

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

## 1 Industry and Employment SEPP Assessment

Industry and Employment SEPP Provision	Comment	Compliance
3.1 Aims, objectives etc.		
<p>(1) <i>This Chapter aims:</i></p> <p>(a) <i>To ensure that signage (including advertising):</i></p> <p>(i) <i>is compatible with the desired amenity and visual character of an area, and</i></p> <p>(ii) <i>provides effective communication in suitable locations, and</i></p> <p>(iii) <i>is of high quality design and finish, and</i></p> <p>(b) <i>to regulate signage (but not content) under part 4 of the Act, and</i></p> <p>(c) <i>to provide time-limited consents for the display of certain advertisements, and</i></p> <p>(d) <i>to regulate the display of advertisements in transport corridors, and</i></p> <p>(e) <i>to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</i></p> <p>(2) <i>This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.</i></p>	<p>(a) The proposal is assessed to be compatible with the visual character and desired amenity of the locality as it is proposed to extend the duration of a static advertising signage. The sign has a high design quality and enhances the visual interest of the overbridge and is compatible with the land use character of the location, being a busy, urban transport corridor.</p> <p>(b) The proposal will be assessed and regulated under Part 4 of the EP&amp;A Act and will be appropriately managed by the Minister of Planning and Public Spaces (minister) conditions of consent.</p> <p>(c) Duration of consent for the proposal will be controlled by section 3.12 of the SEPP and will be consistent with the Minister's conditions of consent.</p> <p>(d) The proposal does not present any significant road safety issues and is not expected to compromise road safety in its vicinity. The proposal is also regulated against the Guidelines.</p> <p>(e) The proposal demonstrates public benefit by providing a revenue stream for which TfNSW allocates to contribute to funding to support road infrastructure</p>	Yes

Industry and Employment SEPP Provision	Comment	Compliance
	maintenance, network management, road use compliance activities and road safety programs across the whole of NSW	
<b>3.2 Definitions</b>		
	<p>The proposal constitutes an advertisement to which Part 3 of the SEPP applies.</p> <p>The M4 Motorway is a State classified road (No. 6004) under the <i>Roads Act 1993</i>.</p> <p>The proposal constitutes an advertisement on a bridge on above the road corridor.</p>	Yes
<b>3.6. Granting of consent to signage</b>		
<p><i>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:</i></p> <p>(a) <i>that the signage is consistent with the objectives of this Chapter as set out in section 3.1 (1) (a), and</i></p> <p>(b) <i>that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</i></p>	<p>An assessment against section 3.1(1)(a) is provided above.</p> <p>The SEE undertakes a detailed assessment demonstrating that the proposal is consistent with the objectives of the Chapter and the Assessment Criteria specified in Schedule 5.</p>	Yes
<b>3.7. Advertisements to which this Part applies</b>		
<p>(1) <i>This Part applies to all signage to which this Chapter applies, other than the following:</i></p> <p>(a) <i>business identification signs,</i></p> <p>(b) <i>building identification signs,</i></p> <p>(c) <i>signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,</i></p> <p>(d) <i>signage on vehicles.</i></p> <p>(2) <i>Despite subsection (1) (d), section 3.26 applies to signage on a trailer (within the meaning of the Road Transport Act 2013).</i></p>	The proposal constitutes an advertisement under the provisions of Part 3.3.	Yes
<b>3.8. Prohibited advertisements</b>		
(1) <i>Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:</i>	The land upon which the sign is erected is not described as being within any of the zones or descriptions identified and therefore it is not a prohibited advertisement.	Yes

Industry and Employment SEPP Provision	Comment	Compliance
<ul style="list-style-type: none"> <li><i>environmentally sensitive area</i></li> <li><i>heritage area (excluding railway stations)</i></li> <li><i>natural or other conservation area</i></li> <li><i>open space</i></li> <li><i>waterway</i></li> <li><i>residential (but not including a mixed residential and business zone, or similar zones)</i></li> <li><i>scenic protection area</i></li> <li><i>national park</i></li> <li><i>nature reserve</i></li> </ul> <p>(2) <i>This section does not apply to the following:</i></p> <p>(a) <i>the Mount Panorama Precinct,</i></p> <p>(b) <i>the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.</i></p>	<p>It is noted that as the proposed sign is on behalf of TfNSW and is located on a bridge constructed by or on behalf of TfNSW and is on transport corridor land comprising the M4 Motorway, it is permissible with consent under chapter 3, section 3.14 of the Industry and Employment SEPP.</p>	
<b>3.10. Consent authority</b>		
<p><i>For the purposes of this Chapter, the consent authority is:</i></p> <p>(a) <i>the council of a local government area in the case of an advertisement displayed in the local government area (unless paragraph (c), (d) or (e) applies), or</i></p> <p>(b) <i>TfNSW in the case of an advertisement displayed on a vessel, or</i></p> <p>(c) <i>the Minister for Planning in the case of an advertisement displayed by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor, or</i></p> <p>(d) <i>the Minister for Planning in the case of an advertisement displayed by or on behalf of RMS on -</i></p> <p>(i) <i>a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or</i></p> <p>(ii) <i>a bridge constructed by or on behalf of RMS on any road corridor, or</i></p>	<p>In accordance with Section 3.10(d) and (e), the Minister is the consent authority for the proposal as it is on behalf of TfNSW on transport corridor land comprising the M4 Motorway.</p>	<p>Yes</p>

Industry and Employment SEPP Provision	Comment	Compliance
<p>(iii) land that is owned, occupied or managed by TfNSW, or</p> <p>(e) the Minister for Planning in the case of an advertisement displayed on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</p>		
<b>3.11 Matters for consideration</b>		
<p>(1) A consent authority (other than in a case to which subsection (2) applies) must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires:</p> <p>(a) is consistent with the objectives of this Chapter as set out in subsection 3.1 (1) (a), and</p> <p>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</p> <p>(c) satisfies any other relevant requirements of this Chapter.</p> <p>(2) If the Minister for Planning is the consent authority or section 3.16 or 3.22 applies to the case, the consent authority must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires:</p> <p>(a) is consistent with the objectives of this Chapter as set out in subsection 3.1(1)(a), and</p> <p>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and in the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of</p> <p>(i) design, and</p> <p>(ii) road safety, and</p>	<p>The proposal satisfies the objectives detailed in Section 3.11(1).</p> <p>The SEE concludes that the proposal is consistent with the assessment criteria detailed in Schedule 5 and in the Signage Guidelines.</p> <p>As part of the application, the Applicant has committed to the provision of funding towards essential TfNSW services to the benefit of the local community.</p>	<p>Yes</p>

Industry and Employment SEPP Provision	Comment	Compliance
<p>(iii) <i>the public benefits to be provided in connection with the display of the advertisement, and</i></p> <p>(c) <i>satisfies any other relevant requirements of this Chapter.</i></p> <p>(3) <i>In addition, if section 3.16 or 3.22 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.</i></p>		
<b>3.12 Duration of consents</b>		
<p>(1) <i>A consent granted under this Part ceases to be in force:</i></p> <p>(a) <i>on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or</i></p> <p>(b) <i>if a lesser period is specified by the consent authority, on the expiration of the lesser period.</i></p> <p>(2) <i>The consent authority may specify a period of less than 15 years only if:</i></p> <p>(a) <i>before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or</i></p> <p>(b) <i>the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or</i></p> <p>(c) <i>the specification of a lesser period is required by another provision of this Policy.</i></p>	<p>The existing sign was approved by DPE on 1 December 2008.</p> <p>As such, the proposed application seeks to continue the operation of this sign for an additional period of 15 years.</p> <p>It is acknowledged that any consent granted for the application would expire 15 years after the date on which the consent becomes effective.</p>	Yes
<b>3.14 Transport corridor land</b>		
<p>(1) <i>Despite section 3.8 (1) and the provisions of any other environmental</i></p>	<p>(1) In accordance with section 3.14 (1)(b)(ii) and (c), the</p>	Yes

Industry and Employment SEPP Provision	Comment	Compliance
<p><i>planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases</i></p> <p><i>permissible with development consent in the following cases:</i></p> <ul style="list-style-type: none"> <li>a. <i>the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,</i></li> <li>b. <i>the display of an advertisement by or on behalf of TfNSW on:</i> <ul style="list-style-type: none"> <li>(i) <i>a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or</i></li> <li>(ii) <i>a bridge constructed by or on behalf of TfNSW on any road corridor, or</i></li> <li>(iii) <i>land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,</i></li> </ul> </li> <li>c. <i>the display of an advertisement on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</i></li> </ul> <p>(2) <i>Before determining an application for consent to the display of an advertisement in such a case, the Minister for Planning may appoint a design review panel to provide advice to the Minister concerning the design quality of the proposed advertisement.</i></p> <p>(3) <i>The Minister must not grant consent to the display of an advertisement in such a case unless:</i></p> <ul style="list-style-type: none"> <li>(a) <i>the relevant local council has been notified of the development application in writing and any comments received by the Minister from the local council within 28 days have been considered by the Minister, and</i></li> </ul>	<p>proposal is permissible with development consent as the Applicant is TfNSW and the site is on a bridge constructed by or on behalf of TfNSW the advertisement is on transport corridor land comprising the M4 Motorway.</p> <p>(2) In accordance with section 3.14(2), the Minister may appoint a design review panel to provide advice concerning the design quality of the proposal.</p> <p>(3) In accordance with section 3.14(3), Council will be formally advised of the development application as part of DPE's assessment.</p> <p>(4) In accordance with subsection 3.14(4), an assessment against the Signage Guidelines has been provided in the SEE.</p>	



Industry and Employment SEPP Provision	Comment	Compliance
<p>(b) <i>the advice of any design review panel appointed by the Minister has been considered by the Minister, and</i></p> <p>(c) <i>the Minister is satisfied that the advertisement is consistent with the Guidelines.</i></p> <p>(4) <i>This section does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines.</i></p>		
<b>3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground</b>		
<p>(1) <i>This section applies to an advertisement:</i></p> <p>(a) <i>that has a display area greater than 20 square metres, or</i></p> <p>(b) <i>that is higher than 8 metres above the ground.</i></p> <p>(2) <i>The display of an advertisement to which this section applies is advertised development for the purposes of the Act.</i></p> <p>(3) <i>The consent authority must not grant consent to an application to display an advertisement to which this section applies unless:</i></p> <p>(a) <i>the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</i></p> <p>(b) <i>the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies.</i></p>	<p>Section 3.16 applies as the proposal has an advertising display area greater than 20m<sup>2</sup> (42.41m<sup>2</sup>) and is higher than 8m above the ground 9.2m.</p> <p>An assessment against the assessment criteria in Schedule 5 is provided within the SEE.</p>	Yes
<b>3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road</b>		
<p>(1) <i>This section applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.</i></p>	<p>The proposal has an advertising display area greater than 20m<sup>2</sup> (42.41m<sup>2</sup>) and is within 250m of and is visible from a classified road.</p>	Yes

Industry and Employment SEPP Provision	Comment	Compliance
<p>(2) <i>The consent authority must not grant development consent to the display of an advertisement to which this section applies without the concurrence of TfNSW.</i></p> <p>(3) <i>In deciding whether or not concurrence should be granted, TfNSW must take into consideration:</i></p> <p style="padding-left: 20px;">(a) <i>the impact of the display of the advertisement on traffic safety, and</i></p> <p style="padding-left: 20px;">(b) <i>the Guidelines.</i></p> <p style="padding-left: 20px;">(c) <i>(Repealed)</i></p> <p>(4) <i>If TfNSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15 (2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.</i></p> <p>(5) <i>Nothing in this section affects section 3.14.</i></p> <p>(6) <i>This section does not apply when the Minister for Planning is the consent authority.</i></p>	<p>However, sub-section (6) states that this section does not apply when the Minister for Planning is the consent authority.</p>	
<b>3.17 Advertising display area greater than 45 square metres</b>		
<p><i>The consent authority must not grant consent to the display of an advertisement with an advertising display area greater than 45 square metres unless—</i></p> <p style="padding-left: 20px;">(a) <i>a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or</i></p> <p style="padding-left: 20px;">(b) <i>in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.</i></p>	<p>Section 3.17 does not apply as the proposal has an advertising display area less than 45m<sup>2</sup>.</p>	<p>Yes</p>
<b>3.18 Location of certain names and logos</b>		
<p>(1) <i>The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.</i></p> <p>(2) <i>If the advertising display area has no border or surrounds, any such name or logo is to be located:</i></p> <p style="padding-left: 20px;">(a) <i>within the advertisement, or</i></p> <p style="padding-left: 20px;">(b) <i>within a strip below the advertisement that extends for the full width of the advertisement.</i></p>	<p>The operator logo is located within a strip to the bottom right of the advertisement.</p> <p>However, this is considered acceptable for the following reasons:</p> <ul style="list-style-type: none"> <li>• the proposal does not involve any physical works</li> <li>• the slim physical nature of the overpass makes it</li> </ul>	<p>Yes on merit</p>



Industry and Employment SEPP Provision	Comment	Compliance
<p>(3) <i>The area of any such name or logo must not be greater than 0.25 square metres.</i></p> <p>(4) <i>The area of any such strip is to be included in calculating the size of the advertising display area.</i></p>	<p>unsuitable for the logo to be located below the advertisement</p> <ul style="list-style-type: none"> <li>the logo is compliant with size requirements as it is not greater than 0.25m<sup>2</sup></li> <li>relocation of the logo will require reinstallation of the signage.</li> </ul>	
<b>3.20 Wall advertisements</b>		
<p>(1) <i>Only one wall advertisement may be displayed per building elevation.</i></p> <p>(2) <i>The consent authority may grant consent to a wall advertisement only if—</i></p> <p>(a) <i>the consent authority is satisfied that the advertisement is integrated with the design of the building on which it is to be displayed, and</i></p> <p>(b) <i>for a building having—</i></p> <p>(i) <i>an above ground elevation of 200 square metres or more—the advertisement does not exceed 10% of the above ground elevation, and</i></p> <p>(ii) <i>an above ground elevation of more than 100 square metres but less than 200 square metres—the advertisement does not exceed 20 square metres, and</i></p> <p>(iii) <i>an above ground elevation of 100 square metres or less—the advertisement does not exceed 20% of the above ground elevation, and</i></p> <p>(c) <i>the advertisement does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion, and</i></p> <p>(d) <i>the advertisement does not protrude above the parapet or eaves, and</i></p> <p>(e) <i>the advertisement does not extend over a window or other opening, and</i></p> <p>(f) <i>the advertisement does not obscure significant architectural elements of the building, and</i></p>	<p>N/A. The proposal is not a wall advertisement.</p>	<p>N/A</p>

Industry and Employment SEPP Provision	Comment	Compliance
<p><i>(g) a building identification sign or business identification sign is not displayed on the building elevation.</i></p> <p><i>(2A) In the case of the display of a wall advertisement on transport corridor land, subsection (2) does not apply and the consent authority may grant consent only if satisfied that the advertisement is consistent with the Guidelines.</i></p> <p><i>(3) In this section, building elevation means an elevation of a building as commonly shown on building plans.</i></p>		
<b>3.21 Freestanding advertisement</b>		
<p><i>(1) The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.</i></p> <p><i>(2) This section does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under section 3.13.</i></p>	N/A. The proposal is not a freestanding advertisement.	N/A
<b>3.22. Advertisements on bridges</b>		
<p><i>(1) A person may, with the consent of the consent authority, display an advertisement on a bridge.</i></p> <p><i>(2) The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.</i></p> <p><i>(3) (Repealed)</i></p>	An assessment against the relevant criteria in the Transport Corridor Advertising and Signage Guidelines is provided in this Appendix.	Yes

## 2 Transport Corridor Advertising and Signage Guidelines Assessment

### 2.1 Land Use Compatibility Criteria – Transport Corridor Advertising

Land Use Compatibility Criteria	Response	Compliance
i. <i>The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP.</i>	<p>The proposal is located on land zoned SP2 Infrastructure under the SLEP 2012.</p> <p>The proposed application is prohibited within the SP2 Infrastructure Zone under the SLEP 2012, however, the provisions of the Industry and Employment SEPP prevail over the LEP.</p> <p>Despite this, the proposal is consistent with the SP2 zone objectives in the SLEP 2012. As detailed in the SEE, the signage does not have an adverse effect on adjoining land and is compatible with the existing road corridor and overbridge structure it is located on.</p>	Yes
ii. <i>Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:</i> <ul style="list-style-type: none"> <li>• environmentally sensitive area</li> <li>• heritage area (excluding railway stations)</li> <li>• natural or other conservation area</li> <li>• open space (excluding sponsorship advertising at sporting facilities in public recreation zones)</li> <li>• waterway</li> <li>• residential area (but not including a mixed residential and business zone, or similar zones)</li> <li>• scenic protection area</li> <li>• national park or nature reserve.</li> </ul>	<p>The proposal is not visible from any:</p> <ul style="list-style-type: none"> <li>• environmentally sensitive area</li> <li>• natural or other conservation areas</li> <li>• open space</li> <li>• waterways</li> <li>• scenic protection areas</li> <li>• national parks or nature reserves</li> </ul> <p>A heritage conservation area and residential area is located southeast of the proposed application. However, it is anticipated that there are no views of the sign from these areas given there is existing mature vegetation and existing built form which assists in visually screening the sign.</p>	Yes
iii. <i>Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.</i>	<p>The proposal is located on the eastern elevation of the Homebush Bay Drive overbridge above the M4 Motorway.</p> <p>The sign does not protrude above the top of the existing structural boundaries of the bridge/advertising structure and therefore does not</p>	Yes

Land Use Compatibility Criteria	Response	Compliance
	compromise any significant scenic views.	
iv. <i>Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.</i>	The proposal is in proximity to a Heritage Conservation Area and local heritage item located southeast of the sign. However, it does not diminish the heritage values of these items as outlined above.	Yes
v. <i>Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.</i>	The proposal is considered to be consistent with the context of the existing setting, being an established arterial road corridor with the presence of advertisements. The sign will continue to provide visual interest to motorists along the M4 Motorway.	Yes

Table 1: Land Use Compatibility Criteria – Signage Guidelines

## 2.2 Bridge signage criteria

Design Sign Criteria	Comment	Compliance
<p>a. <i>The architecture of the bridge must not be diminished.</i></p> <p><i>Note: Consideration should be given to whether the advertising structure is compatible with the form and scale of the bridge, and sympathetic to the bridge style and design. Consideration should be given to whether the advertisement significantly detracts from the principle structural qualities of the bridge or any important decorative inclusions. It is preferable that the sign be directly integrated into the structural design of the bridge. The sign should not compromise the architectural and visual quality of the bridge structure.</i></p>	<p>The proposal is considered to be compatible with the form and scale of the overpass structure and does not detract from its structural qualities.</p> <p>The proposal will not alter the existing signage and will therefore will not detract from the structural qualities of the bridge.</p>	Yes
<p>b. <i>The advertisement must not extend laterally outside the structural boundaries of the bridge.</i></p> <p><i>Note: The structural boundaries of the bridge include the solid part of</i></p>	The existing advertisement does not extend laterally outside the structural boundaries of the bridge.	Yes

Design Sign Criteria	Comment	Compliance
<i>the structure, road deck, handrail and safety guard fencing, but do not include additional devices attached to the structure such as lighting and power poles</i>		
c. <i>The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8m.</i>	The advertisement extends below the soffit of the Homebush Bay Drive overpass, however, the vertical clearance to the base of the advertisement from the roadway exceeds 5.8m (9.2m).	Yes
d. <i>On a road or pedestrian bridge, the advertisement must:</i>  i. <i>not protrude above the top of the structural boundaries of the bridge</i> ii. <i>not block significant views for pedestrians or other bridge users (e.g. cyclists)</i> iii. <i>not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users.</i>  <i>Note: Signs that extend above bridge handrail height (approximately 1m above the walking surface level) have the potential to block views, create a tunnel effect or impede passive surveillance by blocking clear sightlines to and from the bridge. These viewing and safety impacts may be avoided by:</i> <ul style="list-style-type: none"> <li>ensuring that signs are below handrail height</li> <li>for signs more than 1m above the walking surface level, ensuring that signs are: <ul style="list-style-type: none"> <li>not longer than half the length of the bridge</li> <li>not longer than 14m (which ever length is shorter)</li> </ul> </li> <li>only having a sign on one side of the bridge.</li> </ul>	The positioning of the sign on the Homebush Bay Drive overpass:  <ul style="list-style-type: none"> <li>does not protrude above the top of the existing structural boundaries of the bridge/advertising structure</li> <li>does not block significant views for pedestrians or other bridge users including cyclists</li> <li>does not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users.</li> </ul>	Yes
e. <i>Paragraphs (a) to (d) above do not apply to the continuation of the display of any existing advertising on bridges approved</i>	N/A	N/A

Design Sign Criteria	Comment	Compliance
<i>prior to the gazettal of State Environmental Planning Policy No 64 (Advertising and Signage) (Amendment No 2) in 2007 for only one additional period under SEPP 64 Clause 14 if there is no increase in the advertising display area of the signage.</i>		
<i>f. A DCP to display an advertisement on a bridge must be accompanied by a statement demonstrating how the advertisement will contribute to a public benefit. Section 4 outlines the public benefit test requirements.</i>	This application does not require the preparation of a site-specific DCP.	N/A
<i>g. Any advertising sign proposed for development on a bridge over a classified road requires that construction drawings be submitted for review and approval by RMS bridge engineers prior to construction to ensure all road safety requirements are met.</i>	Construction drawings were prepared and submitted as part of the original application. Given there are no physical works, the preparation of new plans is not required.	N/A
<i>h. Any advertising sign proposed for development on a bridge over a road requires provision of a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of impact by an over high vehicle.</i>	A fall arrest system has been implemented as part of the existing design and will ensure the sign will not detach in the event of impact by an over height vehicle.	Yes

Table 2: Bridge Signage Criteria – Signage Guidelines