes and delineates the road alignment of Sydney Park Road.</i></p>	✓
d. <i>The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</i> <ul style="list-style-type: none"> i. <i>The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/ or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view.</i> ii. <i>The sign should be oriented in a manner that does not create headlight reflections in the driver's</i> 	<i>The proposed digital sign would be located within a driver's line of sight for motorists travelling eastbound on Sydney Park Road in both travel lanes. The digital sign would be located at the slight left-hand bend where a driver would not be required to turn their head away from the road in order to view the digital sign.</i>	✓

Sign Location Criteria	Response provided by TTPP	Compliance
<p><i>line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</i></p>		
Proximity to decision making points and conflict points		
<p>a. The sign should not be located:</p> <ul style="list-style-type: none"> i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment iii. so that it is visible from the stem of a T-intersection. 	<p>As referenced in the Guide to Road Design, Part 3, sight distance refers to the distance required to enable a driver to react and stop before reaching a hazard. This distance is dependent on the operating (85th percentile) speed of the road, road gradient and other road characteristics.</p> <p>For the purpose of this assessment, an operating speed of 40 km/h has been used to calculate the minimum SSD. This is based on the signposted speed limit on Sydney Park Road as well as the speed limit which motorists were observed to be driving during the site inspection. According to Austroads, the minimum safe stopping sight distance for a 40 km/h speed zone with a minimum reaction time of two seconds is 36m.</p> <p>As illustrated in Figure 3.1 (of the SSA), the proposed sign would not be located within the safe stopping distance of the traffic signals and pedestrian crossing at the Sydney Park Road - King Street intersection.</p>	✓
<p>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</p> <ul style="list-style-type: none"> i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give 	<p>The proposed sign is elevated above road level such that a driver's view to the intersection ahead, warning signage or any potential road hazards would be maintained at all times in the vicinity of the digital sign.</p> <p>In regard of the above, the proposed sign would not distract a driver at a critical time.</p>	✓

Sign Location Criteria	Response provided by TTPP	Compliance
<p>way signs or warning signs)</p> <p>iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.</p>		
Sign spacing		
<p>a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</p>	<p>In built-up urban areas, it is impracticable to limit the spacing of signage at 150 m apart. There is an existing static advertisement sign on the southern façade of 672 King Street as shown in Figure 3.2 (of the SSA). This existing static sign is primarily aimed at motorists travelling northbound on King Street. Motorists travelling eastbound on Sydney Park Road would not be able to clearly view this sign as it is obstructed by the residential apartment building on the northern side of the road. In addition, the existing static sign would be further obstructed by the proposed digital sign as motorists approach the Sydney Park Road and King Street intersection.</p> <p>A small advertising sign is provided on the side of a bus shelter near the proposed digital sign. However, during the site inspection this advertising sign was not visible from the motorist's viewpoint, as shown in Figure 3.2 (of the SSA).</p>	✓

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

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
Advertising signage and traffic control devices		
<p>a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.</p>	<p>A diagrammatic advance directional sign is located approximately 120 m east of the proposed sign as shown in Figure 3.3 (of the SSA), which is beyond the readable distance (110m) to the proposed digital sign. On approach, a driver's attention would be on the large directional sign which would be in the foreground view and not on the digital sign as the displayed content of the digital sign would not be readable.</p>	✓
<p>b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a</p>		✓

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
<p>prescribed traffic control device. For example:</p> <ul style="list-style-type: none"> i. Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'? ii. Does the advertisement imitate a prescribed traffic control device? iii. If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal? 	<p>Details of the advertisement/s are not yet known since the project is still within the concept design stage. However, the applicant agrees to ensure content would not interfere with traffic devices and would comply with the relevant criteria. The proposed sign would not display colours and shapes which could be mistaken for a traffic signal or other traffic control devices.</p> <p>It is recommended that the content of the proposed digital sign be reviewed against Table 5 of the NSW Guidelines to avoid any content that may be construed as imitating a traffic control device.</p>	
Dwell time and transition time – criteria for digital signs		
<ul style="list-style-type: none"> a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below. b. 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 c. Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours. d. Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts. 	<p>The digital sign is proposed to contain text and images. Based on the NSW Guidelines, the minimum dwell time for content displayed on the digital signage would be 10 seconds. This is considered acceptable as Sydney Park Road has a posted speed restriction of 40 km/h.</p> <p>The proposed sign would not be visible from within a school zone.</p>	✓
Illumination and Reflectance		
<ul style="list-style-type: none"> a. Luminance levels must comply with the requirements in Table 6 in Transport Corridor Outdoor Advertising and Signage Guidelines b. The image displayed on the sign must not otherwise unreasonably dazzle or distract drivers without 	<p>Section 3.3.3 of the NSW Guidelines details assessment criteria to ensure that illumination and reflectance qualities of signage do not cause a road safety hazard. It is understood that these criteria would be addressed in a separate</p>	✓

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
<i>limitation to their colouring or contain flickering or flashing content.</i>	<i>specialist report prepared by a qualified consultant.</i>	
Interaction and Sequencing		
<p>a. <i>The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.</i></p> <p>b. <i>Message sequencing designed to make a driver anticipated the next message is prohibited across images presented on a single sign and across a series of signs.</i></p>	<i>The proposed sign would not contain interactive technology or technology that enables opt-in direct communication with motorists. The digital sign would not be designed to make motorists anticipate information.</i>	✓

Table 11: Sign design and operation criteria – Section 3.3 of the Signage Guidelines (Source: TTPP)

5.1.6 Road safety summary

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

The SSA has determined the proposed sign would not compromise safety for road users in the vicinity. The proposed sign will be readable from approximately 110m to the east of the sign.

Sydney Park Road has a posted speed limit of 40km/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 TTPP in its SSA, it is determined that the installation of a digital sign on the north side of Sydney Park Road would be acceptable from a road safety perspective

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 4 of the Signage Guidelines, which is described as an area with generally low levels of off-street ambient lighting, or areas that have residential properties nearby.

The luminance levels for digital advertisements that are within a Zone 4 environment, as outlined in the Signage Guidelines, are shown in Table 12.

Lighting Condition	Max Permissible Luminance for Zone 4 (cd/sqm)	Complies
Full sun on face of signage	No limit	✓
Daytime luminance	6000	✓
Morning and evening twilight and inclement weather	500	✓
Night time	120*	✓

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

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.

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 (11pm to 6am), 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 being within Environmental Zone A3 and A4 of AS 4282-2019, which is described as having medium district brightness (e.g. suburban areas in towns and cities) and high district brightness (e.g. town and city centres, commercial).

Lighting impacts on the five nearest residential dwellings with potential views to the sign are assessed.

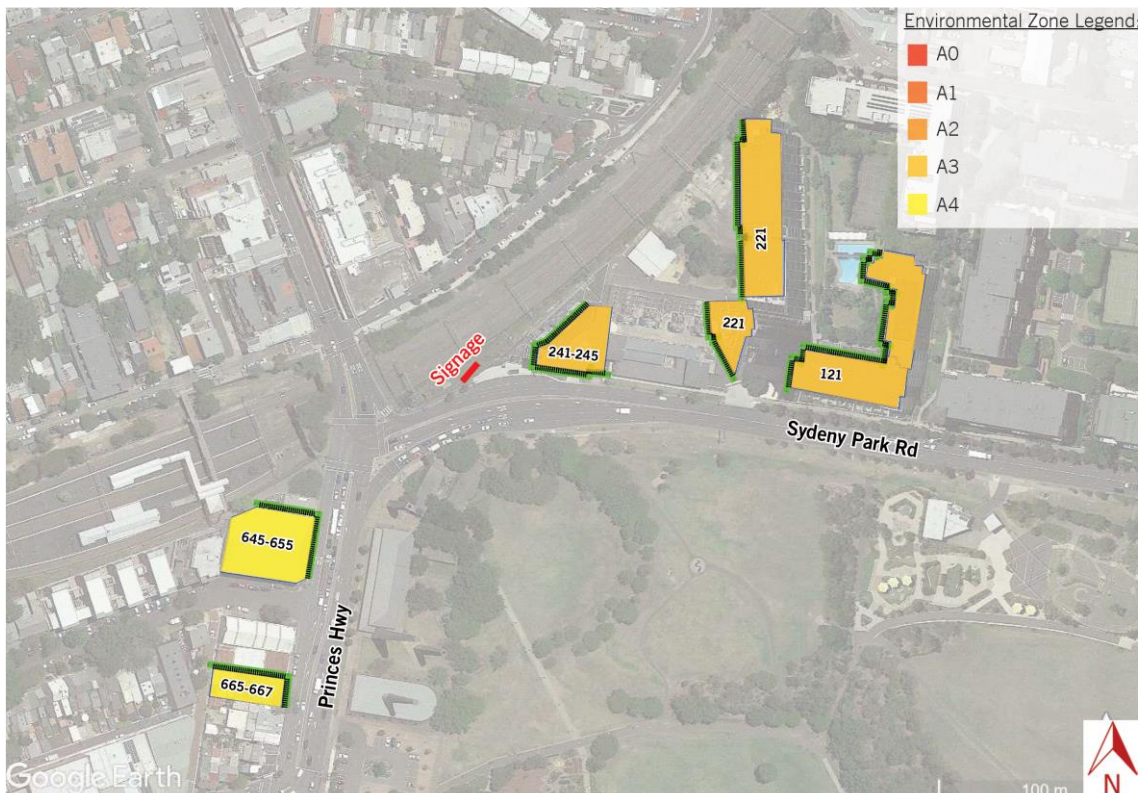


Figure 15: Location of assessed dwellings (Source: Electrolight)

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.

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

Table 13: Maximum lighting limit (post-curfew)

Accordingly, the sign demonstrates an acceptable level of compliance with the maximum nighttime illumination criteria specified under AS 4282-2019.

5.2.3 Illumination summary

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

In summary, the LIA determines that the sign:

- is 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 the visual amenity of nearby residences or accommodation.

5.3 Heritage

The site is located in proximity to State and local heritage items, as discussed in Section 4.4.2.

The site has no statutory heritage listings; however, it is within the vicinity of both State and local heritage items, such as:

- SHI item no. 1733 – St Peters Railway Station group, including interiors’ (State heritage item).
- Item 614 – Former St Peter’s Theatre façade
- Item 1329 – Sydney Park Hotel, including interiors (as per the Inner West Local Environmental Plan 2022)
- Item no. 1733 – St Peters Railway Station group, including interiors’ (State heritage item).
- Item 127 – Former Bedford Brickworks group including chimneys, kilns and grounds

It is also noted that the site is in proximity to the following heritage conservation areas (HCA):

- HCA 23 ‘Former Macdonaldtown Estate’ Erskineville
- HCA 47 ‘King Street’ Newtown/Erskineville
- HCA 73 ‘King Street and Enmore Road (Inner West LEP 2022)
- HCA 85 ‘Goodsell Estate’ St Peters (Inner West LEP 2022)

A Heritage Impact Statement (HIS) has been prepared by Louise Thom Heritage Consultants (Appendix 8) to assess the impact of the proposed sign on the nearby items and conservation areas.

The HIS finds that the proposed works will have a minimal and acceptable impact on the heritage significance of the site and neighbouring items as:

- *Views to the sign from the conservation areas, the hotel and former theatre will be to the back of the sign which will be far enough away to not make an impact.*
- *There will be no views from the significant railway platforms.*
- *The historic significance of the railway overbridge together with its aesthetic value will be retained. The fabric of the overbridge won’t be impacted by the proposed sign which will be situated 34 metres away. There is existing advertising signage on the overbridge so in this context the back of a sign located away from the bridge will not impact its aesthetic value.*
- *The visual impact of the sign from Sydney Park Road is lessened by the existing environment of advertising signs. There is a large billboard located on the side of the addition to the former St Peter’s Theatre. This sign is visible from the Princes Highway and from Sydney Park Road. There is advertising signage on the bus stop immediately adjacent to the proposed sign location. There is signage on both sides of the railway overbridge.*

5.4 Structural Integrity

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 9) to determine the structural integrity and extent of the proposed sign.

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

Steel Frame

- The structure will consist of a rectangular steel box which will act as a 3D welded steel frame.
- There will be a walkway in the bottom of the box. The LED screen will be clamped to the face of the box.
- The soffit of the box will be bolted to the top of a steel column, 610mm in diameter and the bottom of the column bolted to a concrete footing.

Footings

- A pile and pile cap are proposed to be implemented into the structure of the sign due to the slope of the ground falling steeply towards the railway tracks.
- The concrete pile will be 750mm in diameter, approximately 13m in length and will extend below the track level by 5m.
- The pile cap will be 4.5m³ in area and added to the top of the pile.

As the works involve penetration of 5m below the existing ground level consideration against Section 2.99 and 2.121 of the Transport and Infrastructure SEPP is provided in Section 4 of this report.

5.5 Geotechnical

A Geotechnical Report has been prepared by Douglas Partners (Appendix 10) for the proposed development.

The assessment comprised a review of available information from Douglas Partner's previous investigation at sites in proximity to the proposal as well as published maps. No intrusive investigations were undertaken for this assessment.

The Geotechnical Report identifies and provides recommendations on a number of issues relevant to the development. The geotechnical constraints requiring further consideration are:

- The location of the proposed structure is towards the top of an existing rail cutting. The Report recommends consideration of the project's impact upon the stability of the rail cutting during construction and in the long term.
- The soil found at the site may have a high soil erosion hazard, localised impermeable highly plastic subsoil and moderately reactive. The Report recommends sampling to be undertaken in a future investigation.
- A nearby investigation encountered groundwater at approximately RL 8m below the base of the rail cutting.

- The proposal is located approximately 4-5m from the top of the blockwork retaining wall at the top of a 30°-35° slope. This will reduce the capacity of the ground to resist lateral forces above the base of the pile and soil layer.
- The design and location of the pile should consider any ground anchors/support that may exist behind the blockwork and upper slope. The Report recommends details of the design of the cutting and support be obtained.
- Working in proximity to the rail cutting crest may apply load to the existing batter. A suitable distance should be kept from the crest to prevent surcharging.

The Geotechnical Report identifies the following site investigation is recommended at the site:

- Drilling a cored borehole at the structure location to determine strata depths.
- Mapping of existing rail cutting to identify any potential areas of instability.
- Stability assessment of the rail cutting.

5.6 Visual Impacts

A detailed Visual Impact Assessment (VIA) has been prepared by Keylan Consulting and is included at Appendix 5.

The VIA assesses the impact of the proposed digital conversion from a number of viewpoints and concludes that it will not have any additional visual impacts than those currently present.

The VIA concludes:

- the surrounding area has a medium to high visual sensitivity due to heritage items, public open space and residential development located within the visual catchment
- notwithstanding the above, the views to the proposed sign from sensitive receivers will be obstructed by existing structures and street trees
- views to the proposed sign from some sensitive receivers is limited due to the visual display screen being oriented in the opposite direction
- the installed digital advertising sign will enhance the visual interest of Sydney Park Road for motorists and pedestrians travelling westbound through the presentation of high resolution static digital advertisements
- the signage is consistent with the character of the surrounding area
- the signage does not constitute of visual clutter
- the signage does not impact the viewing rights of others
- the proposed sign will be visible to a high number of pedestrians and motorists reflective of its location along a transport corridor
- the proposal does not impact upon any scenic views and will not 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
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive land uses as 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 Sydney Park Road 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 northern side of Sydney Park Road in Erskineville.

The sign will be visible to motorists travelling westbound along Sydney Park Road. The sign is proposed to comprise an advertising display area of approximately 21.15m² with a visual screen size of 16.25m².

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 Sydney Park Road
- 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.