

Continued Use of Advertising Signage – Homebush Bay Drive overpass, Homebush West

State Development Application Assessment Report (DA 23/16890)

September 2024





Acknowledgement of Country

The Department of Planning, Housing and Infrastructure acknowledges that it stands on Aboriginal land. We acknowledge the Traditional Custodians of the land and show our respect for Elders past, present and emerging through thoughtful and collaborative approaches to our work, seeking to demonstrate our ongoing commitment to providing places in which Aboriginal people are included socially, culturally and economically.

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(DA 23/16890) Assessment Report

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Preface

This assessment report provides a record of the Department of Planning, Housing and Infrastructure's (the Department) assessment and evaluation of the Development Application for the Advertisement Signage located on the Homebush Bay Drive overpass above the M4 Motorway, lodged by Sydney Trains. The report includes:

- an explanation of why the project is considered a Crown Development Application and who the consent authority is
- an assessment of the project against government policy and statutory requirements, including mandatory considerations
- a demonstration of how matters raised by the community and other stakeholders have been considered
- an explanation of any changes made to the project during the assessment process
- an assessment of the likely environmental, social and economic impacts of the project
- an evaluation which weighs up the likely impacts and benefits of the project, having regard to the proposed mitigations, offsets, community views and expert advice; and provides a view on whether the impacts are on balance, acceptable, and
- a recommendation to the decision-maker, along with the reasons for the recommendation, to assist them in making an informed decision about whether development consent for the project should be granted and any conditions that should be imposed.

The Department considers the project is in the public interest and concludes that the project should be approved subject to conditions.

Contents

Preface.....	i
1 Introduction.....	1
1.1 The project.....	1
1.2 Project location.....	1
1.3 Application background	2
1.4 Surrounding context	2
2 The development.....	5
2.1 Development overview	5
3 Statutory context.....	8
3.1 Permissibility and assessment pathway	8
3.2 Mandatory matters for consideration	9
4 Engagement.....	11
4.1 Exhibition of the Development Application.....	11
4.2 Response to submissions.....	11
4.3 Request for further information.....	11
5 Assessment.....	13
The Department considers the key issues associated with the proposed development are:	13
5.1 Design and suitability of the site	13
5.2 Road Safety.....	13
5.3 Structural feasibility	15
5.4 Other issues.....	16
6 Evaluation.....	18
7 Recommendation.....	19
8 Determination	20
Glossary.....	21
Appendices.....	23

Appendix A – List of referenced documents	23
Appendix B – Submissions and government agency advice.....	23
Appendix C – Statutory considerations.....	24
Appendix D - Requests for Information and Responses.....	65
Appendix E – Recommended instrument of consent.....	65

1 Introduction

1.1 The project

Transport for NSW (the Applicant) is seeking approval to continue using an existing illuminated static signage attached to the eastern elevation of the Homebush Bay Drive overpass above the M4 Motorway. The Applicant is seeking consent to operate the signage for 15 years. No construction works are proposed as part of the development.

An overview of the proposed development is provided in **Section 2**.

1.2 Project location

The existing static signage is located on the eastern side of the Homebush Bay Drive overpass above the M4 Motorway. It is located in Homebush West in the Strathfield local government area (LGA) (**Figure 1** and **Figure 2**). The site is legally described as Lot 13 DP 839591.

Both Homebush Bay Drive (No. 200) and the M4 Motorway (No. 6004) are State classified roads. Since the existing static signage was constructed in 2010, a new westbound G-loop on-ramp to the M4 Motorway from Homebush Bay Drive has been constructed as part of WestConnex – M4 Widening (SSI-6148). This on-ramp passes directly beneath the signage. Additionally, a new westbound M4 Motorway on-ramp from Parramatta Road has been constructed as part of the WestConnex – M4 East project (SSI-6307). This on-ramp merges with the M4 Motorway in the vicinity of the signage.



Figure 1 | Location of existing static signage (Source: Nearmaps 2024)



Figure 2 | Existing static signage on Homebush Bay Drive overpass (Source: Statement of Environmental Effects, 2023)

1.3 Application background

On 1 December 2008, the then Minister for Planning granted development consent to DA/62/7/2008 (original application) for the construction and operation of an illuminated advertising structure on the eastern side of the existing Homebush Bay Drive overbridge (over M4 Motorway).

Condition A4 of DA62/7/2008 stipulates that the development consent is issued for a limited period of 15 years. The consent lapsed on 1 December 2023.

The development consent was modified on 11 November 2009 (DA 62-07-2008 MOD 1) to remove Condition D1. This condition required the use of biodegradable PVC material (Bioflex or similar where possible) to be installed on all future advertising skins (signage).

1.4 Surrounding context

Parramatta Road on-ramp which commences around 180 metres before the existing static signage and terminates under the Homebush Bay Drive overpass. There is also a single-lane G-loop on-ramp onto the M4 from Homebush Bay Drive which is separated from the main M4 lanes (**Figure 3**). The default speed limit on the M4 Motorway and Parramatta Road on-ramp on approach to the existing static signage is 90 km/h. The posted speed limit on Homebush Bay Drive approaching the G-loop is 80 km/hr. The guidance speed on the G-loop is 15 km/h before reverting to a 80km/h posted speed limit approaching the existing static signage.



Figure 3 | G-loop lane onto M4 at the existing static signage (Source: Google Maps, 2024)

Development surrounding the site and in proximity to the existing static signage includes:

- Sydney Olympic Park (State Significant Precinct) to the northwest
- electrical substation, open space and DFO Homebush to the northeast
- mixed uses to the south of the site, including warehousing and associated carparking facilities
- Sydney Markets further to the south, and
- mixed uses to the southwest, including low to medium density dwellings and warehousing.

Figure 4 illustrates the surrounding site context.



Figure 4 | Site context (Source: Statement of Environmental Effects, 2023)

2 The development

2.1 Development overview

Key aspects of the development are provided in detail in Chapter 4 of the Statement of Environmental Effects and are outlined in **Table 1**. The existing static signage for which approval of continued use is sought can be seen in **Figure 2** and **Figure 3**. The site plan is shown in **Figure 5**. Site elevations are provided in **Figure 6**.

Table 1 | Key aspects of the project

Aspect	Sign
Development summary	<ul style="list-style-type: none">Continue operation of an existing illuminated static advertising sign attached to the east side of the Homebush Bay Drive overpass
Advertising structure location	<ul style="list-style-type: none">Lot 13 DP 839591Attached to the east side of the Homebush Bay Drive overpass oriented to face westbound traffic on the M4 Motorway
Advertising display area	<ul style="list-style-type: none">42.41 m² (12.66 m x 3.35 m) + logo (0.62 m²) = 43.03 m²
Logo	<ul style="list-style-type: none">0.62 m² (1.8 m x 0.34 m)
Road clearance	<ul style="list-style-type: none">Approximately 9.2 metre clearance from ground level to the bottom of the advertising structure
Advertising type	<ul style="list-style-type: none">Static (non-digital)Internally illuminated “light box” using dimmable LED luminaires
Consent period	<ul style="list-style-type: none">15 years

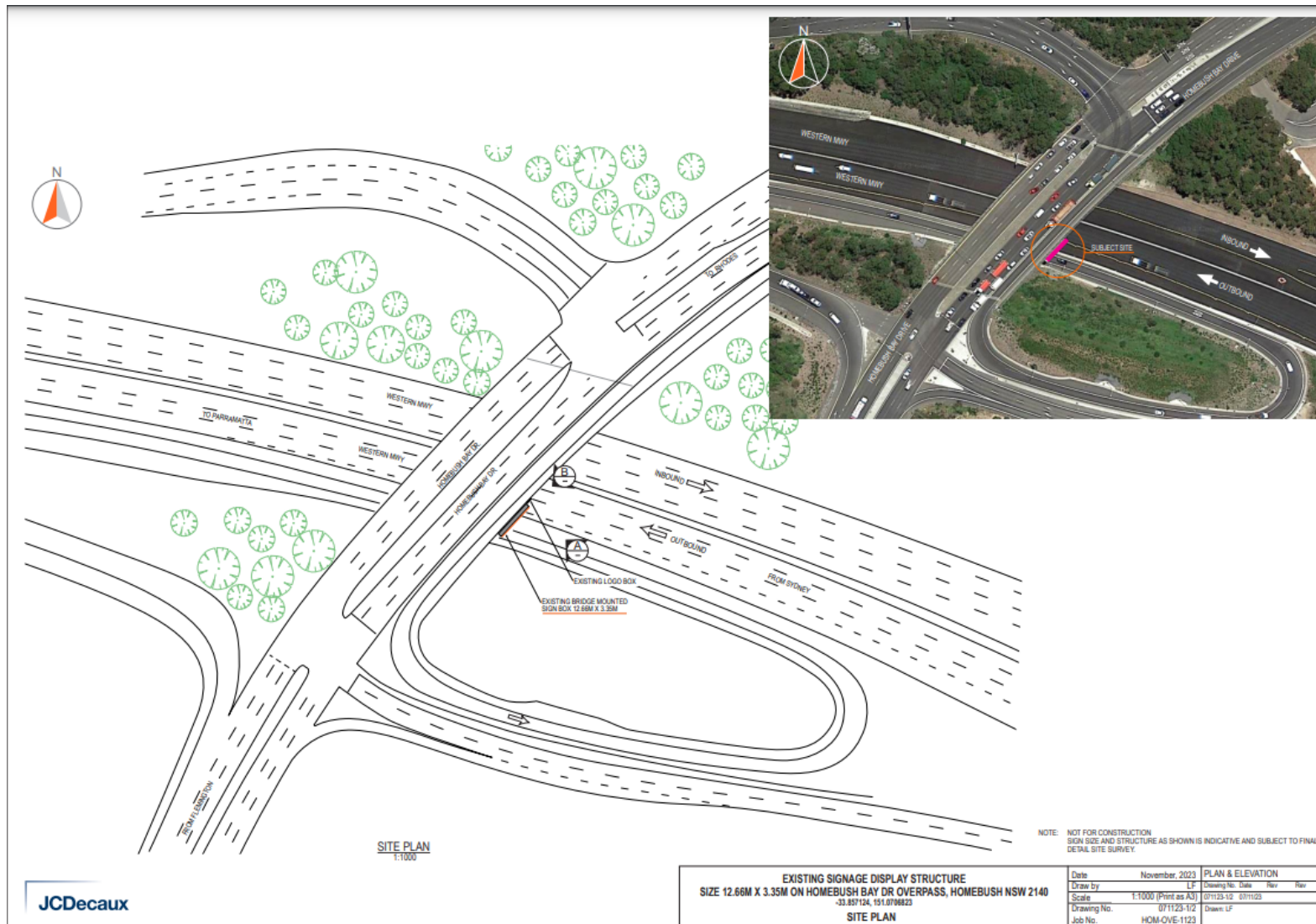


Figure 5 | Site Plan (Source: JCDecaux)

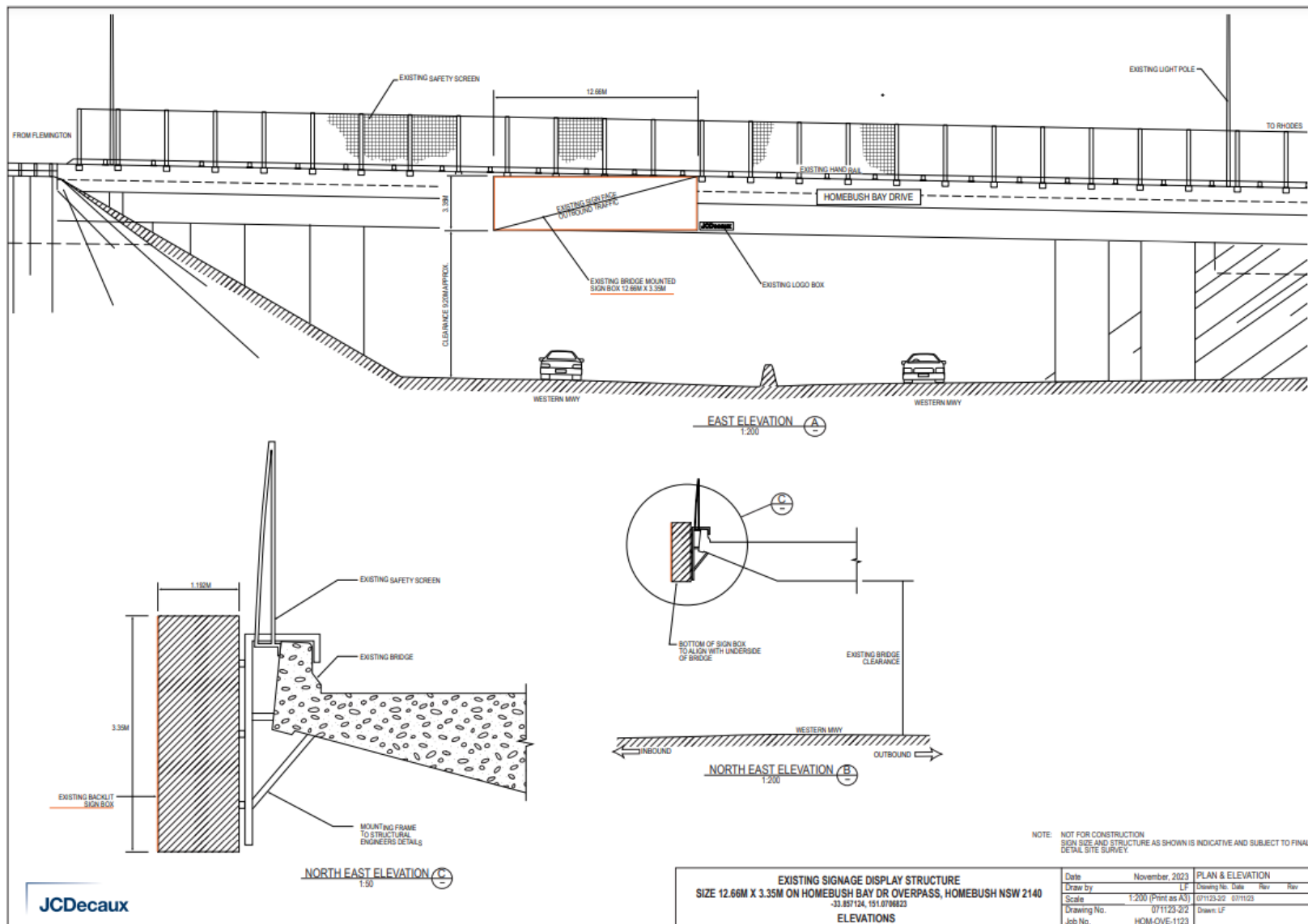


Figure 6 | Site Elevations (Source: JCDecaux)

3 Statutory context

3.1 Permissibility and assessment pathway

Details of the legal pathway under which consent is sought and the permissibility of the proposed development are provided in **Table 2**.

Table 2 | Assessment pathway and approvals

Consideration	Description
Assessment pathway	<p>Part 4 Crown Development Application</p> <p>The application is a Crown development application under Division 4.6, section 4.32(2)(a) of the EP&A Act because it is an application made by the Crown. Section 294(a) of the <i>Environmental Planning and Assessment Regulation 2021</i> (EP&A Regulation) prescribes public authorities (other than a council) as the Crown for the purposes of section 4.32(2)(a) of the EP&A Act. TfNSW is a public authority.</p> <p>The application will be assessed under Part 4 of the EP&A Act.</p>
Consent authority	<p>Minister for Planning and Public Spaces (the Minister) (or their delegate)</p> <p>The Minister for Planning and Public Spaces is the consent authority for the application as prescribed under section 3.10(e) of <i>State Environmental Planning Policy (Industry and Employment) 2021</i> (Industry and Employment SEPP) as the application is for an advertisement displayed on transport corridor land comprising the M4 Motorway.</p>
Decision-maker	<p>Director, Transport and Water Assessments</p> <p>In accordance with the Minister's delegation dated 9 March 2022, the Director, Transport and Water Assessments may determine the application as:</p> <ul style="list-style-type: none">• the application has not been made by a person who has disclosed a reportable political donation;• there are less than 15 public submissions in the nature of objections; and• the council has not made a submission by way of objection. <p>The development application meets the terms of this delegation.</p>

Consideration	Description
Permissibility	<p>Permissible with consent</p> <p>The site is zoned SP2 Infrastructure under the <i>Strathfield Local Environmental Plan 2012</i> (Strathfield LEP 2012).</p> <p>Section 3.14 of the Industry and Employment SEPP states that despite the provisions of any environmental planning instrument (EPI), or section 3.8 of the Industry and Employment SEPP, the display of an advertisement on transport corridor land comprising a road known as the M4 Motorway is permissible with development consent.</p> <p>As the development is for the continued use of an advertising structure on the M4, it is permissible with consent.</p>

3.2 Mandatory matters for consideration

3.2.1 Matters of consideration required by the EP&A Act

Section 4.15 of the EP&A Act sets out matters to be considered by a consent authority when determining a development application. The Department's consideration of these matters is shown in **Table 3**.

Table 3 | Matters for consideration

Matter for consideration	Department's assessment
Environmental planning instruments, proposed instruments, development control plans & planning agreements	<p>The relevant EPIs and development control plans are:</p> <ol style="list-style-type: none"> 1. <i>State Environmental Planning Policy (Industry and Employment) 2021</i> 2. <i>State Environmental Planning Policy (Transport and Infrastructure) 2021</i> 3. <i>Strathfield Local Environmental Plan 2012</i> 4. <i>Strathfield Consolidated Development Control Plan 2005</i> <p>Detailed consideration of the relevant provisions of the EPIs and DCP is provided in Appendix C. The Department is satisfied that the development generally complies with the relevant provisions of the environmental planning instruments and development control plan.</p>

Matter for consideration	Department's assessment
EP&A Regulation	Subject to any other references to compliance with the EP&A Regulation cited in this Assessment Report, the requirements for fees (Part 13) and consultation with relevant authorities via the NSW Planning Portal (Part 15, Division 4) have been complied with.
Likely impacts	Section 5 - Assessment
Suitability of the site	Section 5 - Assessment
Public submissions	Section 4 - Engagement
Public interest	Section 4 - Engagement, Section 5 - Assessment, Section 6 - Evaluation

3.2.2 Objects of the EP&A Act

In determining the application, the consent authority should consider whether the development is consistent with the relevant objects of the EP&A Act. These objects are set out in Section 1.3 of the EP&A Act and include the principles of ecologically sustainable development. Consideration of the objects is provided in **Appendix C, Table C - 1**.

The Department is satisfied that the application is consistent with the objectives of the EP&A Act and the principles of ecologically sustainable development.

3.2.3 Biodiversity development assessment report

Section 7.7 of the *Biodiversity Conservation Act 2016* (BC Act) requires a Part 4 development application to be accompanied by a Biodiversity Development Assessment Report (BDAR) if it is likely to significantly affect threatened species.

The proposed development is an existing signage structure attached to the Homebush Bay Drive overpass in an established road corridor. No excavation or construction works are proposed. There is no vegetation on the proposed development site. The Applicant has advised that the proposed development would not impact on threatened species. As such, a BDAR is not required.

4 Engagement

4.1 Exhibition of the Development Application

4.1.1 Public exhibition of the development application

After accepting the development application and Statement of Environmental Effects the Department:

- publicly exhibited the project from Tuesday 11 June 2024 until Tuesday 02 July 2024 of the NSW planning portal
- notified occupiers and landowners in the vicinity of the site about the public exhibition, and
- notified and invited comment from Transport for NSW (TfNSW) and Strathfield City Council.

During the public exhibition period, the Department received no submissions from the community or Strathfield City Council.

4.1.2 Summary of advice received from government agencies

The Department received advice from Transport for NSW (TfNSW). The advice did not object to the proposed development and provided recommended conditions of consent regarding:

- the types of images to be displayed on the signage, and
- a requirement for compliance with the *Transport Corridor Outdoor Advertising and Signage Guidelines 2017* (2017 Guidelines).

4.2 Response to submissions

As there were no public submissions and Strathfield City Council did not provide a submission, the Applicant was not requested to prepare a response to submissions. The Applicant was requested to respond to the advice received from TfNSW. The Applicant responded by noting TfNSW's recommended advice (**Appendix B**).

4.3 Request for further information

During its assessment of the application, the Department sought further information on the following matters:

- structural feasibility
- currency of standards applied in the assessment

- lighting impacts, and
- compliance of the logo with section 3.18 of the *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP).

The Applicant's responses to the requests are provided in **Appendix D**.

5 Assessment

The Department considers the key issues associated with the proposed development are:

- design and site suitability
- road safety, and
- structural feasibility.

5.1 Design and suitability of the site

The proposed location and design are suitable as continued use of the existing static signage would not have an impact on the local urban character.

The Applicant seeks to continue the operation of the existing static signage for an additional 15 years. The Department considers the design and location of the existing static signage is suitable for the following reasons:

- the structure has been in place for 15 years and minimal construction work is necessary for the safe use of the static signage for a further 15 years
- the existing static signage generally complies with the design criteria in the Industry and Employment SEPP (see **Appendix C**), the 2017 Guidelines and AS/NZS 4282:2023 – *Control of the Obtrusive Effects of Outdoor Lighting*
- the location is characterised by light industrial development and road infrastructure
- there are no residents in close proximity that directly view the existing static signage, and
- the existing static signage is on land owned by TfNSW and is consistent with static signage on other major roads.

The Department is satisfied the design and location of the site remains suitable and continued use would not result in additional amenity impacts.

5.2 Road Safety

Continued use of the existing static signage would not increase the risk of a driver being distracted and safely merging onto the M4 via the Homebush Bay Drive G-loop or the merge lane from Parramatta Road.

Since the approval of the existing static signage in 2008, the M4 Western Motorway has been upgraded. In 2017, as part of the WestConnex M4 Widening project, a new westbound G-loop on-

ramp to the M4 Motorway from Homebush Bay Drive was opened. This on-ramp passes directly beneath the existing static signage and motorists are able to observe the sign completing the loop onto the M4 Motorway as shown in **Figure 3**.

In 2018, a new M4 Motorway on-ramp from Parramatta Road was opened as part of the WestConnex M4 East project. This on-ramp has a merge point located in the vicinity of the existing static sign.

The Applicant provided a Signage Safety Assessment that assessed the proposed development against the 2017 Guidelines and the Industry and Employment SEPP. The Signage Safety Assessment assessed the signage exposure distance, safe stopping sight distance and road accident history in proximity to the site.

Crash history data was assessed in the Signage Safety Assessment utilising crash data provided by TfNSW for the period between 1 January 1996 and 30 June 2023. The data was separated into three distinct periods:

- pre-installation of the existing static signage (January 1996 – September 2010)
- post-installation, prior to WestConnex M4 East (September 2010 – July 2019), and
- post-installation – post Westconnex M4 East (July 2019 – June 2023).

The crash data shows that there has not been an increase in vehicle accidents in the vicinity of the existing static signage since the installation of the static signage and the opening of the M4 East.

The Signage Safety Assessment notes that the *Austroads Guide to Road Design Part 3* defines the minimum safe stopping distance based on the operating speed, road terrain and road category. At this location, there is a variable speed limit with a default speed limit of 90 km/hr. According to the Austroads Guide, the safe stopping distance is 173 metres for a 90 km/h speed zone. The existing static signage is located at the end of the merge lane from the Parramatta Road on-ramp onto the M4 Motorway westbound. The existing static signage is located 173 metres beyond the merge point for westbound traffic. Therefore, it is not located within the merge lane or the safe stopping distance of the merge point.

As the existing static signage had been in operation for several years prior to the upgrade of the surrounding road network and traffic accidents have not increased since its installation and the motorway upgrades, the Signage Safety Assessment concluded that its continued use would not increase road safety risks. The Department accepts this finding as:

- the existing static signage does not physically obstruct or interfere with the view of, or restrict sight distances to intersections, traffic control devices, vehicles, pedestrians, or cyclists

- the existing static signage is not within the safe stopping sight distance of a merge point with the M4 Motorway and the Parramatta Road on-ramp
- crash data indicates a low risk to safety
- the existing static signage would only display static images, and
- the existing static signage is consistent with the design, locational and operational criteria in the 2017 Guidelines.

To ensure ongoing road safety, the Department has recommended conditions relating to the display of information and signage content to limit the potential for glare and driver distraction, consistent with the 2017 Guidelines and recommendations of TfNSW.

There are no pedestrian or cycle paths on the southern side of the M4 Motorway in the vicinity of the existing static signage. As such, continued use of the signage would not pose a risk to pedestrians and cyclists.

5.3 Structural feasibility

The existing static signage meets current Australian standards for steel structures and would be maintained to ensure structural integrity.

The Statement of Environmental Effects was accompanied by a Structural Feasibility Statement dated 16 November 2023. The Statement rated the structure and sign box as being in near new condition with no observable defects and indicated that both would be structurally suitable for another 25 years, provided they are regularly inspected and maintained. The Statement recommended the structure and sign box be reinspected in four years.

The Applicant provided a supplementary structural feasibility statement dated 22 May 2024. This statement was in response to the Department's request to demonstrate that the structure complies with the current Australian standards for steel structures. The statement concluded that the structure meets the relevant requirements of the Australian standard.

To ensure that the structure remains safe, the Department has recommended conditions relating to maintenance and compliance with the Australian standards. This includes the preparation of a Maintenance Plan that outlines measures to treat corrosion and a schedule of structural inspections and audits.

5.4 Other issues

The Department's consideration of other issues is summarised in **Table 4**.

Table 4 | Assessment of other issues

Issue	Findings and conclusions	Recommended conditions
Public Benefit	<p>The Statement of Environmental Effects was accompanied by a Public Benefit Statement. The Statement indicated that revenue generated from advertising on the signs would be allocated to road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.</p> <p>The Public Benefit Statement noted that the existing static signage provides affordable advertising space for road safety messages in a prime location, and that advertising campaigns have played an important role in helping to address key road safety problems across NSW.</p> <p>The Department is satisfied that continued use of the existing static signage would result in sufficient public benefits by contributing to infrastructure maintenance, network management and road safety programs across NSW. This is broadly consistent with the 2017 Guidelines.</p>	<p>The Department has recommended a condition requiring the advertising structure to be made available for a minimum total of 28 days each calendar year for the display of road safety messages.</p> <p>The Department has also recommended a condition requiring the Applicant to record and report how the revenue generated from signs has been applied to provide a public benefit in its annual reports.</p>
Lighting	<p>The Applicant's Lighting Impact Assessment indicated that the proposed development would comply with the relevant requirements of AS/NZS 4282:2023– <i>Control of the Obtrusive Effects of Outdoor Lighting</i>, the 2017 Guidelines and the Industry and Employment SEPP in respect to lighting requirements.</p> <p>The Lighting Impact Assessment concluded that the proposed development would not result in acceptable glare, nor adversely impact the safety of pedestrians, residents or vehicular traffic. Additionally, the signage would not cause unacceptable amenity impacts.</p>	<p>The Department has recommended a condition requiring signage lighting to comply with the requirements of AS 4282:2023 and the 2017 Guidelines.</p> <p>It has also recommended replacement of the existing lighting with dimmable LED luminaires.</p>

Issue	Findings and conclusions	Recommended conditions
	The Lighting Impact Assessment noted that the existing lighting inside the sign box is currently non-operational and will need to be replaced (like for like) with new dimmable LED luminaires.	

6 Evaluation

The Department has assessed the development application and supporting information against the relevant matters for consideration under Part 4 of the EP&A Act, including the Industry and Employment SEPP, and other relevant environmental planning instruments (refer to **Section 5** and **Appendix C**). The Department's assessment concludes the proposed development is acceptable as:

- it is permissible with development consent on transport corridor land under the Industry and Employment SEPP and is consistent with the objectives of the SEPP and the 2017 Guidelines.
- it would not change the character of the area and is consistent with the existing urban and transport corridor character of the locality
- its luminance levels are consistent with the 2017 Guidelines and Australian Standards for outdoor lighting to protect the nearby residential amenity and driver safety, particularly at night
- it complies with the relevant road safety standards and requirements
- it will not affect threatened species or ecological communities, or their habitats
- it will provide public benefit as revenue generated will contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across NSW.

The Department's assessment concludes that the impacts of the proposed development are acceptable, and the public benefit is appropriate. The Department recommends the application be approved, subject to the recommended conditions (**Appendix E**).

7 Recommendation

It is recommended that the Director, Transport and Water Assessments, as delegate of the Minister for Planning and Public Spaces:

- **considers** the findings and recommendations of this report
- **accepts and adopts** the findings and recommendations in this report as the reasons for making the decision to grant consent to the application
- **agrees** with the key reasons for approval listed in the notice of decision
- **grants consent** for the application in respect of DA 23/16890, subject to the conditions in the attached development consent, and
- **signs** the attached development consent (**Appendix E**).

Recommended by:



Daniel Neely

Para Planning Officer

Transport & Water Assessments

Recommended by:



Mary Garland

Team Leader

Transport & Water Assessments

8 Determination

The recommendation is **adopted** by:



Glenn Snow

Director

Transport & Water Assessments

Glossary

Abbreviation	Definition
Applicant	TfNSW
Advertising display area	The area of an advertisement or advertising structure used for signage, and includes any borders of, or surrounds to, the advertisement or advertising structure, but does not include safety devices, platforms or lighting devices associated with advertising structure
AS/NZS 4282:2023	Australian and New Zealand Standard AS/NZS 4282:2023 - <i>Control of the Obtrusive Effects of Outdoor Lighting</i>
Council	Strathfield Council
Crown Lands	Crown Lands division of the Department of Planning, Housing and Infrastructure
DCP	Development Control Plan
Department	Department of Planning, Housing and Infrastructure
EP&A Act	<i>Environmental Planning and Assessment Act 1979</i>
EP&A Regulation	<i>Environmental Planning and Assessment Regulation 2021</i>
EPBC Act	<i>Environment Protection and Biodiversity Conservation Act 1999</i>
EPI	Environmental planning instrument
ESD	Ecologically sustainable development
Industry and Employment SEPP	<i>State Environmental Planning Policy (Industry and Employment) 2021</i>
LEP	Local environmental plan
Minister	Minister for Planning and Public Spaces
Planning Systems SEPP	<i>State Environmental Planning Policy (Planning Systems) 2021</i>

Abbreviation	Definition
Secretary	Secretary of the Department of Planning, Housing and Infrastructure
SEPP	State environmental planning policy
TfNSW	Transport for NSW
Transport and Infrastructure SEPP	<i>State Environmental Planning Policy (Transport and Infrastructure) 2021</i>
2017 Guidelines	<i>Transport Corridor Outdoor Advertising and Signage Guidelines</i> (Department of Planning and Environment, 2017)

Appendices

Appendix A – List of referenced documents

Austroroads, 2021. *Guide to Road Design Part 3*.

Department of Planning, 2008. *Development Near Rail Corridors and Busy Roads – Interim Guideline*.

Department of Planning and Environment, 2017. *Transport Corridor Outdoor Advertising and Signage Guidelines 2017* (2017 Guidelines).

Keylan, 2023. *Statement of Environmental Effects – Advertising Signage Homebush Bay Drive Overpass, Homebush West*.

Standards Australia, 2019. *AS/NZS 4282:2019 Control of the Obtrusive Effects of Outdoor Lighting*
Strathfield Local Environmental Plan 2012.

Strathfield Consolidated Development Control Plan 2005.

Appendix B – Submissions and government agency advice

No submissions were received from the community or Strathfield Council. Government agency advice can be found here:

<https://www.planningportal.nsw.gov.au/daex/under-consideration/extension-operation-existing-static-advertising-sign-homebush-bay-drive-homebush>

Appendix C – Statutory considerations

Objects of the EP&A Act

A summary of the Department's consideration of the relevant objects (found in section 1.3 of the EP&A Act) are provided in **Table C - 1**.

Table C - 1 | Objects of the EP&A Act and how they have been considered

Object	Consideration
(a) 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,	The proposed development seeks to maximise the use of the site and provides social and economic benefits by generating revenue which TfNSW allocates to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW. The proposed development would not unreasonably impact on the State's natural or other resources.
(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,	<p>The potential environmental impacts of the proposed development have been considered by the Department. The proposed development is not anticipated to have adverse impacts on flora or fauna, including threatened species, populations and ecological communities, and their habitats as the site is devoid of vegetation.</p> <p>The proposed development is unlikely to have significant impacts on the social or economic environment and will return funds for investment into the road network.</p> <p>As such, the Department considers that the proposed development would not adversely impact on the biophysical or social environments, and that the principals of ESD have been appropriately considered.</p>

Object	Consideration
(c) to promote the orderly and economic use and development of land,	The proposed development involves the economic use of land through utilisation of the side of an overhead road within a motorway corridor and will be used to generate revenue. TfNSW allocates this revenue to improving road infrastructure. The proposed development is appropriately separated from other development and will not compromise the safe operation of surrounding infrastructure.
(d) to promote the delivery and maintenance of affordable housing,	Not applicable as the proposed application does not involve affordable housing.
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,	The proposed development is not anticipated to have adverse impacts on native flora or fauna, including threatened species, populations and ecological communities, and their habitats.
(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),	There are no significant built or Aboriginal cultural heritage features at the site that will be impacted by the proposed development.
(g) to promote good design and amenity of the built environment,	The Department considers the proposed development would not result in unacceptable built form impacts as it is located within a transport corridor. The existing static signage was constructed in 2010 and no construction or changes to the design of the sign and structure are proposed.
(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,	Not applicable as the proposed development is not for an occupiable building.
(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,	The Department sought advice from TfNSW and Strathfield Council during the exhibition of the proposed development. Council did not provide a submission. TfNSW's advice is detailed in Section 4 and considered in Section 5 .

Object	Consideration
(j) to provide increased opportunity for community participation in environmental planning and assessment.	The development application was exhibited on the Department's State DA Portal from 11 June 2024 to 2 July 2024. Written notification of the exhibition was provided to adjacent and nearby landowners, TfNSW and Strathfield Council. Council did not respond and no submissions were received from the community. The advice received from TfNSW has been considered by the Department in its assessment of the proposed development and the recommended conditions adopted.

Sections 4.15 and 4.6 of the EP&A Act - Matters for Consideration

In determining a development application, a consent authority is to take into consideration the matters specified in section 4.15 of the EP&A Act where they are of relevance to the development which is the subject of the development application. A summary of the Department's consideration of the Matters for Consideration (found in s.4.15 of the EP&A Act) are provided in **Table C - 2**. Matters for Consideration specific to Crown Developments (section 4.6 of the EP&A Act) are addressed in **Table C - 3**.

Table C - 2 | Matters for consideration under section 4.15 of the EP&A Act

Matter	Consideration
a) the provisions of:	The Department has considered the relevant environmental planning instruments in its assessment of the development. Details of the assessment are provided below.
(i) any environmental planning instrument, and	
(ii) any proposed instrument	There are no applicable proposed instruments.
(iii) any development control plan, and	The proposed development generally meets the relevant/applicable considerations of the <i>Strathfield Development Control Plan 2005</i> as addressed in Table C - 8 .

Matter	Consideration
(iia) 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	The Applicant has not entered into a planning agreement under Section 7.4 of the EP&A Act.
(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph), that apply to the land to which the development application relates,	The Department has assessed the proposed development in accordance with the relevant matters prescribed by the regulations, the findings of which are contained in this report.
b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The Department has considered the likely impacts of the development in detail in Section 5 of this report. The Department concludes that environmental impacts can be appropriately managed and mitigated through the recommended conditions of consent and management measures proposed by the Applicant.
c) the suitability of the site for the development,	The development is permissible with consent as it is located on land zoned SP2 Infrastructure. The development does not adversely impact on surrounding uses and is a suitable development for the location (refer Section 5.1).
d) any submissions made in accordance with this Act or the regulations,	No submissions were received from the community or Strathfield Council. TfNSW provided advice and this is summarised in Section 4 . Consideration of the advice is provided in Section 5 .
e) the public interest.	The Department considers the proposed development to be in the public interest as the revenue raised from leasing the site will be invested into maintaining road infrastructure (refer Table 4).

Table C - 3 | Matters for consideration under Division 4.6 of the EP&A Act

Matter	Consideration
Section 4.32 Definitions	
<p>(1) In this Division –</p> <p>Crown development application means a development application made by or on behalf of the Crown.</p>	<p>The Applicant and landowner is a public authority and the application is considered to be a Crown Development Application.</p>
Section 4.33 Determination of Crown development applications	
<p>(1) A consent authority (other than the Minister) must not –</p>	
<p>(a) refuse its consent to a Crown development application, except with the approval of the Minister, or</p>	<p>The Minister is the consent authority.</p> <p>The Department recommends the application be approved, subject to the recommended conditions (Appendix E).</p>
<p>(b) impose a condition on its consent to a Crown development application, except with the approval of the applicant or the Minister.</p>	<p>The Minister is the consent authority.</p> <p>The Department forwarded the recommended conditions to the Applicant on 22 August 2024.</p> <p>Amended conditions were forwarded on 6 September 2024. Further minor amendments were issued on 17 September 2024. The Applicant accepted the revised conditions on 19 September 2024.</p>

EP&A Regulation

Subject to any other references to compliance with the EP&A Regulation cited in this Assessment Report, the requirements for fees (Part 13) have been complied with and the NSW Planning Portal (Part 15) have been complied with.

Environmental Planning Instruments (EPIs)

To satisfy the requirements of section 4.15(1) of the EP&A Act, the following EPIs, DCP and guidelines were considered as part of the assessment of this proposal:

- *State Environmental Planning Policy (Industry & Employment) 2021* (**Table C - 4** and **Table C - 5**)
- *Transport Corridor Outdoor Advertising and Signage Guidelines* (Department of Planning and Environment, 2017) (**Table C - 6**)
- *Development Near Rail Corridors and Busy Roads – Interim Guideline* (Department of Planning, 2008) (**Table C - 7**)
- *Strathfield Local Environmental Plan 2012* (Strathfield LEP)
- *Strathfield Consolidated Development Control Plan 2005* (Strathfield DCP) (**Table C - 8**).

There are no relevant provisions in *State Environmental Planning Policy (Transport and Infrastructure) 2021*.

State Environmental Planning Policy (Industry and Employment) 2021

The Industry and Employment SEPP applies to all signage that can be displayed with or without development consent and is visible from any public place or public reserve. The Department has taken into consideration the requirements of the SEPP and its assessment against these is provided in **Table C - 4**. The Department's assessment of the proposed development, in accordance with Schedule 5 of the SEPP, is provided in **Table C - 5**.

Table C - 4 | Industry and Employment SEPP Compliance

Section	Criteria	Comments	Compliance
Part 3.2 Signage Generally			
3.6 Granting of consent to signage	<p>The signage is to be consistent with the objectives of this policy which include that the signage:</p> <ul style="list-style-type: none"> • is compatible with the desired amenity and visual character of an area, and • provides effective communication in suitable locations, and • is of high quality design and finish. 	<p>The existing static signage is generally consistent with the objectives. It is compatible with the desired amenity and visual character of the area which is a motorway corridor bounded by light industrial development. It is a means of effective communication along a motorway.</p> <p>The existing static signage is of a suitable quality and finish with the steel frame and the sign box in near new condition with no observable defects.</p>	Yes.

Section	Criteria	Comments	Compliance
		<p>The existing static signage is consistent in appearance and function with other advertising structures located on overhead road bridges on the M4 Motorway.</p> <p>As such, the Department considers the proposed development to be generally consistent with the objectives of the Industry and Employment SEPP.</p>	
	The signage is to satisfy the assessment criteria in Schedule 5	See relevant assessment in Table C - 5.	Yes.

Part 3.3 Advertisements

3.10 Consent authority	The consent authority is the Minister for Planning in the case of an advertisement displayed by or on behalf of TfNSW on land that is owned, occupied or managed by TfNSW	The development application is for continued use of signage displayed by or on behalf of TfNSW on TfNSW owned land, therefore the Minister for Planning and Public Spaces is the consent authority.	Yes.
3.11 Matters for consideration	<p>The advertisement or advertising structure is to be:</p> <ul style="list-style-type: none"> i. consistent with the objectives of this policy ii. assessed in accordance with the assessment criteria in schedule 5 and the Guidelines iii. satisfies any other relevant requirements of this policy 	<p>The objectives are considered above in this table.</p> <p>The development application has been assessed in accordance with the assessment criteria in Schedule 5 in Table C - 5 and with the Guidelines in Table C - 6.</p> <p>All other relevant requirements are addressed in this table.</p>	Yes.
	Arrangements for the provision of the public benefits to be provided in connection with the display of the advertisement	The development application has demonstrated it will provide for public benefit (refer to Section 5, Table 4).	Yes.

Section	Criteria	Comments	Compliance
3.12 Duration of consents	A consent granted under this part ceases to be in force on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 4 (20) of the EP&A Act	The Department has recommended a condition limiting the consent to a maximum period of 15 years.	Yes.
3.14 Transport corridor land	The display of an advertisement by or on behalf of TfNSW on land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road	The development application is for signage on land owned by TfNSW and within 250 metres of a classified road and is therefore permissible with consent.	Yes.
	<p>The Minister must not grant consent to the display of an advertisement unless:</p> <ul style="list-style-type: none"> 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 have been considered by the Minister, and ii. the advice of any design review panel has been considered by the Minister, and iii. the Minister is satisfied that the advertisement is consistent with the Guidelines 	<p>Strathfield Council was notified of the development application and provided no comment (refer to Section 4).</p> <p>There was no design review panel for this development application.</p> <p>An assessment of the development application against the Guidelines is provided in Table C - 6.</p>	Yes.
3.15 Advertisements with display area greater than 20 square metres or higher than 8	<p>The consent authority must not grant consent to an application to display an advertisement to which this section applies unless,</p> <p>(a) the Applicant has provided the consent authority with an impact statement that addresses the</p>	<p>The sign has a display area greater than 20 square metres and is higher than 8 metres above the ground.</p> <p>The Applicant provided a SEE which addresses the assessment criteria in Schedule</p>	Yes.

Section	Criteria	Comments	Compliance
metres above the ground	<p>assessment criteria in Schedule 5 and the consent authority is satisfied that the project is acceptable in terms of its impacts, and</p> <p>(b) 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.</p>	<p>5. The Department is satisfied that the impacts of the application are acceptable.</p> <p>Section 3.16 does not apply as the Minister for Planning is the consent authority. Nonetheless, the Department provided a copy of the development application to TfNSW during the exhibition period.</p> <p>The proposed development has been exhibited, and TfNSW was provided with the Development Application prior to the exhibition commencing.</p>	
3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road	The consent authority must not grant development consent to the display of an advertisement to which this section applies without the concurrence of TfNSW.	This section does not apply when the Minister is the consent authority. Regardless, comment was sought from TfNSW and considered in the Department's assessment.	N/A.
3.17 Advertising display area greater than 45 square metres	<p>The consent authority must not grant consent to the display of an advertisement with an advertising display area of greater than 45 square metres unless:</p> <ul style="list-style-type: none"> 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 ii. in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is 	The proposed signage has an advertising display area less than 45 square metres and therefore this section doesn't apply.	N/A.

Section	Criteria	Comments	Compliance
	consistent with the Guidelines.		
3.18 Location of certain names and logos	<p>The name or logo of the person who owns or leases an advertisement or advertising structure must:</p> <ul style="list-style-type: none"> i. appear only within the advertising display area ii. not be greater than 0.25 square metres iii. be included in calculating the size of an advertising display area 	The Department has recommended a condition requiring compliance with the relevant requirements of the Industry and Employment SEPP.	Yes, subject to conditions.
3.21 Freestanding advertisements	The consent authority may grant consent only if the consent authority is satisfied that the advertisement does not protrude above the dominant skyline	The signage does not protrude above the dominant skyline.	Yes.

Table C - 5 | Assessment against the requirements of Schedule 5 of the Industry and Employment SEPP

Requirements	Comments	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?	The proposed development involves allowing an existing static advertising sign to operate for a further 15 years. The Department considers the proposed development to be compatible with the existing and desired future character of the area as it is located within a busy road corridor (refer Section 5.1).	Yes.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	There is no theme for outdoor advertising in the area. The existing static signage is consistent in appearance and function with other advertising structures located on overhead road bridges on the M4 Motorway.	Yes.
2 Special areas		

Requirements	Comments	Compliance
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	The existing static signage does not detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas as it would continue to be located in a road corridor predominantly characterised by light industrial development. The signage is not in the line of sight of dwellings located in the Welfare Street Conservation Area in Homebush West.	Yes.
3 Views and vistas		
Does the proposal obscure or compromise important views?	The proposed development would not obscure or compromise important views.	Yes.
Does the proposal dominate the skyline and reduce the quality of vistas?	The proposed development would not dominate the skyline or reduce the quality of vistas as it does not protrude above the existing structural boundaries of the overbridge to which it is attached.	Yes.
Does the proposal respect the viewing rights of other advertisers?	There are no other advertising signs within the immediate vicinity of the proposed development. The Department considers that the proposal respects the viewing rights of other advertisers.	Yes.
4 Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The Department considers that the existing static signage remains appropriate for a site located within a motorway corridor and oriented towards a busy vehicle thoroughfare.	Yes.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The Department considers that the proposed development would not contribute to the visual interest of the streetscape, setting or landscape but is compatible with the streetscape.	Yes.

Requirements	Comments	Compliance
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposed development seeks to continue the use of an existing static signage. No construction works or changes to the design are proposed as part of the proposed development. The proposed development would neither reduce nor increase visual clutter. The Department considers this to be acceptable as the existing static signage does not unacceptably cause visual clutter.	Yes.
Does the proposal screen unsightliness?	The existing static signage would not screen unsightliness and is not intended to be modified to screen unsightliness.	N/A.
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed development does not protrude above the Homebush Bay Drive overpass, any trees, utility poles and built form in the area.	Yes.
Does the proposal require ongoing vegetation management?	There is no vegetation on the overpass where the sign is located. Nearby vegetation does not require vegetation management as part of the development application.	N/A.

5 Site and building

Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The proposed sign is compatible with the characteristics of the site (refer Section 5.1).	Yes.
Does the proposal respect important features of the site or building, or both?	The overpass and motorway corridor do not have any important features in this locality.	N/A.
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposed development is for the continued use of existing static signage. No works are proposed.	N/A.

Requirements	Comments	Compliance
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6 Associated devices and logos with advertisements and advertising structures

Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	<p>The signage can be accessed from the south by a platform between the safety screen and the sign box. The sign box is accessed from the platform by a ladder fixed to the back of the sign box.</p> <p>An operator logo is attached to the side of the signage structure.</p> <p>The signage is an internally illuminated “light box”. The existing lighting would be replaced like-for-like with new dimmable LED luminaires.</p>	Yes.
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7 Illumination

Would illumination result in unacceptable glare?	The proposed development would not result in unacceptable glare. The Lighting Impact Assessment indicates that the proposed development would comply with the requirements of AS/NZS 4282:2023. The Department has reinforced this requirement in the recommended conditions.	Yes.
Would illumination affect safety for pedestrians, vehicles or aircraft?	The proposed development complies with AS/NZS 4282:2023 as such illumination is unlikely to affect safety for pedestrians, vehicles or aircraft.	Yes.
Would illumination detract from the amenity of any residence or other form of accommodation?	The Department considers that the proposed development would not result in adverse illumination impacts on nearby residents as the closest residents are approximately 250 metres away and views of the existing static signage are obscured due to the intervening development, topography and vegetation.	Yes.
Can the intensity of the illumination be adjusted, if necessary?	The lighting would be replaced (like for like) with new dimmable LED luminaires which can be adjusted as necessary.	Yes.

Requirements	Comments	Compliance
Is the illumination subject to a curfew?	The proposed development would operate 24 hours and not be subject to a curfew. However, the illuminance will comply with applicable nighttime illuminance limits contained in AS/NZS 4282:2023 and the 2017 Guidelines.	Yes.

8 Safety.

Would the proposal reduce the safety for any public road?	The Department has assessed road safety risks in Section 5.2 and considers that the proposed development would not reduce road safety.	Yes.
Would the proposal reduce the safety for pedestrians or bicyclists?	There is no pedestrian or cyclist access on the southern side of the M4 Motorway in the vicinity of the existing signage. The existing signage structure does not impede or reduce safety for pedestrians or bicyclists travelling along the Homebush Bay Drive overpass.	N/A.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	There is no pedestrian access on the M4 Motorway or Homebush Bay Drive overpass in the vicinity of the proposed development.	N/A.

Table C - 6 | Assessment against the Transport Corridor Outdoor Advertising and Signage Guidelines

Clause	Considerations	Comments	Compliance
TABLE 1: LAND USE COMPATIBILITY CRITERIA – TRANSPORT CORRIDOR ADVERTISING			
(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.	The proposed development would not be inconsistent with the land use objectives of the area (zoned as SP2 – Infrastructure) contained in the Strathfield LEP 2012.	Yes
(ii)	<p>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:</p> <ul style="list-style-type: none"> - environmentally sensitive area - heritage area (excluding railway stations) - natural or other conservation area - open space (excluding sponsorship advertising at sporting facilities in public recreation zones) - waterway - residential area (but not including a mixed residential and business zone, or similar zones) - scenic protection area - national park or nature reserve. 	The advertisement will not be on land where it is likely to significantly impact on the amenity of the listed areas.	Yes

Clause	Considerations	Comments	Compliance
(iii)	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.	The proposed development is located on the eastern side of the Homebush Bay Drive overpass and does not protrude above the top of the existing structural boundaries of the bridge or obscure significant views.	Yes.
(iv)	Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.	The proposed development is not located adjacent to any heritage items.	N/A.
(v)	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.	The proposed development seeks the continued use of an existing static sign on a motorway overpass. It is considered that it is within the context of the existing road infrastructure.	Yes.

2.3.2: Sign placement in transport corridors in urban areas

(a)	Advertising in urban areas should be restricted to rail corridors, freeways, tollways or classified roads: within or adjacent to strategic transport corridors passing through enterprise zones, business	The proposed development would be within a motorway corridor and adjacent to an area of zoned for road infrastructure, productivity support and electrical supply. As such, it is consistent with the requirement.	Yes.
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Clause	Considerations	Comments	Compliance
	development zones, commercial core zones, mixed use zones or industrial zones,		
(b)	within or adjacent to strategic transport corridors passing through entertainment districts or other urban locations identified by the local council in a relevant strategy as being appropriate for such advertising.	The proposed development would be appropriately located in a transport corridor zone.	Yes.
	Consideration must be given to the compatibility of advertising development with surrounding land uses and whether such advertising will impact on sensitive locations. For instance, placement of advertising along transport corridors should not result in increased visibility of signage in adjacent or surrounding residential areas.	The proposed development would be in a transport corridor and will not impact on sensitive locations. The surrounding land uses include light industrial, retail (DFO) and electrical supply. The nearest residents are over 250 metres from the existing static signage.	Yes.

2.5.1: General criteria

(a)	The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The Department considers that the proposed development does not demonstrate design excellence in innovation or its relationship to the overpass structure. The quality of design and placement of the structure is in keeping with advertising signage of this nature.	Partial.
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Clause	Considerations	Comments	Compliance
(b)	The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located.	The proposed development is considered compatible with the characteristics of the of the structure on which it is located.	Yes.
(c)	The advertising structure should be in keeping with important features of the site, building or bridge structure.	The site and overpass do not have any important features.	N/A.
(d)	The placement of the advertising structure should not require the removal of significant trees or other native vegetation.	No trees or vegetation are required to be removed for the proposed development.	Yes.
(e)	<p>The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor.</p> <ul style="list-style-type: none"> - The development of a landscape management plan may be required as a condition of consent. - Landscaping outlined within the plan should require minimal maintenance. 	The proposed development does not require landscaping to be undertaken.	N/A.
(f)	Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	An access platform has been included as part of the signage structure and is behind the advertising display area and is not visible from the motorway. The logo is attached to the	Yes.

Clause	Considerations	Comments	Compliance
		signage. As such, it is considered that this requirement is met.	
(g)	Illumination of advertisements must comply with the requirements in Section 3.3.3.	The proposed development complies with the requirements of section 3.3.3 including the luminance criteria for illuminated advertisements.	Yes.
(h)	Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	There are no nearby residential properties, national parks or nature reserves that would be affected by illumination from the proposed development.	Yes.
2.5.5: Bridge signage criteria			
(a)	The architecture of the bridge must not be diminished.	The proposed development will not alter the existing static signage and will therefore will not diminish the architecture of the overpass.	Yes.
(b)	The advertisement must not extend laterally outside the structural boundaries of the bridge.	The existing static signage does not extend laterally (sideways) beyond the overpass structure.	Yes.
(c)	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 5.8 metres.	The existing static signage does extend below the soffit of the overpass. However, the vertical clearance from the roadway is approximately 9.2 metres, which exceeds the specified provision.	Yes.

Clause	Considerations	Comments	Compliance
(d)	<p>On a road or pedestrian bridge, the advertisement must:</p> <ul style="list-style-type: none"> i. not protrude above the top of the structural boundaries of the bridge ii. not block significant views for pedestrians or other bridge users (e.g. cyclists) iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users. 	<p>The positioning of the sign on the Homebush Bay Drive overpass:</p> <ul style="list-style-type: none"> - does not protrude above the top of the existing structural boundaries of the overpass - does not block significant views for pedestrians or other bridge users including cyclists - does not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other overpass and motorway users. 	Yes.
(e)	<p>Paragraphs (a) to (d) above do not apply to the continuation of the display of any existing advertising on bridges approved 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.</p>	Noted.	N/A.
(f)	<p>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.</p>	<p>This application does not require the preparation of a site-specific DCP.</p>	N/A.

Clause	Considerations	Comments	Compliance
(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 (now TfNSW) bridge engineers prior to construction to ensure all road safety requirements are met.	The proposed development application seeks to continue the use of an existing static sign. No structural construction is required. A structural feasibility statement provided by the Applicant confirms there are no structural issues associated with the existing signage.	Yes.
(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.	A fall arrest system is incorporated into the design to ensure the sign will not detach in the event of impact with an over height vehicle.	Yes.

3 Advertisements and Road Safety

3.1 Road safety objectives

TABLE 4: ROAD SAFETY ASSESSMENT CRITERIA – SCHEDULE 1 SEPP 64 1	Would the proposal reduce the safety for any public road?	The Applicant has undertaken a traffic safety assessment. The assessment indicates that the proposed development would not increase traffic safety risks. The Department has reviewed the report and notes that the existing static signage is not within the stopping sight distance of merge points on the M4 Motorway (refer Section 5.2). The Department considers that the proposed development would not reduce safety on the surround public roads.	Yes.
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Clause	Considerations	Comments	Compliance
2	Would the proposal reduce the safety for pedestrians or bicyclists?	The proposed development is not expected to have impacts on the safety of pedestrians or bicyclists as there are no pedestrian and cycleway facilities on the southern side of the M4 Motorway in the vicinity of the existing static signage.	Yes.
3	Would the proposal reduce the safety for pedestrians by obscuring sightlines from public areas?	The proposed development would be located on an existing road overpass above the M4 Motorway and would not obscure sightlines to or from public areas.	Yes.

3.2.1: Road clearance

(a)	<p>The advertisement must not create a physical obstruction or hazard. For example:</p> <p>(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)?</p> <p>(ii) 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?</p> <p>(iii) Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</p>	<p>The existing static signage does not physically obstruct vehicle, pedestrian and cyclist movements as it is placed on a road overpass above the M4 Motorway.</p> <p>The existing static signage does not protrude laterally into the transport corridor. Although it does protrude below the road overpass, there is a 9.2 metre vertical clearance between the signage and M4 Motorway road surface. This distance exceeds the minimum requirement of 5.8 metres for vertical clearance to the base of the advertisement from the roadway below.</p>	Yes.
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Clause	Considerations	Comments	Compliance
(b)	Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS-approved crash barrier.	The existing static signage is positioned above the M4 Motorway carriageway and outside of the clear zone. As such, it will not require an approved crash barrier.	Yes.
(c)	Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8 m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.	The signage is not located within the clear zone.	N/A.
(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 Applicant has provided a structural feasibility statement which addresses the wind loading requirements. The existing signage is compliant with the requirements.	Yes.

Clause	Considerations	Comments	Compliance
3.2.2: 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.	The proposed development is positioned on the Homebush Bay Drive overpass and does not obstruct a drivers' view of the road or pedestrians and cyclists.	Yes.
(b)	An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The proposed development is positioned on the Homebush Bay Drive overpass and does not obstruct a pedestrians or cyclists view of the road.	Yes.
(c)	The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.	The position of the existing static signage would not change. It would remain at the same height as the existing overhead bridge and would not impede a driver's visibility on the alignment of the road. It would not indicate misleading information or information contrary to the existing roadway.	Yes.
(d)	<p>The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</p> <p>(i) The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its</p>	<p>The existing static signage is located above the M4 Motorway and does not require a driver to turn their head away from the road to view its display. A driver is able to see the road when viewing the sign.</p> <p>The positioning and angle of the existing static signage is not expected to result in headlight reflection or glare.</p>	Yes.

Clause	Considerations	Comments	Compliance
	<p>display and/or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view.</p> <p>(ii) The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</p>		

3.2.3: Proximity to decision making points and conflict points

(a)	<p>The sign should not be located:</p> <p>(i) less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</p> <p>(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</p> <p>(iii) so that it is visible from the stem of a T-intersection.</p>	<p>The existing static signage is located outside the merge point of traffic lanes on the M4 Motorway (refer Section 5.2). There are no pedestrian or cycle crossings on the M4 Motorway in the vicinity of the signage. The signage is not visible from the stem of a T-intersection.</p>	Yes.
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Clause	Considerations	Comments	Compliance
(b)	<p>The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</p> <ul style="list-style-type: none"> (i) of a road hazard (ii) to an intersection (iii) to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) (iv) to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher. 	The existing static signage is attached to the Homebush Bay Drive overpass and would not obstruct a driver's view of a road hazard, an intersection, prescribed traffic control device or emergency vehicle access point.	Yes.
3.2.4: Sign spacing			
	The proposed site should be assessed to identify any road safety risk in relation to visual clutter and the proximity to other signs.	There are no other signs in the immediate vicinity and, as such, the Department considers that retention of the existing static signage would not cause visual clutter.	Yes.
(a)	Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150 m 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.	There are no other large format static or digital signs within 150 metres of the existing static signage.	Yes.

Clause	Considerations	Comments	Compliance
3.3: Sign design and operation criteria			
3.3.1: Advertising signage and traffic control devices			
(a)	The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.	There are no traffic control devices in the vicinity of the existing static signage. There is a regulatory speed sign on the left side of the G-loop on-ramp on approach to the signage. This speed sign is located more than 50 metres from the existing signage. The advertisement would not distract drivers from, obstruct or reduce the visibility and effectiveness of this regulatory sign.	Yes.
(b)	<p>The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example:</p> <p>(i) Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</p> <p>(ii) Does the advertisement imitate a prescribed traffic control device?</p> <p>(iii) If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns</p>	<p>Continued use of the existing static signage would not interfere with stopping sight distances and there are no prescribed traffic control devices in the vicinity of the signage (refer Section 5.2).</p> <p>The signage would not be construed as giving traffic instructions nor would it imitate a prescribed traffic control device.</p>	Yes.

Clause	Considerations	Comments	Compliance
	that may result in the advertisement being mistaken for a traffic signal?		
3.3.3 Illumination and reflectance			
Illumination and reflectance criteria for non-digital signs:			
(a)	Advertisements must comply with the luminance requirements in Table 5 below of the guideline	The lighting impact assessment indicates the existing static signage currently complies with and would continue to comply with the luminance requirements for non-digital signs in Table 5 of the guideline. The Department has recommended a condition requiring the existing lighting to be replaced with dimmable LED luminaires within one month of the date of consent.	Yes.
(b)	For night time use, the sign (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings	The lighting assessment indicates the signs will comply.	Yes.
(c)	<p>The light sources for illuminated signs must focus solely on the sign and:</p> <ul style="list-style-type: none"> i. be shielded so that glare does not extend beyond the sign ii. with the exception of back lit neon signs, have no light source visible to passing 	The lighting assessment indicates the signs will comply.	Yes.

Clause	Considerations	Comments	Compliance
	motorists with a light output greater than that of a 15W fluorescent/LED bulb.		
(d)	The level of reflectance of an advertisement, and its content, is not to exceed the 'Minimum coefficients of Luminous intensity per unit area for Class 2A Material', as set out in Australian Standard AS/NZS 1906.1:2007. Flashing illuminated advertisements will not be approved.	The lighting assessment indicates the signs will comply.	Yes.

3.3.4 Interaction and sequencing

(a)	The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.	The existing static signage is a static sign and would not contain interactive technology or technology that enables opt-in direction communication with motorists.	Yes.
(b)	Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	The existing sign is static and continued use would not include message sequencing.	Yes.

Clause	Considerations	Comments	Compliance
3.5.1 Road safety review of signs over 20 sqm	A road safety check which focuses on the effects of the placement and operation of all signs over 20 sqm must be carried out in accordance with Part 3 of the RMS Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the sign's installation. The road safety check must be carried out by an independent RMS-accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to RMS and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant. In cases where the applicant is the RMS the report is to be provided to the Department of Planning and Environment (now Department of Planning Housing and Infrastructure) as well.	<p>This requirement is for new signs to assess whether there are road safety impacts following the sign coming into operation.</p> <p>The development application is for the continued use of an existing static sign. A road safety assessment was provided as part of the development application and indicates no safety concerns. As such, a road safety check is not considered necessary.</p>	N/A.
3.6 Road safety guidelines for sign content	<p>SEPP 64 (superseded by the Industry and Employment SEPP) does not regulate the content of advertisements and signs and does not require consent for a change in content.</p> <p>It is recommended that advertisers follow RMS advisory guidelines with respect to sign content of advertisements to be displayed along road corridors.</p>	The Department has recommended conditions relating to the content of signs, in accordance with the 2017 Guidelines and the advice received from TfNSW to limit driver distraction.	Yes.

Clause	Considerations	Comments	Compliance
4.1 Public Benefit Test	<p>The public benefit test is an assessment of how the local community will benefit as a result of the display of the advertisement, and must be applied to an advertising proposal if:</p> <p>(a) the display of the advertisement is by or on behalf of RMS or TfNSW, Sydney Trains and NSW Trains</p> <p>(b) the advertisement is to be displayed along a tollway</p> <p>(c) the advertisement is to be displayed on a bridge</p> <p>(d) the advertisement requires RMS concurrence under SEPP 64.</p> <p>The proponent must outline in the SEE accompanying the DA what arrangements they will make to provide an appropriate public benefit (see Section 1.6.4).</p> <p>The consent authority (either the Minister for Planning or the council) will determine whether the applicant has sufficiently demonstrated that the proposed advertisement will contribute an appropriate public benefit. Public benefits, along with other matters identified in the SEPP (Clause 13), must be considered by a consent authority before approval can be given for the advertising development.</p>	<p>The Applicant has provided a Public Benefit Statement as Appendix 5 of the Statement of Environmental Effects.</p> <p>The Department considers that the Applicant's Public Benefit Test, is sufficient to meet the intention of the guideline requirement.</p> <p>The Department has recommended a condition requiring that the signage be made available for at least 28 days in every calendar year for the display of road safety messages.</p>	Yes.

Clause	Considerations	Comments	Compliance
4.2 What is an appropriate public benefit?	<p>The level of public benefit for a given SEPP 64 advertisement is to be negotiated and agreed upon between the consent authority and the applicant.</p> <p>The public benefit can be provided as a monetary contribution or as an 'in-kind' contribution. Both monetary and in-kind contributions must be linked to improvements in local community services and facilities including benefits such as:</p> <ul style="list-style-type: none"> - improved traffic safety (road, rail, bicycle and pedestrian) - improved public transport services - improved public amenity within, or adjacent to, the transport corridor - support school safety infrastructure and programs - other appropriate community benefits such as free advertising time to promote a service, tourism in the locality, community information, or emergency messages. 	<p>The Applicant has advised that revenue generated from the sign will be allocated to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.</p> <p>The Department has recommended a condition which requires the Applicant to ensure time is made available (at no cost to TfNSW) for the display of road safety messages.</p>	
4.2.1 RMS and TfNSW, Sydney Trains and NSW	As proponents of outdoor advertising, RMS and TfNSW, Sydney Trains and NSW Trains must demonstrate that	The Applicant has advised that revenue generated from the sign will be allocated to contribute to funding to support road infrastructure maintenance, network management,	Partial.

Clause	Considerations	Comments	Compliance
Trains advertising	revenue raised from outdoor advertising is directly linked to a public benefit.	road user compliance activities and road safety programs across the whole of NSW.	
	RMS and TfNSW, Sydney Trains and NSW Trains must record the total amount of outdoor advertising revenue received each year in their financial accounts and their Annual Reports. The Annual Reports must also outline investments made in the year on transport safety, amenity improvements or other public works, listing specific works to which the funds have been or are to be applied.	The Department has recommended a condition requiring the Applicant to record the total amount of outdoor advertising revenue received each year in their Annual Reports and to provide details on how revenue has been applied to provide a public benefit for transport safety, amenity improvements, or other public works.	Yes.
	For TfNSW, Sydney Trains and NSW Trains, railway station upgrades (e.g. providing wheelchair access) and rail crossings (e.g. installation of lights or gates) or other rail safety measures may be considered priority works. Amenity improvements along rail corridors including landscaping, litter removal, or vandalism and graffiti management may also be considered appropriate public benefits.	Noted.	Noted.
	RMS and TfNSW, Sydney Trains and NSW Trains must consult with the relevant councils to identify and prioritise the public benefit works to be delivered through the program on a regional or subregional basis.	Noted.	Noted.

Table C - 7 | Development near rail corridors and busy roads – interim guideline 2008

Clause	Consideration	Compliance
5.1 Essential early requirements	<p>The proposed development has been designed in consultation with TfNSW and has included safe design practises and surveying to inform the design.</p> <p>The Applicant is expected to have addressed any internal TfNSW design reviews.</p>	Yes.
5.2 Electrolysis	The Department has recommended a condition requiring the proposed development to meet the relevant requirements of the applicable Australian Standards and the requirements of TfNSW.	Yes - subject to a condition.
5.3 Cranes	The proposed development would not require the use of cranes.	N/A.
5.4 Safe access for maintenance	The signage can be accessed from the south by a platform between the safety screen and the sign box. The sign box is accessed from the platform by a ladder fixed to the back of the sign box. The signage is an internally illuminated “light box”. The existing lighting would be replaced like-for-like with new dimmable LED luminaires. A condition has been recommended requiring the preparation of a maintenance plan, including an environmental and safety risk assessment.	Yes - subject to a condition.
5.5 Stormwater Management	The proposed development would not alter or increase the stormwater flow at the site.	Yes.
5.6 Vandalism	It is not expected that the proposed development would increase the opportunity for vandalism.	Yes.

Clause	Consideration	Compliance
5.7 Graffiti	<p>It is not expected that the proposed development would increase the opportunity for graffiti.</p> <p>A condition has been recommended requiring the owner/manager of the site or sign to remove all graffiti from the advertising structure in accordance with the maintenance plan.</p>	Yes - subject to a condition.
5.8 Lighting, external finishes and design	The proposed development faces onto a classified road and this has been considered within the design, including compliance with AS/NZS 4282:2023.	Yes.
5.9 - 5.15	Not applicable as the proposed development is not located within a rail corridor.	N/A.

Strathfield LEP

The proposed development is located on land that is zoned as SP2 Infrastructure – Classified Road under the Strathfield LEP. The objectives of the SP2 Infrastructure zoning are:

- to provide for infrastructure and related uses
- to prevent development that is not compatible with or that may detract from the provision of infrastructure
- to ensure that development does not have an adverse effect on adjoining land.

Permissible uses (with consent) in the SP2 Infrastructure zoning are:

Aquaculture; Roads; The purpose shown on the Land Zoning Map, including any development that is ordinarily incidental or ancillary to development for that purpose.

The purpose shown on the Land Zoning Map is “Classified Road” and the proposed development is both ordinarily incidental to, and ancillary to, the primary road corridor purpose as it will generate revenue to maintain and improve TfNSW infrastructure.

Regardless, Section 3.14 of the Industry and Employment SEPP provides that the display of an advertisement by TfNSW on land owned, occupied or managed by TfNSW within 250 metres of a classified road is permissible with development consent.

Strathfield DCP 2005

The proposed development is located on land that, consequent to Section 4.15(3)(c) of the EP&A Act, the consent authority must consider the requirements of the Strathfield DCP. The relevant sections of the Strathfield DCP are considered in **Table C - 8**.

Table C - 8 | Strathfield Development Control Plan 2005 Part J (relevant sections)

Clause	Criteria	Comments	Compliance
1.6 Matters for consideration			
(a)	The design of the sign including size, type of lettering and the language the sign is written in.	To ensure ongoing road safety, the Department has recommended conditions relating to the display of information and signage content to limit the potential for glare and driver distraction, consistent with the 2017 Guidelines and recommendations of TfNSW.	Yes - subject to a condition.
(b)	(i) The visual appearance of the advertisement and whether it is appropriate to the general character of the area. (ii) whether the advertisement will dominate or obscure other advertisements. (iii) whether the advertisement is in proportion to the architectural features of the adjoining development. (iv) whether the advertisement will dominate the building and whether the building would be a background frame for the proposed advertisement.	The Department is satisfied that the proposed development is consistent with the Matters for consideration in Part J 1.6(b). The existing sign is suitably designed and located and would continue to be so for the duration of the development consent. The Department considers that the proposed development would not impact heritage items, would not reduce road safety in the vicinity of the signage, and the signage structure meets current Australian standards for steel structures and would be maintained to ensure structural integrity.	Yes.

Clause	Criteria	Comments	Compliance
	<p>(v) whether the colours of the advertisement complement the colours of the building.</p> <p>(vi) whether the advertisement respects buildings of heritage significance.</p> <p>(vii) whether the supporting structure of the advertisement will be visually obtrusive and contribute to the streetscape clutter.</p> <p>(viii) whether the advertisement would unduly attract a motor vehicle driver's attention.</p> <p>(ix) whether the advertisement would dominate or obscure direction signing or identification signing.</p> <p>(x) whether the advertisement would obscure a scenic view.</p> <p>(xi) whether the advertisement would be an obstruction to vehicles and pedestrians.</p> <p>(xii) whether the advertisement complies with traffic safety requirements.</p> <p>(xiii) whether the advertisement is structurally safe.</p>		
(c)	For a Class of Advertising Structure referred to in Schedule 1 take into consideration whether the structure complies with the requirements of Schedule 2.	The advertising structure is not of a type classified in Schedule 2.	N/A.

Clause	Criteria	Comments	Compliance
(d)	The number of existing signs on the building and adjacent buildings.	There are no other signs on the overpass or in the immediate vicinity.	Yes.
2.0 Part B – Special Provisions i) Zoning	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 LEP. Schedule 2 – Exempt Development of SLEP 2012 identifies those advertising signs and structures which do not require development consent.	Noted – the proposed signage is not of a type classified in Part J of the Strathfield DCP.	N/A.
ii) General Appearance, Content and Maintenance Provisions	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.	The Department has recommended a condition requiring the implementation of a maintenance plan, including removal of graffiti and treatment of any surface corrosion on the signage structure.	Yes - subject to a condition.
iii) Traffic and Pedestrian Safety	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.	To ensure ongoing road safety, the Department has recommended conditions relating to the display of information and signage content to limit the potential for glare and driver distraction, consistent with the 2017 Guidelines and recommendations of TfNSW.	Yes - subject to a condition.

Clause	Criteria	Comments	Compliance
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>Reason: To ensure effective communication</p>	The advertising signage would display messages in English.	Yes.
vi) Use of Motor Vehicles or Trailers for Advertising	Council permits without development consent an advertisement on a motor vehicle used principally for the transporting of goods or passengers. However, advertisements on parked motor vehicles, trailers or shipping containers, whether or not registered, for which the principal purpose is for advertising purposes are prohibited.	Not applicable as the proposed signage would not be attached to a vehicle.	N/A.
vii) Prohibited Advertisements	<p>Development for the purpose of erecting or displaying any of the following types of advertisements and signs is prohibited:</p> <p>a) roof sign or wall sign projecting above the roof or wall to which it is affixed;</p> <p>b) flashing or moving signs or advertisements;</p>	The proposed signage is not a prohibited advertisement.	Yes.

Clause	Criteria	Comments	Compliance
	<p>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;</p> <p>d) fly posters;</p> <p>e) signs affixed to the surface of a public footway or public roadway;</p> <p>f) signs which may obscure, obstruct or interfere with any road traffic signs or motorist vision or otherwise adversely affecting road safety;</p> <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 15 – unclassified signs	(a) other signs not identified in this Schedule will be considered by council on the merits of each application; and	The proposed signage is unclassified under Schedule 1 and 2 of Part J of the Strathfield DCP. The Department sought comment from Strathfield Council on the development application. Council did not provide a response.	Yes.

Appendix D - Requests for Information and Responses

<https://www.planningportal.nsw.gov.au/daex/under-consideration/extension-operation-existing-static-advertising-sign-homebush-bay-drive-homebush>

Appendix E – Recommended instrument of consent

<https://www.planningportal.nsw.gov.au/daex/under-consideration/extension-operation-existing-static-advertising-sign-homebush-bay-drive-homebush>