

Statement of Environmental Effects

Advertising Signage
Homebush Bay Drive Overpass,
Homebush West

November 2023

transport.nsw.gov.au



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Appendix 5	Public Benefit Statement
Appendix 6	Landowners Consent
Appendix 7	Cost of Works Statement
Appendix 8	Copy of existing Development Consent

Project Summary

Project Element	Summary of the project
Proposal	<ul style="list-style-type: none"> the proposal seeks to continue the operation of the approved static advertising sign on the Homebush Bay Drive overpass, Homebush West for a further 15-year period no physical works are proposed to the signage structure
Background	<ul style="list-style-type: none"> the existing sign at the site was approved by Department of Planning and Environment on 1 December 2008 (DA/62/7/2008) for a period of 15 years the consent lapses on 1 December 2023
Site Description	<ul style="list-style-type: none"> 151.070657, -33.857107 eastern elevation of the Homebush Bay Drive overpass, Homebush West the sign is oriented towards vehicles travelling westbound on the M4 Motorway the site is located within the Strathfield Local Government Area
Advertising Display Area	<ul style="list-style-type: none"> Dimensions: 12.66m x 3.35m (+ logo) Area: 42.41m²
Road Safety Impacts	<ul style="list-style-type: none"> a Signage Safety Assessment (SSA) has been prepared by TTPP (Appendix 3) the SSA confirms the sign will be visible from westbound traffic along the M4 Motorway from a maximum distance of 220m and readable from a distance of 110m. the SSA confirms there are no significant road safety issues associated with the sign
Lighting Impacts	<ul style="list-style-type: none"> the existing sign is externally illuminated, no changes are proposed to this a separate assessment for the lighting impacts will be provided post lodgement.
Public Benefit	<ul style="list-style-type: none"> a Public Benefit Statement has been prepared by TfNSW (Appendix 5) the statement confirms the revenue will support essential TfNSW services
Cost of Works	<ul style="list-style-type: none"> \$46,311.10

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 Homebush Bay Drive, Homebush West within the Strathfield 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) and 3.10(e) 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 DA pursuant to Part 15, Section 294 of the *Environmental Planning and Assessment Regulation 2021* (EP&A Regulation) and Part 4 Division 4.5 of the EP&A Act

This SEE also includes a detailed assessment of the operation of the proposal 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/62/7/2008) lapses on 30 November 2023. As such, the proposed application seeks to continue the operation of an existing static advertising sign for a period of 15 years. The existing sign provides a backlit sign box with an advertising display area of 42.41m².

Importantly, no physical works are proposed to the approved advertising structure. Given this, the estimated cost of works of the development is \$46,311.10 (Appendix 7).

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
Structural Feasibility Statement	Appendix 4
Public Benefit Statement	Appendix 5
Landowners Consent	Appendix 6
Cost of Works Statement	Appendix 7
Copy of existing consent	Appendix 8

Table 2: List of Appendices

2 The site and locality

2.1 Site Description

The site is located on the eastern elevation of the Homebush Bay Drive Overpass over the M4 Western Motorway. The sign is oriented towards westbound vehicles travelling on the M4 Motorway.

Homebush Bay Drive and the M4 Motorway are both State classified roads (No. 200 and No. 6004). Homebush Bay Drive travels in a general north-south alignment and the M4 Motorway travels in a general east-west alignment. The M4 Motorway runs from Glenbrook in the lower Blue Mountains to Haberfield, where the M4 Motorway meets the City West Link.

Given the nature of the roadway, there are no pedestrian pathways in proximity to the subject site.

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

The Homebush Bay Drive overpass as viewed from the M4 slip lane (westbound) is shown in Figure 2.

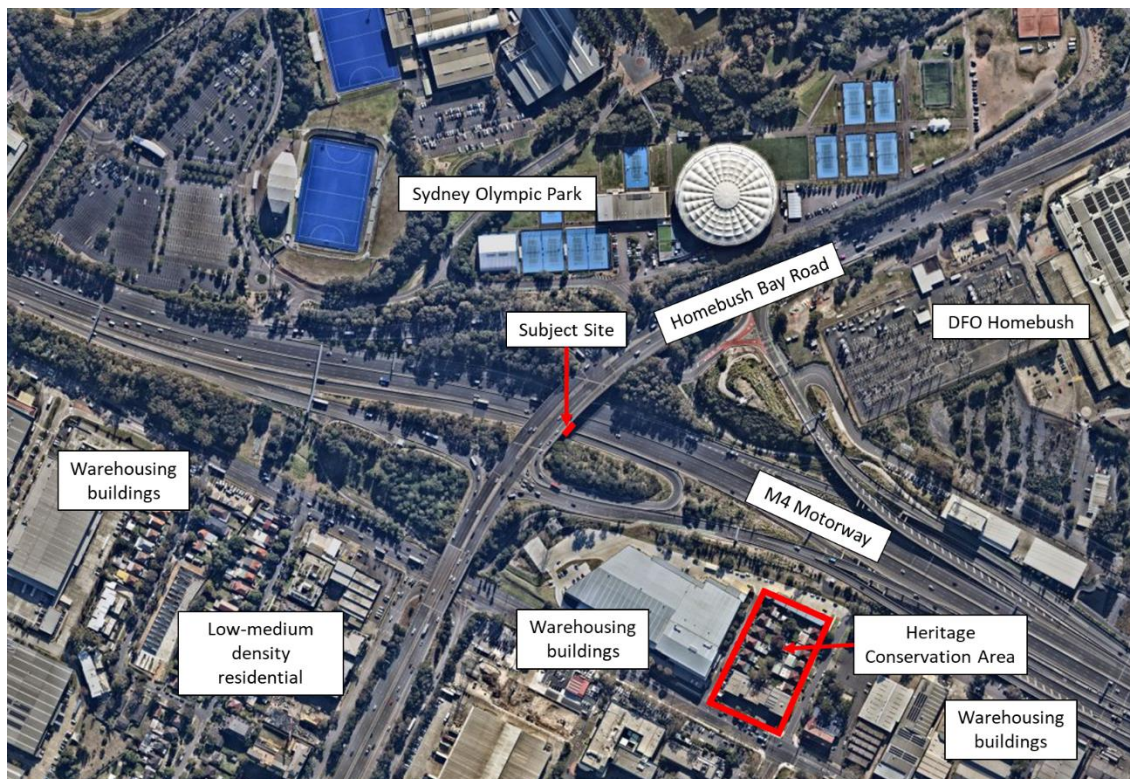


Figure 1: Site context (Source: Near Maps)



Figure 2: Existing sign at the site as seen from the M4 slip lane looking west (Source: Keylan)

2.2 Surrounding Locality

The existing advertising sign is located within an established road corridor. The surrounding locality has a mixed character, comprising:

- Sydney Olympic Park (State Significant Precinct) to the north
- DFO Homebush and warehousing buildings to the east, including associated car parking facilities
- Mixed uses to the south of the site, including a mix of warehousing buildings to the east, including associated carparking facilities
- A pocket of low density residential to the southeast
- Sydney markets further to the south
- Mixed uses to the west, including low to medium density dwellings and warehousing buildings

No existing advertisements are visible from the subject site, and it is not expected that the current advertising sign at the site is visible from any existing advertising signs in the area. Notwithstanding, advertisements are common in the area and along the M4 Motorway corridor as shown at the Figure below. Examples include:

- South facing static landscape advertising sign on Centenary Drive – located approximately 120m to the south
- East facing digital bridge advertising sign on the M4 railway overpass – located approximately 600m to the west

- West facing digital bridge advertising sign on the M4 railway overpass – located approximately 600m to the west
- West facing static bridge advertising sign on the disused M4 railway overpass – located approximately 690m to the west

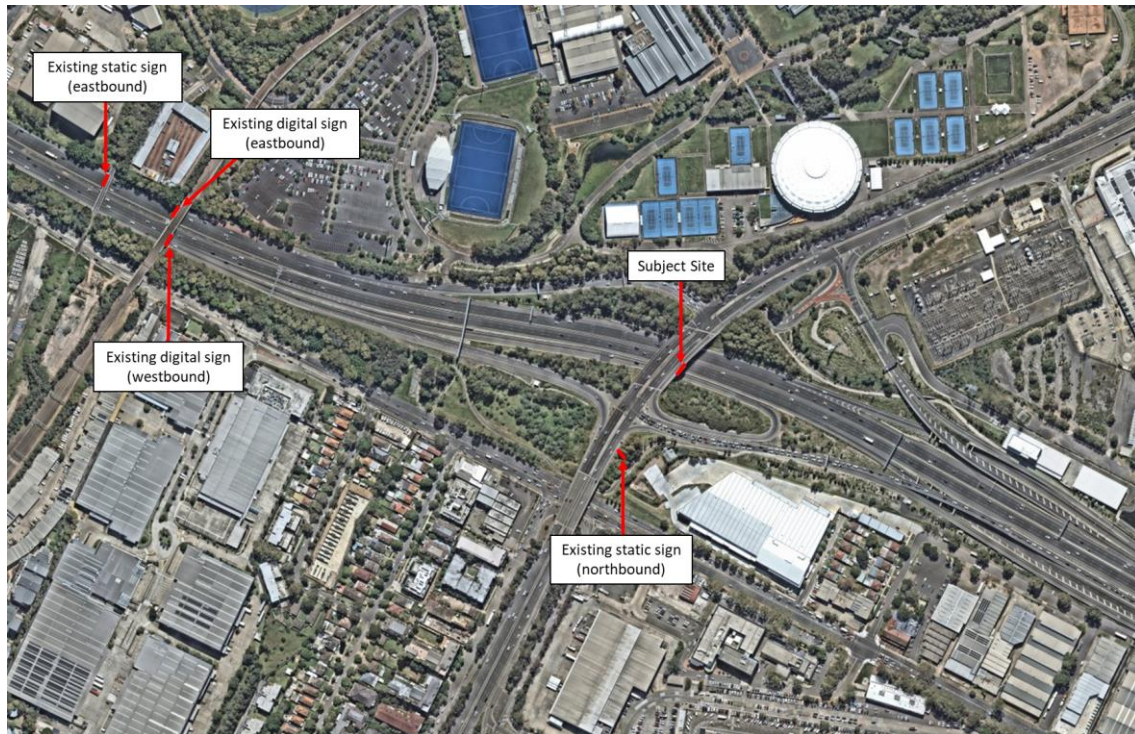


Figure 3: Nearby signage (Source: Nearmap)

A review of aerial and street view photography confirms that the surrounding locality has remained relatively unchanged since the original approval, however it is noted a slip road was constructed beneath the sign during this period. This slip road is addressed in the Traffic Impact Assessment at Appendix 3.

A review of publicly available state and local DAs have revealed there are no nearby DAs which would alter the future character of the area. Given this, the area is expected to remain unchanged and continue as a highly frequented transport corridor with industrial and sporting uses further afield. An aerial comparison of the site is provided at the Figure below.



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

2.3 Existing Road Environment

The M4 Western Motorway is an established, arterial road corridor. The subject portion of the M4 comprises four lanes travelling west, decreasing to three approximately 55m east of the sign. There is also a single lane on slip road that is separated from the main M4 lanes at the subject portion of the site. This slip lane allows motorists to enter the motorway from Homebush Bay Drive.

On approach to the sign, the on-ramp from Homebush Bay Drive has a posted speed limit of 80km/h, all other approaches have a variable speed limit with the default speed set at 90km/h. There are no pedestrian footpaths or cycle lanes along the M4 Western Motorway in proximity to the site and no parking is permitted.

The nearest intersections are located on Homebush Bay Drive above the overpass.

3 Background

On 1 December 2008, the Minister for Planning granted approval to DA/62/7/2008 (original application) for the installation of an illuminated advertisement on the eastern side of the existing Homebush Bay Drive overbridge (over M4 Motorway).

The consent was granted for a period of 15 years from the date of commencement of consent. On this basis, the consent will lapse 1 December 2023.

On 11 November 2009, a modification to DA/62/7/2008 was approved by the Minister for Planning. The modification permitted the removal of condition D1 "Advertisement Materials" from the existing consent conditions granted on 1 December 2008.

A copy of the original consent and a copy of the modification determination is provided at Appendix 8.

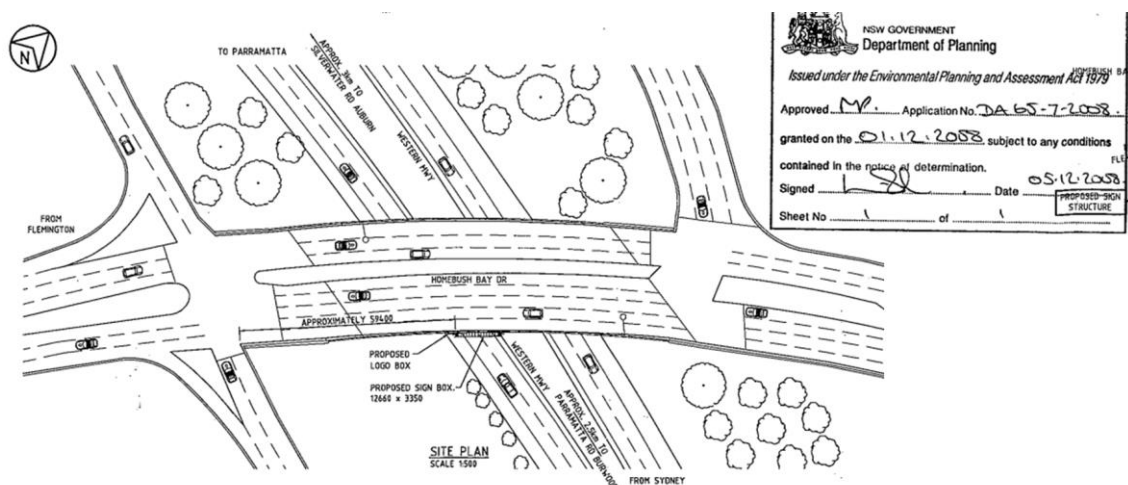


Figure 5: Stamped plans (DA/62/7/2008) (Source: DPE)

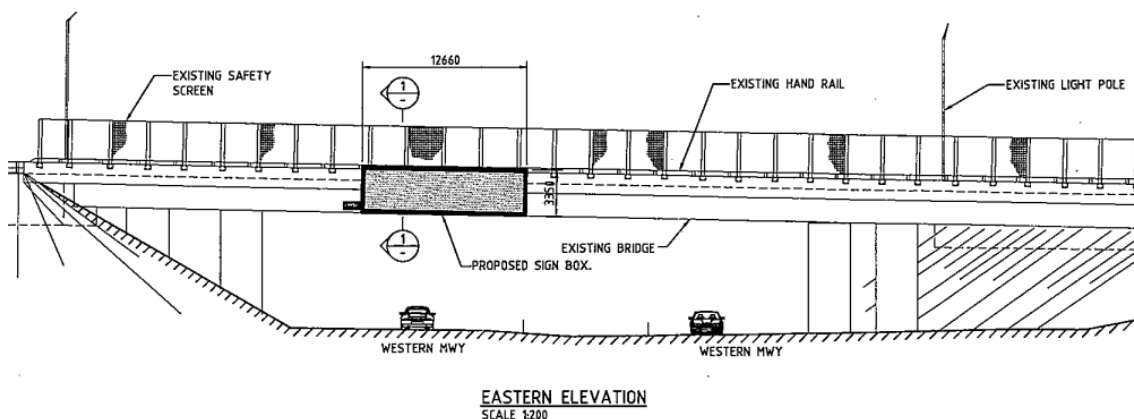


Figure 6: Stamped plans (DA/62/7/2008) (Source: DPE)

4 The Proposal

The proposal seeks to continue the operation of the existing approved advertising signage on the eastern side of Homebush Bay Drive for a further 15-year period.

The development is summarised in Table 3 below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> on 1 December 2008, the sign was approved by Department of Planning and Environment the proposal seeks to continue the operation of the existing approved advertising signage to for a further 15 year period no physical works are proposed to the signage structure
Signage location	<ul style="list-style-type: none"> the signage is located on the eastern side of the Homebush Bay Drive overpass, Homebush West, above the M4 Motorway the sign is oriented to face westbound traffic on the M4 Motorway
Advertising display area	<ul style="list-style-type: none"> 42.41m² (12.66m x 3.35m + logo)
Road clearance from ground level to the sign	<ul style="list-style-type: none"> 9.2m clearance to ground level it is noted the clearance of the bridge to the road is lower than the signage structures
Signage exposure	<ul style="list-style-type: none"> visibility is from a distance of 220m and readability is from a distance of 110m
Consent time period	<ul style="list-style-type: none"> 15 years

Table 3 Development summary

Architectural drawings for the sign are shown in the figures below and provided within the Architectural package at Appendix 2. A photo of the existing sign, as viewed from the westbound slip road on to the M4 Motorway is provided at Figure 9.

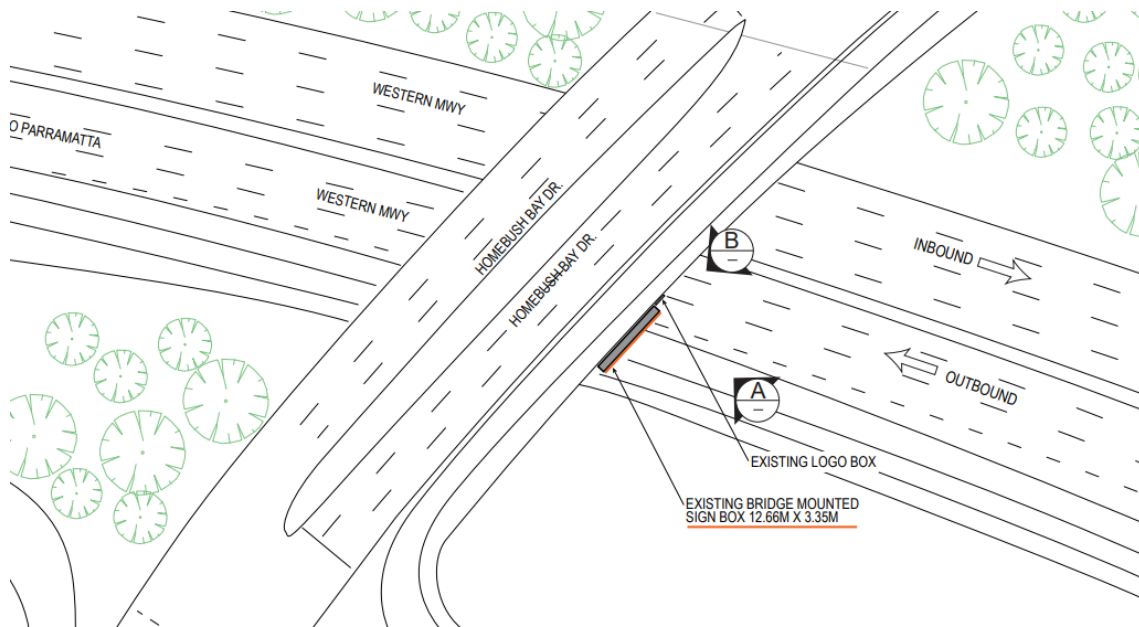


Figure 7: Site plan (Source: JCDecaux)

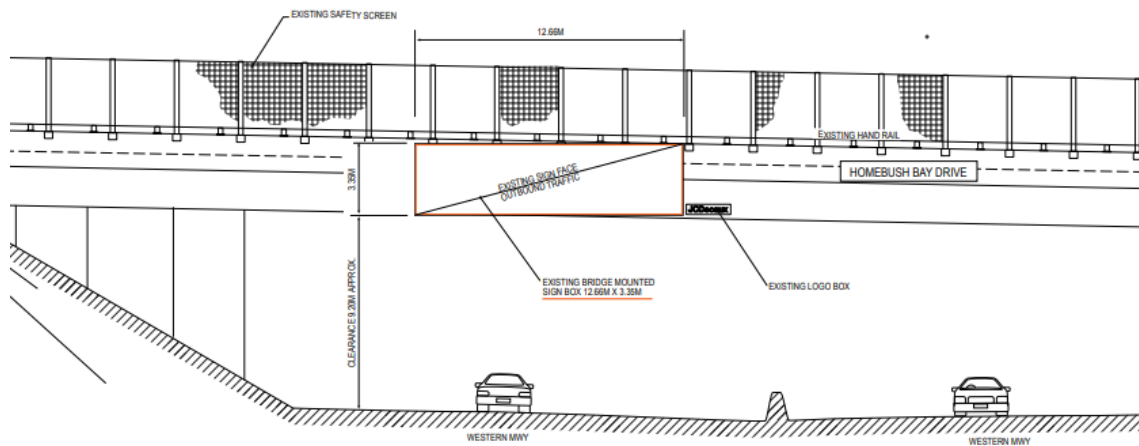


Figure 8: Sign elevation (Source: JCDecaux)



Figure 9: Signage as viewed from M4 Motorway (Source: Keylan)

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 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 Homebush Bay Drive from a platform between the safety screen and the sign box. The sign box is then accessed from a ladder fixed to the back of the box and a hatch in 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.

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 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 of the land in which it is located without resulting in an adverse impact on the environment. A 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 development to enable the consent authority to undertake a thorough environmental assessment and assist in its decision-making on the application.
(c) <i>to promote the orderly and economic use and development of land,</i>	The development promotes the orderly and economic use of the land by continuing the operation of the existing approved advertising signage within an established road corridor. This will allow the sign 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,</i>	The development will not impact on any threatened species or other species of native

Objective	Comment
<i>ecological communities and their habitats,</i>	animals and plants, ecological communities and their habitats.
<i>(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the development. The application only proposes to continue the operation of the existing approved advertising signage.
<i>(g) to promote good design and amenity of the built environment,</i>	The development will continue to be located within an established road corridor. The design of the sign is not proposed to change and it will continue to promote a high quality design that does not have an adverse impact on the amenity of the surrounding area.
<i>(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	The development will continue to be maintained in accordance any conditions of approval issued by the consent authority including the relevant requirements that relate to health and safety, construction and maintenance.
<i>(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	This SEE is submitted to DPE to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPE to other State agencies and Council for further assessment and comment.
<i>(j) to provide increased opportunity for community participation in environmental planning and assessment.</i>	As part of DPE's assessment of the application, it is expected that the SEE will be made publicly available and that the community, Council and State agencies will be invited to provide comment via a submission on the proposal. Any submissions received will be addressed as part of a Response to Submissions Report.

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

Matters for Consideration

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

Relevant Provision	Comment
<i>(a) the provisions of:</i>	
<i>(i) any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 5.
<i>(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has</i>	The relevant proposed environmental planning instruments are addressed at Section 5.

Relevant Provision	Comment
<i>notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	
<i>(iii) any development control plan, and</i>	The <i>Strathfield Development Control Plan 2012</i> (SDCP 2012) is addressed at Section 5.6.
<i>(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</i>	No planning agreement or draft planning agreement has been entered into as part of this application.
<i>(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph),</i>	The application is consistent with the relevant matters of the EP&A Regulations.
<i>(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,</i>	The impacts of the proposal are addressed in Section 6.
<i>(c) the suitability of the site for the development,</i>	Site suitability is addressed at Section 6.7.
<i>(d) any submissions made in accordance with this Act or the regulations,</i>	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
<i>(e) the public interest.</i>	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 approximately 400m south of the 'Hall of Champions (collection)' State heritage item, which is listed as item No.01295 on the State Heritage Register. The item is a collection of sporting memorabilia located within the 'Hall of Champions' building off Olympic Boulevard, Homebush.

The proposed extension to the duration of the consent will not impact this State heritage item given it is located inside a building and is located a substantial distance away. In addition, the existing sign is not visible from this building. Further assessment is provided at Section 6.3.

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

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

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

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 *Strathfield Local Environmental Plan 2012* (SLEP 2012), the proposed application is permissible with consent under Section 3.14(b) and 3.14(c) of the Industry and Employment SEPP as it is on behalf of TfNSW and is within a road corridor, being the M4 Motorway.

Further, under Section 3.10(d)(iii) and 3.10(e) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is located on transport corridor land comprising the M4 Motorway.

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

Schedule 5 Assessment

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

Schedule 5	Comment	Compliance
1. Character of the Area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	<ul style="list-style-type: none">DA 62-7-2008 was assessed and considered to be consistent with the character of the surrounding areaas discussed in Section 2, the locality has remained relatively unchanged since the original approvalthe existing sign will remain a design and position that is suitable and compatible with the character of the surrounding area given the area consists of multiple highly frequented road corridors and advertising signage is not uncommon in the areathe scale of the sign will remain in keeping with surrounding development and it will continue to remain within the structure of the bridgethe existing sign will continue to represent a contemporary form of advertising signage that has a high quality design outcomethere are multiple advertising signs along the M4 Motorway corridor and the proposed continuation of the sign will remain consistent with this theme	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?		Yes
2. Special Areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space	<ul style="list-style-type: none">the existing sign is not visible from any environmentally sensitive areas, heritage areas, waterways, open space areas, rural landscapes or residential areas	Yes

Schedule 5	Comment	Compliance
<i>areas, waterways, rural landscapes or residential areas?</i>	<ul style="list-style-type: none">in addition, the site is not a heritage item and is not located within a heritage conservation area or environmentally sensitive areanotwithstanding, the site is located in proximity to three heritage items:<ul style="list-style-type: none">the site is located 400m south of a State heritage item, however, no impact will occur as a result of the nature of the item being within a building.the site is located 250m west a local heritage conservation area, the 'Welfare Street Conservation Area, Inter-war bungalow style group', however impacts as a result of the proposal are not anticipated as there are no views to the existing sign from this item due to the topography and existing mature vegetationthe site is located 350m west of a local heritage item, the 'Wentworth Hotel', however impacts as a result of the proposal are not anticipated as there are no views to the existing sign from this item due to the topography and existing mature vegetation	
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none">the existing sign will not obscure or compromise any important views	Yes
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<ul style="list-style-type: none">the existing sign does not dominate the skyline as the existing sign will continue to be located within the structure of the bridge	Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<ul style="list-style-type: none">the proposal will not conflict with the viewing rights of other advertisers as no advertising signs will be visible from the subject advertising sign and the subject advertising sign will not be visible from any nearby advertising sign	Yes
4. Streetscape, Setting or Landscape		

Schedule 5	Comment	Compliance
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<ul style="list-style-type: none">the proposal involves the extension of the consent of a bridge advertising sign with an advertising display area of 42.41m²the scale, proportion and form of the existing sign will remain appropriate for the streetscape as it is located above a highly frequented road corridor and will remain attached to an existing bridgein addition, the existing sign remains appropriate as it does not extend below the underside of the bridgethe proposal contributes to the visual interest along the M4 Motorway through the display of high-quality advertisementsthe proposal does not require ongoing vegetation management	Yes
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>		Yes
<i>Does the proposal reduce clutter by rationalizing and simplifying existing advertising?</i>		Yes
<i>Does the proposal screen unsightliness?</i>		Yes
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>		Yes
<i>Does the proposal require ongoing vegetation management?</i>		Yes
5. Site and Building		
<i>Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?</i>	<ul style="list-style-type: none">the proposal is compatible with the scale, proportion and characteristics of the site as it will remain attached to an existing bridge and will not extend below the underside of this bridgethere are no important features at the site that the existing advertising sign currently impedes and therefore a proposal to continue the operation of the approved sign will not compromise any important featuresthe sign will continue to provide visual interest to an otherwise simple bridge structure	Yes
<i>Does the proposal respect important features of the site or building, or both?</i>		Yes
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>		Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
<i>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?</i>	<ul style="list-style-type: none">JCDecaux will implement content controls for the signage, including:<ul style="list-style-type: none">no tobacco productsno overtly religious advertisingno advertising that contains overt and sexually graphic imagesno pornography and illegal drugs	Yes

Schedule 5	Comment	Compliance
	<ul style="list-style-type: none">all advertising copy material will continue to comply with the following:<ul style="list-style-type: none">Australian Advertising Industry Code of ConductThe Outdoor Media Association (OMA) Code of Conduct.the operator logo located as part of the existing advertising sign is not proposed to change and will continue to be located to the side of the signage structure and measure no more than 0.25m²	
7. Illumination		
Would illumination result in unacceptable glare?	<ul style="list-style-type: none">a separate Lighting Impact Assessment will be provided post lodgement.notwithstanding, there are no changes proposed to the existing lighting provisions.	To be determined post lodgement.
Would illumination affect safety for pedestrians, vehicles or aircraft?		
Would illumination detract from the amenity of any residence or other form of accommodation?		
Can the intensity of the illumination be adjusted, if necessary?		
Is the illumination subject to a curfew?		
8. Safety		
Would the proposal reduce the safety for any public road?	<ul style="list-style-type: none">the Signage Safety Assessment prepared by TTPP confirms there is no cyclist or pedestrian access along this segment of the M4 Motorway.the provision of the existing static advertising sign unlikely to reduce the safety of motoriststhe proposal will not obscure sightlines from public areas as it will be attached to an existing bridge structure	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?		
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?		

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

5.4.2 Transport Corridor Advertising and Signage Guidelines 2017

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

The Signage Guidelines have been established to compliment the provisions of the Industry and Employment SEPP. The DA for any advertising sign that is located in, or adjacent to, a transport corridor to demonstrate how the proposal addresses the Signage Guidelines. An assessment against the criteria within Signage Guidelines is provided at Appendix 1 and 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
2.119 Development with a frontage to a classified road		
(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 the M4 Motorway which is classified as a State classified road (no.6004).</p> <p>The assessment contained in the SEE and supporting reports concludes that the proposal would not compromise safety for road users in the vicinity.</p>	Yes
(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> (a) <i>where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i>	<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 M4 in context to the development and concludes that the proposed sign</p>	

Section	Comment	Compliance
<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>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 Strathfield Local Environmental Plan 2012

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

5.5.1 Zoning

The existing signage is located on land zoned SP2 Infrastructure Zone under the SLEP 2012. Signage is permissible with consent in the SP2 zone under the SLEP 2012 as it is *ordinarily incidental or ancillary* to the road corridor given it will generate revenue to maintain and improve TfNSW infrastructure.

The signage is also permissible with consent under Clause 3.14(1)(b) of the Industry and Employment SEPP as the advertisement is on land managed by TfNSW. In addition, signage is permissible under Clause 3.14(1)(c) as the advertisement is on transport corridor land comprising the M4 Motorway.



Figure 10: Land use zoning map (Source: Espatial Viewer)

5.5.2 Heritage

The site is not identified as a heritage item or within a heritage conservation under SLEP 2012. In addition, the site is not located adjacent or opposite any heritage items or heritage conservation areas identified under SLEP 2012.

The site is located in proximity to two heritage items listed under SLEP 2012. These items are shown in the Figure below and consist of:

- A local heritage conservation area, the 'Welfare Street Conservation Area, Inter-war bungalow style group' (no. C6) which is located 250m east of the site.
- A local heritage item, the 'Wentworth Hotel' (no. I62) which is located 350m east of the site.

The proposal satisfies the objectives of Clause 5.10 of the SLEP 2012 as it has minimal, adverse impacts on the heritage significance of the surrounding heritage items and heritage conservation areas, including the associated fabric, settings and views. Heritage is further discussed in Section 6.3.

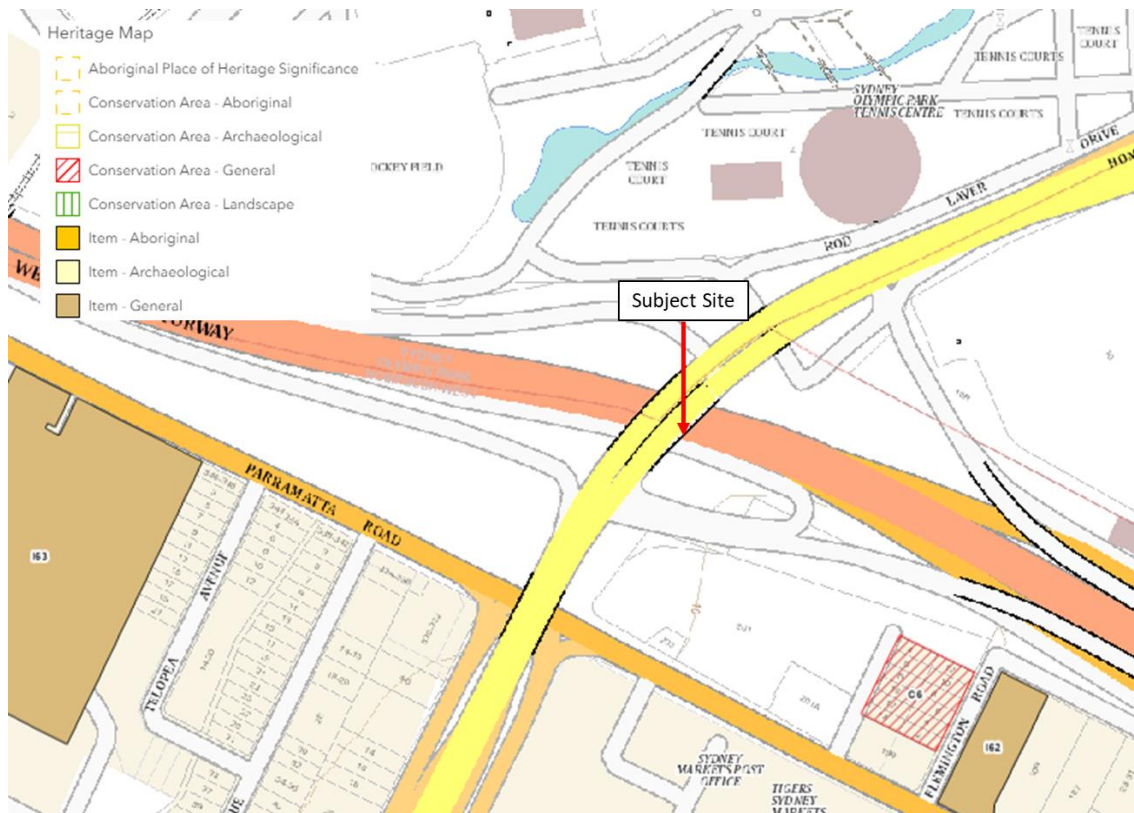


Figure 11: Heritage map (Source: Espatial Viewer)

5.6 Strathfield Development Control Plan 2012

The proposal is generally in compliance 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
Part J – Advertising Signs and Structures		
1.6 Matters for Consideration		
(a) <i>The design of the sign including size, type of lettering and the language the sign is written in.</i>	The proposal is consistent with the matters for consideration identified as the sign represents a high-quality design, consistent with the character of the area and improves the visual appearance of the Homebush Bay Drive overpass. The sign does not dominate any surrounding buildings, advertisements or adversely impact the setting of any heritage items and does not cause an obstruction or distraction to vehicles and pedestrians.	Yes
(b)		
(i) <i>The visual appearance of the advertisement and whether it is appropriate to the general character of the area.</i>		
(ii) <i>whether the advertisement will dominate or obscure other advertisements.</i>		
(iii) <i>whether the advertisement is in proportion to the architectural features of the adjoining development.</i>		
(iv) <i>whether the advertisement will dominate the building and</i>		

Provision	Comment	Complies
<p><i>whether the building would be a background frame for the proposed advertisement.</i></p> <p>(v) <i>whether the colours of the advertisement complement the colours of the building.</i></p> <p>(vi) <i>whether the advertisement respects buildings of heritage significance.</i></p> <p>(vii) <i>whether the supporting structure of the advertisement will be visually obtrusive and contribute to the streetscape clutter.</i></p> <p>(viii) <i>whether the advertisement would unduly attract a motor vehicle driver's attention.</i></p> <p>(ix) <i>whether the advertisement would dominate or obscure direction signing or identification signing.</i></p> <p>(x) <i>whether the advertisement would obscure a scenic view.</i></p> <p>(xi) <i>whether the advertisement would be an obstruction to vehicles and pedestrians.</i></p> <p>(xii) <i>whether the advertisement complies with traffic safety requirements.</i></p> <p>(xiii) <i>whether the advertisement is structurally safe.</i></p> <p>(c) <i>For a Class of Advertising Structure referred to in Schedule 1 take into consideration whether the structure complies with the requirements of Schedule 2.</i></p> <p>(d) <i>The number of existing signs on the building and adjacent buildings.</i></p>		
2.1 Signs in All Areas		
<p>i) Zoning</p> <p><i>Table A indicates the types of signage which are permissible without Development consent, permissible only with development consent and prohibited within various zones under the Strathfield Local Environmental Plan (LEP 2012). Schedule 2 – Exempt Development of SLEP 2012 identifies those advertising signs and structures which do not require development consent.</i></p>	<p>The existing sign remains consistent with this criteria as signage is permissible at the site under the Industry and Employment SEPP.</p>	<p>Yes</p>

Provision	Comment	Complies
ii) General Appearance, Content and Maintenance Provisions <i>Council discourages signs prone to deterioration in appearance and may issue an Order under the EP&A Act for the removal of signage which is redundant, dilapidated, unsightly or objectionable</i>	<p>The existing sign remains consistent with this criteria as:</p> <ul style="list-style-type: none"> it will continue to be appropriately maintained by JCDecaux it will continue to present as a high quality sign that generates visual interest on the M4 Motorway 	
iii) Traffic and Pedestrian Safety <i>Advertisements, signs and advertising structures are not to be erected or displayed in a manner which obscures or interferes with road traffic signs or resemble a regulatory or road warning or direction sign, in colour, size, shape or wording. Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to the Roads and Maritime Services (RMS) for comment.</i>	<p>The existing sign remains consistent with this criteria as it will continue to remain within the structure of the bridge and will not interfere with road safety on the M4 Motorway as confirmed in the SSA prepared by TTPP at Appendix 3.</p>	
v) Language <ul style="list-style-type: none"> All advertising signage must be displayed in English but may be translated in another language All translations must be accurate and complete Wording and/or numbers should be no greater than the English message. 	<p>The existing sign remains consistent with this criteria as it will continue to display messages in English.</p>	
vii) Prohibited Advertisements <i>Development for the purpose of erecting or displaying any of the following types of advertisements and signs is prohibited:</i> (a) roof sign or wall sign projecting above the roof or wall to which it is affixed; (b) flashing or moving signs or advertisements; (c) signs, not defined as a temporary sign, made of canvas, fabric, similar sheet material, or any type of airborne sign except a temporary sign; (d) fly posters; e (e)) signs affixed to the surface of a public footway or public roadway; (f) signs which may obscure, obstruct or interfere with any road traffic signs or motorist vision or otherwise adversely affecting road safety;	<p>Not applicable – the sign is not prohibited</p>	

Provision	Comment	Complies
<p>(g) signs prohibited under the Tobacco Advertising Prohibition Act 1992, or any other Act;</p> <p>(h) signs other than a business identification sign, directional sign, real estate sign or temporary sign within the R2 – Low Density Residential, R3 – Medium Density Residential and R4 – High Density Residential zones .</p>		
4.0 Schedule 2 Item 5 – Floodlit signs		
ITEM 1 – Advertising panel	Not applicable – the sign is illuminated.	N/A
ITEM 5 – Floodlit signs	Not applicable – the sign is internally illuminated.	N/A
ITEM 15 – Unclassified signs	Noted	Yes
(a) other signs not identified in this Schedule will be considered by council on the merits of each application; and		

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 on the M4 Motorway, in proximity to the proposal, is summarised in the table below.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> the M4 Motorway is a classified State Road (No. 6004)
Speed limit	<ul style="list-style-type: none"> the on-ramp from Homebush Bay Drive has a speed limit of 80km/h, all other approaches have a variable speed limit with the default speed set at 90km/h.
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> there are no traffic signals, stop or give way signs in proximity to the sign on the M4 Motorway in addition, the sign location is not in the vicinity of any intersections or emergency vehicle access point there are no intersections within proximity to the proposal on the M4 Motorway
Road configuration and geometry	<ul style="list-style-type: none"> in the vicinity of the sign location, the M4 Motorway comprises four lanes travelling west, decreasing to three approximately 55m east of the sign there is also a single-lane slip road that is separated from the main M4 lanes at the location of the site the slip lane allows motorists to enter the motorway from Homebush Bay Drive
Crash data	<ul style="list-style-type: none"> an average of 1.48 crashes per year occurred within readable distance of the sign, since 1996 the crash data found that the overall number of crashes on the M4 Motorway has not increased following installation of the site, and has instead decreased 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
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> there is no pedestrian or cyclist access along this section of the M4 Motorway
Parking	<ul style="list-style-type: none"> parking is prohibited along the M4 Motorway
Stopping sight distance (SSD)	<ul style="list-style-type: none"> 173m at 90km/hr.

Table 9: Existing road environment (Source: TTPP)

6.1.2 Signage exposure

The SSA estimates that the existing sign on the eastern elevation of the Homebush Bay Drive Overpass is visible and readable to westbound motorists from approximately 220m and 110m east of the sign, respectively. The signage exposure distance and existing views are shown in the figures below.



Figure 12: Existing view from approximately 110m (Source: TTPP)



Figure 13: Existing view from approximately 220m (Source: TTPP)

6.1.3 Road accident history

In determining the road accident history in proximity to the site, the SSA has relied upon crash data provided by TfNSW 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 1.48 crashes per year occurred within the readable distance of the 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 September 2010
- Post installation period (prior WestConnex M4 East tunnel): September 2010 to July 2019
- Post installation period (post WestConnex M4 East tunnel): July 2019 to June 2023

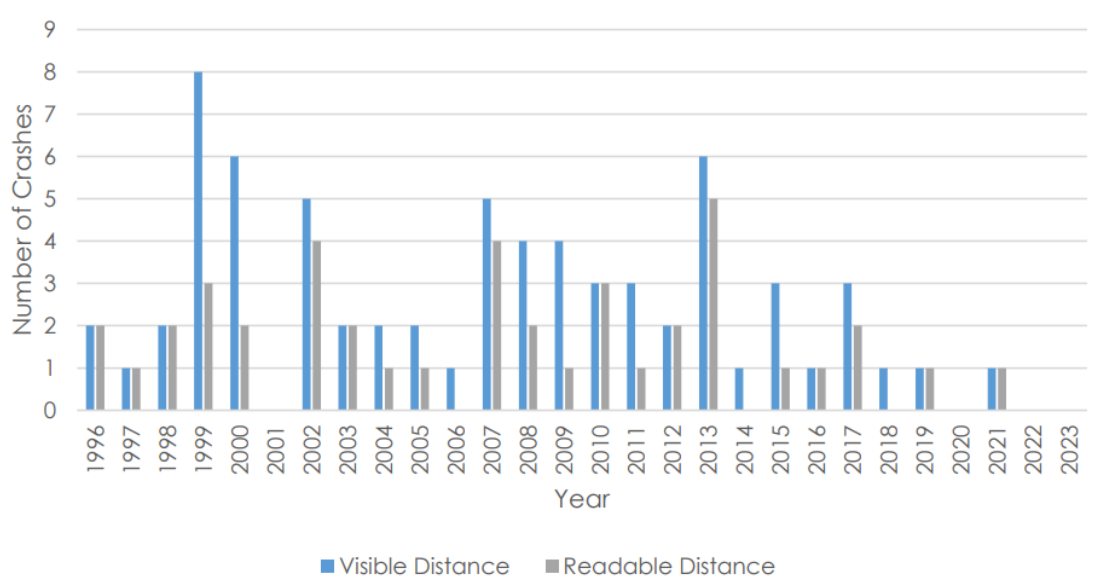


Figure 12: Historical crash data in proximity to the site (Source: TTPP)

Time	Crash severity					
	Injury	Injury per year	Non-casualty (tow-away)	Non- casualty (tow-away) per year	Total	Total per year
Within visible distance: 220m						
Pre-installation	20	1.34	26	1.74	46	3.08
Post-installation, pre upgrades	9	1.02	13	1.47	22	2.49
Post-installation, post upgrades	0	0	1	0.26	1	0.26
Total	29	1.05	40	1.44	69	2.49
Within readable distance: 110m						

Time	Crash severity					
	Injury	Injury per year	Non-casualty (tow-away)	Non-casualty (tow-away) per year	Total	Total per year
Pre-installation	14	0.94	12	0.80	26	1.81
Post-installation, pre upgrades	6	0.68	8	0.91	14	1.58
Post-installation, post upgrades	0	0	1	0.26	1	0.26
Total	20	0.72	16	0.76	41	1.48

Table 10: Crash history (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.

6.1.4 Stopping sight distance

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

For the purpose of this assessment, the posted speed of 90km/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 90km/h speed environment is 173m.

TTPP note, the on-ramp from Parramatta Road now has a merge point located in the vicinity of the static sign. However, the static advertising sign is located at the end of the merging lane and is therefore not located within the length of the merge lane or the SSD of the merge point for westbound traffic.

TTPP have determined the length of the merge lane as: *the length between the start of the merge, and when the merge lane becomes less than 2m wide (the typical width of a passenger vehicle).*

Beyond this point, motorists would have begun to merge with the through lane and will no longer be deciding on a point to merge with the adjacent traffic (a decision-making point).

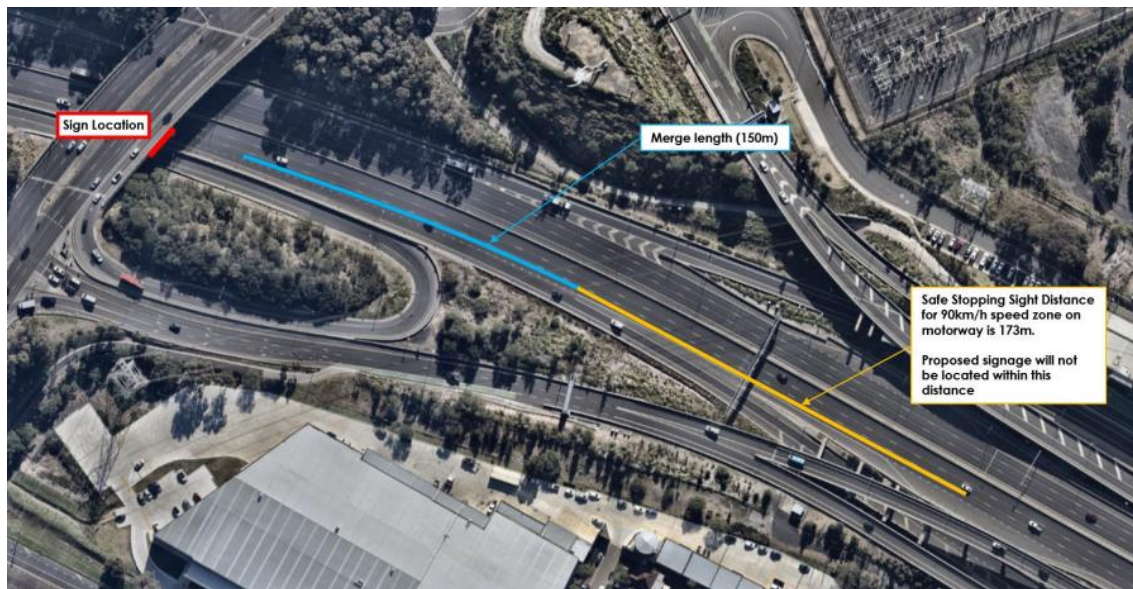


Figure 13: Minimum SSD (Source: TTPP)

In addition, the crash analysis indicates that the potential distraction due to the sign is minimal and has evidently not contributed to creating a road environment that is any less safe for road users.

6.1.5 Road safety criteria – Signage Guidelines

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

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

Sign Location Criteria	Response provided by TTPP	Compliance
Road clearance		
a. <i>The advertisement must not create a physical obstruction or hazard. For example:</i>		
i. <i>Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?</i>	<i>The existing sign does not physically obstruct any vehicle, pedestrian and cyclist movements as it is placed on the eastern side of the Homebush Bay Drive overhead bridge above the M4 Motorway. The advertisement sign extends below the soffit of the Homebush Bay Drive overpass, however, the vertical clearance to the base of the advertisement sign from the roadway exceeds 5.8m which meets the minimum requirement for bridge signage criteria.</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>		

Sign Location Criteria	Response provided by TTPP	Compliance
iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?		
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 sign is installed on the eastern side of the Homebush Bay Drive overhead bridge, facing westbound traffic, which is positioned above the carriageway and outside of the clear zone. Hence, it does not require an RMS-approved crash barrier.	✓
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.	<p>The sign is not located within the clear zone.</p> <p>The available vertical clearance between the road surface and the underside of the Homebush Bay Drive overhead bridge is maintained.</p>	✓
d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.	The existing sign 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 board when under maximum vertical deflection	✓
Line of sight		
a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.	Cyclist and pedestrian access on the M4 Motorway are prohibited within the vicinity of the proposed static advertising sign. The sign is positioned above the carriageway, therefore it does not obstruct a drivers view of the road.	✓

Sign Location Criteria	Response provided by TTPP	Compliance
b. <i>An advertisement must not obstruct a pedestrian or cyclist's view of the road.</i>	<i>Cyclist and pedestrian access on the M4 Motorway are prohibited within the vicinity of the proposed static advertising sign. Therefore, the proposed static advertising sign would not obstruct a pedestrian or cyclist's view of the road.</i>	✓
c. <i>The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.</i>	<i>As shown, the existing static advertising sign is positioned on the overhead bridge which does not impede a driver's visibility on the alignment of the road. The sign does not indicate misleading information or information contrary to the existing roadway.</i>	✓
d. <i>The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</i> i. <i>The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/ or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view.</i> ii. <i>The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</i>	<i>The sign is located within a driver's peripheral vision whilst travelling westbound on the M4 Motorway. Motorists are not required to turn their heads when observing the sign, and all motorists are able to observe the road simultaneously when viewing the sign. The positioning and angle of the sign does not result in headlight reflection or glare.</i>	✓
Proximity to decision making points and conflict points		

Sign Location Criteria	Response provided by TTPP	Compliance
<p>a. The sign should not be located:</p> <ul style="list-style-type: none"> i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment iii. so that it is visible from the stem of a T-intersection. 	<p>For the purpose of this assessment, an operating speed of 90km/hr has been used to calculate the safe stopping sight distance which is the default speed limit of the M4 Motorway on approach to the sign. Also, it is the speed at which motorists were observed to be driving during the site inspection. According to the Austroads guide, the minimum safe stopping sight distance for a 90km/h speed zone is 173m.</p> <p>The Austroads guide states that the SSD is measured along the roadway and it must be available along all traffic lanes at all times. In addition, the signage guidelines state that criteria 3.2.3 a) applies "to minimise distraction near decision making points and conflict points, and ensure there is sufficient distance for a driver to recognise, react and, if required, stop safely before reaching one of these points".</p> <p>Therefore, to comply with this requirement, the sign must not be located within the stopping sight distance to the decision-making point or conflict point as measured on approach to this point.</p> <p>Of note, the on-ramp from Parramatta Road now has a merge point located in the vicinity of the static sign. However, the static advertising sign is located at the end of the merging lane and is therefore not located within the length of the merge lane or the SSD of the merge point for westbound traffic.</p> <p>The length of the merge lane has been determined as the length between the start of the merge, and when the merge lane becomes less than 2m wide (the typical width of a passenger vehicle). Beyond this point, motorists would have begun to merge with the through lane and</p>	<p>✓</p>

Sign Location Criteria	Response provided by TTPP	Compliance
	<p><i>will no longer be deciding on a point to merge with the adjacent traffic (a decision making point).</i></p> <p><i>In addition, the supplementary crash analysis in Section 2.5 indicates that the distraction potential due to the presence of a static sign is minimal and evidently has not contributed to creating a road environment that is any less safe for road users. In addition, there has only been one incident in the last four-year period on approach to the sign since the WestConnex upgrade, indicating that there is no pre-existing safety issues on approach to this sign.</i></p> <p><i>The sign is not located within the safe stopping sight distance of pedestrian and cyclist crossing facilities.</i></p> <p><i>The sign is not visible from the stem of a T-intersection</i></p>	
<p><i>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</i></p> <ul style="list-style-type: none"> <i>i. of a road hazard</i> <i>ii. to an intersection</i> <i>iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)</i> <i>iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.</i> 	<p><i>The sign is located on the M4 Motorway where there are no traffic signals, stop or give way signs. In addition, the sign location is not in the vicinity of any intersections or emergency vehicle access points.</i></p>	
Sign spacing		
<p><i>a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</i></p>	<p><i>There are no other large format static or digital signs located within 150 m of the proposed static advertising sign facing traffic in the westbound direction</i></p>	✓

Table 11: Sign location criteria – Section 3.2 of the Signage Guidelines (Source: TTPP)

Sign Design and Operation Criteria	Response provided by TTPP	Compliance
Advertising signage and traffic control devices		
a. <i>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.</i>	<i>There are no directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs within the visible distance on approach to the sign on the M4 Motorway through lanes or the merge lane from Parramatta Road.</i>	✓
b. <i>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:</i> i. <i>Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</i> ii. <i>Does the advertisement imitate a prescribed traffic control device?</i> iii. <i>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?</i>	<i>However, from the Homebush Bay Drive on-ramp there is a prescribed traffic control device and regulatory sign situated on the motorist's left-hand side on approach to the sign, shown below in Figure 3.10. The signs are clearly defined on the side of the road, compared to the existing static advertising sign which is situated above the roadway.</i> <i>As a result, the proposed static sign does 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.</i> <i>Details of the advertisement/s would remain consistent with the existing advertising. It is noted that the sign would not display colours and shapes which could be mistaken for traffic signals. Notwithstanding this, it is recommended that the content of the sign be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device</i>	✓

Table 16: Sign design and operation criteria – Section 3.3 of the Signage Guidelines (Source: TTPP)

6.1.6 Road safety summary

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

In summary, based on the findings of TTPP in its SSA, the road environment along the M4 Motorway in proximity to the proposal is considered acceptable on road safety grounds.

6.2 Illumination

The proposed sign will continue to be illuminated at night. An assessment of the proposal against the relevant illumination criteria will be provided post lodgement:

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

6.3 Heritage

The site or existing sign has no statutory heritage listings. Notwithstanding, there is a Heritage Conservation Area, a local heritage item and State heritage item located in proximity which have been outlined in Section 5.5.2 of this report.

No impacts are expected on these heritage items as a result of the proposed extension to the existing signage duration of consent. Importantly, these heritage items are not within the visual catchment of the existing sign and therefore no views are expected. The views are largely restricted due to the significant distance between the existing sign and these items as well as the nature of the M4 corridor, existing mature vegetation and surrounding developments.

Wentworth Hotel and Welfare HCA

The view from the end of Flemington Road, between the Welfare Street Heritage Conservation Area and 'Wentworth Hotel' heritage item is shown at Figure 14 below. This image demonstrates there is no view of the sign from this location, thereby no adverse impacts are associated.



Figure 14: View looking east towards the existing sign from Flemington Rd (Source: Keylan)

Hall of Champions

The 'Hall of Champions' State heritage item is located approximately 375m from the subject site as shown at the Figure below. Given this distance and that this item is located within an existing building, the existing advertising signs are not expected to be visible from the heritage item, nor will the heritage item be visible from the existing advertising signs. The proposal is not anticipated to result in any adverse impacts on nearby items of heritage significance.



Figure 15: Hall of Champions heritage item and the subject site (Base source: Near maps)

6.4 Structural Integrity

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 4). This report confirms there are no structural issues associated with the existing signage structure and that it is fit to remain on the bridge for an additional 25 years.

6.5 Visual Impacts

No physical changes are proposed as part of this proposal and the existing sign will remain orientated to be visible to westbound motorists travelling along the M4 Motorway. Notwithstanding, an assessment of the visual impacts of the existing sign has been carried out, as outlined below.

The existing sign is visible from the M4 Motorway, however, is also visible from a pedestrian pathway adjacent to the northern side of the M4 Motorway Road corridor. The existing sign is visible from this pathway as shown at Figure 15 below.

No adverse visual impacts are expected given the nature of the pathway adjacent to a road corridor and as the sign is only visible from a small portion of the pathway.



Figure 16: View towards site from northern side of M4 Motorway (Source: Keylan)

The existing sign is located in proximity to a number of other sensitive areas, however, is not expected to be visible from these. Notwithstanding, an assessment on each area is provided below.

Heritage areas

Whilst the site is in proximity to the Welfare Street Heritage Conservation Area, 'Wentworth Hotel' heritage item and 'Hall of Champions' State heritage item, it is not visible from these areas. No views of the existing sign are possible from these heritage items for the reasons provided at Section 6.3 above.

Residential areas

The Welfare Street Heritage Conservation Area also represents a small pocket of low density residential properties. No views of the existing sign are possible from this area for the reasons provided at Section 6.3 above.

There are also residential areas located further from the site as shown at Figure 16 below. No views of the existing sign are possible from these areas given the distance between the site and these areas, the nature of the M4 Motorway corridor, and existing mature vegetation along both sides of the corridor.

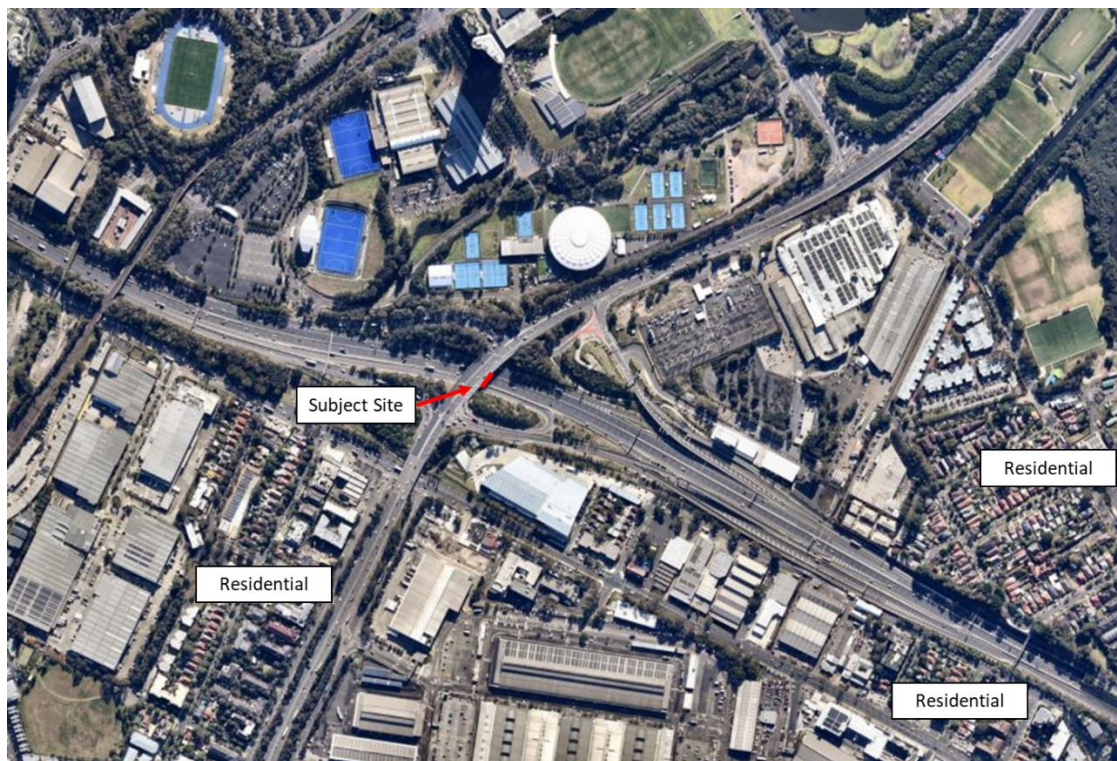


Figure 17: Residential areas and the subject site (Base Source: Nearmap)

Sydney Olympic Park

The existing sign is also in proximity to Sydney Olympic Park, which is a Stage Significant Precinct.

No views are expected from this location given the distance between the locations, orientation of the sign in the opposite direction, natural topography of the land and

extensive existing mature vegetation located on the northern side of the motorway corridor.

The location of Sydney Olympic Park in comparison to the site is shown below at Figure 17 below.

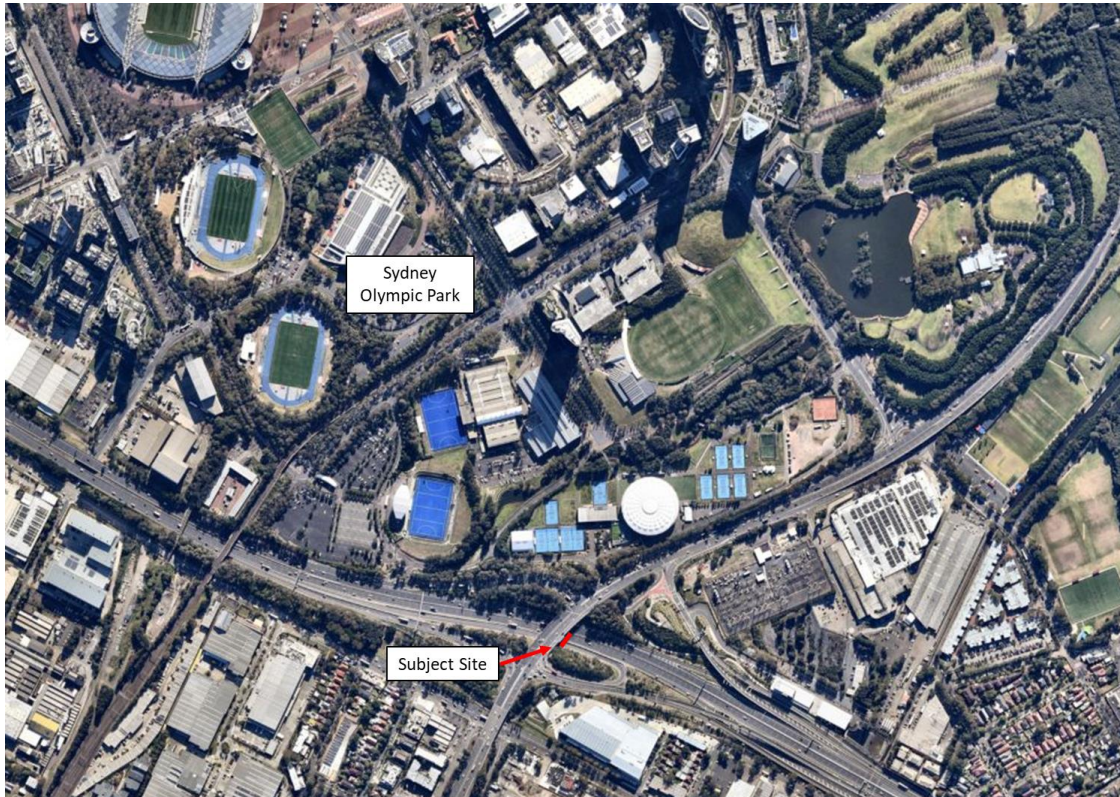


Figure 18: Sydney Olympic Park and the subject site (Base source: Nearmap)

Industrial areas

Industrial areas are located to the north and south of the site.

These areas comprise of general industrial uses, such as warehouse style development with associated buildings and parking facilities.

The proposal will have a minimal – negligible impact on these areas for the following reasons:

- significant separation distances between these areas and the existing sign
- the natural topography of the land
- presence of existing mature vegetation along the periphery of the motorway

Whilst it is considered that these buildings possess a low visual sensitivity, the existing sign is not expected to be visible from these areas for a number of reasons including the distances between the areas and the existing sign, the natural topography of the land as well as mature vegetation along the M4 Motorway.

The view towards the existing sign from the industrial area to the south is shown in the Figure below.



Figure 19: View towards site from warehouse buildings to the south (Source: Keylan)

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 surrounding area has a low visual sensitivity due to the limited visual catchment
- the existing sign is visible only from the M4 Motorway transport corridor and partially from an adjacent pedestrian pathway
- the proposal has limited visual impacts on the nearest residential development and items of heritage as the existing sign is not visible from these areas
- the presence of mature trees and vegetation, the topography of the landscape and the acoustic wall along the road corridor restricts views of the sign from surrounding land uses
- the existing sign will continue to be integrated within the visual envelope of the bridge and will not extend outside of the structural boundaries of the Homebush Bay Drive overpass, therefore ensuring view lines and any significant views remain unobstructed
- the advertising sign will continue to enhance the visual interest of the Homebush Bay Drive overpass through the presentation of high quality static advertisement
- the proposal is considered appropriate for its setting, as it is located within an established major road corridor and has a visual catchment limited to the M4 Motorway itself

6.6 Site suitability

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

- the existing sign will remain compatible with the existing and desired future character of the area, noting that the advertising sign is proposed to remain within the M4 Motorway corridor
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there will be minimal visual impacts on sensitive land uses as the sign is oriented and screened to ensure there are no tangible impacts
- detailed investigations of the road network have determined that the development will continue to have no impact on the continued and safe operation of the M4 Motorway in its function as a classified road

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

6.7 Public benefit

In accordance with the Signage Guidelines, an application for advertising that is proposed by TfNSW is required to demonstrate how the revenue raised from the advertisement 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 5). The statement confirms that revenue generated by the proposed application 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 sign provides 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 continue the operation of the existing approved static advertising signage on the eastern side of the Homebush Bay Drive overpass in Homebush West, for a further 15-year period.

The sign is visible to motorists travelling westbound along M4 Western Motorway. The existing sign provides a backlit sign box with an advertising display area of 42.41m². No physical works are proposed to the advertising structure.

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

- meets the objectives of Chapter 3 of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 5 of the Industry and Employment SEPP
- demonstrates compliance with the criteria set out in the Signage Guidelines in regard to land use compatibility, 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 for motorists using the M4 Motorway
- 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

The proposal will not have an adverse impact on the environment and/or the safety of road users based on the findings of this report and warrants approval.