

# Statement of Environmental Effects

Advertising Signage  
Parramatta Road, Auburn

November 2023

[transport.nsw.gov.au](https://transport.nsw.gov.au)



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## Project Summary

Project Element	Summary of the project
<b>Proposal</b>	<ul style="list-style-type: none"> <li>the proposal seeks to continue the operation of two existing approved static illuminated advertising signs on the pedestrian overbridge at Parramatta Road, Auburn, for a further 15-year period</li> <li>no physical works are proposed to the two signage structures</li> </ul>
<b>Background</b>	<ul style="list-style-type: none"> <li>the two static illuminated signs were approved at the site by the Department of Planning and Environment (DPE) on 1 December 2008 (DA/63/7/2008), thereby, the consent lapses on 30 November 2023</li> </ul>
<b>Site Description</b>	<ul style="list-style-type: none"> <li>the signs are located on the eastern and western elevations of the pedestrian overbridge</li> <li>the site is located adjacent to Auburn North Public School at Parramatta Road, Auburn</li> <li>the signs are oriented towards vehicles travelling east and west on Parramatta Road</li> <li>the site is located within the Cumberland Local Government Area</li> </ul>
<b>Advertising Display Area</b>	<ul style="list-style-type: none"> <li>Dimensions: 20m x 1.80m (+ logo) per sign</li> <li>Area: 36m<sup>2</sup> per sign</li> </ul>
<b>Road Safety Impacts</b>	<ul style="list-style-type: none"> <li>a Signage Safety Assessment (SSA) has been prepared by TTPP (Appendix 3)</li> <li>the SSA confirms: <ul style="list-style-type: none"> <li>the sign on the eastern elevation is visible from 420 metres on the westbound approach</li> <li>the sign on the western elevation is visible from 190 metres on the eastbound approach</li> <li>the continued operation of the signage largely complies with the relevant road safety criteria and would not compromise safety for road users</li> </ul> </li> </ul>
<b>Lighting Impacts</b>	<ul style="list-style-type: none"> <li>a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4)</li> <li>the LIA confirms the proposal: <ul style="list-style-type: none"> <li>complies with the relevant illumination criteria</li> <li>will not result in unacceptable lighting impacts at night</li> <li>will not unreasonably impact on the visual amenity of nearby residences of accommodation</li> </ul> </li> </ul>
<b>Heritage Impacts</b>	<ul style="list-style-type: none"> <li>the site is located in proximity to both local and State heritage items, however, impacts on these items are considered negligible given the location and orientation of the sign and separation distance between the site and these items</li> <li>an assessment of heritage impacts is provided at Section 5.2 and Section 5.5.2 and a Heritage Impact Statement (HIA) has been prepared by Louise Thom Heritage Consultants (Appendix 6)</li> <li>the HIA supports the proposal and confirms the continuation of the signage will not have an adverse impact on heritage items as it will not compromise the significance, associated fabric, settings, or views</li> </ul>
<b>Public Benefit</b>	<ul style="list-style-type: none"> <li>a Public Benefit Statement has been prepared by TfNSW (Appendix 7) and confirms the revenue will support essential TfNSW services</li> </ul>
<b>Cost of works</b>	<ul style="list-style-type: none"> <li>\$46,311,10</li> </ul>

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 *Transport for NSW* (TfNSW) (the Applicant) to accompany a Development Application (DA) to continue the operation of the existing approved advertising signage for an additional 15 years at Parramatta Road, Auburn, within the Cumberland Local Government Area (LGA).

As TfNSW 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(d)(iii) of *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP). Accordingly, this SEE has been prepared and is submitted to the Department of Planning and Environment (DPE) pursuant to the provisions of Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Further, as the Applicant is a public authority, the subject application is a Crown Development Application pursuant to Part 15, Section 294 of the *Environmental Planning and Assessment Regulation 2021* (EP&A Regulation) and Part 4 Division 4.6 of the EP&A Act.

This SEE also includes a detailed assessment of the operation of the proposed application 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 existing development consent (DA/63/7/2008) lapses on 30 November 2023. As such, the proposed application seeks to continue the operation of the existing approved advertising signage for a period of 15 years. Each of the signage structures comprise a backlit sign box with an advertising display area of 36m<sup>2</sup>.

Importantly, no physical works are proposed to the approved advertising structures. Given this, the estimated cost of works of the proposal is \$46,311.10 (Appendix 9).

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

Supporting documentation	Appendices
SEPP & Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Signage Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Structural Feasibility Statement	Appendix 5
Statement of Heritage Impact	Appendix 6
Public Benefit Statement	Appendix 7
Letter to Council	Appendix 8
Cost of Works Statement	Appendix 9
Copy of existing consent	Appendix 10

Table 2: List of Appendices

## **1.1 Consultation with Cumberland Council**

Cumberland City Council (Council) own the pedestrian overbridge, on which the signs are located, however TfNSW manage and maintain the pedestrian overbridge.

In accordance with Section 23(3a) of the EP&A Regulations, consent in writing from the owner of the land for a DA made by a public authority is not required if written notice to the subject owner is given prior to lodging the application.

On 26 October 2023, written notice was sent to Council, as the owners of the pedestrian overbridge, to notify them of the proposal to extend the duration of the existing advertising signs. A copy of this letter is provided at Appendix 10. At the time of lodgement, no response was received from Council.



## 2 The Site and Locality

### 2.1 Site Description

The two existing signs are located on either side of the Parramatta Road pedestrian overbridge. The overbridge spans over Parramatta Road in a general north-south alignment, allowing pedestrians to safely cross Parramatta Road and access Auburn North Public School from the residential properties on the southern side of the road. The signs are oriented towards eastbound and westbound traffic.

Parramatta Road is a state classified road (no. 5). Parramatta Road travels in a general east-west alignment. There are a number of signalised intersections in proximity to the site as outlined below:

- Macquarie Road/Parramatta Road intersection - 30m from the site
- Stubbs Street/Parramatta Road intersection - 220m from the site
- Station Street/Parramatta Road intersection - 230m from the site

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

The pedestrian overbridge as viewed from Parramatta Road westbound and eastbound is shown at Figure 2 and 3.



Figure 1: Site context (Source: Near Maps)





Figure 2: Existing sign as seen from Parramatta Road looking east (Source: Keylan)

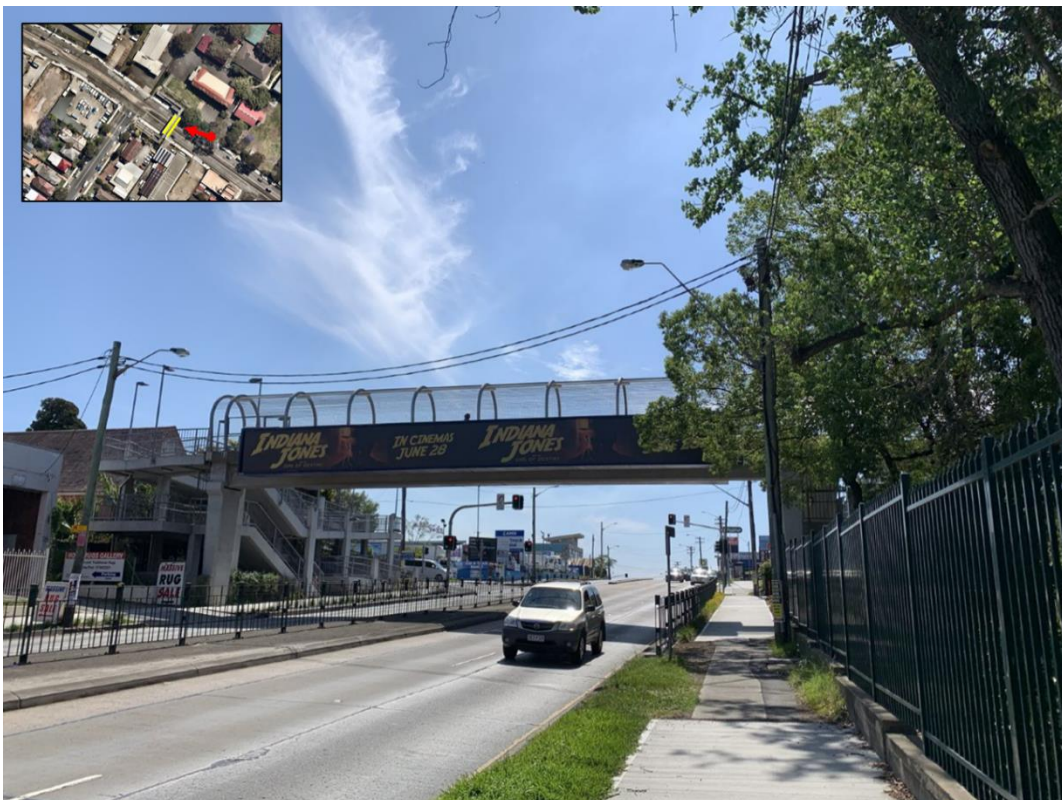


Figure 3: Existing sign as seen from Parramatta Road looking west (Source: Keylan)

## 2.2 Surrounding Locality

The existing advertising sign is located and visible within an established TfNSW road corridor. The surrounding locality comprises a mixed-use character, consisting of:

- Auburn North Public School to the immediate north of the site
- Auburn Uniting Church and commercial premises to the immediate south of the site
- Commercial premises stores to the east
- Commercial premises and car and truck rental yards to the west
- a mix of low and medium density residential development are located behind the commercial development along the southern side of Parramatta Road
- a mix of low and medium density residential development in the broader surrounds

A review of aerial and street view photography confirms that the surrounding locality has remained relatively unchanged since the original approval. Notwithstanding, some changes should be noted as outlined below:

- Commercial premises have remained the predominant land use along Parramatta Road, however a childcare centre 100m east of the site at 147 Parramatta Road was approved in 2016 and is currently under construction. Visual impacts on this use are addressed at Section 6.5 of this report.
- The Macquarie Road and Parramatta Road intersection 30m west of the site was converted to a signalised intersection in 2013. The existing sign has been found to have had no adverse impacts on motorists using this intersection as addressed in the Signage Safety Assessment at Appendix 3.
- Whilst there are no large format advertising signs in proximity to the site, signage is not uncommon in the surrounding area. It is noted an existing school sign adjacent to the Parramatta Road entrance to Auburn North Public School was approved to be replaced with a freestanding sign containing a digital display screen in June 2022.

An aerial comparison of the site is provided at Figure 4 below. The area as viewed from the site today is provided at Figures 5 and 6.



Figure 4: Aerial comparison of the site from 2010 to 2023 (Base source: Near maps)





Figure 5: View from the Parramatta pedestrian overpass looking west along Parramatta Road (Source: Keylan)



Figure 6: View from the Parramatta pedestrian overpass looking east along Parramatta Road (Source: Keylan)

## **2.3 Existing Road Environment**

Parramatta Road is an established, arterial road corridor. At the location of the site the corridor comprises two lanes travelling west and two lanes travelling east. Just before the site on the eastbound approach there is a turning lane to facilitate right hand turns onto Macquarie Road. There is no stopping or standing of vehicles permitted on either side of Parramatta Road.

On approach to the proposal, a speed limit of 60km/hr applies in both directions. A school zone speed of 40km/hr applies during 8am-9:30am and 2:30pm-4pm daily.

On road cycling is permitted on, however no formal cycling facilities are provided.

### 3 Background

On 1 December 2008, the Minister for Planning granted approval to DA/63/7/2008 (original application) for the installation of two backlit lightbox signage advertisements on either side of the Parramatta pedestrian overbridge.

The consent was granted for a period of 15 years from the date of commencement of consent. On this basis, the consent will lapse 30 November 2023.

On 11 November 2009, modification to DA/63/7/2008 was approved by the Minister for Planning. The modification permitted the removal of condition D1 "Advertisement Materials" from the existing consent conditions.

A copy of the original consent and the modification determination is provided at Appendix 10.

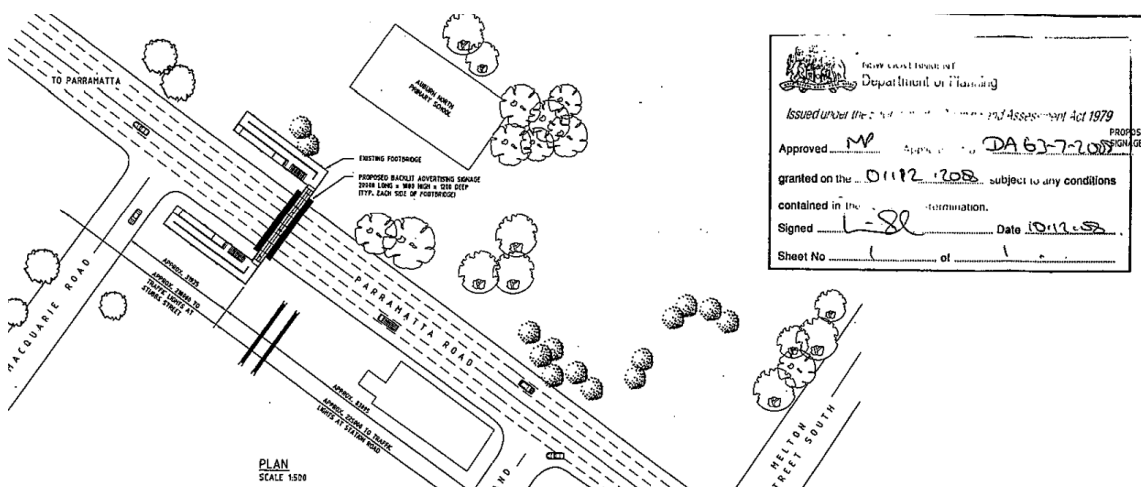


Figure 7: Stamped Plans (Source: DPE)

## 4 The Proposal

The proposal seeks to continue the operation of the two existing static advertising signs on the pedestrian overbridge at Parramatta Road, Auburn, for a further 15-year period.

The development is summarised in Table 3 below.

Development Aspect	Description
<b>Development summary</b>	<ul style="list-style-type: none"> <li>on 1 December 2008, the sign was approved by Department of Planning and Environment</li> <li>the proposal seeks to continue the operation of the existing approved advertising signage to for a further 15 year period</li> <li>no physical works are proposed to the signage structure</li> </ul>
<b>Signage location</b>	<ul style="list-style-type: none"> <li>the signs are located on the eastern and western elevation of the Parramatta Road pedestrian overbridge, Auburn, oriented towards traffic</li> </ul>
<b>Advertising display area</b>	<ul style="list-style-type: none"> <li>36m<sup>2</sup> (20m x 1.8m + logo) – per sign</li> </ul>
<b>Road clearance from ground level to the sign</b>	<ul style="list-style-type: none"> <li>5.5m clearance to ground level (Parramatta Road)</li> <li>it is noted the clearance of the bridge to the road is lower than the signage structures</li> </ul>
<b>Signage exposure</b>	<ul style="list-style-type: none"> <li>the sign on the eastern elevation is visible from a distance of 420 metres on the westbound approach</li> <li>the sign on the western elevation is visible from a distance of 190 metres on the eastbound approach</li> </ul>
<b>Consent time period</b>	<ul style="list-style-type: none"> <li>15 years</li> </ul>

Table 3 Development summary

Architectural drawings for the sign are shown in Figures below and provided within the Architectural package at Appendix 2.

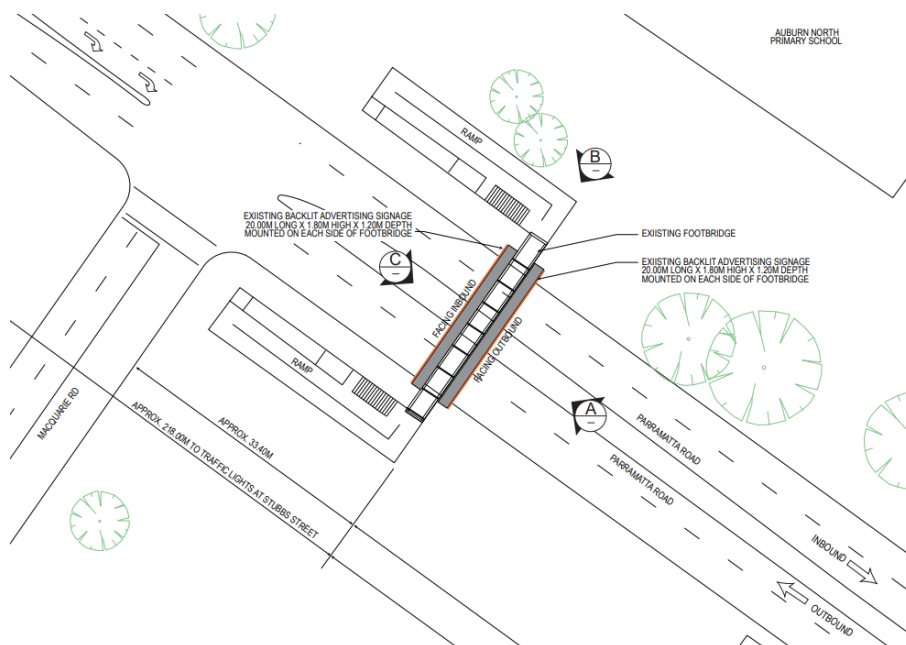


Figure 8: Site plan (Source: JCDecaux)



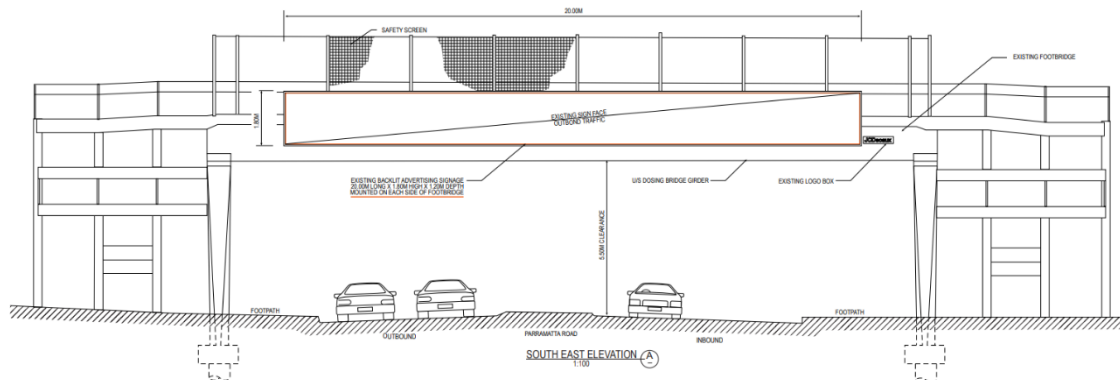


Figure 9: Sign elevation - east (Source: JCDecaux)

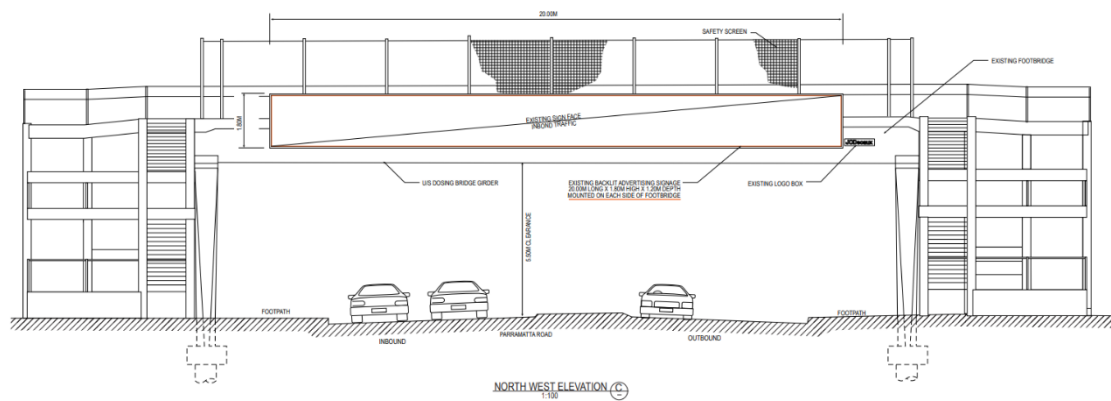


Figure 10: Sign elevation - west (Source: JCDecaux)

## 4.1 Signage Operation and Management

JCDecaux will implement content controls for the 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 continue to comply with the following:

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

Advertising material will be changed approximately once a month, during daylight hours and generally within the afternoon period. The material change over will be carried out from the walkway inside the signage box without having to stop the traffic below the sign. This approach is the existing practice at the site.

## **4.2 Sign Access and Maintenance**

The site will be accessed from an existing access hatch located on the side of the safety screen, a platform between the safety screen and the box and a hatch on the top of the box. JCDecaux will be responsible for the maintenance of the signage structure. Maintenance will be undertaken by employees/ representatives of JCDecaux during the night to protect the below road environment.

## 5 Statutory Planning Framework

### 5.1 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 15 Section 294 of the EP&A Regulations and 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 DAs (other than development that requires a heritage approval). On this basis, the subject application is not 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 contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.
(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 application 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 continuing the operation of the existing approved advertising signage within an established road corridor. This will allow the signs to continue to provide public benefits including the generation of revenue that contributes to improving and maintaining the TfNSW road network.
(d) <i>to promote the delivery and maintenance of affordable housing,</i>	Affordable housing does not form part of this application.
(e) <i>to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,</i>	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats.

Objective	Comment
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	<p>There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the proposal.</p> <p>However, the proposed application will be partially visible from Auburn North Public School which is both a state and local heritage item adjacent to the site.</p> <p>It is anticipated that there will be no adverse impact to the built and cultural heritage of this item as the signage is oriented towards the road corridor and not the school.</p> <p>Furthermore, the immediate environment is highly urbanised and includes a busy transport corridor where signage is not uncommon, the application only proposes to continue the operation of the existing approved advertising signs. As such, there will be no physical alterations to the signage and the site will remain as is.</p> <p>A heritage impact assessment is provided at Appendix 6.</p>
(g) <i>to promote good design and amenity of the built environment,</i>	<p>The development will continue to be located within an established road corridor. The sign designs are not proposed to change, and the structures will continue to promote a high quality design that does not have an adverse impact on the amenity of the surrounding area.</p>
(h) <i>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 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>
(j) <i>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.</p> <p>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 5.
(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 5.
(iii) any development control plan, and	The <i>Cumberland Development Control Plan 2021</i> (CDCP 2021) is addressed at Section 5.6.
(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.
(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 6.
(c) the suitability of the site for the development,	Site suitability is addressed at Section 6.7.
(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 6.8.

Table 5: Section 4.15(1) assessment

## 5.2 Heritage Act 1977

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



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

The site is, however, located adjacent to a State heritage item, the 'Auburn North Public School - Buildings B00F, B00G, B00H and B00I and Significant Trees', which is listed on the S.170 NSW State agency heritage register.

The site is also 500m east of the 'Electricity Substation no.167', State heritage item, which is listed as no.01790 on the State heritage Register.

A Statement of Heritage Impact (SoHI) has been prepared by Louise Thom Heritage Consultants (Appendix 6). The SoHI provides an assessment of the impact upon nearby items and found that there will be no adverse impact upon the significance of these as a result of the continuation of the existing signs.



Figure 11: Location of the subject site and State heritage items (Base source: Near Maps)

### 5.3 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.*
- (2) *A consent may not be given with respect to a classified road except with the concurrence of TfNSW.*
- (3) *If the applicant is a public authority, the roads authority and, in the case of a classified road, TfNSW must consult with the applicant before deciding whether or not to grant consent or concurrence.*
- (4) *This section applies to a roads authority and to any employee of a roads authority in the same way as it applies to any other person.*

Section 138(3) states that the applicant must consult with TfNSW prior to deciding whether or not to grant concurrence. As addressed above, 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 DAs (other than development that requires a heritage approval). Therefore, concurrence from TfNSW is not required in this instance.

## **5.4 State Environmental Planning Policies**

The proposal has been assessed in 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.

### **5.4.1 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 *Cumberland Local Environmental Plan 2021* (CLEP 2021), the proposed application is permissible with consent under Section 3.14(b)(iii) of the Industry and Employment SEPP as it is for an advertisement on behalf of TfNSW on land managed by TfNSW and within 250m of a classified road.

Further, under Section 3.10(d)(iii) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is for an advertisement displayed on land managed by TfNSW.

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
<b>1. Character of the Area</b>		
<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"> <li>DA 63-7-2008 was assessed and considered to be consistent with the character of the surrounding area</li> </ul>	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"> <li>as discussed in Section 2, the surrounding locality has remained relatively unchanged since the original approval</li> <li>the proposed continued operation of the approved signage is therefore considered to remain consistent with the character of the area</li> <li>the signage remains appropriately located within a highly frequented road corridor in an urbanised area</li> <li>the scale of the signs remains in keeping with surrounding development and it will continue to sit comfortably within the structure of the bridge</li> <li>there is no particular theme for outdoor advertising in the area</li> </ul>	Yes
<b>2. Special Areas</b>		
<i>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?</i>	<ul style="list-style-type: none"> <li>the existing advertising signs are not visible from any environmentally sensitive areas, waterways, open space areas or rural landscapes</li> <li>though the existing advertising signs are partially visible from the Auburn Public School which is a state and local heritage item, the continued operation of the approved signage will not result in any adverse impacts for the following reasons: <ul style="list-style-type: none"> <li>views from this item are not directly towards the existing signage as these items have a general north-south alignment and the existing signs have an east-west alignment</li> </ul> </li> </ul>	Yes

Schedule 5	Comment	Compliance
	<ul style="list-style-type: none"> <li>○ there will be no physical alterations to the signage and the site will remain as is</li> <li>○ the immediate environment is highly urbanised and includes a busy transport corridor where signage is not uncommon</li> <li>• the existing advertising signs may also be partially visible from a small number of residential properties located behind commercial premises on the southern side of Parramatta Road, however minimal visual impacts are anticipated for the following reasons: <ul style="list-style-type: none"> <li>○ the distance between these properties and the subject site</li> <li>○ given the immediate environment is highly urbanised and includes a busy transport corridor where signage is not uncommon</li> <li>○ there is existing built form that obstructs views towards the sign</li> <li>○ the properties are not directly orientated towards the signage</li> </ul> </li> </ul>	
<b>3. Views and vistas</b>		
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none"> <li>• the proposal does not obscure or compromise any important views as it is located on an arterial road corridor with limited important views</li> <li>• the proposal will continue to be located on an existing pedestrian overbridge</li> <li>• the proposal does not dominate the skyline or reduce the quality of vistas as it does not protrude above the top of the existing structural boundaries of the bridge to which it is located</li> <li>• the proposal respects the viewing rights of other advertisers as it is located on an existing pedestrian overbridge and will not obscure any other advertisements</li> <li>• it is noted there are a number of existing third-party digital</li> </ul>	Yes
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>		Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>		Yes

Schedule 5	Comment	Compliance
	advertising signs located on bus shelters in proximity to the subject site, however as the proposal is located behind these signs and on an existing pedestrian overbridge, it will continue to respect the viewing rights of these advertisers	
4. Streetscape, Setting or Landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<ul style="list-style-type: none"><li>the proposal involves an extension to the duration of the two existing advertising signs, each located wholly within the structural boundaries of the bridge</li><li>the scale, proportion and form of the existing advertising signs remains appropriate for the streetscape as they are located above a highly frequented arterial road corridor and do not protrude above or below the structure of the pedestrian overbridge.</li><li>the existing advertising signs will continue to increase visual interest along the Parramatta Road through the display of high-quality advertisements</li><li>the proposal will not require ongoing vegetation management</li></ul>	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?		Yes
Does the proposal reduce clutter by rationalizing and simplifying existing advertising?		Yes
Does the proposal screen unsightliness?		Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?		Yes
Does the proposal require ongoing vegetation management?		Yes
5. Site and Building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	<ul style="list-style-type: none"><li>the existing advertising signs will remain compatible with the scale, proportion and characteristics of the site given it consists of an existing pedestrian overbridge in an urban environment and transport corridor</li><li>the existing advertising signs will remain located wholly within the structural boundaries of the bridge</li><li>the location of the existing advertising signs remains appropriate as the signs will continue to increase visual interest along Parramatta Road through the display of high-quality advertisements, whilst ensuring minimal impacts on the surrounding development</li><li>the signs will continue to provide visual interest to an otherwise simple bridge structure</li></ul>	Yes
Does the proposal respect important features of the site or building, or both?		Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?		Yes

Schedule 5	Comment	Compliance
6. Associated Devices and Logos with Advertisements and Advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	<ul style="list-style-type: none"><li>JCDecaux will implement content controls for the signage, including:<ul style="list-style-type: none"><li>no tobacco products</li><li>no overtly religious advertising</li><li>no advertising that contains overt and sexually graphic images</li><li>no pornography and illegal drugs.</li></ul></li><li>all advertising copy material will continue to comply with the following:<ul style="list-style-type: none"><li>Australian Advertising Industry Code of Conduct</li><li>The Outdoor Media Association (OMA) Code of Conduct.</li></ul></li><li>a compliant operator logo will remain at the bottom right of the signs and within the confines of the bridge</li></ul>	Yes
7. Illumination		
Would illumination result in unacceptable glare?	<ul style="list-style-type: none"><li>a Lighting Impact Assessment (LIA) prepared by Electrolight is included at Appendix 4</li><li>the existing internally illuminated signage has been found to comply with all relevant requirements of AS4282, the Transport Guidelines, and SEPP Industry and Employment</li><li>in complying with the requirements, the LIA found the existing signage shall not result in unacceptable glare nor shall it adversely impact the safety of pedestrians, residents or vehicular traffic. Additionally, the signage shall not cause any unacceptable amenity impacts to nearby residential dwellings or accommodation.</li></ul>	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?		Yes
Would illumination detract from the amenity of any residence or other form of accommodation?		Yes
Can the intensity of the illumination be adjusted, if necessary?		Yes
Is the illumination subject to a curfew?		Yes
8. Safety		
Would the proposal reduce the safety for any public road?	<ul style="list-style-type: none"><li>the Signage Safety Assessment prepared by TTPP confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists.</li><li>the proposal does not obscure sightlines from public areas</li></ul>	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?		

Schedule 5	Comment	Compliance
<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

#### 5.4.2 Transport Corridor Advertising and Signage Guidelines 2017

The *Transport Corridor Outdoor Advertising and Signage Guidelines* (Signage Guidelines) set 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 is to demonstrate how the proposal addresses the Signage Guidelines.

An assessment against the criteria within Signage Guidelines is provided at Appendix 1 and demonstrates the proposal is consistent with:

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Bridge Signage Criteria
- Road Safety (refer Section 6.1)
- the Public Benefit Test (refer Section 6.8)

#### 5.4.3 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
<b>2.119 Development with a frontage to a classified road</b>		
(1) <i>The objectives of this section are—</i> (a) <i>to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i> (b) <i>to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i>	<p>The proposal comprises development with frontage to Parramatta Road which is classified as a State classified road (no.5).</p> <p>The assessment contained in the SEE and supporting reports concludes that the proposed application would not compromise safety for road users in the vicinity.</p>	Yes



Section	Comment	Compliance
<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 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>	<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 Parramatta Road in context to the development and concludes that the signage would be acceptable from a road safety perspective.</p> <p>Road safety is further discussed at Section 6.1.</p>	

Table 7: Transport and Infrastructure SEPP assessment

## 5.5 Cumberland Local Environmental Plan 2021

The *Cumberland Local Environmental Plan 2021* (CLEP 2021) is the principal Environmental Planning Instrument applicable to the land.

### 5.5.1 Zoning

The existing advertising signs are located on land zoned SP2 Infrastructure under the CLEP 2021. Signage is permissible with consent in the SP2 zone as it is ordinarily incidental or ancillary to the road corridor given it will generate revenue to maintain and improve TfNSW infrastructure.

The signage is also permissible with consent under Section 3.14(1)(b)(iii) of the *Industry and Employment SEPP* as the display of the advertisement is by or on behalf of TfNSW.

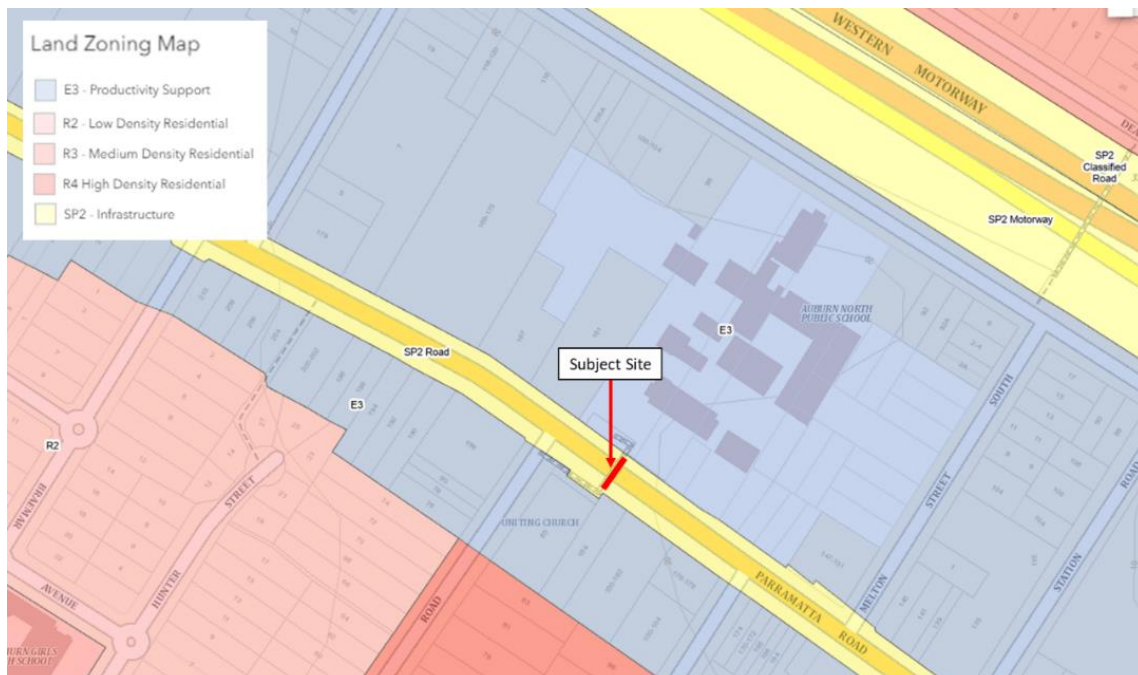


Figure 12: Land use zoning map (Source: E Spatial Viewer)

### 5.5.2 Heritage

The site is not identified as a heritage item nor is it within a heritage conservation under CLEP 2021.

The site is located in proximity to two local heritage items listed under CLEP 2021. These items are shown at the Figure below and consist of:

- 'Auburn North Public School and *Ficus macrophyll*, Moreton Bay Fig Tree' No. I15, adjacent to the site
- 'Parramatta Road Milestone' No. A2 on the south side of Parramatta Road between Dartbrook and Station Roads
- 'Electricity Substation' No.167 at 93 Parramatta Road and 2 Silverwater Road

The SoHI provided at Appendix 6 confirms that the continuation of the existing advertising signs will not have an adverse heritage impact upon the significance of these local heritage items, and therefore it is considered the proposal satisfies the objectives of Clause 5.10 of the CLEP 2021. Heritage is further discussed in Section 6.3.

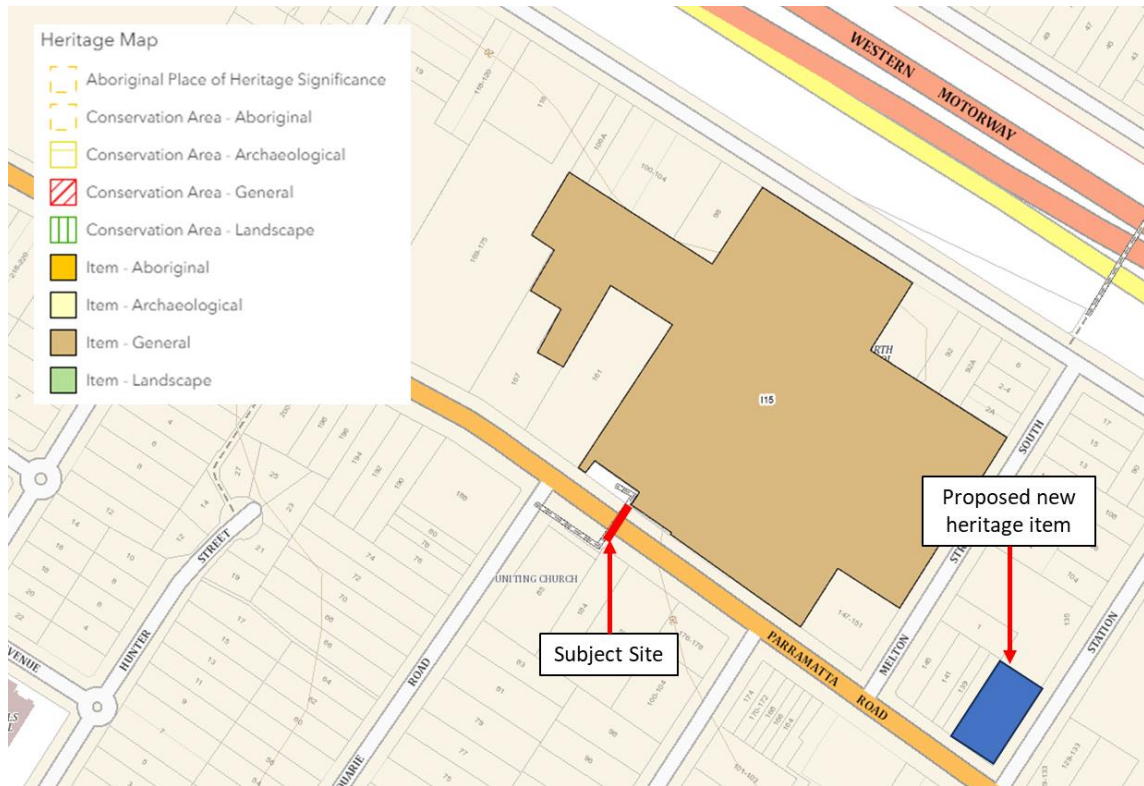


Figure 13: Heritage map (Source: E Spatial Viewer)

## 5.6 Cumberland Development Control Plan 2021

The proposal generally complies with the aims, objectives, and key provisions of the DCP. A detailed assessment of the proposal against the relevant provisions of the DCP is provided in the Table below:

Provision	Comment	Complies
<b>Part G1 – Advertising and Signage</b>		
<b>2. Objectives and controls</b>		
<b>C1. Signs must not:</b> <ul style="list-style-type: none"> <li>be attached to a vehicle, where the vehicle remains stationary primarily for the purpose of advertising. “Vehicle” means a registered or unregistered vehicle and includes a trailer;</li> <li>be a temporary poster and sticker affixed to the exterior of the building, power poles, fences, tree, construction hoardings or the like;</li> <li>be of a portable nature, such as a sandwich board (A-frame signs), placed in,</li> </ul>	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>	N/A

Provision	Comment	Complies
<p>on or over a public place, except in special circumstances specified in the Plan;</p> <ul style="list-style-type: none"> <li>include flashing lights, regardless of whether these are for illumination of a fixed sign, to attract attention to an otherwise illuminated sign or as part of an illuminated sign;</li> <li>be painted on or applied on the roof; or</li> <li>include inflatable signs or structures, other than temporary signs</li> </ul>		
<p>C2. Advertising signs which do not relate to a use, business or activity carried out on the site or building on which the sign is to be placed are discouraged.</p>	<ul style="list-style-type: none"> <li>Signage is permissible in the SP2 zone under CLEP 2021.</li> <li>Further, the proposal is on behalf of TfNSW and is located within an established road corridor.</li> </ul>	Yes
<p>C3. Advertising and signage shall be displayed in English but may include a translation in another language.</p>	<ul style="list-style-type: none"> <li>The existing advertising signs will continue to display messages in English.</li> </ul>	Yes
<p>C4. Content of signage shall not be offensive in nature.</p>	<ul style="list-style-type: none"> <li>JCDecaux will implement content controls for the proposal, including: <ul style="list-style-type: none"> <li>no tobacco products</li> <li>no overtly religious advertising</li> <li>no advertising that contains overt and sexually graphic images</li> <li>no pornography and illegal drugs.</li> </ul> </li> </ul>	Yes

Table 8: DCP Assessment

## 6 Environmental Planning Assessment

### 6.1 Road safety

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

#### 6.1.1 Road environment

The existing road environment along Parramatta Road in proximity to the Parramatta Road overpass is summarised in the below Table.

Existing Feature	Description
<b>Road classification</b>	<ul style="list-style-type: none"> <li>Parramatta Road is a classified State Road (No. 5)</li> </ul>
<b>Speed limit</b>	<ul style="list-style-type: none"> <li>the speed limit on at this location is 60km/h and 40km/h during school zone times</li> </ul>
<b>Nearby intersections and traffic control devices</b>	<ul style="list-style-type: none"> <li>the proposal is located in proximity to a number of signalised intersections as outlined below: <ul style="list-style-type: none"> <li>Macquarie Road/Parramatta Road intersection - 30m from the site</li> <li>Station Street/Parramatta Road intersection - 220m from the site</li> </ul> </li> </ul>
<b>Road configuration and geometry</b>	<ul style="list-style-type: none"> <li>in the vicinity of the sign location, Parramatta Road has two lanes travelling west and two lanes travelling east</li> <li>approximately 30m west of the site on the eastbound approach, there is a turning lane to facilitate right hand turns onto Macquarie Road.</li> <li>there is no stopping or standing of vehicles permitted on either side of Parramatta Road</li> </ul>
<b>Crash data</b>	<ul style="list-style-type: none"> <li>an average of 2 crashes per year occurred within readable distance of the westbound sign</li> <li>an average of 5 crashes per year occurred within the readable distance of the eastbound sign</li> <li>the crash data found that the overall number of crashes on Parramatta Road in both directions has not increased following installation of the site, and has instead decreased</li> <li>on this basis, the crash data does not indicate that the existing sign has had a negative impact on road safety, nor resulted in any decrease in road safety in the immediate vicinity of the site</li> </ul>
<b>Pedestrian and cyclist infrastructure</b>	<ul style="list-style-type: none"> <li>pedestrian footpaths are located on both sides of Parramatta Road</li> <li>the pedestrian overbridge to which the existing signs are located allows pedestrians and cyclists to cross over the Parramatta Road corridor without affecting traffic safety</li> </ul>

Existing Feature	Description
	<ul style="list-style-type: none"> <li>a separate pedestrian crossing is located approximately 30m east of the proposal at the intersection of Macquarie Road/Parramatta Road which allows pedestrians to cross over Macquarie Road</li> <li>pedestrian crossings on Parramatta Road are provided at the intersections of Stubbs Street/Parramatta Road and Station Street/Parramatta Road</li> <li>no cyclist infrastructure is provided along either side of Parramatta Road, however, on road cycling is permitted</li> <li>the sign does not physically obstruct any vehicle, pedestrian, and cyclist movements as it is located entirely within the structural boundaries of the pedestrian overbridge</li> </ul>
<b>Parking</b>	<ul style="list-style-type: none"> <li>no stopping or car parking is permitted along Parramatta Road, in proximity to the sign.</li> </ul>
<b>Stopping sight distance (SSD)</b>	<ul style="list-style-type: none"> <li>the minimum SSD for a 60km/h speed zone is 64m</li> </ul>

Table 9: Existing road environment

### 6.1.2 Road accident history

In determining the road accident history in proximity to the site, the SSA has relied upon crash data provided by TfNSW from January 1996 (oldest data available) to 30 June 2023 (the most recent data available). The SSA confirms that, during this period, an average of 2 crashes per year occurred within the readable distance of the westbound sign and an average of 5 crashes per year occurred within the readable distance of the eastbound sign.

A summary of the crashes and incident severity is provided in the Figures below. The crash history data has been assessed during the following periods:

- Pre-installation period: January 1996 to April 2010
- Post installation period (prior Macquarie Road intersection upgrades): April 2010 to January 2013
- Post installation period (post Macquarie Road intersection upgrades): July 2019 to June 2023 (more recent 5-year period)



### Westbound approach crash data

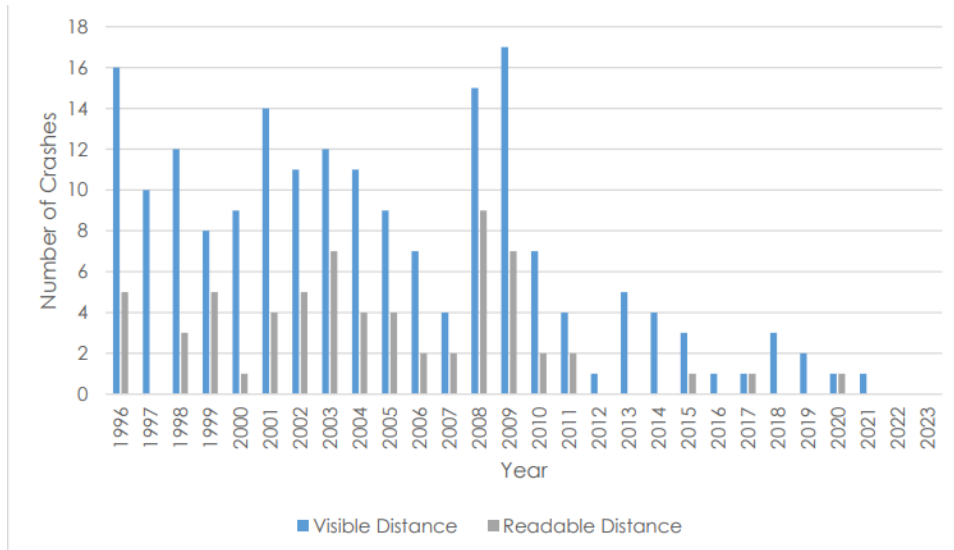


Figure 14: Crash history by year – westbound approach (Source: TTPP)

Time	Crash severity					
	Injury	Injury per year	Non-casualty (tow-away)	Non-casualty (tow-away) per year	Total	Total per year
<b>Within visible distance = 420m</b>						
Pre-installation	62	4.30	97	6.73	159	11.03
Post-installation, prior Macquarie Road intersection upgrades	4	1.45	4	1.45	8	2.91
Post-installation, post Macquarie Road intersection upgrades	13	1.24	8	0.76	21	2.00
<b>Total</b>	<b>79</b>	<b>2.85</b>	<b>109</b>	<b>3.93</b>	<b>188</b>	<b>6.77</b>
<b>Within readable distance = 110m</b>						
Pre-installation	20	1.39	39	2.71	59	4.09
Post-installation, prior Macquarie Road	1	0.36	2	0.73	3	1.09

Time	Crash severity					
	Injury	Injury per year	Non-casualty (tow-away)	Non-casualty (tow-away) per year	Total	Total per year
intersection upgrades						
Post-installation, post Macquarie Road intersection upgrades	2	0.19	1	0.10	3	0.29
<b>Total</b>	<b>23</b>	<b>0.83</b>	<b>42</b>	<b>1.51</b>	<b>65</b>	<b>2.34</b>

Table 10: Crash history – westbound approach (Source: TTPP)

#### Eastbound approach crash data

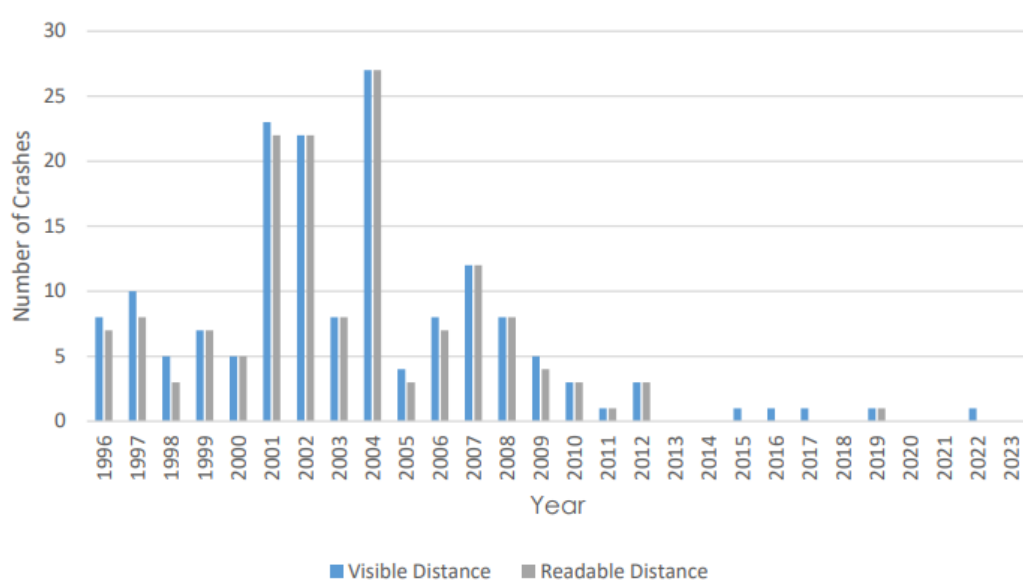


Figure 15: Crash history – eastbound approach (Source: TTPP)

Time	Crash severity					
	Injury	Injury per year	Non-casualty (tow-away)	Non-casualty (tow-away) per year	Total	Total per year
<b>Within visible distance = 190m</b>						
Pre-installation	42	2.91	111	7.70	153	10.61
Post-installation, prior Macquarie Road	2	0.73	4	1.45	6	2.18

Time	Crash severity					
	Injury	Injury per year	Non-casualty (tow-away)	Non-casualty (tow-away) per year	Total	Total per year
intersection upgrades						
Post-installation, post Macquarie Road intersection upgrades	2	0.19	3	0.29	5	0.48
<b>Total</b>	<b>46</b>	<b>1.66</b>	<b>118</b>	<b>4.25</b>	<b>164</b>	<b>5.91</b>
<b>Within readable distance = 110m</b>						
Pre-installation	41	2.84	103	7.14	144	9.99
Post-installation, prior Macquarie Road intersection upgrades	2	0.73	4	1.45	6	2.18
Post-installation, post Macquarie Road intersection upgrades	0	0.00	1	0.10	1	0.10
<b>Total</b>	<b>43</b>	<b>1.55</b>	<b>108</b>	<b>3.89</b>	<b>151</b>	<b>5.44</b>

Table 11: Crash history – eastbound approach (Source: TTPP)

The above findings indicate that the overall number of crashes on approach to the sign has not increased following the installation of the sign. In fact, crash data has on average decreased since the installation of the sign.

On this basis, the crash data does not indicate that the existing sign has had a negative impact on road safety, nor resulted in any decrease in road safety in the immediate vicinity of the site.

### 6.1.3 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, the posted speed of 60km/h has been assumed to calculate the minimum SSD, which is in-line with the observed travel speed on-site.

According to Austroads, the minimum safe stopping sight distance for a 60km/h speed environment is 64m.

The SSA notes that the eastbound sign is not located within the SSD of the Parramatta Road/Macquarie Road signalised intersection for eastbound motorists. The eastbound facing sign is located 50m after the stop line of the signalised intersection of Parramatta Road/Macquarie Road and is therefore not within the SSD of this signalised intersection for eastbound traffic.

The SSA notes that the westbound sign is located within the SSD of the Parramatta Road/Macquarie Road signalised intersection for westbound motorists. This sign is located 25m before the stop line of this intersection. However, the SSA found the minimum visible distance to the sign for motorists was approximately 35m from the stop line, which is an additional 10m from the sign location. Whilst this means the westbound sign is located within the SSD of this signalised intersection, the SSA found that given the sign has been in operation for the entire time the traffic signals have been operational, and traffic accidents have reduced overtime, and there are multiple precedents for signage located within SSD, the continuation of the westbound sign is acceptable. Further justification is provided in the SSA at Appendix 3.

#### 6.1.4 Road safety criteria – Signage Guidelines

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

Responses provided in the SSA in respect to the TfNSW Advertising Sign Safety Assessment Matrix and the Signage Guidelines are outlined in the Tables below.

Sign Location Criteria	Response provided by TTPP	Compliance
<b>Road clearance</b>		
a. <i>The advertisement must not create a physical obstruction or hazard. For example:</i>	<i>The existing signage does not physically obstruct any vehicle, pedestrian and cyclist movements as it is placed on both sides of the pedestrian bridge above Parramatta Road. The signage does not protrude below the underside of the overhead bridge and hence the vertical clearance from the roadway to the bridge is maintained.</i>	Yes
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>		
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>		
iii. <i>Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</i>		

Sign Location Criteria	Response provided by TTPP	Compliance
b. 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.	The signage is installed on both sides of the pedestrian bridge, which is positioned above the carriageway and outside of the clear zone. Hence, it would not require an RMS-approved crash barrier.	Yes
c. 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.	The signage is not located within the clear zone. The available vertical clearance between the road surface and the underside of the pedestrian bridge would be maintained.	Yes
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.	The existing signage has been approved and designed in accordance with Australian Standards AS1170.2 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for the height of the sign boards when under maximum vertical deflection.	Yes
<b>Line of sight</b>		
a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.	The signage is positioned on the pedestrian bridge above Parramatta Road completely within the structure of the bridge. Therefore, the signage does not obstruct the drivers' view of the road or pedestrians and cyclists.	Yes
b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.		
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.	The position of the existing static advertising signage would not change. The proposed static advertising signage would remain at the same height as the existing overhead bridge which would not impede a driver's visibility on the alignment of the road. The signage does not indicate misleading information or information contrary to the existing roadway.	Yes
d. The advertisement should not distract a driver's attention away from the road environment for an	The signs are located within a driver's peripheral vision whilst travelling eastbound and	Yes



Sign Location Criteria	Response provided by TTPP	Compliance
<p>extended length of time. For example:</p> <p>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.</p> <p>ii. 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.</p>	<p>westbound on Parramatta Road. Motorists are not required to turn their heads when observing the signage, and all motorists are able to see the road simultaneously when viewing the signage. The positioning and angle of the signage is not expected to result in headlight reflection or glare.</p>	
<b>Proximity to decision making points and conflict points</b>		
<p>a. The sign should not be located:</p> <p>i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</p>	<p>...The eastbound facing sign is located 50m beyond the stop line of the signalised intersection of Parramatta Road and Macquarie Road. Therefore, the sign is not within the SSD of this signalised intersection for eastbound traffic.</p> <p>The westbound facing sign is located 25m from the stop line of the signalised intersection of Parramatta Road and Macquarie Road. However, from the site inspection the minimum visible distance to the sign for motorists is approximately 35m from the stop line, which is an additional 10m from the sign location.</p> <p>Therefore, the sign in the westbound direction would be located within the safe stopping</p>	<p>Assessed on merit</p>

Sign Location Criteria	Response provided by TTPP	Compliance
	<p><i>sight distance of the signalised intersection of Parramatta Road and Macquarie Road. It is however noted that the existing sign has been operational for the entire time the traffic signals have been operational.</i></p> <p><i>Furthermore, an analysis of the crash data shows that there has been a decrease in the rate of crashes since the sign's installation in April 2010.</i></p> <p><i>Notwithstanding the above, there are several examples of advertising signs, including static and digital sign boards, located within the minimum safe stopping distance of signalised intersections...</i></p>	
<p><i>ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment</i></p>	<p><i>The signage is not located within the safe stopping sight distance of pedestrian and cyclist crossing facilities.</i></p>	<p>Yes</p>
<p><i>iii. so that it is visible from the stem of a T-intersection</i></p>	<p><i>For the eastbound facing sign, the sign is not visible from the stem of any T-intersections other than the Macquarie Road intersection with Parramatta Road. Motorists waiting to turn onto Parramatta Road from Macquarie Road would have a heavily obscured view of the sign display. It is also noted that turning movements from Macquarie Road onto Parramatta Road are protected turning movements controlled by the signals.</i></p> <p><i>The westbound facing sign would be heavily obscured from the T-intersection of Parramatta Road with Melton Street South. A similar obscured view is available from the T-intersection of Parramatta Road with Station Street when heading southbound. It is also noted that from both intersections the distance to the sign is beyond the 110m readable distance.</i></p>	<p>Assessed merit</p>

Sign Location Criteria	Response provided by TTPP	Compliance
	<i>The sign is not visible from the T-intersections of Station Road south approach and Northumberland Road as the view towards the sign is obscured by buildings.</i>	
<p>b. <i>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"> <li>i. <i>of a road hazard</i></li> <li>ii. <i>to an intersection</i></li> <li>iii. <i>to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)</i></li> <li>iv. <i>to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.</i></li> </ul>	<p>A "critical time" is understood to refer to a point in time when a driver's decision is required implying that a road safety implication could occur if a driver was distracted at this time. The signage is fixed on the pedestrian bridge and is completely within the structure of the bridge, therefore, the signage does not obstruct a motorist's view of any traffic signals, signage, and other traffic hazards when travelling on Parramatta Road in the westbound or eastbound direction.</p>	Yes
<b>Sign spacing</b>		
<p>a. <i>Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</i></p>	<p><i>There are no other large format static or digital signs within 150 m of the static sign facing traffic in the westbound or eastbound direction.</i></p>	Yes

Table 12: Sign location criteria – Section 3.2 of the Signage Guidelines

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
<b>Advertising signage and traffic control devices</b>		
<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>Traffic signals are present on approach to the eastbound facing sign. All five signals are placed around the sign, as there is no backdrop issue for any of the signals on approach to the sign. There is no other signage facing eastbound motorists within the reading distance of the sign.</p> <p>Traffic signals and prescribed traffic control devices (no right turn signs) are present on approach to the westbound facing sign. Four signals are visible below the sign, which is located completely within the structural boundaries of the pedestrian bridge. Therefore, the sign would not obstruct or reduce the visibility of the traffic signals or prescribed traffic control devices.</p>	Yes
<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> <ul style="list-style-type: none"> <li>i. Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</li> <li>ii. Does the advertisement imitate a prescribed traffic control device?</li> <li>iii. If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?</li> </ul>	<p>Details of the advertisement/s would remain consistent with the existing advertising. It is noted that the signage would not display colours and shapes which could be mistaken for traffic signals. Notwithstanding this, it is recommended that the content of the signage be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device.</p>	Yes

Table 13: Sign design and operation criteria – Section 3.3 of the Signage Guidelines (Source: TTPP)

### 6.1.5 Road safety summary

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

The site is considered a low risk environment for the continuation of the existing approved advertising signs. The SSA determined that though the road environment has changed since the signage approval in 2008, the number of crashes has decreased over this period. In addition, despite the westbound signage being located within the SSD of a signalised intersection, the signage has remained in place since this intersection was introduced, and the signage is proposed to remain unchanged as no physical works are proposed as part of this application. Further, there are multiple precedents for signage located within SSDs as outlined at Appendix 3.

In summary, based on the findings of TTPP in its SSA, the existing signage on both sides of the pedestrian bridge above Parramatta Road are considered acceptable from a road safety perspective.

## **6.2 Illumination**

The proposed signs will continue to be internally illuminated at night with fluorescent lights that are fixed to the inside back of the signage box.

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

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

### **6.2.1 Illumination summary**

In summary, the LIA determines that the existing approved signage:

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

## **6.3 Heritage**

The site has no statutory heritage listings; however, it is located in proximity to State and local heritage items, as discussed in Section 5.5.2.

A SoHI has been prepared by Louise Thom Heritage Consultants (Appendix 6) to assess the impact of the proposal on the nearby heritage items.

The SoHI finds that the proposed application will have a minimal and acceptable impact on the heritage significance of the site and neighbouring items. Heritage impacts are assessed and summarised below.



### *Auburn Public School*

The 'Auburn North Public School - Buildings B00F, B00G, B00H and B00I and Significant Trees', is listed on the NSW State agency heritage register, and the 'Auburn North Public School and *Ficus macrophylla*, Moreton Bay Fig Tree' is a local heritage.

The current advertising signs are partially visible from these items, given the signs are located directly adjacent. A view of the advertising signs from the fence line of Auburn North Public School is provided at the Figure below. Despite this, only minimal and acceptable impacts on the heritage significance of these items is anticipated for the following reasons:

- No physical alterations to the signage are proposed and therefore the site will remain as is.
- Auburn North Public School has a general north south alignment and the existing signage structures are orientated east west. Therefore, the heritage items, which are located within the school grounds, are expected to have no direct views of the advertising panels on the sign.
- There is mature vegetation located along the southern boundary of Auburn North Public School which further limits any views towards the existing signs.
- The immediate environment to which the heritage items are located is highly urbanised and consists of a busy transport corridor where signage is common. Specifically, Auburn Public School has a permanent sign at the school entrance which is internally lit to display school related messaging.
- Impacts on the heritage item are mitigated given the existing bridge structure dominance and its relationship to the school as well as the scale and bulk of other school buildings and vegetation.

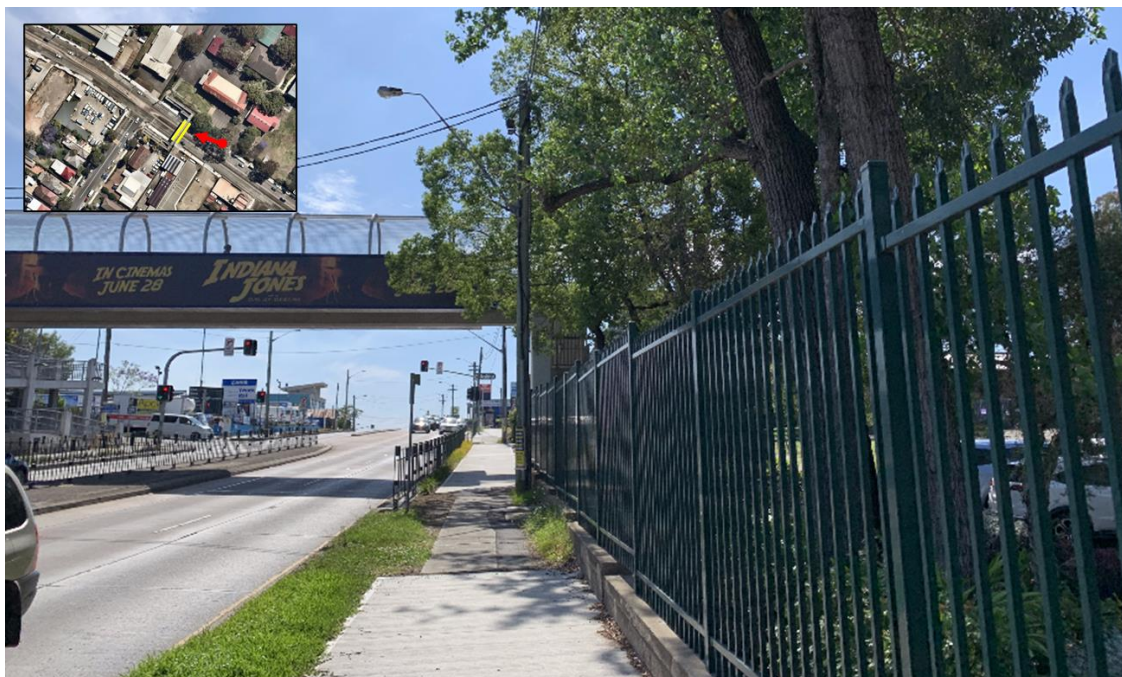


Figure 16: East facing advertising signs as seen from the fence line of School (Source: Keylan)

### *Melton Hotel*

The east facing advertising sign is currently partially visible from the proposed 'Melton Hotel' heritage item. A view of the east facing sign from this heritage item is provided at Figures below. Despite this, only minimal and acceptable impacts on the heritage significance of this item is anticipated for the following reasons:

- There is a considerable distance between the Melton Hotel and the east facing sign (200m).
- The Melton Hotel has a considerable setback from the Parramatta Road corridor (10m) with a hardstand car park. This limits sightlines towards the signage from the frontage of the heritage item due to neighbouring building at 137 Parramatta Road which is built to its front boundary.
- The existing built form along Parramatta Road obscures direct views of the signage from the Melton Hotel.
- The Melton Hotel has a general north south alignment, while the signage structure faces directly east. Therefore, no direct views of the east facing advertising panel is expected from the item.
- The immediate environment to which the Melton Hotel is located is highly urbanised and consists of a busy transport corridor where signage is common. On this basis, a proposal to extend the duration of the existing signs is not expected to detract from the heritage item.



Figure 17: View towards eastern panel from front of Melton Hotel (Source: Keylan)

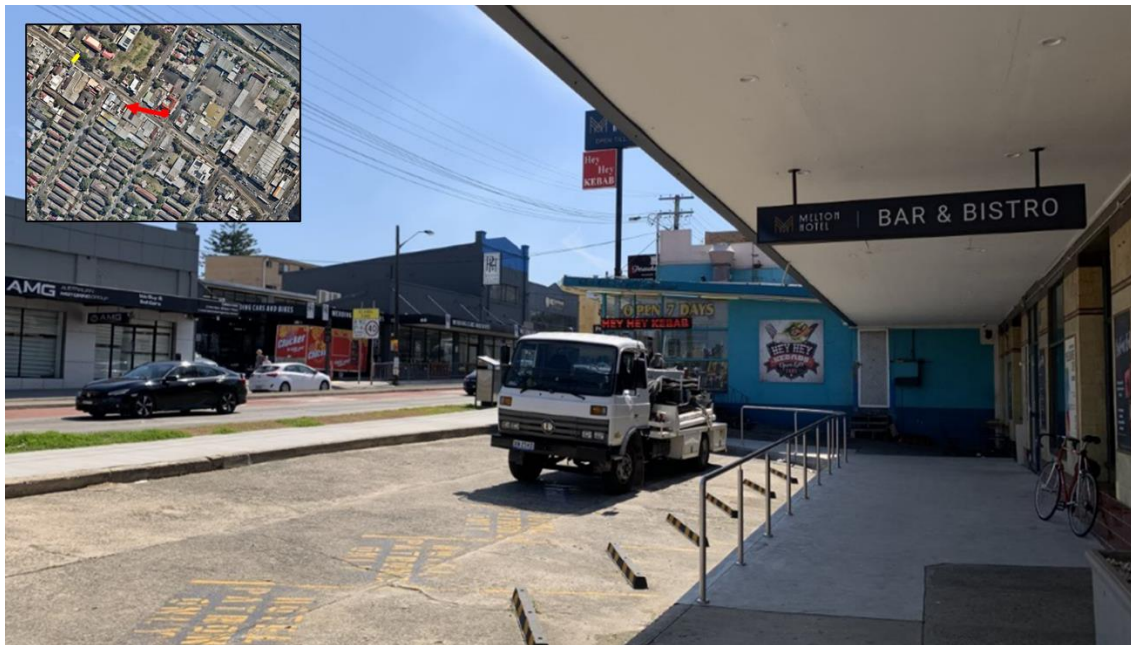


Figure 18: View towards eastern panel from front of Melton Hotel (Source: Keylan)

### *Electricity substation*

The east facing advertising sign is currently partially visible from the 'Electricity Substation no.167', State heritage item. A view of the east facing sign from this heritage item is provided at the Figure below. Despite this, only minimal and acceptable impacts on the heritage significance of this items is anticipated for the following reasons:

- There is considerable distance between the item and the east facing sign (500m). On this basis, the SoHI considers there to be no visual connection between the existing advertising signs and this heritage item.
- The State heritage item has a general north south alignment, while the signage structure faces directly east. Therefore, no direct views of the east facing advertising panel is expected from the item.
- The immediate environment to which the heritage item is located is highly urbanised and consists of a busy transport corridor where signage is common. On this basis, a proposal to extend the duration of the existing signs is not expected to detract from the heritage item.





Figure 19: View towards eastern panel from front of the Electricity substation (Source: Google Maps)

## 6.4 Structural Integrity

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 5). This report confirms there are no structural issues associated with the existing signage structures and that they are fit to remain on the pedestrian overbridge for an additional 25 years.

## 6.5 Visual Impacts

No physical changes are proposed as part of this proposal, and the existing signs will remain oriented to westbound and eastbound motorists travelling along Parramatta Road. Notwithstanding, an assessment of the visual impacts of the existing signs has been carried out, as outlined below.

### *Residential properties*

The nearest residential property to the site is a four-storey residential flat building, located approximately 60m southeast of the eastern elevation of the overpass structure at 104 Northumberland Road, Auburn (Figure 20). This property is located on the southern side of the Parramatta Road corridor.

It is expected that the upper-level apartments located on the northern side of this property will have partial views of the existing approved east facing advertising sign. Despite this, visual impacts are expected to be acceptable for the following reasons:

- Only a small number of apartments may have partial views of the eastern advertising panel.
- This residential property has a general northeast orientation, and the advertising panels are oriented to east and west. Therefore, no direct views of the sign are expected.
- Existing commercial built form along the Parramatta Road obscures a large proportion of views towards the sign from the residential property.
- The immediate environment is highly urbanised and consists of a busy transport corridor where signage is common. On this basis, a proposal to continue the operation of the existing approved signs is not expected to detract from the views of these residential properties.



Figure 20: View of east facing panel from northwestern boundary of 104 Northumberland Road (Source: Keylan)

A mix of low and medium density residential dwellings are located to the southeast, south and southwest of the site. It is anticipated these areas have no views of the sign as a result of the existing commercial built form along the Parramatta Road corridor and due to the orientation of the signs.

The visual impacts of the continued use of the existing approved signs on the surrounding residential properties are considered low and acceptable.



### *Church – 85 Macquarie Road, Auburn*

A church is located directly adjacent to the pedestrian overbridge (85 Parramatta Road, Auburn). This property is located on the southern side of the Parramatta Road corridor as shown at the Figure below.

It is expected that the church may have partial views of the west facing existing advertising sign. Despite this, visual impacts are expected to be negligible for the following reasons:

- Windows are limited on this property and largely restricted by the pedestrian overbridge ramp structure.
- This property has a general northeast alignment, and the advertising panels are oriented to east and west. Therefore, no direct views of the sign are expected.
- The immediate environment in which the church is located is highly urbanised and consists of a busy transport corridor where signage is common. On this basis, a proposal to continue the operation of the existing approved signs is not expected to detract from the heritage item.

The visual impacts of the continued use of the existing approved signs on the church are considered low and acceptable.



Figure 21: View of church as seen from the west facing sign on the pedestrian overbridge (Source: Keylan)

### *Childcare centre – 147 Parramatta, Auburn*

A future childcare centre is located approximately 100m east of the east facing advertising sign (147 Parramatta Road, Auburn). This property is located on the northern side of the Parramatta Road corridor and a view from the site towards the east facing advertising sign is shown at the Figure below.

As the childcare centre was under construction at the time of the site visit, as shown in the image below, an assessment against the stamped plans of DA-466/2015 (as modified) has been undertaken to determine the visual impacts of the proposal upon the site.

It is expected that the childcare centre will have partial views of the east facing existing advertising sign. Despite this, visual impacts are expected to be negligible for the following reasons:

- The distance between the childcare centre and the existing advertising sign is considerable (100m)
- This property has a general northeast alignment, and the advertising panels are oriented to east and west. Therefore, no direct views of the sign are expected.
- The immediate environment in which the childcare centre is located is highly urbanised and consists of a busy transport corridor where signage is common.
- The proposed development fronting Parramatta Road comprises of internal stairs, and walls screening the majority of the views towards the road.

On this basis, the visual impacts from the proposed sign are considered low and acceptable.

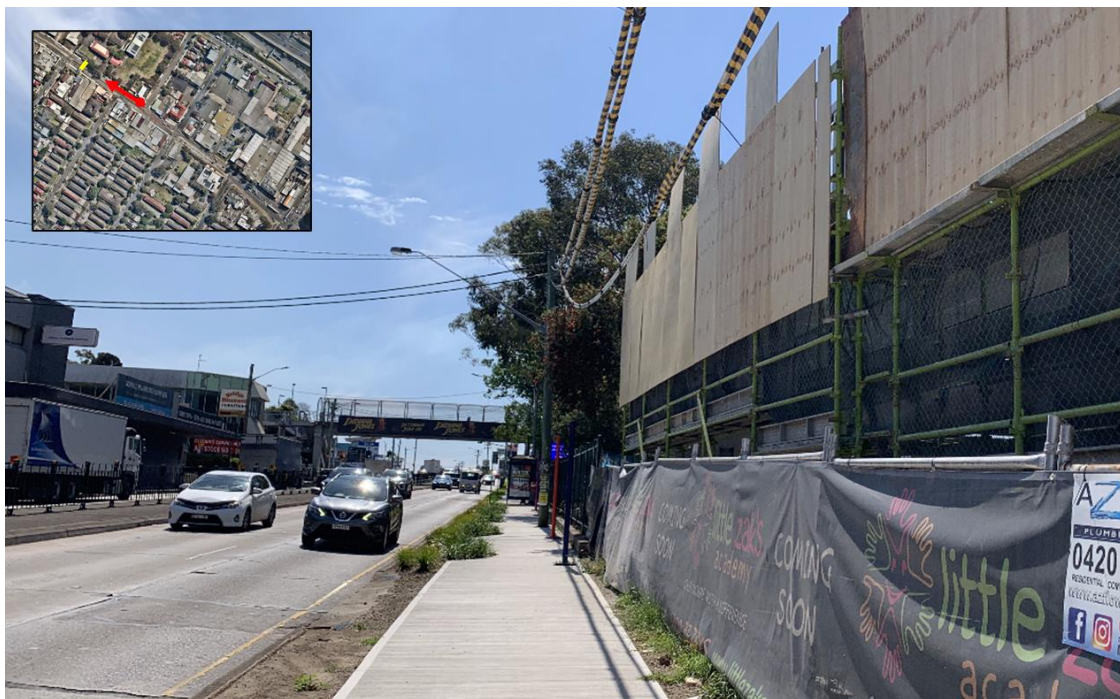


Figure 22: View of east facing panel from fence line of childcare centre (Source: Keylan)



Figure 23: Indicative perspective of the future childcare centre (Source: Council)

### *Heritage items*

Whilst the existing advertising signs are visible from a number of heritage items, visual impacts are expected to be negligible for the reasons outlined at Section 6.3 above.

### *Visual impact summary*

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

- the proposal has negligible visual impacts on the nearest residential development and items of heritage
- the presence of mature trees, vegetation and the existing built form along the Parramatta Road corridor restricts views of the sign from the surrounding sensitive receivers
- the proposal is integrated within the visual envelope of the bridge and will not extend outside of the structural boundaries of the Parramatta Road overpass and will therefore not obstruct a view line or any significant views
- the advertising sign will enhance the visual interest of the Parramatta Road overpass through the presentation of high resolution static advertisements
- the existing advertising signs are considered to remain appropriate for their setting as no structural or design changes are proposed and they will remain located within an established arterial road corridor



## **6.6 Site suitability**

The site is a suitable location for the provision of 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 located on an existing arterial road corridor
- there will be minimal and acceptable impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive land uses as the sign is oriented and screened to ensure there are no tangible impacts
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of Parramatta Road in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development largely complies with the relevant statutory and policy provisions that govern outdoor advertising signage in NSW

Further to the above, the site is an effective location for outdoor advertising that will generate revenue to the benefit of the community. The public benefits of the proposal are discussed in further detail at Section 6.6.

## **6.7 Public benefit**

In accordance with the Signage Guidelines, an application for advertising that is proposed by TfNSW is to demonstrate how the revenue raised from outdoor advertising is directly linked to a public benefit, such as road upgrades or amenity improvements along road corridors including landscaping, litter removal or vandalism and graffiti management.

A Public Benefit Statement prepared by TfNSW is included as part of the application (Appendix 7). The statement confirms that all revenue generated by the proposal will help fund essential TfNSW services to the benefit of the whole of NSW, including:

- road infrastructure maintenance
- network management
- road user compliance activities
- road safety programs

In addition to the above, the advertising signs provide affordable advertising space for road safety messages in prime locations, contributing to the reduction in the number of deaths on NSW roads.

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

## 7 Conclusion

This SEE supports a DA to continue the operation of the existing approved static advertising signage on the Parramatta Road pedestrian overbridge, Auburn, for a further 15-year period.

The sign is visible to motorists travelling northwest bound and southeast bound along Parramatta Road. The signs comprise an advertising display area of approximately 36m<sup>2</sup> respectively. No physical works are proposed to the advertising structures.

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

- will have negligible impacts on the surrounding locality given consent is only sought for the continued operation of existing approved signage and no physical works are proposed
- 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, bridge signage, road safety and illumination requirements and the public benefit test
- will not impact on any items of European or Aboriginal heritage
- will be of high quality design and finish and will provide visual interest along Parramatta Road
- will be in the public interest as the revenue that is generated by the advertising signage will be used by TfNSW to improve the network through projects such as road upgrades or amenity improvements along road corridors including landscaping, litter removal or vandalism and graffiti management

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