

Statement of Environmental Effects

Digital Advertising Signage
Castlereagh Road, Penrith



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

November 2023



This report has been prepared by:



Lauren Donohoe BCP (Hons)
Senior Planner
E: lauren@keylan.com.au

Padraig Scollard BA MRUP
Associate
E: padraig@keylan.com.au

This report has been reviewed by:



Michael Woodland BTP MPIA
Director
E: michael@keylan.com.au

Cover image: The site (Source: JCDecaux)

All Rights Reserved. No material may be reproduced without prior permission of KEYLAN Consulting Pty Ltd. While KEYLAN Consulting Pty Ltd working on this project has tried to ensure the accuracy of the information in this publication, it accepts no responsibility or liability for any errors, omissions or resultant consequences including any loss or damage arising from reliance in the information in this report. This report has relied on information provided by JCDecaux in good faith and accepts no responsibility or liability for any errors, omissions or resultant consequences including any loss or damage arising from reliance in the information in this report.

Revision	Prepared by	Reviewed by	Date	Revision Type
1	LD/PS	MW	26/10/23	Draft
2	LD/PS	MW	1/11/23	Final

Table of Contents

1	Introduction	6
1.1	Pre-lodgement meeting with DPE	7
1.2	Consultation with TfNSW	7
2	The site and locality	8
2.1	Site Description	8
2.2	Existing Road Environment.....	10
2.3	Surrounding Locality	10
3	The Proposal	12
3.1	Digital LED Technology for Outdoor Advertising	15
3.2	Digital LED Screen Operation and Management	15
3.3	Hours of Operation.....	16
3.4	Signage Installation.....	16
3.5	Sign Access and Maintenance	16
4	Statutory Planning Framework	17
4.1	Environmental Planning and Assessment Act 1979	17
4.2	Roads Act 1993	19
4.3	Heritage Act 1977	20
4.4	State Environmental Planning Policies	21
4.4.1	State Environmental Planning Policy (Industry and Employment) 2021	21
4.4.2	Transport Corridor Advertising and Signage Guidelines 2017	25
4.4.3	State Environmental Planning Policy (Transport and Infrastructure) 2021.....	25
4.5	Penrith Local Environmental Plan 2010.....	28
4.5.1	Zoning	28
4.5.2	Heritage.....	29
4.6	Penrith Development Control Plan 2014	29
5	Environmental Planning Assessment	34
5.1	Road safety	34
5.1.1	Road environment.....	34
5.1.2	Signage exposure	35
5.1.3	Road accident history.....	36
5.1.4	Stopping sight distance	36
5.1.5	Road safety criteria – Signage Guidelines.....	38
5.1.6	Road safety summary	44
5.2	Illumination.....	44
5.2.1	Illumination criteria – Signage Guidelines.....	44
5.2.2	AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting	45
5.2.3	Illumination summary	45
5.3	Heritage.....	46
5.4	Structural Integrity	46
5.5	Visual Impacts.....	47
5.6	Site suitability	49
5.7	Public benefit	49
6	Conclusion	51

Figures

Figure 1: Site context (Source: Google Maps)	8
Figure 2: Street View – facing south towards proposed sign (Source: Keylan)	9
Figure 3: Street View – facing north from proposed sign (Source: Keylan)	9
Figure 4: View from Castlereagh Road looking south from site (Source: Keylan)	11
Figure 5: View looking east towards industrial premises located northeast of the site	11
Figure 6: Digital signage plan (Source: Dennis Bunt Consulting Engineers).....	13
Figure 7: Elevation of proposed sign (Source: Dennis Bunt Consulting Engineers).....	13
Figure 8: Indicative view from Castlereagh Road (Source: JCDecaux)	13
Figure 9: Indicative view from Castlereagh Road (Source: JCDecaux)	14
Figure 10: Indicative view from Castlereagh Road (Source: JCDecaux)	14
Figure 11: Heritage Map (Source: NSW State Heritage Inventory)	20
Figure 12: Land use zoning map (Source: PLEP 2010)	28
Figure 13: Heritage map (Source: PLEP 2010)	29
Figure 14: Indicative view from approximately 75m - southbound direction (Source: TTPP)	35
Figure 15: Indicative view from approximately 100m - southbound direction (Source: TTPP)	35
Figure 16: Historical crash data in proximity to the site (Source: TTPP)	36
Figure 17: Safe Stopping Distance (Source: TTPP)	37
Figure 18: Location of surrounding pockets of residential development.....	47
Figure 19: Existing view from Penrith Railway Station Group I.....	48

Tables

Table 1: Project Summary	5
Table 2: List of Appendices	6
Table 3 Development summary	12
Table 4: Assessment against Objectives of the EP&A Act	18
Table 5: Section 4.15(1) assessment.....	19
Table 6: Schedule 5, SEPP (Industry and Employment) 2021 consideration.....	24
Table 7: Transport and Infrastructure SEPP assessment.....	28
Table 8: DCP Assessment	33
Table 9: Existing road environment (Source: TTPP).....	34
Table 10: Sign location criteria – Section 3.2 of the Signage Guidelines (Source: TTPP)	42
Table 11: Sign design and operation criteria – Section 3.3 of the Signage Guidelines	44
Table 12: Luminance levels for digital advertisements criteria – Signage Guidelines	45
Table 13: Maximum lighting limit (post-curfew).....	45

Appendices

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

Project Summary

Project Element	Summary of the project
Proposed Signage	<ul style="list-style-type: none"> Installation of a new bridge digital advertising sign on the northern elevation of the rail bridge over Castlereagh Road, Penrith Display of illuminated advertisements 24 hours a day, 7 days a week
Site Description	<ul style="list-style-type: none"> Lot 31 DP 1086586
Advertising Display Area	<ul style="list-style-type: none"> Dimensions: 12.53m x 3.35m (+ logo) Area: 41.98m²
Visual Screen Size	<ul style="list-style-type: none"> Dimensions: 12.48m x 3.20m Area: 39.94m²
Lighting Impacts	<ul style="list-style-type: none"> a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4) the LIA confirms the proposal: <ul style="list-style-type: none"> complies with the relevant illumination criteria will not result in unacceptable glare will not unreasonably impact on the visual amenity of nearby residences of accommodation
Road Safety Impacts	<ul style="list-style-type: none"> a Signage Safety Assessment (SSA) has been prepared by TTPP (Appendix 3) the SSA confirms the proposed sign: <ul style="list-style-type: none"> will be readable from southbound traffic along Castlereagh Road from a maximum distance of 100m requires a minimum dwell time of 10 seconds complies with the relevant road safety criteria would not compromise safety for road users
Public Benefit	<ul style="list-style-type: none"> a Public Benefit Statement has been prepared by Sydney Trains (Appendix 6) the statement confirms the revenue will support essential Sydney Trains services, the proposed sign may be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour
Hours of Operation	<ul style="list-style-type: none"> 24 hours a day, 7 days a week
Cost of Works	<ul style="list-style-type: none"> \$767,800

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 Castlereagh Road, Penrith within the Penrith 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 section 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 (DP&E) pursuant to the provisions of Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

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

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

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

- an advertising display area of 41.98m²
- a visual screen size of 39.94m²
- the continued display of illuminated advertisements
- a 10 second dwell time for message changes
- a maximum night time luminance of 350cd/m²

The application seeks consent to operate the sign for a period of 15 years. The estimated cost of works of the development is \$767,800.

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
Public Benefit Statement	Appendix 5
Site Survey	Appendix 6
Heritage Impact Statement	Appendix 7
Structural Feasibility Statement	Appendix 8
Cost Estimate	Appendix 9

Table 2: List of Appendices

1.1 Pre-lodgement meeting with DPE

On 22 May 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:

- Relationship between the height of sign relative to the bridge
- Confirm whether the application would be integrated development given heritage
- A Heritage Impact Assessment should be provided as part of the DA package to address local and state heritage items

These issues are addressed at Section 5.

1.2 Consultation with TfNSW

A meeting was convened with Transport for NSW (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 located on the northern elevation of the rail bridge over Castlereagh Road, Penrith. Castlereagh Road is a TfNSW State classified road (Road No. 630) that travels in a general north-south alignment.

The subject site is surrounded by industrial and commercial uses to the north of the rail line on either side of Castlereagh Road, and recreational and commercial/retail uses on the southern side of the rail line on either side of Castlereagh Road. There are pedestrian footpaths on both the eastern and western side of Castlereagh Road.

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

The bridge as viewed from Castlereagh Road (southbound) is shown in Figure 2 and Castlereagh Road (northbound) in Figure 3. There are no existing advertising signs located in the proposed location.

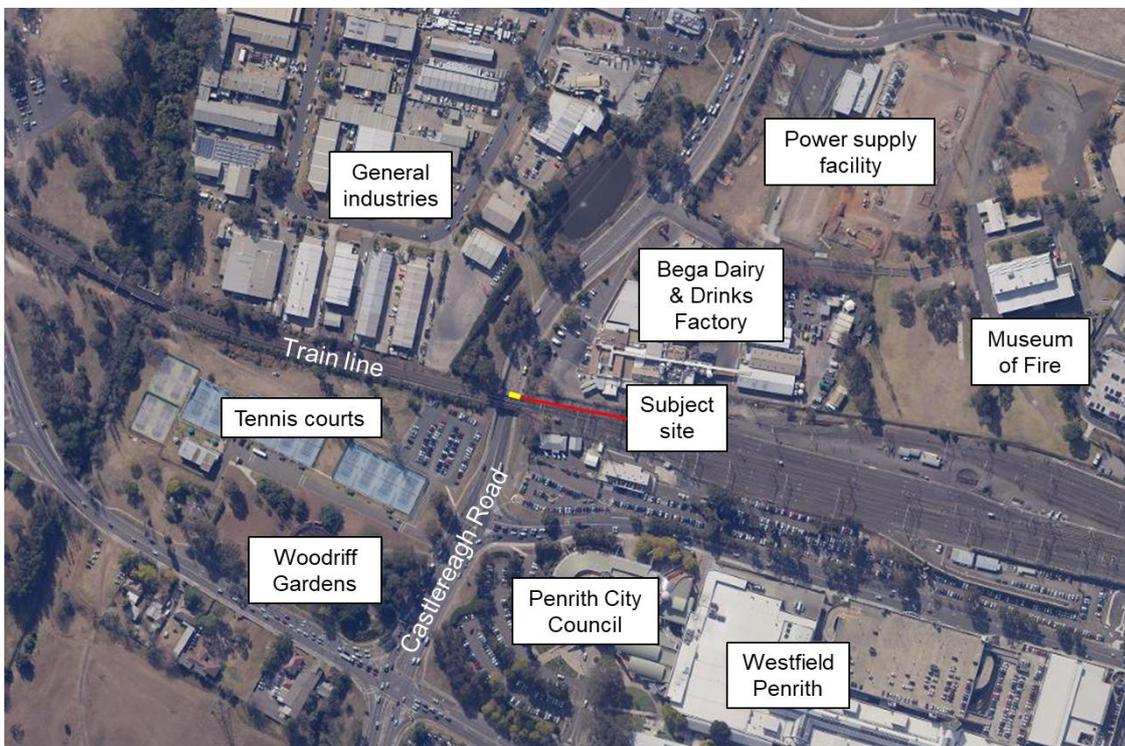


Figure 1: Site context (Source: Google Maps)



Figure 2: Street View – facing south towards proposed sign (Source: Keylan)



Figure 3: Street View – facing north from proposed sign (Source: Keylan)

2.2 Existing Road Environment

Castlereagh Road is an established, arterial road corridor, comprising a dual carriageway with two lanes travelling north, decreasing from three approximately 60m south of the site. There are four lanes travelling south, including three through lanes and the left turn lane to Jane Street on approach to the proposed sign location. There is no stopping or standing of vehicles permitted on any side of Castlereagh Road.

On approach to the proposed sign, a speed limit of 60km/hr applies to both directions of traffic. The road environment does not incorporate cycling lanes. The footpath on the eastern side of Castlereagh Road can accommodate cycling with dedicated lanes provided.

The nearest intersection is Castlereagh Road and Jane Street, located approximately 95m south of the proposed sign.

2.3 Surrounding Locality

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

- industrial and commercial land uses to the north, northeast and northwest.
- retail and commercial uses are located approximately 150m to the southeast. The site is not visible from this location.
- private open space (tennis courts) and public open space to the southwest, located on Castlereagh Road. The site is not visible from this location.
- there are no residential dwellings in proximity to the proposed sign

There are no existing advertising signs within proximity to the proposed sign.



Figure 4: View from Castlereagh Road looking south from site (Source: Keylan)



Figure 5: View looking east towards industrial premises located northeast of the site (Source: Keylan)

3 The Proposal

The proposal involves the installation of a digital advertising sign attached to the northern elevation of the bridge above Castlereagh Road, Penrith. The sign will face towards vehicles travelling southbound.

Additionally, the existing anti-graffiti screen is proposed to be increased in height by approximately 600mm. This enables the top of the screen to match the top of the sign box. The exposed steel around the perimeter of the digital screen will be painted the same colour as the anti-graffiti screen.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> Installation of a new bridge digital advertising sign Extension of existing anti-graffiti screen height on the bridge facade
Signage location	<ul style="list-style-type: none"> Sign is proposed on the northern elevation of the rail bridge over Castlereagh Road, Penrith. The sign is oriented to face southbound traffic.
Advertising display area	<ul style="list-style-type: none"> 41.98m² (12.53m x 3.35m)
Visual Screen Size	<ul style="list-style-type: none"> 39.94m² (12.48m x 3.20m)
Road clearance from ground level to the sign	<ul style="list-style-type: none"> There will be a clearance of 4.9m from the base of the sign to Castlereagh Road The sign will not protrude below the bridge structure
Dwell time	<ul style="list-style-type: none"> Minimum dwell time of 10 seconds
Signage exposure	<ul style="list-style-type: none"> Readability is from a distance of 100m for vehicles travelling southbound
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 or within proximity to the site

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 6 and Figure 7 and provided within the Architectural package at Appendix 2. An indicative photomontage of the sign, as viewed from Castlereagh Road is provided at Figure 8.

As part of the proposal, JCDecaux will undertake the removal of graffiti on the overpass. This will be undertaken at the time of constructing the proposed sign. As noted, an anti-graffiti screen will be installed on the bridge façade.

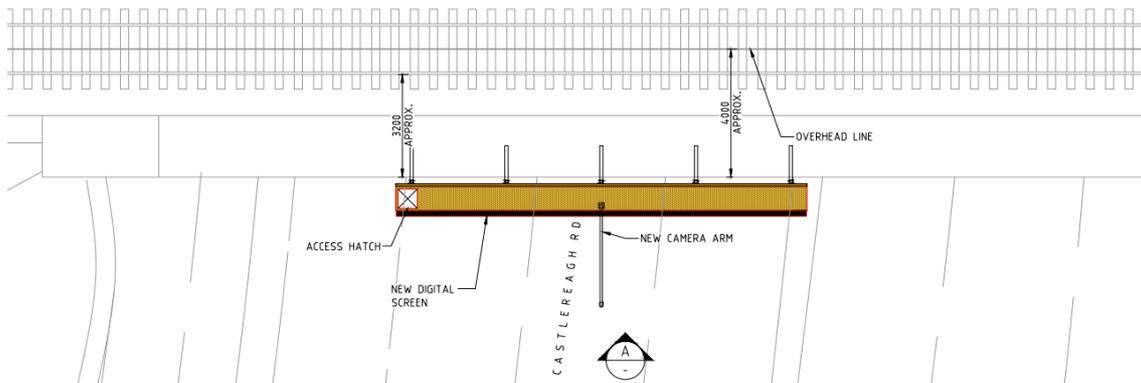


Figure 6: Digital signage plan (Source: Dennis Bunt Consulting Engineers)

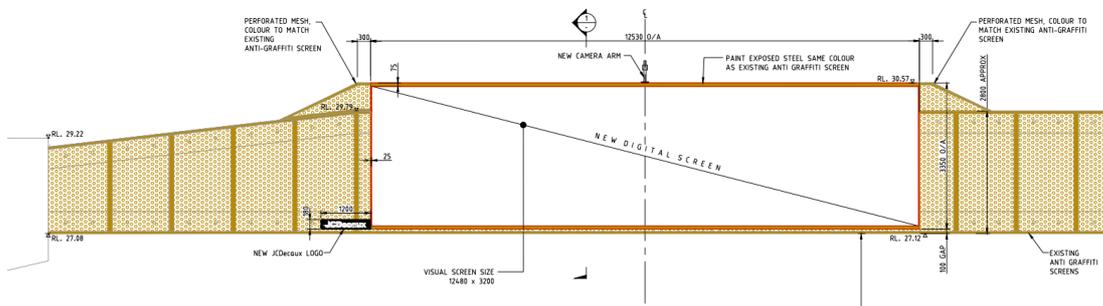


Figure 7: Elevation of proposed sign (Source: Dennis Bunt Consulting Engineers)



Figure 8: Indicative view from Castlereagh Road (Source: JCDecaux)



Figure 9: Indicative view from Castlereagh Road (Source: JCDecaux)



Figure 10: Indicative view from Castlereagh 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 60km/hr speed zone
- it is recommended by the signage safety assessment to increase the dwell time to 15 seconds in consideration of the signs proximity to traffic signals

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

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

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

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

3.3 Hours of Operation

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

3.4 Signage Installation

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 8).

The existing railway bridge that will support the LED sign is a concrete bridge. The sign structure will consist of a fully welded three-dimensional (3D) steel box. Steel support frames will be fixed to the side of the bridge's girder. New horizontal rails will be fixed to the support frames.

The extension to the anti-graffiti screen will also consist of a welded frame that will be bolted to the top of the existing frame. It will also be lifted into position by crane during the road closure.

Details regarding the structural integrity are provided at Section 5.4.

3.5 Sign Access and Maintenance

The proposed new sign will have a LED steel box with an internal walkway so that the rear of the LED screen can be accessed for maintenance without affecting the traffic below.

There will be a hatch in the top of the box and an internal ladder, and the hatch will be accessed from the deck of the railway bridge.

JCDecaux will be responsible for maintenance of the signage structure. Maintenance will be undertaken by employees/ representatives of JCDecaux.

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 under the *Heritage Act 1977* 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,</i>	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats

Objective	Comment
<i>ecological communities and their habitats,</i>	
<i>(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	<p>The sign is located within the curtilage of a <i>Penrith Local Environmental Plan 2010 (PLEP)</i> local heritage item (188). Additionally, there are state heritage items within proximity to the sign.</p> <p>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 7).</p>
<i>(g) to promote good design and amenity of the built environment,</i>	<p>The development will be located within an established transport corridor. The design of the sign, including the amendments to the bridge façade is considered to promote good design and will not have an adverse impact on the amenity of the surrounding location.</p>
<i>(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	<p>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.</p>
<i>(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	<p>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.</p>
<i>(j) to provide increased opportunity for community participation in environmental planning and assessment.</i>	<p>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.</p>

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) the provisions of:	
(i) any environmental planning instrument, and	The relevant environmental planning instruments are addressed at Section 4.
(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	The relevant proposed environmental planning instruments are addressed at Section 4
(iii) any development control plan, and	The Penrith Development Control Plan 2014 is addressed at Section 4.6.
(iiia) any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph),	The application is consistent with the relevant matters of the EP&A Regulations.
(v) (Repealed)	N/A
(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The impacts of the proposal are addressed in Section 5.
(c) the suitability of the site for the development,	Site suitability is addressed at Section 5.6.
(d) any submissions made in accordance with this Act or the regulations,	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e) the public interest.	Public interest is addressed at Section 5.6.

Table 5: Section 4.15(1) assessment

4.2 Roads Act 1993

The proposal is located above a public road and therefore requires approval under section 138 of the *Roads Act 1993* (Roads Act):

138 Works and structures

(1) A person must not:

- (a) erect a structure or carry out a work in, on or over a public road, or
- (b) dig up or disturb the surface of a public road, or
- (c) remove or interfere with a structure, work or tree on a public road, or
- (d) pump water into a public road from any land adjoining the road, or
- (e) connect a road (whether public or private) to a classified road, otherwise than with the consent of the appropriate roads authority.

The application will be referred to TfNSW in accordance with Section 138 of the Roads Act.

4.3 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 Penrith Railway Station group list number 01222 is listed on the State Heritage Register. The sign is not located within this group.

Additionally, Penrith Railway Station Group and residence is included in the TfNSW Heritage and Conservation Register under Section 170 of the *Heritage Act 1977* (#4801032). The HIS (Appendix 7) notes the railway bridge over Castlereagh Road is not within the curtilage of these items.

The HIS and Section 4.5.2 of this report demonstrate the proposed works will not detract from the heritage significance of the Penrith Railway Station group and will be consistent with the provisions of the *Heritage Act 1977* and should be supported.

Further, the proposed sign will have minimal impact on the significance of this heritage item given the sign is approximately 480m away from the curtilage and is fixed onto the overpass, orientated away from the heritage item.

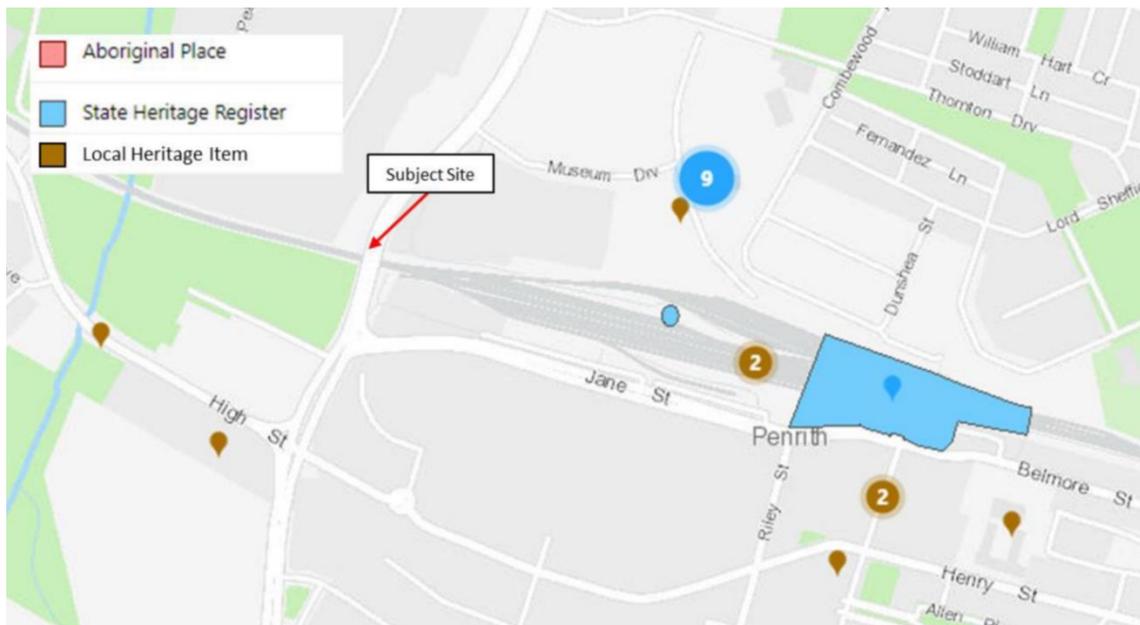


Figure 11: Heritage Map (Source: NSW State Heritage Inventory)

4.4 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.

4.4.1 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 PLEP 2010, the proposed sign is permissible with consent under section 3.14 of the Industry and Employment SEPP as it is on behalf of Sydney Trains and is within a railway corridor. Further, under section 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 • the sign is located within a railway corridor and is orientated to present to vehicles travelling south along Castlereagh Road which is an established road corridor 	Yes
<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 scale of the sign is in keeping with surrounding development 	Yes

Schedule 5	Comment	Compliance
	<p>and will not detract from the surrounding built environment</p> <ul style="list-style-type: none"> 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. 	
2. Special Areas		
<p><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></p>	<ul style="list-style-type: none"> the proposal does not unreasonably impact the amenity of the area the site is not located near to land identified as environmentally sensitive, waterways, rural landscapes or residential areas the sign is located within the curtilage of a <i>Penrith Local Environmental Plan 2010 (PLEP)</i> local heritage item (I88). Additionally, there are state heritage items within proximity to the sign. as detailed within the Heritage Impact Statement prepared by Louis Thom Heritage, the proposed works will not have an adverse impact on the local item as the bridge is of recent construction and the statement of significance does not include the railway bridge. 	Yes
3. Views and vistas		
<p><i>Does the proposal obscure or compromise important views?</i></p>	<ul style="list-style-type: none"> the sign is proposed to be erected on an existing railway bridge overpassing Castlereagh Road and will not obscure or compromise important views 	Yes
<p><i>Does the proposal dominate the skyline and reduce the quality of vistas?</i></p>	<ul style="list-style-type: none"> the proposal is consistent with the surrounding road environment and is located within an established road corridor attached to an existing railway bridge overpass 	Yes
<p><i>Does the proposal respect the viewing rights of other advertisers?</i></p>	<ul style="list-style-type: none"> the proposed sign will not dominate the skyline or reduce the quality of vistas there are no nearby advertising signs and therefore no impacts on viewing rights 	Yes

Schedule 5	Comment	Compliance
4. Streetscape, Setting or Landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<ul style="list-style-type: none"> the proposal involves the erection of a new sign with a visual display area of 41.98m² on an existing railway bridge overpass 	Yes
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	<ul style="list-style-type: none"> the sign is appropriate for its setting due to its location within a railway corridor and adjacent to a road corridor 	Yes
<i>Does the proposal reduce clutter by rationalizing and simplifying existing advertising?</i>	<ul style="list-style-type: none"> the proposal represents a contemporary form of digital advertising that will contribute to the visual interest of the streetscape and surrounding setting 	Yes
<i>Does the proposal screen unsightliness?</i>	<ul style="list-style-type: none"> the proposal will improve the visual interest of the immediate area 	Yes
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	<ul style="list-style-type: none"> JCDecaux will undertake the removal of graffiti on the overpass at the time of constructing the proposed sign 	Yes
<i>Does the proposal require ongoing vegetation management?</i>	<ul style="list-style-type: none"> there is no existing advertising at the site the proposed sign has a flat surface and does not protrude above buildings, structures or tree canopies as noted, the bridge will be extended by 600mm to enable the sign will sit within the soffit and not protrude above the proposal does not require ongoing vegetation management 	Yes
5. Site and Building		
<i>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?</i>	<ul style="list-style-type: none"> the proposal is compatible with the scale and proportion of the rail overpass and road corridor characteristics as described within Section 2 of the SEE 	Yes
<i>Does the proposal respect important features of the site or building, or both?</i>	<ul style="list-style-type: none"> the proposal respects and improves the features of the rail overpass and surrounding area by creating an item of visual interest 	Yes
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	<ul style="list-style-type: none"> the sign features an innovative design that considers its surrounding context 	Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
<i>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the</i>	<ul style="list-style-type: none"> JCDecaux will operate the content management system for the sign. This management system ensures that unapproved content 	Yes

Schedule 5	Comment	Compliance
<i>signage or structure on which it is to be displayed?</i>	<p>is not downloaded either by mistake or without appropriate authorisation</p> <ul style="list-style-type: none"> a security camera / web camera is proposed to ensure the display of the LED screen is working properly. a compliant operator logo will also be located at the bottom right of the screen 	
7. Illumination		
<i>Would illumination result in unacceptable glare?</i>	<ul style="list-style-type: none"> a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4 the LIA confirms that the proposed digital sign would not result in unacceptable glare or have any detrimental impacts to the safety of pedestrians, or vehicular traffic. the sign is not located in proximity to residential dwellings or accommodation the sign complies with all relevant criteria for luminance of digital advertisements the brightness of the LEDs will be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions the proposal is consistent with the applicable 'post curfew' illuminance limits established under AS 4282-2019 	Yes
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>		Yes
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>		Yes
<i>Can the intensity of the illumination be adjusted, if necessary?</i>		Yes
<i>Is the illumination subject to a curfew?</i>		Yes
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	<ul style="list-style-type: none"> a Signage Safety Assessment (SSA) prepared by TTPP is included at Appendix 3. the SSA confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or cyclists. the proposal does not obscure sightlines from public areas as it is located on the bridge. 	Yes
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>		
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>		

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

4.4.2 Transport Corridor Advertising and Signage Guidelines 2017

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

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

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

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Digital Sign Criteria
- Road Safety (refer Section 5.1)
- Luminance Levels for Digital Advertisements (refer Section 5.2.1)
- the Public Benefit Test (refer Section 5.6)

4.4.3 State Environmental Planning Policy (Transport and Infrastructure) 2021

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

In addition, Chapter 2 identifies those matters that are to be considered in the assessment of development that is adjacent to particular types of infrastructure, including development in and adjacent to road 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		
(1) <i>This section applies to development on land that is in or adjacent to a rail corridor, if the development—</i>		
(a) <i>is likely to have an adverse effect on rail safety, or</i>	The proposed signage is unlikely to adversely impact on the safety and operation of the rail line as the sign is located on the northern façade of the rail bridge, facing the road.	Yes
(b) <i>involves the placing of a metal finish on a structure and the rail corridor concerned is used by electric trains, or</i>	Furthermore, the Applicant is Sydney Trains who will ensure no structure is approved to be erected that may impact the ongoing operation of the Sydney Trains rail network.	
(c) <i>involves the use of a crane in air space above any rail corridor, or</i>		
(d) <i>is located within 5 metres of an exposed overhead electricity power line that is used for the purpose of</i>	The proposed sign will comprise metal finishes. However, it is not anticipated that the railway line will	

Section	Comment	Compliance
<i>railways or rail infrastructure facilities.</i>	<p>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>	
<p>(2) <i>Before determining a development application for development to which this section applies, the consent authority must—</i></p> <p>(a) <i>within 7 days after the application is made, give written notice of the application to the rail authority for the rail corridor, and</i></p> <p>(b) <i>take into consideration—</i></p> <p>i. <i>any response to the notice that is received within 21 days after the notice is given, and</i></p> <p>ii. <i>any guidelines that are issued by the Secretary for the purposes of this section and published in the Gazette.</i></p>	<p>It is anticipated DPE will notify the application accordingly.</p>	<p>Yes</p>
<p>(3) <i>Despite subsection (2), the consent authority is not required to comply with subsection (2)(a) and (b)(i) if the development application is for development on land that is in or adjacent to a rail corridor vested in or owned by ARTC or the subject of an ARTC arrangement.</i></p>	<p>Not applicable. As above, it is anticipated DPE will notify the application in accordance with Section 2.98(2).</p>	<p>N/A</p>
<p>(4) <i>Land is adjacent to a rail corridor for the purpose of this section even if it is separated from the rail corridor by a road or road related area within the meaning of the Road Transport Act 2013.</i></p>	<p>Noted.</p>	<p>Yes</p>
<p>2.99 Excavation in, above, below or adjacent to rail corridors</p>		
<p>(1) <i>This section applies to development (other than development to which section 2.101 applies) that involves the penetration of ground to a depth of at least 2m below ground level (existing) on land—</i></p>	<p>The proposed works will not involve any excavation as the signage will sit on the façade of the bridge.</p> <p>Therefore, no further consideration under Section 2.99 is required.</p>	<p>Yes</p>

Section	Comment	Compliance
<p>(a) <i>within, below or above a rail corridor, or</i></p> <p>(b) <i>within 25m (measured horizontally) of a rail corridor, or</i></p> <p>(c) <i>within 25m (measured horizontally) of the ground directly below a rail corridor, or</i></p> <p>(d) <i>within 25m (measured horizontally) of the ground directly above an underground rail corridor.</i></p>		
2.119 Development with a frontage to a classified road		
<p>(1) <i>The objectives of this section are—</i></p> <p>(a) <i>to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i></p> <p>(b) <i>to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i></p> <p>(2) <i>The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—</i></p> <p>(a) <i>where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i></p> <p>(b) <i>the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</i></p> <p>(i) <i>the design of the vehicular access to the land, or</i></p> <p>(ii) <i>the emission of smoke or dust from the development, or</i></p> <p>(iii) <i>the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</i></p> <p>(c) <i>the development is of a type that is not sensitive to traffic noise or vehicle emissions, or</i></p>	<p>The proposal comprises development with frontage to Castlereagh Road which is classified as a State classified road (no.630).</p> <p>The assessment contained in the SEE and supporting reports concludes that the proposed signage would not compromise safety for road users in the vicinity.</p> <p>A Signage Safety Assessment (SSA) has been prepared as part of the application and is included at Appendix 3.</p> <p>The SSA considers the ongoing operation and function of Castlereagh Road in context to the development and concludes that the proposed sign would be acceptable from a road safety perspective.</p> <p>Road safety is further discussed at Section 5.1.</p>	<p>Yes</p>

Section	Comment	Compliance
<p><i>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>		

Table 7: Transport and Infrastructure SEPP assessment

4.5 Penrith Local Environmental Plan 2010

The PLEP 2010 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 PLEP 2010. Signage is permissible with consent in the SP2 zone under the PLEP 2010 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.

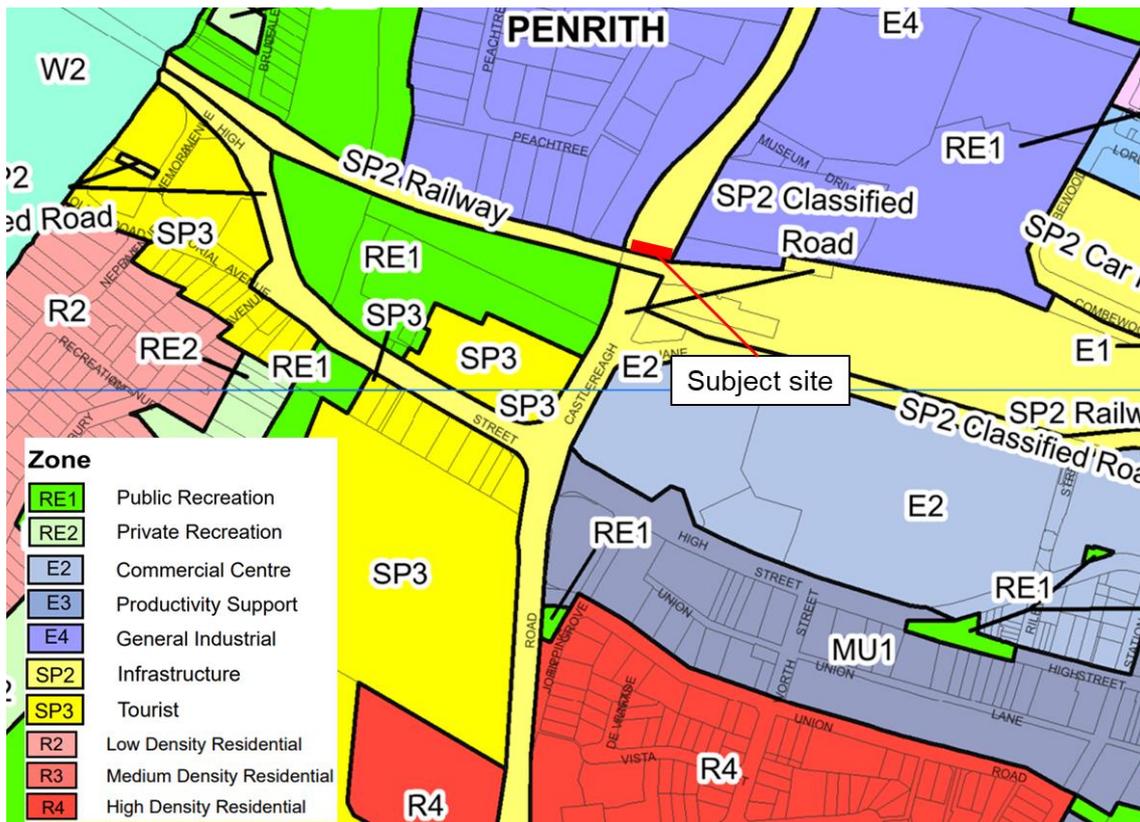


Figure 12: Land use zoning map (Source: PLEP 2010)

4.5.2 Heritage

The site is located within the Penrith Railway Station group heritage item under the PLEP 2010 (heritage item No. 188).

The Penrith Railway Station group is also identified as a State Heritage Item (no. 1222). However, the site is not identified within the SHR under the State Heritage Inventory (Figure 11).

The site is also nearby other heritage items under the PLEP 2010 (Figure 13):

- Item 187 – Station Master’s House (former)
- Item 259 - Penrith Power Station (former)

The Heritage Impact Statement (HIS) prepared by Louis Thom Heritage (Appendix 7) concludes the proposed works will not have an adverse impact upon the State Heritage Item as the development is outside the curtilage of the item. The HIA also confirms the proposed sign will not adversely impact the heritage values of local heritage item no. 188 as the statement of significance for the local heritage listing does not include the railway bridge which is of recent construction.

The proposal complies with the objectives of clause 5.10 of the PLEP 2010 as it conserves the heritage significance of the nearby heritage items, including associated fabric, settings and views.

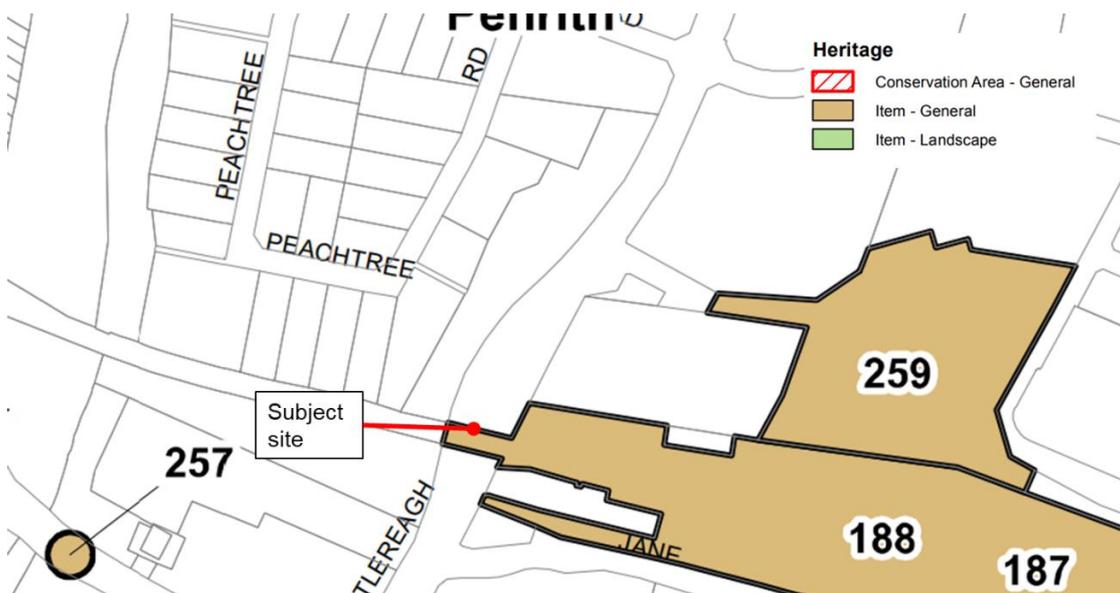


Figure 13: Heritage map (Source: PLEP 2010)

4.6 Penrith Development Control Plan 2014

The proposal is generally in compliance with the aims, objectives and key provisions of the *Penrith Development Control Plan 2014* (PDCP 2014).

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

Provision	Comment	Complies
Chapter 9 – Advertising and Signage		
9.1. General Requirements for Signs		
<p>(1) (a) Signs are to be designed and located to:</p> <ul style="list-style-type: none"> (i) relate to the use of the building; (ii) be visually interesting and exhibit a high level of design quality; (iii) be constructed of high quality, durable materials; (iv) be wholly contained within the property; (v) have only a minimal projection from the building; (vi) be integrated and achieve a high degree of compatibility with the architectural design of the supporting building having regard to its composition, fenestration, materials, finishes and colours, and ensure that architectural features of the building are not obscured; (vii) have regard to the view of the sign and any supporting structure, cabling and conduit from all angles, including visibility from the street level and nearby higher buildings and against the skyline; and (viii) be sympathetic to the existing character of the area and the particular architectural/urban design utilised in any improvements scheme. <p>(b) Signs that contain additional advertising promoting products or services not related to the approved use of the premises or site (such as the logos or brands of products; e.g. soft drinks, brewers, photographic film, etc) are not permitted.</p> <p>(c) Signs painted or applied on the roof are prohibited;</p> <p>(d) Corporate colours, logos and other graphics are encouraged to achieve a very high degree of compatibility with the architecture, materials, finishes and colours of the building and the streetscape.</p> <p>(e) Flat standing signs are only permissible where the main building is set back 3 metres or more from the street alignment.</p>	<ul style="list-style-type: none"> • The proposed sign will relate to the use of the bridge structure it is located on. The sign will generate revenue for Sydney Trains to be used throughout their rail network. • The sign represents a high-quality design and is compatible and integrated with the bridge structure. • The sign will be constructed of solid, durable materials, such as steel and metal, as outlined in the Structural Feasibility Statement. • As noted, the signage has been carefully designed with regard to the bridge structure. The features of the bridge structure will not be diminished or obscured. • All support systems and cabling will be internalised or to the rear of the sign and therefore will not be visible from street level or nearby buildings. • The signage is proposed for the purposes of third party advertisements. Notwithstanding, as noted above, the revenue generated from the advertisements will be reinvested into the Sydney Trains network. • The signage is proposed on the elevation of the bridge. • The logo has been designed to reflect a neutral tone and not detract from the bridge. • There is limited advertising signage 	<p>Yes</p>

Provision	Comment	Complies
<p>(f) <i>In considering applications for new signs, Council must have regard to the number of existing signs on the site and in its vicinity; whether that signage is consistent with the provisions of this section; and whether the cumulative impact gives rise to visual clutter.</i></p> <p>(g) <i>Signs must not involve damage, removal or pruning to trees or other vegetation and must not result in pruning or removal for visibility purposes. h) The dominant design of any sign must relate to business identification rather than product advertising.</i></p>	<p>within the vicinity of the proposed sign. There are some street and directional signage. However, the proposal will not result in additional clutter or distraction.</p> <ul style="list-style-type: none"> • No tree removal or vegetation pruning is required. 	
<p>(2) <i>Signs and Road Safety</i></p> <p>(a) <i>Signs are regarded as prejudicial to the safety of the travelling public and are therefore prohibited if they:</i></p> <p>(i) <i>Obscure or interfere with road traffic signs and signals or with the view of oncoming vehicles or pedestrians;</i></p> <p>(ii) <i>Obscure or interfere with the view of a road hazard or an obstruction which should be visible to drivers or other road users;</i></p> <p>(iii) <i>Give instructions to traffic by use of the word 'stop' or other directions, which could be confused with traffic signs;</i></p> <p>(iv) <i>Include variable messages or intensity of lighting sufficient to impair drivers' vision or distract drivers' attention; or</i></p> <p>(v) <i>Are located in places where drivers' require greater concentration, such as at major intersections or merging and diverging lanes.</i></p>	<ul style="list-style-type: none"> • The proposed sign will not obscure or interfere with surrounding road traffic signs and signals or with the view of oncoming vehicles or pedestrians as it is proposed to be located on the overpass. • Perforated mesh in the colour of the existing anti-graffiti screen will ensure the proposal will not obscure or interfere with views of potential road hazards. • The proposed sign will not give instructions to traffic • The proposal will not include variable messages • The sign is located approximately 95m from the nearest signalised intersection and is beyond the prescribed safe stopping distance • The LIA (Appendix 4), confirms the proposed digital signage will not result in unacceptable glare nor will it adversely impact the safety of drivers' or pedestrians 	Yes
<p>(3) <i>Inappropriate Signs</i></p>	<p>The proposed sign is a billboard advertisement,</p>	On merit

Provision	Comment	Complies
<p>(a) Council will not support an application for an advertisement of a form, type or size described below (see Figure C9.1 for example illustrations):</p> <ul style="list-style-type: none"> (i) Roof signs; (ii) Sky signs controlled from the land; (iii) Signs painted on or applied on the roof; (iv) Flashing signs; (v) Signs made of canvas, calico or the like (other than a temporary sign); (vi) Signs displayed on an awning blind or external window blind; (vii) Hoardings (excluding those required during construction); (viii) Billboards; (ix) Bulletin boards; (x) Signs in the nature of posters attached directly onto walls, roof surfaces or any street furniture; (xi) Signs mounted on parked or stationary motor vehicles, trailers (both registered and unregistered) where the principal purpose of the vehicle or trailer is not for the transportation of goods or people but is parked in a location and position as an advertising medium; (xii) A-frame or sandwich board signs (except where specific controls have been prepared and adopted by Council); (xiii) Pole or pylon signs, except for industrial, business park, service station or shopping centre uses which are permitted one pole or pylon signs with the maximum height not in excess of 7.0m; (xiv) Signs that are located on land which advertises businesses that are not being conducted on that land; (xv) Vertical or horizontal projecting signs; (xvi) Fin signs; and (xvii) Above awning signs. 	<p>however, it is anticipated the sign will not cause any adverse impacts for the following reasons:</p> <ul style="list-style-type: none"> • the proposal is considered appropriate for its setting as it is located within an established major road corridor • the advertising sign will sit flush on the façade of the overpass and will not extend above or below the soffit of the structure • there are no residential receivers in proximity to the proposal • the sign will not be oriented towards any heritage items • the proposed sign is permissible with consent under both section 3.14 of the Industry and Employment SEPP and within the SP2 zone under the PLEP 2010 	
<p>9.2. Signs in the Vicinity of Heritage Items</p>		
<p>(1) Applicants intending to erect a sign should consult Penrith LEP 2010 (Schedule 5 Environmental Heritage) to determine whether or not the property is a heritage item, or in a heritage conservation area, or</p>	<p>The proposed sign is located on a local heritage item as per the PDCP 2010.</p>	<p>On merit</p>

Provision	Comment	Complies
<p><i>in the vicinity of a heritage item ('In the vicinity' is defined in Appendix F1 – Definitions of this Plan). If the proposed signage is on or in the vicinity of a heritage item, or in a heritage conservation area, the impact must be addressed in the application. In some cases, Council may require a Heritage Impact Statement (see the Culture and Heritage Section of this Plan).</i></p>	<p>A Heritage Impact Statement (HIS) has been prepared by Louis Thom Heritage Consultants (Appendix 7) and confirms the proposed development will not have an adverse impact upon the heritage values of the locally listed heritage item.</p> <p>This SEE adequately addresses the impacts of the proposal on the nearby heritage items, determining that there will be minimal impacts due to the orientation of the sign and distance away from these items.</p>	
<p><i>(2) A sign, generally, should not be fixed to a heritage item unless the building had traditionally displayed an advertisement.</i></p>	<p>The proposal is located on a locally listed heritage item as per the PLEP 2010.</p> <p>The proposed sign is considered acceptable as the Statement of Significance for the sign does not mention the railway overpass as an element of heritage significance. Furthermore, as the railway overpass is recently constructed, the structure itself is of no heritage significance.</p> <p>Therefore, the HIS confirms the proposed sign will not have an adverse impact upon the heritage values of the item.</p>	On merit
<p><i>(3) Any sign shall be appropriately designed and located to ensure that the architectural details of the building and/or the heritage character of the site are not obscured or diminished</i></p>	<p>The proposed sign is appropriately designed as it will incorporate architectural elements of the bridge.</p>	Yes

Table 8: DCP Assessment

5 Environmental Planning Assessment

5.1 Road safety

A 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 Castlereagh Road near the railway bridge is summarised in Table 9.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> Castlereagh Road is a classified State Road (No. 630)
Speed limit	<ul style="list-style-type: none"> the speed limit on Castlereagh Road at this location is 60 km/h
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> Jane Street intersection is approximately 95m south of the proposed sign The High Street/ Great Western Highway intersection located approximately 250m south of the proposed digital sign and allows entrance and exit for both northbound and southbound traffic Museum Drive is a signalised intersection located approximately 200m north of the proposal and allows entrance and exit for both northbound and southbound traffic
Road configuration and geometry	<ul style="list-style-type: none"> Castlereagh Road has two northbound travelling lanes, decreasing from three approximately 60m south of the site there are four southbound travelling lanes, including one turning bay onto Jane Street
Crash data	<ul style="list-style-type: none"> No crashes were reported for the most recent five years (which TfNSW has aggregated data)
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> pedestrian footpaths are located on both sides of Castlereagh Road a pedestrian crossing is provided at the intersection of Castlereagh Road and Jane street cyclist infrastructure is provided on the footpath on the eastern side of Castlereagh Road with cycling lanes provided the proposal is unlikely to impact the safety of residents, motorists, pedestrians or cyclists as it will be located within the railway corridor above Castlereagh Road
Parking	<ul style="list-style-type: none"> no stopping or car parking is permitted along Castlereagh Road in proximity to the sign.
Stopping sight distance (SSD)	<ul style="list-style-type: none"> 64m at 60km/hr.

Table 9: Existing road environment (Source: TTPP)

5.1.2 Signage exposure

The SSA estimates that the sign is proposed on the northern side of Castlereagh Road and will be readable to northbound motorists from approximately 100m north of the sign, except for the left turning lane as it is shorter and has a length of 75m on approach to the sign. The signage exposure distance and indicative views are shown in Figure 14 and Figure 15.



Figure 14: Indicative view from approximately 75m - southbound direction (Source: TTPP)

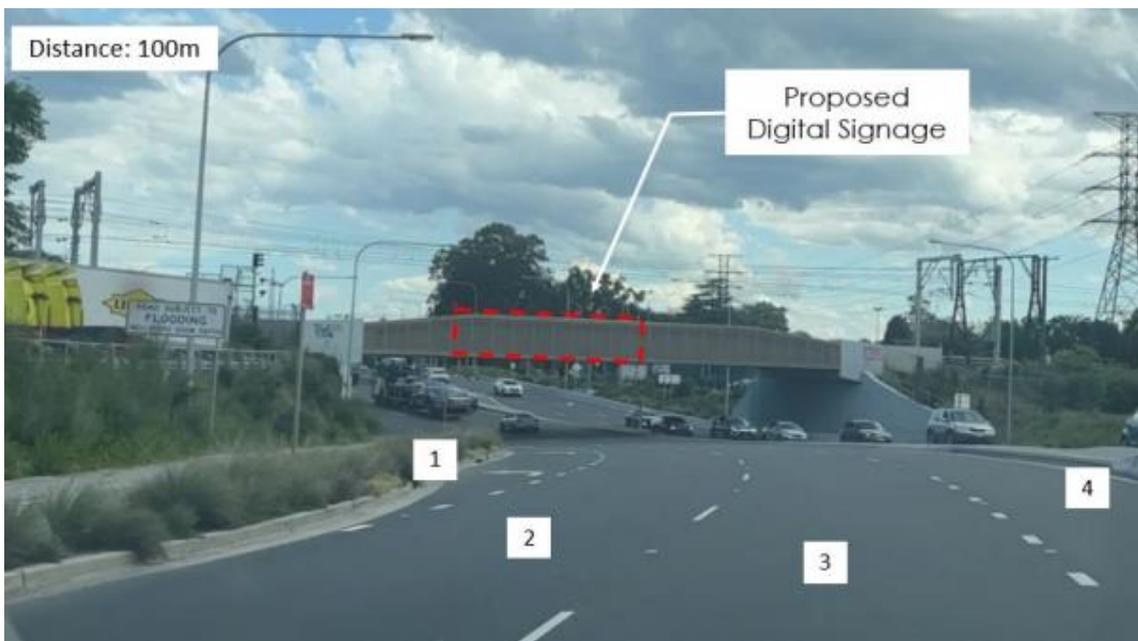


Figure 15: Indicative view from approximately 100m - southbound direction (Source: TTPP)

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, no crashes were recorded within the readable distances of the sign.

It is noted that there was a serious injury crash incident recorded on the northbound carriageway of Castlereagh Road. However, it is acknowledged that this crash occurred in the opposite direction of the proposed digital sign and the future conditions in the northbound direction would not be impacted by the proposal.

The location of the road accidents in proximity to the site is shown in Figure 16.

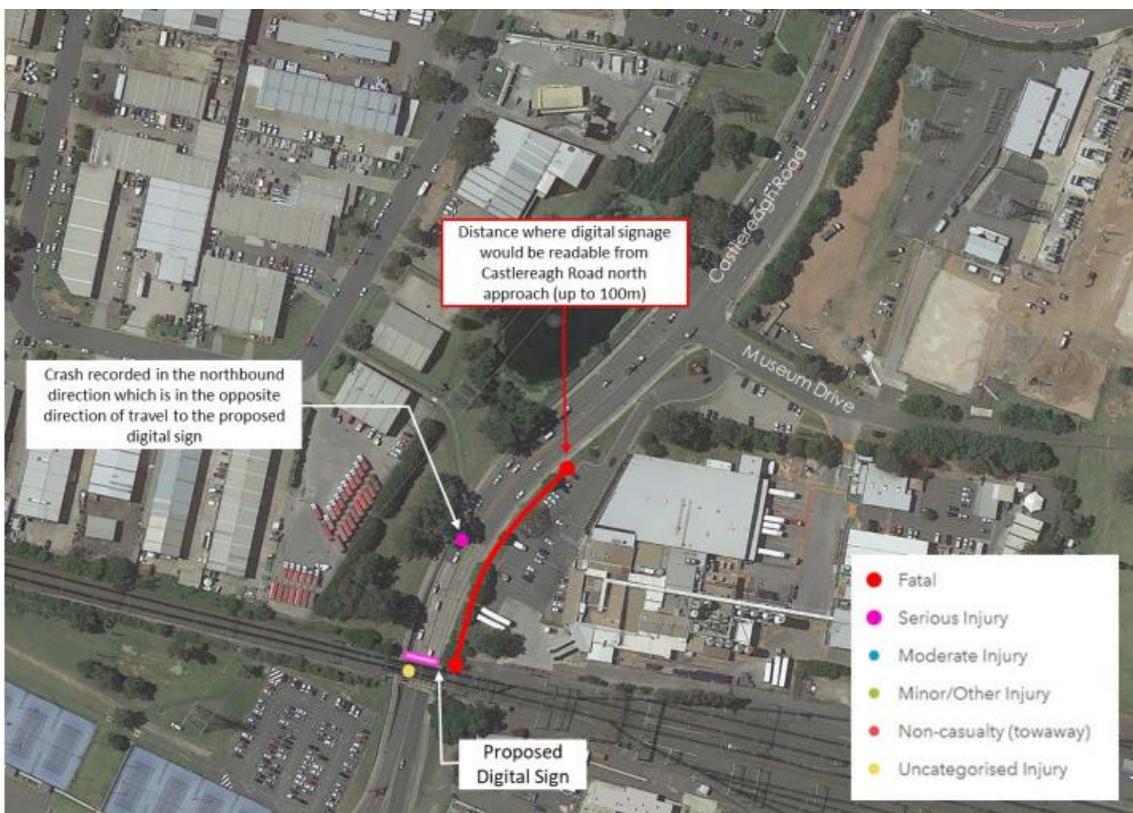


Figure 16: Historical crash data in proximity to the site (Source: TTPP)

5.1.4 Stopping sight distance

Stopping Sight Distance (SSD) is defined in the *Guide to Road Design, Part 3: Geometric Design* (Austroads, 2016) as the distance required to enable a normally alert driver travelling at the design speed on wet pavement to perceive, react and brake to a stop before reaching a hazard on the road ahead.

For the purpose of this assessment, an operating speed of 60 km/h has been used to calculate the minimum SSD. A 60 km/h speed has been adopted based on the signposted speed limit on Castlereagh 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 60 km/h speed zone is 64m.

Where there is a slope within the safe stopping distance, the Guidelines specifies a grade correction factor be applied. In this case, a correction of 5 m is deducted from the 64m safe sight distance. Therefore, the safe sight distance becomes 59m rounded up to 60m.

The SSA notes that the proposed digital sign would be located within the safe stopping distance of the Castlereagh Road – Jane Street signalised intersection for southbound motorists. The location of the proposed sign is beyond 60m north of the traffic signals, as shown in Figure 17.

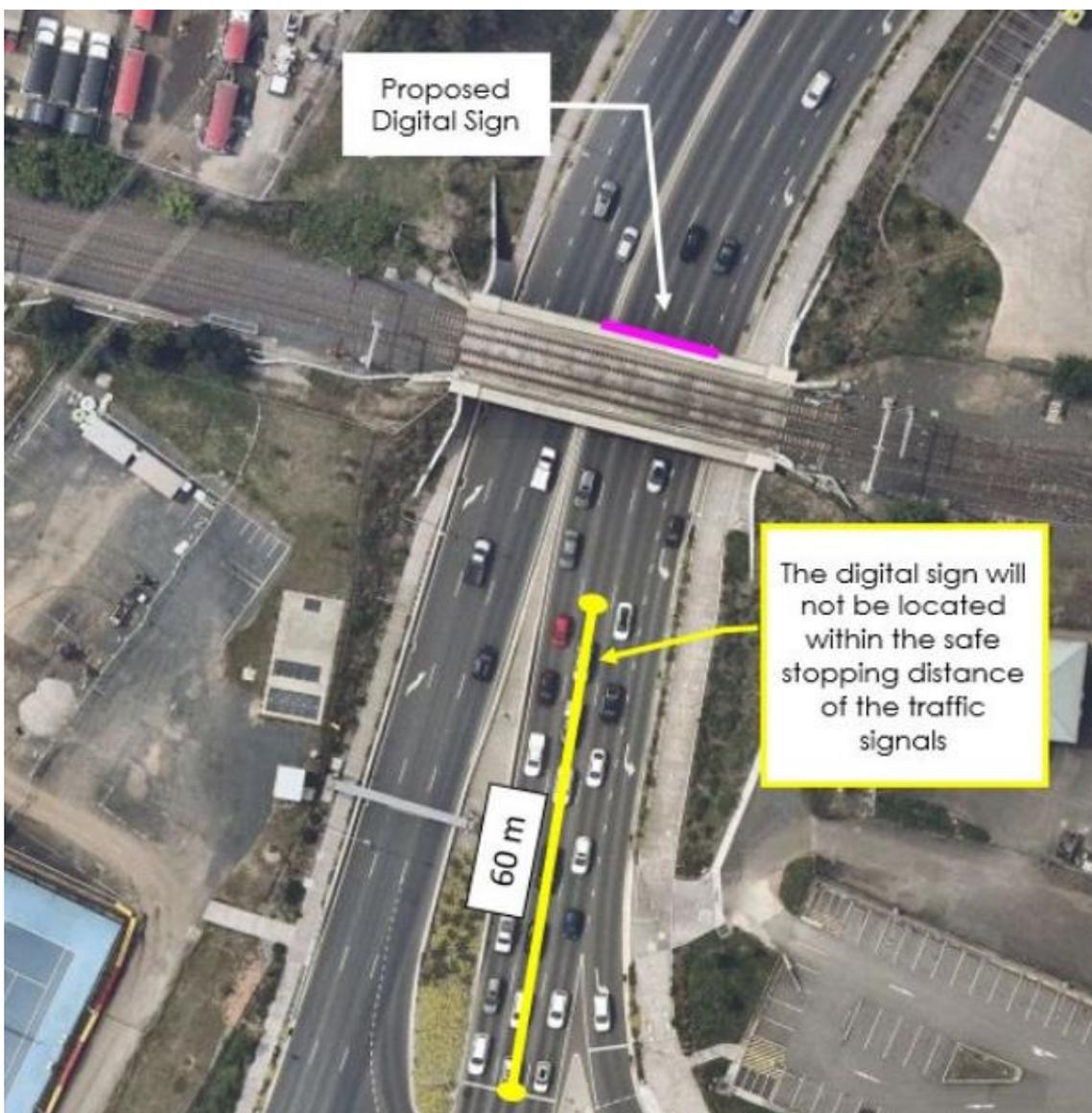


Figure 17: Safe Stopping Distance (Source: TTPP)

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 the Signage Guidelines. Table 3 within the Signage Guidelines are outlined in Table 10 and Table 12 respectively.

Sign Location Criteria	Response provided by TTPP	Compliance
Road clearance		
<p>a. <i>The advertisement must not create a physical obstruction or hazard. For example:</i></p> <p>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></p> <p>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 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><i>The digital sign would not physically obstruct any vehicle, pedestrian and cyclist movements as it would be placed on the side of the railway bridge above the carriageway on Castlereagh Road. The digital sign would not protrude below the underside of the railway bridge, and hence the vertical clearance would be maintained as per existing conditions.</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 board would be installed on the side of the railway bridge, which is positioned above the carriageway and outside of the clear zone. Hence, it 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>The digital sign would not be located within the clear zone.</i></p> <p><i>The existing available vertical clearance between the road surface and the underside of the railway bridge would be maintained.</i></p>	✓

Sign Location Criteria	Response provided by TTPP	Compliance
<p>d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.</p>	<p>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.</p>	<p>✓</p>
Line of sight		
<p>a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.</p>	<p>The digital sign would be installed on the overhead rail bridge and would not obstruct a driver's visibility towards other vehicles. The nearest crossing locations are at the side road of Museum Drive or Jane Street which would not be obstructed by the proposed digital sign given they are not within close proximity to the overhead rail bridge.</p>	<p>✓</p>
<p>b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.</p>	<p>The proposed digital sign would not obstruct pedestrian and cyclist's view of Castlereagh Road and the shared path beside the carriageway. A view of the shared path in the vicinity of the proposed sign is shown in Figure 3.1 (of the SSA).</p>	<p>✓</p>
<p>c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.</p>	<p>While travelling in the southbound 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 Castlereagh Road.</p> <p>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 2.3 (of the SSA).</p>	<p>✓</p>
<p>d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</p>	<p>The proposed digital sign would be located within a driver's peripheral vision whilst travelling southbound on Castlereagh Road. Motorists would not be required to turn their heads when spotting the sign, and</p>	<p>✓</p>

Sign Location Criteria	Response provided by TTPP	Compliance
<p>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></p> <p>ii. <i>The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</i></p>	<p><i>all motorists would be able to see the road simultaneously when viewing the sign.</i></p> <p><i>Southbound motorists on Castlereagh Road would be able to view traffic queuing in all four lanes on approach to Great Western Highway and the proposed digital sign within their peripheral view, as shown in Figure 3.2 (of the SSA). As such, there is unlikely to be any impact to road safety.</i></p> <p><i>The positioning and angle of the sign would not be expected to result in headlight reflection or glare.</i></p>	
Proximity to decision making points and conflict points		
<p>a. <i>The sign should not be located:</i></p> <p>i. <i>less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</i></p> <p>ii. <i>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</i></p> <p>iii. <i>so that it is visible from the stem of a T-intersection.</i></p>	<p><i>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.</i></p> <p><i>For the purpose of this assessment, an operating speed of 60 km/h has been used to calculate the minimum SSD. A 60 km/h speed has been adopted based on the signposted speed limit on Castlereagh 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 60 km/h speed zone is 64 m.</i></p>	<p>✓</p>

Sign Location Criteria	Response provided by TTPP	Compliance
	<p><i>On approach to the Castlereagh Road – Jane Street traffic signals, there is an upward slope of approximately 5% (as measured off Nearmap). Where there is a slope within the safe stopping distance, the Guidelines specifies a grade correction factor be applied and then the SSD be rounded up to the nearest to the nearest 5m. In this case, a correction of 5 m is deducted from the 64 m safe sight distance. Therefore, the safe sight distance becomes 59 m rounded up to 60m.</i></p> <p><i>On the above basis, the proposed signage should not be located within 60 m on approach to the traffic signals. The proposed signage would be located well-beyond the SSD to the stop line at Jane Street as shown in Figure 3.1 (of the SSA). In this regard, motorists would have sufficient reaction and braking time to stop safely on approach to the signalised intersection.</i></p> <p><i>A digital sign should not be located less than the safe stopping distance from a sharp curve. Castlereagh Road comprises a slight horizontal and vertical curve in the road alignment on approach to the proposed digital sign, as shown Figure 3.4 and Figure 3.5 (of the SSA). However, given the change in alignment is slight, there is unlikely to be any impact to road safety.</i></p>	
<p><i>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver’s view:</i></p> <ul style="list-style-type: none"> <i>i. of a road hazard</i> <i>ii. to an intersection</i> <i>iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)</i> <i>iv. to an emergency vehicle access point or Type 2</i> 	<p><i>The proposed sign is elevated above the road level such that a driver’s view to the traffic signals, warning signage or any potential road hazards would be maintained at all times in the vicinity of the digital sign.</i></p> <p><i>A driver’s visibility to the ‘low clearance’ signage and directional signage on Castlereagh Road would not be impeded by the digital sign as the street signage is</i></p>	<p>✓</p>

Sign Location Criteria	Response provided by TTPP	Compliance
<p>driveways (wider than 6-9m) or higher.</p>	<p>located well before the digital sign at a distance where the digital sign is unlikely to be readable by motorists. Given the further distance of the digital sign, the driver's attention would be on the street signage located within the foreground of the driving view as shown in Figure 3.6 and Figure 3.7 (of the SSA).</p> <p>In this regard, the proposed sign would not distract a driver at a critical time.</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>There are no other advertising billboards located within 150 m of the proposed digital sign.</p>	<p>✓</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>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 that the signage content does not interfere with existing traffic devices and will comply with any development conditions in relation to this concern.</p>	<p>✓</p>
<p>b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example:</p> <p>i. Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</p> <p>ii. Does the advertisement imitate a prescribed traffic control device?</p> <p>iii. If the sign is in the vicinity of traffic lights, does the</p>	<p>Notwithstanding this, 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>	<p>✓</p>

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
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?		
Dwell time and transition time – criteria for digital signs		
<p>a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.</p> <p>b. Dwell times for image display must not be less than:</p> <p>i. 10 seconds for areas where the speed limit is below 80km/h.</p> <p>ii. 25 seconds for areas where the speed limit is 80km/h and over</p> <p>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.</p> <p>d. Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.</p> <p>e. The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.</p>	<p>Based on the NSW Guidelines, the minimum dwell time for content displayed on the digital signage would be 10 seconds.</p> <p>There are no school zones within visible distance to the proposed digital sign.</p> <p>The digital signage is proposed to contain text and images, which would be in a static manner without any motion for this dwell time. The transition between content would be almost instantaneous.</p>	✓
Illumination and reflectance		
<p>a. Luminance levels must comply with the requirements in Table 6 in Transport Corridor Outdoor Advertising and Signage Guidelines.</p> <p>b. The image displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.</p>	<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 specialist report prepared by a qualified consultant.</p>	✓
Interaction and Sequencing		
<p>a. The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This</p>	<p>The proposed sign would not contain interactive technology or technology that enables opt-in direction communication with</p>	✓

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
<p><i>includes interactive technology or technology that enables opt-in direction communication with road users.</i></p> <p><i>b. 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>	<p><i>motorists. The digital sign would not be designed to make motorists anticipate information.</i></p>	

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 will be readable from approximately 100m to the north of the sign. Castlereagh Road has a posted speed limit of 60km/h. As such, a dwell time of 10 seconds for the digital sign is required in accordance with the Guidelines.

In summary, based on the findings of TTPP in its SSA, the road environment along Castlereagh Road in proximity to the proposed sign is considered acceptable on road safety grounds.

5.2 Illumination

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

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

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

5.2.1 Illumination criteria – Signage Guidelines

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

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

Lighting Condition	Max Permissible Luminance for Zone 4 (cd/sqm)	Complies
Full sun on face of signage	No limit	✓
Daytime luminance	6000	✓
Morning and evening twilight and inclement weather	700	✓
Night Time	350	✓

Table 12: Luminance levels for digital advertisements criteria – Signage Guidelines

The proposed signage complies with the Maximum Permissible Luminance set out for Zone 3. It is noted that the maximum luminance limit during the night time period will not exceed the recommended maximum permissible luminance level set out in the Signage Guidelines of 350 cd/sqm for Zone 3.

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

The *Control of the Obtrusive Effects of Outdoor Lighting* (AS 4282-2019) sets out limits for different obtrusive factors associated with the night time operation of outdoor lighting systems. The LIA at Appendix 4 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 surrounding environment as being within Environmental Zone A4 of AS 4282-2019, which is described as having high district brightness (e.g. town and city centres, commercial areas, and residential areas abutting commercial areas).

The LIA confirms there are no residential developments that are located within the residential exclusion zone of the proposed sign. Therefore, the signage will comply with the illuminance limits in AS 4289-2019.

The maximum lighting limits for Environmental Zone A4 during the pre-curfew and post-curfew periods, as set out in AS 4282-2019, is shown in Table 13: Maximum lighting limit (post-curfew)

Environmental Zone	Maximum vertical illuminance (lux)		Complies
	Pre-curfew	Post-curfew	
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. The Applicant has committed to these recommendations.

In summary, the LIA determines that the sign:

- complies with all relevant requirements of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting and the Signage Guidelines
- will not result in unacceptable glare nor should it adversely impact the safety of pedestrians, residents or vehicular traffic
- will not cause any unacceptable amenity impacts to nearby residences or accommodation.

5.3 Heritage

A Heritage Impact Statement (HIS) has been prepared by Louise Thom Heritage Consultants (Appendix 7) to assess the impact of the proposed sign on the nearby items.

The site is in proximity to the NSW State Heritage Register item 'Penrith Railway Station Group'; however, it is not within the curtilage of this item. However, the railway bridge is within the curtilage of the PLEP 2010 heritage item 188 'Penrith Railway Station.' The HIS concludes there will be no impact upon the Penrith Railway Station Group and residence as the development is located outside the curtilages of these items.

The HIS also confirms that the proposal will not have an adverse impact upon the heritage values of the locally listed heritage item.

5.4 Structural Integrity

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 8) to determine the structural integrity and extent of the proposed sign.

Details of the structural elements of the sign are outlined below:

Steel Frame

- the structure will consist of a fully welded three-dimensional (3D) steel box
- steel support frames will be fixed to the side of the bridge's girder.
- new horizontal rails will be fixed to the support frames.

The weight of the digital screen, 3D steel box, cladding and support structure is approximately 6 tonnes. Compared to the loads on the main girder of the bridge from the dead load of the bridge and the live loads from the trains the extra vertical load from the sign box will be approximately 1 to 2 % of the total load.

The sign is to be designed for a wind loading and design life in accordance with AS1170.2. The height of the sign and anti-graffiti screen will be approximately 600mm above the top of the existing girder. Therefore, the overall wind load on the bridge will be no greater due to the addition of the sign.

5.5 Visual Impacts

The application proposes an advertising display area of approximately 41.98m². The application provides for advertising signage 12.53m in length and 3.35m in height, inclusive of the 75mm skirt above and below the visual display area (shown on the Architectural Plans at Appendix 2).

The existing Castlereagh Road overpass has been recently constructed with no known important features, as shown in Figure 18. The surrounding area has low visual sensitivity due to the surrounding industrial zoning and nature of the visual catchment.

The proposed sign would not obstruct and/ or reduce visibility of any traffic control devices, signage, pedestrians or cyclists travelling along Castlereagh Road.

Additionally, there are no residential dwellings in proximity to the proposed sign. The closest residential dwellings are located at a residential flat building at 83-85 Union Road, Penrith, approximately 400m to the south of the site. There will be no views towards the sign from these properties as the proposed sign will face north away from the direction of the residential properties (Figure 18).

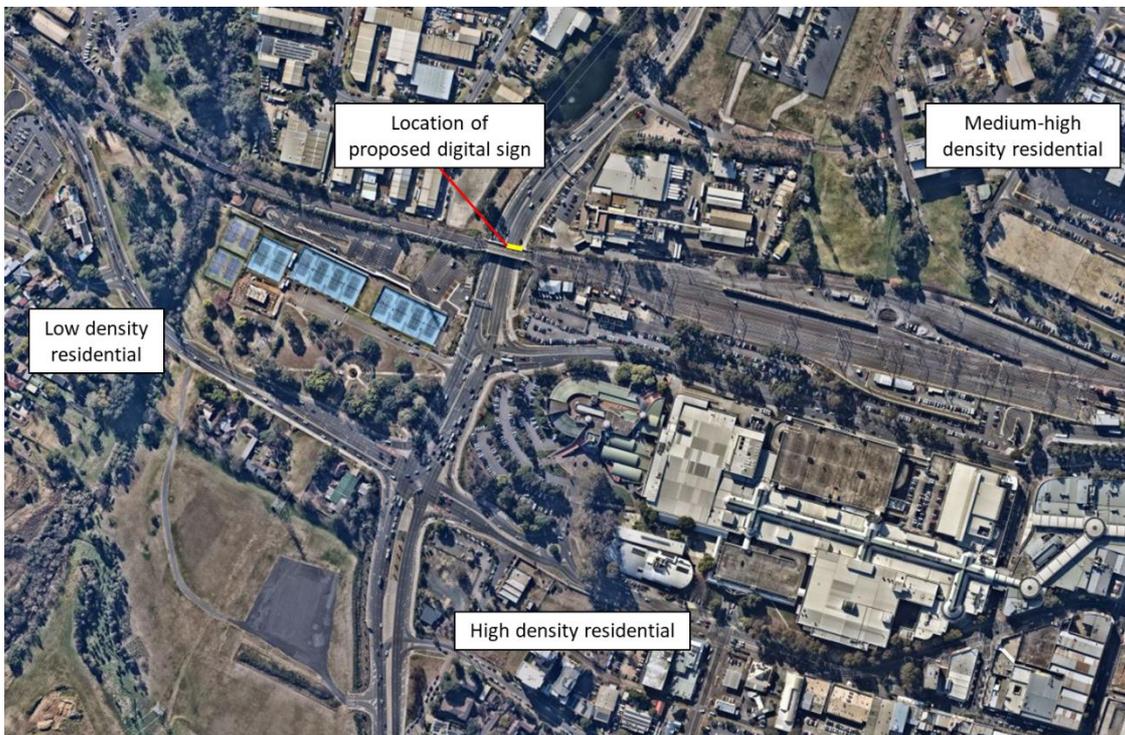


Figure 18: Location of surrounding pockets of residential development (Base Source: Near Maps)

View impacts from heritage items

The site is located within the Penrith Railway Station group heritage item under the PLEP 2010 (as noted in Figure 19).

The proposal is expected to have no visual impact on the heritage item for the following reasons:

- The proposal is located approximately 380m north west of the State heritage item and is sufficiently separated from the item by the railway corridor. Therefore, the proposal will not be seen from the heritage item.
- The proposed signage will not block any views towards the heritage item as the proposed sign will be located on an existing bridge and contained wholly within the bridge structure.

On this basis, there are anticipated to be no heritage impacts resulting from the proposal.



Figure 19: Existing view from Penrith Railway Station Group looking north-west towards proposed sign (Source: Keylan)

In summary, the proposal is assessed as having a minor and acceptable visual impact on the surrounding area, on the basis that:

- the surrounding area has low visual sensitivity due to the industrial zoning and non-residential nature of the visual catchment
- the proposal does not result in any visual clutter as the proposed digital advertising sign will be a standalone sign along the railway overpass
- the proposal is oriented away from the nearby heritage items in the locality
- the proposal is integrated within the visual envelope of the bridge and will not extend outside of the structural boundaries of the railway overpass and will therefore not obstruct a view line or any significant views
- the installed digital advertising sign will enhance the visual interest of the railway overpass through the presentation of high resolution static digital advertisements
- the proposal is considered appropriate for its setting, as it is located within an established major road corridor

5.6 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 an existing rail corridor bridge
- there will be no adverse impacts upon any significant European or Aboriginal cultural heritage items or heritage conservation zones
- sign orientation ensures the proposed sign will not be oriented towards any heritage items
- detailed investigations of the road network have determined that the proposed sign will not impact on the continued and safe operation of Castlereagh Road in its function as a classified road
- the proposal is integrated within the envelope of the bridge and will not protrude outside of the structural boundaries of the overpass and will therefore not obstruct a view line or any significant views
- the digital advertising sign will enhance the visual interest of the Castlereagh Road overpass through the presentation of high resolution static digital advertisements
- the development complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology in NSW

Further to the above, the site is an effective location for outdoor advertising that will generate revenue to the benefit of the local community. The public benefits of the proposal are discussed in further detail at Section 5.6.

5.7 Public benefit

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

A Public Benefit Statement prepared by Sydney Trains is included as part of the application (Appendix 5). The statement confirms that 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, as part of the proposal, JCDecaux will undertake the removal of graffiti on the overpass that the proposed sign will be erected on to be undertaken at the time of constructing the proposed sign.

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 digital advertising sign attached to the northern elevation of the bridge above Castlereagh Road, Penrith.

The sign will be visible to motorists travelling southbound along Castlereagh Road. The sign is proposed to comprise an advertising display area of approximately 41.98m² with a visual screen size of 39.94m².

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

- meets the objectives of Chapter 3 of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 5 of the Industry and Employment SEPP
- demonstrates compliance with the criteria set out in the Signage Guidelines in regard to land use compatibility, digital signage, road safety and illumination requirements and the public benefit test
- will not impact adversely impact any items of European or Aboriginal heritage
- 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.