

# Continued Use of Advertising Signage, Homebush Bay Drive, Homebush West

Part 4 Development Application (DA24/4524)

November 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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Continued Use of Advertising Signage, Homebush Bay Drive, Homebush West (DA24/4524) Assessment Report

Published: November 2024

Cover photo: - view of static advertising sign from Homebush Bay Drive, Homebush West (facing north) (Source - SEE)

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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 to extend the use of an existing static signage at Homebush Bay Drive, Homebush West in the Strathfield Council local government area (LGA).

The application has been lodged by Transport for NSW (TfNSW) under Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act). This report includes:

- an explanation of who the consent authority is
- an assessment of the proposal 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 proposal during the assessment process
- an assessment of the likely environmental, social and economic impacts of the proposal
- an evaluation which weighs up the likely impacts and benefits of the proposal, having regard to the proposed mitigations, offsets, community views and expert advice; and provides a view on whether the impacts are on balance, acceptable
- 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 proposal should be granted and any conditions that should be imposed.

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

# Executive Summary

This report details the Department's assessment of the Development Application (DA 24/4524) for the continued use of an existing static advertising sign on Homebush Bay Drive, Homebush West, for a further 15-year period.

## Proposal

Transport for NSW (the Applicant) proposes to continue using an existing static sign on the eastern side of Homebush Bay Drive, Homebush West in the Strathfield Local Government Area (LGA), for another 15 years and to include floodlight baffles on the signage.

The proposal has a capital investment value of \$46,311.10.

## Statutory context

The signage is permissible with consent under clause 3.14(1)(b)(iii) of the Industry and Employment SEPP. Further, the site is zoned SP2, where signage is permissible with consent.

The proposal is a Crown Development Application (DA) under Part 4, Division 4.6 of the *Environmental Planning and Assessment Act 1979* (EP&A Act) because it is proposed by a public authority. Clause 2.94 of the Environmental Planning and Assessment Regulations 2021 (EP&A Regulation), prescribes a public authority as the Crown for the purposes of development under Division 4.6.

The proposal is permissible with consent and the Minister is the consent authority. In accordance with the Minister's delegation dated 9 March 2022, the Director, Transport and Water Assessments may determine the application.

## Engagement

The Department exhibited the development application for 14 days from 24 June 2024 until 7 July 2024. During the exhibition period, the Department received no submissions from the public.

Strathfield Council was notified of the development and did not provide any comments.

Transport for NSW (TfNSW) was also notified of the proposed development and provided recommended conditions of consent.

The Applicant provided a response to the advice from TfNSW.

## Assessment

### Road Safety

The sign is inside the 103m stopping sight distance of the nearest intersection (Homebush Bay Drive and M4 Motorway), however the road environment on approach to the sign's frontage has not changed since the sign's approval in 2009. Crash data and the visible distance of the sign and traffic lights indicate low risk to road safety.

The sign does not physically obstruct or interfere with the view of, or restrict sight distances to any intersections, traffic control devices, vehicles, pedestrians, or cyclists.

### Design and Suitability of the Site

The existing structure has been in place for 15 years. Baffles would be installed on existing floodlights to prevent obtrusive illumination from being visible to southbound traffic on Homebush Bay Drive and ensure upward waste light is limited to a ULR of 0.03 or less. It would have a negligible impact on nearby residential buildings as, although apartments on higher levels will have partial views of the sign, there is considerable distance to the sign (170m) and mature vegetation providing partial screening. The sign complies with the design criteria in the Industry and Employment SEPP, the 2017 Guidelines and AS 4282:2023 – Control of the Obtrusive Effects of Outdoor Lighting (AS4282-2023).

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

### Visual Amenity

There would be minor physical changes as part of the proposal in the form of the installation of floodlight baffles and the sign is to remain oriented to northbound motorists travelling along Homebush Bay Drive.

The visual impact of the sign and advertising structure are acceptable as the proposal has negligible impacts on the nearest residential development and heritage items and the signage will remain located within an established arterial road corridor.

### Illumination

The sign will continue to be illuminated at night with three external LED floodlights fixed to the top of the signage. The lighting operates all night and is switched off during the day.

The existing luminated signage is compliant with maximum luminance levels and all relevant requirements of AS4282.2023, the Transport Corridor Outdoor Advertising and Signage Guidelines 2017, and Industry and Employment SEPP and would not impact on safety or amenity. Floodlight baffles are installed to both comply with Threshold Increment and Upward Light Requirements of AS4282-2023 and to prevent obtrusive illumination from being visible to southbound traffic on Homebush Bay Drive and ensure upward waste light is limited to a ULR of 0.03 or less.

## Public Benefit

The Department is satisfied the proposed development would result in sufficient public benefits as it would contribute to infrastructure maintenance, network management and road safety programs across NSW.

## Biodiversity

The site is within a vegetated area which is not identified on the Biodiversity Values Map on NSW Spatial viewer. Continued use of the static signage would not have an adverse impact on the biodiversity in the vegetated area around the site. Ongoing vegetation management is not required.

Any vegetation management would be conducted under separate approval from the responsible authority.

## Conclusion

Overall, the Department's assessment concludes the proposal would provide public benefit as the revenue raised from the continued use of the site for advertising will contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across NSW. The visual impacts of the sign on residents and commercial premises are unchanged, the sign would not impact biodiversity and would not change the character of the area.

It is recommended that the proposed development be approved, subject to conditions.

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# 1. Introduction

## 1.1 The proposal

Transport for NSW (TfNSW) (the Applicant) is seeking approval to continue the use of an existing illuminated static sign on the eastern side of Homebush Bay Drive in Homebush West in the Strathfield Local Government Area. The Applicant is seeking consent to operate the sign for another 15 years. Minor construction to install lighting baffles is proposed.

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

## 1.2 Proposal location

The existing sign is located behind a safety barrier on the eastern side of Homebush Bay Drive, in the road reserve (previously identified as Lot 4 DP574549) (**Figure 1, Error! Reference source not found.** and **Error! Reference source not found.** ). . The sign is oriented towards northbound traffic.

Homebush Bay Drive and the nearby M4 are both state classified roads. The portion of Homebush Bay Drive in the vicinity of the site comprises three northbound lanes with a slip lane for vehicles entering the M4 Motorway westbound, three southbound lanes with an acceleration lane for vehicles entering the Homebush By Drive from the M4 Motorway, and two signalised intersections approximately 50m and 170m north of the site.





**Figure 1** | Site context (source: SEE 2024)

### 1.3 Proposal background

On 26 March 2009, the then Minister for Planning granted development consent for the installation of one freestanding static advertising structure on the eastern side of Homebush Bay Drive.

The existing development consent lapsed on 26 March 2024. This proposal seeks to continue the use of the existing approved advertising structure for a further 15 years. The signage structure comprises a static monopole advertising sign, externally illuminated by three LED floodlights mounted on bracket arms at the top of the sign, with an advertising display area of 42.66m<sup>2</sup>.

### 1.4 Surrounding Context

The surrounding area, shown in **Figure 1**, comprises a mixed-use character, consisting of:

- Sydney Olympic Park (State Significant Precinct) to the north

- warehousing buildings to the east, including associated carparking facilities
- mixed uses to the south of the site, including warehousing buildings, commercial outlets and residential properties
- a pocket of low-medium density residential southwest
- commercial premises to the west on the southern side of Parramatta Road

Homebush Bay Drive at this location is subject to an 80 km/h speed zone in both directions, with no stopping or standing of vehicles permitted and no pedestrian footpaths provided.

The site is not identified as or located adjacent to any heritage items or heritage conservation areas under Schedule 5 of the SLEP 2012. There are two local heritage items in proximity to the site, however the sign is not visible from these sites and there are no adverse impacts.

No other advertising signs are visible from the site.

## 2. Proposed Development

## 2.1 Proposal overview

The key aspects of the proposal are provided in detail in Chapter 4 of the Statement of Environmental Effects and are outlined in **Table 1**. The existing advertising structure for which approval of its continued use is sought, can be seen in **Figure 2** and **Figure 3****Error! Reference source not found. Error! Reference source not found.** . The site plan is shown in **Figure 4**. Site elevations are provided in **Figure 5** and **Figure 6**. A cross section of the structure is show in **Figure 7**.

**Table 1** | Key aspects of the proposal

Aspect	Description
Summary	Continued use of the existing advertising structure for a further 15 years and the installation of floodlight baffles in accordance with the recommendations of the Lighting Impact Assessment.
Advertising display area	42.66 m <sup>2</sup> (12.66 m x 3.35 m + 0.25 m logo).
Total Height (including frame)	8.4 m
Signage location	The sign is located on the eastern side of Homebush Bay Drive, Homebush West, and is oriented towards northbound traffic.
Road clearance from ground level to the sign	The signage structure is located 4.9 m above ground level (excluding the logo).
Timing and sequencing	Advertising material will be changed approximately once a month, during daylight hours and generally within the afternoon period.

Aspect	Description
Type of signage	<p>The sign is a static display.</p> <p>The signage structure comprises a monopole sign box with an overall advertising display area of 42.66 m<sup>2</sup>. Minor physical changes in the form of baffles to manage lights would be installed.</p>
Consent period	15 years

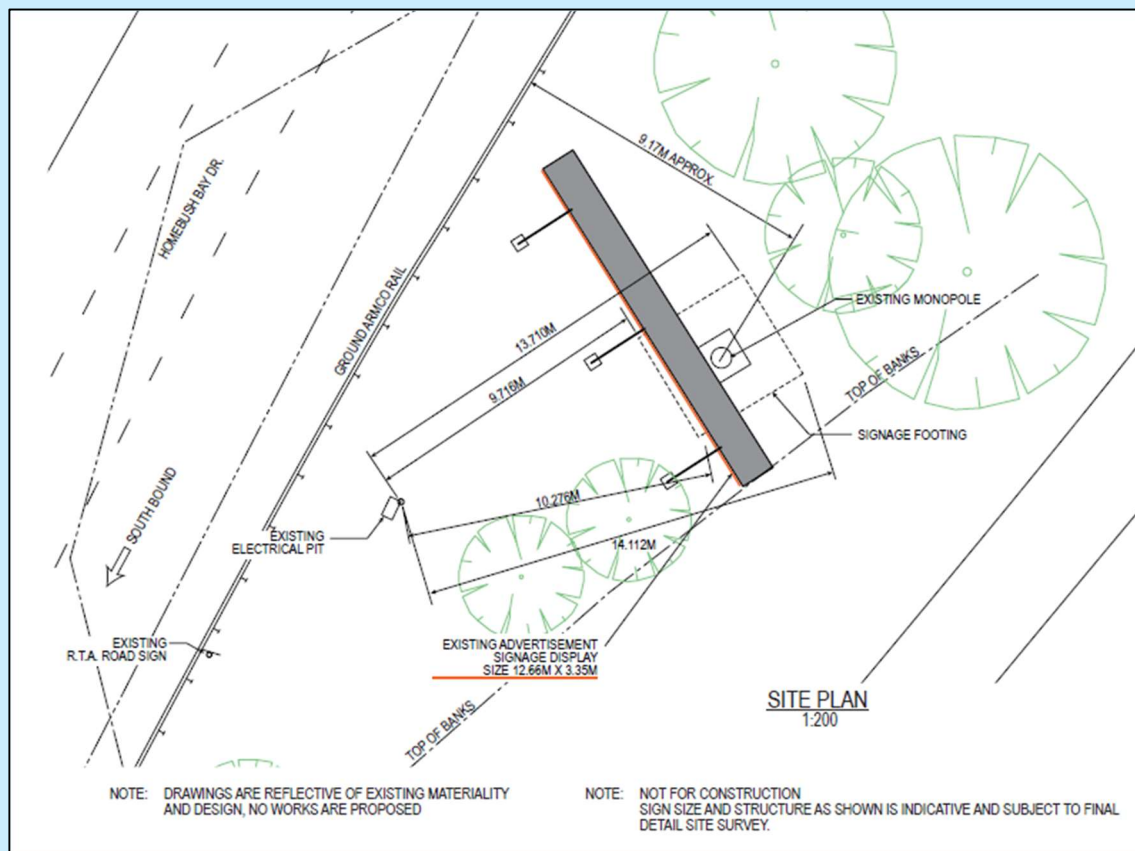


**Figure 2** | Existing sign as seen from Homebush Bay Drive facing north (source: SEE 2024)

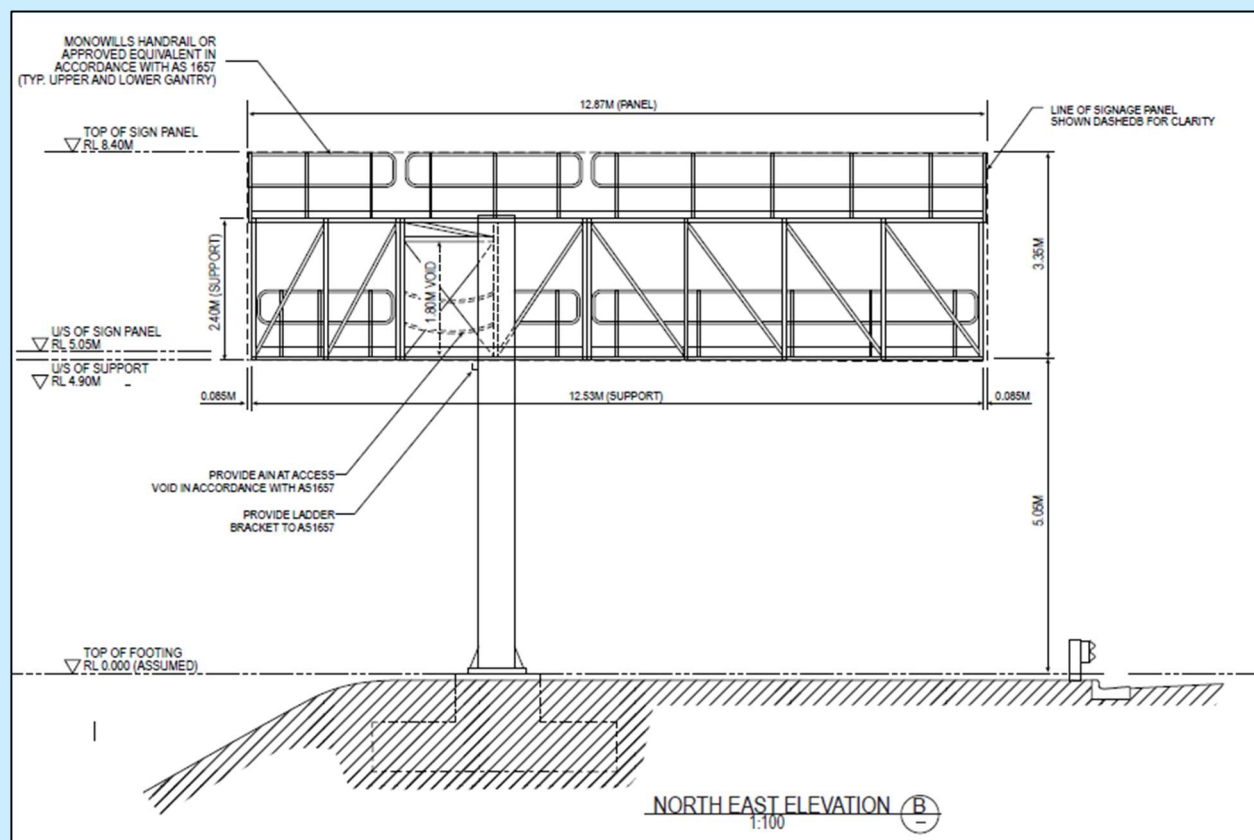


**Figure 3** | Existing sign as seen from Homebush Bay Drive facing south (source: SEE 2024)





**Figure 4 |** Site plan (source: revised architectural drawings 2024)



**Figure 5** | Sign elevation – northeast (source: revised architectural drawings 2024)



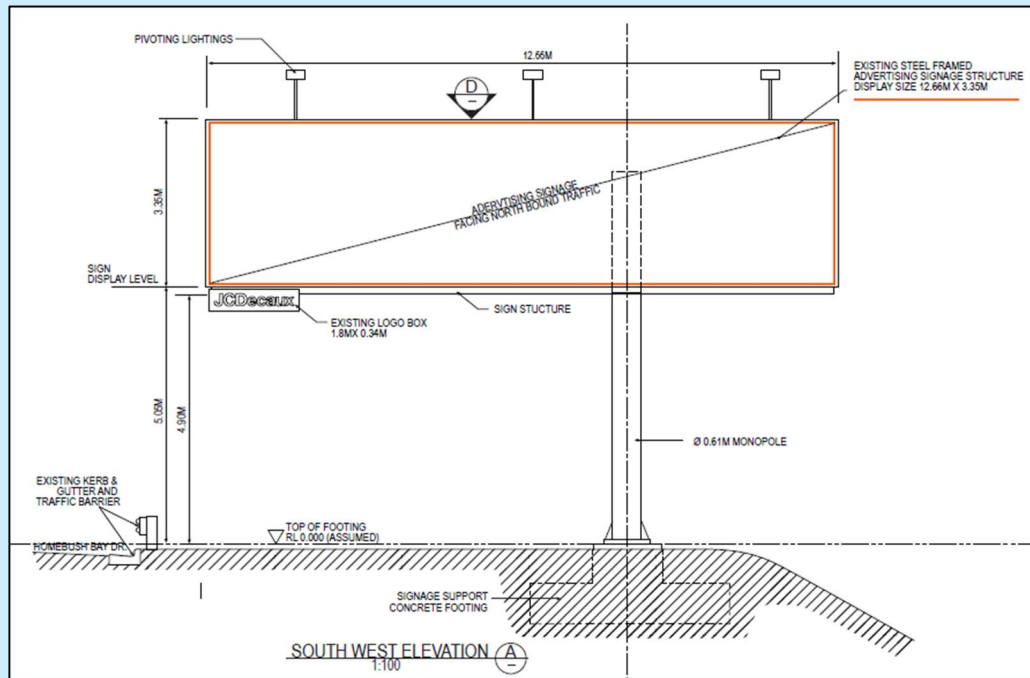


Figure 6 | Sign elevation – southwest (source: revised architectural drawings 2024)

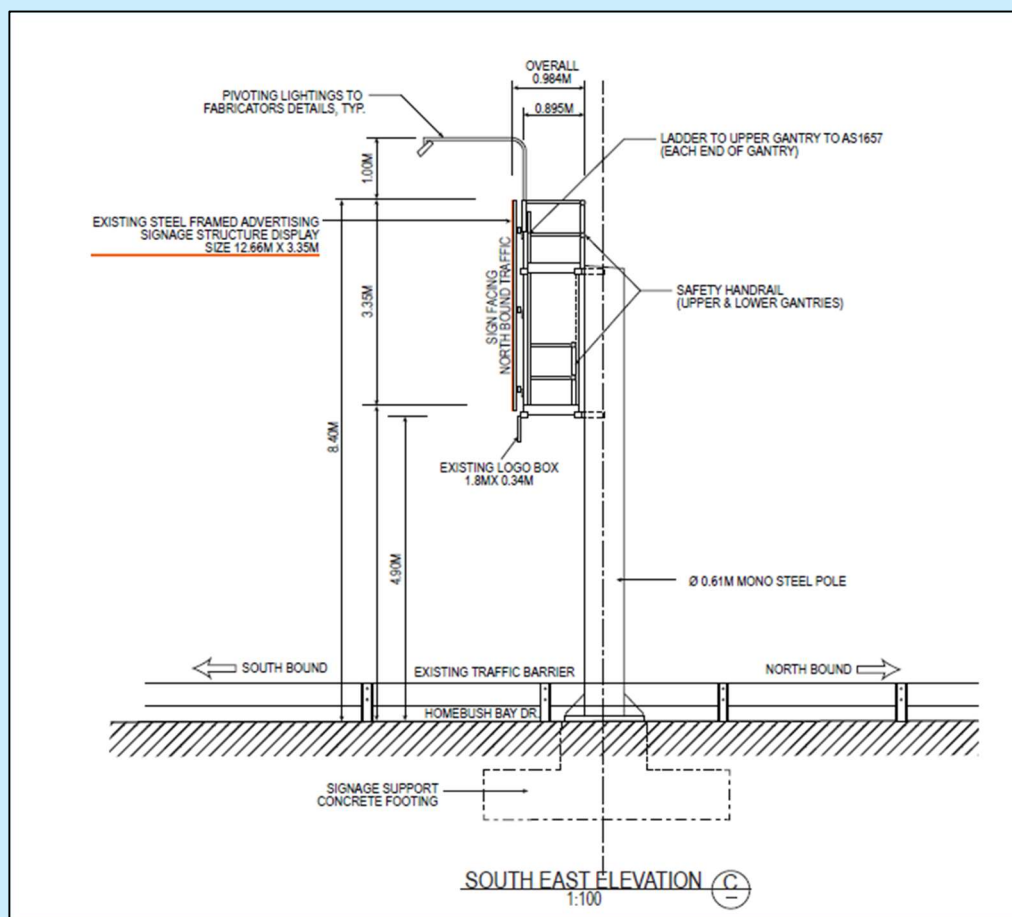


Figure 7 | cross section of the structures (source: revised architectural drawings 2024)

## 3. Statutory context

### 3.1 Permissibility and assessment pathway

Details of the legal pathway under which consent is sought and the permissibility of the proposal is provided in **Table 2** below.

**Table 2** | Permissibility and assessment pathway

Consideration	Description
Assessment pathway	<p><b>Part 4 Crown Development Application</b></p> <p>The application is a Crown development application under Division 4.6, section 4.32(2)(a) of the <i>Environmental Planning and Assessment Act 1979</i> (EP&amp;A Act) because it is an application made by the Crown. Clause 294(a) of the Environmental Planning and Assessment Regulation (EP&amp;A Regulation) prescribes public authorities (other than a council) as the Crown for the purposes of section 4.32(2)(a) of the EP&amp;A Act. The Applicant (TfNSW) is a public authority.</p> <p>The application has been assessed under Part 4 of the EP&amp;A Act.</p>
Consent authority	<p><b>The Minister for Planning and Public Spaces (the Minister) (or their delegate)</b></p> <p>The Minister for Planning and Public Spaces (the Minister) is the consent authority for the application, as prescribed under clause 3.10(d)(iii) of State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP).</p>
Decision-maker	<p><b>Director, Transport and Water Assessments</b></p> <p>In accordance with the Minister's delegation dated 9 March 2022, the Director, Transport and Water Assessments may determine the application if:</p> <ul style="list-style-type: none"> <li>the application has not been made by a person who has disclosed a reportable political donation</li> <li>there are less than 15 public submissions in the nature of objections</li> <li>the council has not made a submission by way of objection</li> </ul> <p>The proposal meets the terms of this delegation.</p>

Consideration	Description
Permissibility	<p><b>This application is permissible with consent</b></p> <p>The signage is permissible with consent under clause 3.14(1)(b)(iii) of the Industry and Employment SEPP as the display of the advertisement is by or on behalf of TfNSW and is within 250 m of a classified road.</p> <p>The site is zoned SP2 Infrastructure (for the purpose of roads) under the Strathfield Local Environmental Plan 2021 (Strathfield LEP).</p> <p>Signage is permissible with consent in the SP2 zone as it is ordinarily incidental or ancillary to the road corridor given it will generate revenue to maintain and improve TfNSW infrastructure.</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 (EPIs), proposed instruments, development control plans & planning agreements	<p>The relevant EPIs and development control plans are:</p> <ul style="list-style-type: none"> <li>• State Environmental Planning Policy (Industry &amp; Employment) 2021</li> <li>• State Environmental Planning Policy (Transport and Infrastructure) 2021</li> <li>• Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (2017 Guidelines)</li> <li>• Strathfield Local Environment Plan 2012</li> <li>• Strathfield Consolidated Development Control Plan 2005 (DCP)</li> </ul> <p>Detailed consideration of the provisions of the EPIs, guideline and DCP is provided in <b>Appendix D</b>. The Department is satisfied that the proposed development generally complies with the relevant provisions of these documents.</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) and consultation with relevant authorities via the NSW Planning Portal (Part 15, Division 4) have been complied with.
Likely impacts	<b>Section 0</b> - Assessment
Suitability of the site	<b>Section 1.3</b> – Proposal background, <b>Section 3</b> - Statutory Context and <b>Section 0</b> - Assessment
Public submissions	<b>Section 4</b> - Engagement & <b>Section 0</b> - Assessment

Matter for consideration	Department's assessment
Public interest	Section 4 - Engagement, Section 0 - Assessment & Section 6 - Evaluation

## Objects of the EP&A Act and ecologically sustainable development

In determining the application, the consent authority must consider whether the proposal is consistent with the relevant objects set out in Section 1.3 of the EP&A Act, which include the principles of ecologically sustainable development (ESD). Consideration of the objects and ESD is provided in **Appendix D, Table 5**.

As a result of the analyses in **Appendix D**, the Department is satisfied that the development is consistent with the objects of the EP&A Act and the principles of ESD.

## Biodiversity development assessment report

Section 7.7 of the *Biodiversity Conservation Act 2016* 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 monopole signage structure adjacent to a state classified road. No vegetation would be cleared, and only minor construction works (installation of baffles) are required. The proposal is unlikely to significantly affect threatened species or ecological communities and a BDAR is not required to be provided with the development application.

## 4. Engagement

### 4.1 Exhibition of the Statement of Environmental Effects

#### 4.1.1 Public exhibition of the Statement of Environmental Effects

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

- publicly exhibited the proposal from 24 June 2024 until 7 July 2024 on the NSW Planning Portal
- notified occupiers and landowners in the vicinity of the site about the public exhibition
- notified and invited comment from TfNSW and Strathfield City Council

The Department received no submissions during the public exhibition period from the community and no comments from 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
- a requirement for compliance with the *Transport Corridor Outdoor Advertising and Signage Guidelines 2017* (2017 Guidelines)

### 4.2 Response to submissions

Following the public exhibition period, the Department asked the Applicant to respond to the advice received from TfNSW. The Applicant provided a submissions report to the Department on 15 August 2024 (see **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
- biodiversity Impacts
- lighting impacts
- compliance of the logo with clause 3.18 of the Industry and Employment SEPP

A link to the Department's request for information and the Applicants responses can be found at **Appendix B**.

## 5. Assessment

The Department considers the key issues associated with the proposal are:

- road safety
- design and suitability of the site.

These matters are addressed separately below. Other matters are briefly addressed in **Section 5.3**.

### 5.1 Road Safety

*Continued use of the existing static signage would not increase the risk to road safety.*

Since the approval of the existing static signage in 2009, the road environment on approach to the sign's frontage has not changed.

The Applicant provided a Signage Safety Assessment that assessed the proposal against the 2017 Guidelines and the Industry and Employment SEPP. The Signage Safety Assessment considered the signage exposure distance, sight stopping distance and road accident history in proximity to the site. It is noted the name of the road transitions from Centenary Drive to Homebush Bay Drive with the sign placed in the middle.

Crash history data was reviewed in the Signage Safety Assessment for the five-year period between 1 January 2019 and 31 December 2023. The data shows:

- one crash recorded within readable distance of the sign (rear end collision)
- eight crashes recorded within visible distance of the sign, comprising four rear end collisions, one lane change collision and three same lane collisions labelled as "other".

The Signage Safety Assessment notes that the nearest intersection (signalised intersection between Homebush Bay Drive and M4 Motorway) is located 50 m north of the sign placing it inside the 103 m stopping sight distance (calculated according to Austroads guidelines).

Further, the traffic lights are visible from 360 m on approach, and the sign is visible from 310 m on approach, meaning motorists have sufficient reaction and braking time to stop safely on approach to the intersection.

The Signage Safety Assessment concluded that continued use of the existing static signage would not have a negative impact on road safety.

Overall, the Department accepts this finding as:

- it does not physically obstruct or interfere with the view of, or restrict sight distances to any intersections, traffic control devices, vehicles, pedestrians, or cyclists
- although the sign is within the safe stopping sight distance of the signalised intersection with the M4 Motorway, both the crash data and the visible distance of the sign and traffic lights indicate low risk to safety
- it would display static images only
- it is consistent with the Industry and Employment SEPP, Transport for NSW Advertising Sign Safety Assessment Matrix, and the 2017 Guidelines.

## 5.2 Design and Suitability of the Site

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

The Department considers the design and location of the existing advertising structure to be suitable for the following reasons:

- the existing structure has been in place for 15 years and only minor works (the installation of baffles) are proposed
- there is no impact to residential buildings in proximity to the site as they have no direct views of the sign

- with the installation of floodlight baffles, illumination of the sign would not result in unacceptable glare or lead to an impact on the visual amenity of the surrounding residences
- the existing static sign complies with the design criteria in the Industry and Employment SEPP, the 2017 Guidelines and AS/NZS 4282:2023 – Control of the Obtrusive Effects of Outdoor Lighting
- the static sign is on land owned by TfNSW and is consistent with the character of the surrounding locality.

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

### 5.3 Other issues

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

**Table 4** | Assessment of other issues

Issue	Findings and conclusions	Recommended conditions
Visual Impacts	<p>The Statement of Environmental Effects addressed the visual impacts of the sign on the surrounding area, with minor physical changes as part of the proposal and the sign is to remain oriented towards northbound motorists travelling along Homebush Bay Drive.</p> <p>The visual impact of the sign and advertising structure is acceptable as:</p> <ul style="list-style-type: none"><li>• the presence of mature trees, vegetation, and the existing built form along the road corridor restricts views of the sign from surrounding land uses</li><li>• the proposal would have negligible impacts on the nearest residential development</li><li>• there would be no impacts to the local heritage items in proximity to the sign</li><li>• the sign would remain in its current position and orientation within an established arterial road corridor</li><li>• it is consistent with the visual envelope of the corridor and would not dominate the skyline or reduce quality of the vistas.</li></ul>	No recommended conditions

Issue	Findings and conclusions	Recommended conditions
Illumination	<p>The proposed sign would continue to be illuminated at night with three external LED floodlights fixed to the top of the signage. The lighting operates all night and is switched off during the day. A Lighting Impact Assessment (LIA) was undertaken to consider compliance with the Industry and Employment SEPP, NSW Transport Corridor Outdoor Advertising and Signage Guidelines, and AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting.</p> <p>The assessment considered the impact of the sign on the nearest dwellings with a potential view of the sign. It determined that:</p> <ul style="list-style-type: none"> <li>• the existing luminated signage will comply with maximum luminance levels</li> <li>• the sign would not impact the safety of pedestrians or vehicles</li> <li>• the sign would not result in unacceptable amenity impacts to the surrounding area</li> <li>• baffles should be installed to comply with Threshold Increment and Upward Light Requirements for southbound drivers</li> <li>• the existing sign otherwise complies with all relevant requirements of AS4282-2023, the Transport Guidelines and Industry and Employment SEPP.</li> </ul>	<p>The Department recommends a condition requiring fitting of baffles to floodlights</p>

Issue	Findings and conclusions	Recommended conditions
<b>Public Benefit</b>	<p>The Public Benefit Statement (PBS) advised that revenue generated from advertising on the signs would be re-invested into road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.</p> <p>The PBS noted that signs provide affordable advertising space for road safety messages in prime locations, and that advertising campaigns have played an important role in helping to address key road safety problems across NSW.</p> <p>The Department has considered the PBS and is satisfied the proposed development would result in sufficient public benefits, as it would contribute to infrastructure maintenance, network management and road safety programs across NSW. This is broadly consistent with the Guidelines.</p>	<p>The Department recommends a condition requiring the advertising structure to be made available 28 days each calendar year for the display of road safety messages.</p> <p>The Department also recommends a condition for TfNSW to record and report how the revenue generated from signs has been applied to provide a public benefit in its annual reports.</p>
<b>Biodiversity</b>	<p>The site is within a vegetated area, however this area is not identified on Biodiversity Values Map on NSW Spatial viewer. It also states that ongoing vegetation management is not required.</p>	<p>The Department recommends a condition which does not allow vegetation clearing to be</p>

Issue	Findings and conclusions	Recommended conditions
	<p>The Department issued an RFI requesting further information regarding the impacts of the proposal on the biodiversity values of the site, which the Applicant provided a response. The Applicant advised that no vegetation management works are proposed as part of the application, and it is the Applicant's intention that any vegetation management would be conducted on the basis of separate approvals from the responsible authority.</p> <p>Further, the Applicant undertook an assessment against section 7.3 of the BC Act, which concluded that the continued use of the static signage would not have an adverse impact on the biodiversity in the vegetated area around the site.</p>	undertaken under the consent.



Issue	Findings and conclusions	Recommended conditions
<p><b>Size of Logo</b></p>	<p>The architectural plans show the existing logo box located to the right-hand side of the signage structure. The logo box has dimensions of 1.8 m x 0.34 m or 0.612 m<sup>2</sup>.</p> <p>Clause 3.18 of the Industry and Employment SEPP specifies the area and location where names and logos should be placed on an advertisement. The requirements in relation to logos are:</p> <ul style="list-style-type: none"> <li>the name or logo is to be located within the advertisement or within a strip below the advertisement that extends for the full width of the advertisement (Cl. 3.18(2))</li> <li>the area of the logo must not be greater than 0.25 m<sup>2</sup> (Cl.3.18(3)).</li> </ul> <p>The existing name and logo size and location do not comply with the Industry and Employment SEPP. On 5 July 2024 the Department requested the Applicant submit revised architectural drawings to show the logo to be compliant with clause 3.18 of the Industry and Employment SEPP.</p> <p>On 15/08/2024 the Applicant advised that it is willing to accept the logo size and location specified in the Industry and Employment SEPP as a condition of consent.</p>	<p>The Department has recommended a condition requiring the logo to be located consistent with the size and location requirements of clause 3.18 of the Industry and Employment SEPP.</p>

## 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. 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 Transport Corridor Outdoor Advertising Signage Guidelines 2017.
- 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.
- the visual impacts on the surrounding residents and commercial premises are unchanged.
- it would not significantly affect threatened species or ecological communities, or their habitats
- it would provide a 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 it is in the public interest. 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 approve the application
- **agrees** with the key reasons for approval listed in the notice of decision
- **grants consent** for the application in respect of DA 24/4524 subject to the conditions in the attached development consent
- **signs** the attached development consent (**Appendix E**).

Recommended by:



**Jake Simpson**

Planning Officer

Transport and Water Assessments

Recommended by:



**Michael Young**

Principal Planning Officer

Transport and Water Assessments

## 8. Determination

The recommendation is **adopted**/~~not adopted~~ by:

A handwritten signature in black ink on a light beige rectangular background. The signature is cursive and appears to read 'A. Beattie'.

**Andrew Beattie**

A/Director

Transport and 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
Strathfield DCP	Strathfield Development Control Plan 2021
Strathfield LEP	Strathfield Local Environmental Plan 2021
Council	Strathfield City Council
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	Environmental Planning and Assessment Regulation 2021
EPI	Environmental planning instrument
ESD	Ecologically sustainable development

Abbreviation	Definition
Industry and Employment SEPP	State Environmental Planning Policy (Industry and Employment) 2021
LEP	Local environmental plan
Minister	Minister for Planning and Public Spaces
Planning Systems SEPP	State Environmental Planning Policy (Planning Systems) 2021
Planning Secretary	Secretary of the Department of Planning, Housing and Infrastructure
SEE	Statement of Environmental Effects
SEPP	State environmental planning policy
Transport and Infrastructure SEPP	<i>State Environmental Planning Policy (Transport and Infrastructure) 2021</i>
TfNSW	Transport for NSW

# Appendices

## Appendix A – List of referenced documents

The following supporting documents and additional information to this assessment can be found on the NSW Planning Portal as follows:

- Statement of Environmental Effects Advertising Signage Homebush Bay Drive, Homebush West, Keylan June 2024

<https://www.planningportal.nsw.gov.au/daex/under-consideration/static-signage-homebush-bay-drive-homebush-west>

## Appendix B – Government agency advice

All government agency advice can be found here:

[Static Signage at Homebush Bay Drive, Homebush West | Department of Planning Housing and Infrastructure \(nsw.gov.au\)](#)

## Appendix C – Response to Submissions

The Applicants response to submissions and requests for information can be found at:

[Static Signage at Homebush Bay Drive, Homebush West | Department of Planning Housing and Infrastructure \(nsw.gov.au\)](#)



## Appendix D – Statutory considerations

In line with the requirements of section 4.15 of the EP&A Act, the Department’s assessment has included detailed consideration of the relevant statutory requirements. These include:

- The objects of the EP&A Act (section 1.3);
- The matters listed under section 4.15(1) of the EP&A Act, including applicable environmental planning instruments and regulation.

The Department has considered each of these matters which are summarised in **Table 5** and **Table 6**.

### 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 5** below.

**Table 5** | 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 the Applicant 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 upon the State’s natural and other resources.

Object	Consideration
<p><b>(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment</b></p>	<p>The potential environmental impacts of the proposed development have been considered by the Department.</p> <p>The proposed development is not anticipated to have adverse impacts on flora or fauna, including threatened species, populations and ecological communities, and their habitats. The proposed development is unlikely to have significant impacts to the social or economic environment but should return funds for investment into the Applicant's road network.</p> <p>As such, the Department considers that the proposed development would not adversely impact biophysical or social environments, and that the principals of ESD have been appropriately considered.</p>
<p><b>(c) to promote the orderly and economic use and development of land</b></p>	<p>The development promotes the orderly and economic use of the land by continuing the operation of an existing advertising sign within an established road corridor.</p> <p>This would allow the signage to continue to provide public benefits including the generation of revenue that contributes to improving and maintaining the NSW road network.</p>
<p><b>(d) to promote the delivery and maintenance of affordable housing</b></p>	<p>Affordable housing does not form part of this application.</p>

Object	Consideration
(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities , and their habitats	The development is not identified on the NSW Spatial Viewer Biodiversity Values Map and is not anticipated to have adverse impact on threatened species or other species of native animals and plants, ecological communities, and their habitats.

<p><b>(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage)</b></p>	<p>There are no significant historical or Aboriginal cultural heritage features at the site that would be impacted by the proposal.</p> <p>The proposed application is within proximity of the following Heritage items:</p> <ul style="list-style-type: none"> <li>• State heritage item no 01295 ‘Hall of Champions (collection)’ – approximately 450m from the site.</li> <li>• Local heritage item I63 (Former Ford Factory Building – Brick Façade) – approximately 342m from the sign</li> <li>• Item I52 Wentworth Hotel – approximately 350m from the sign.</li> <li>• Conservation Area C6 (Welfare Street Conservation Area, Inter-war bungalow style group) – approximately 256m from the sign.</li> </ul> <p>There would be no adverse impacts to the built and cultural heritage of these items as a result of the distance and topography between the sign and the items.</p> <p>Further, the immediate environment is highly urbanised and includes a busy transport corridor where signage is not uncommon, the application only proposes to continue the operation of the existing approved advertising sign. As such, there would be minimal physical alterations to the signage</p>
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Object	Consideration
	(installation of baffles) and the site would remain as is.
(g) to promote good design and amenity of the built environment	The Department considers the proposal would not result in unacceptable built form impacts, as the development application seeks to continue the use of an advertising sign within an established road corridor.
(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 occupied 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. This is detailed in <b>Section 4</b> and considered in <b>Section 0</b> of this report.
(j) to provide increased opportunity for community participation in environmental planning and assessment.	<p>The development application was exhibited on the NSW Planning Portal from 24 June 2024 to 7 July 2024. Notification of the exhibition was provided to adjacent and nearby landowners, TfNSW and Strathfield Council.</p> <p>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.</p>

## 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 6** (below).

Table 6 | Section 4.15 Matters for Consideration

Matters for Consideration	Consideration
(a) the provisions of—  (i) any environmental planning instrument, and	The Department has considered the relevant environmental planning instruments in its assessment of the development. Details of the assessment are provided below.
(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Planning Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	The Department has considered the relevant environmental planning instruments in its assessment of the development. Details of the assessment are provided below.
(iii) any development control plan, and	The proposal generally meets the relevant / applicable objectives of the Strathfield Consolidated Development Plan (SDCP 2005) as addressed in Error! Not a valid result for table. below.

Matters for Consideration	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 development in accordance with relevant matters prescribed by the EP&A 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 <b>Section 0</b> of this report. The Department concludes that environmental impacts can be appropriately managed and mitigated through the recommended conditions of consent.
(c) the suitability of the site for the development,	The development is permissible with consent as it is located on land zoned SP2 Infrastructure under the Strathfield LEP. The development would not adversely impact on surrounding uses and is a suitable development at that location.
(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 <b>Section 4</b> of this report.

Matters for Consideration	Consideration
(e) the public interest.	The Department considers the proposal to be in the public interest (refer to <b>Section 0</b> of this report).

## 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 the NSW Planning Portal (Part 15) have been complied with (refer to **Chapter 3** of this report).

## Environmental Planning Instruments (EPIs)

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

- *State Environmental Planning Policy (Industry & Employment) 2021* (**Table 7** and **Table 8**)
- *State Environmental Planning Policy (Transport and Infrastructure) 2021* (**Table 10**)
- *Transport Corridor Outdoor Advertising and Signage Guidelines 2017* (Department of Planning and Environment, 2017) (**Table 9**)
- *Development Near Rail Corridors and Busy Roads – Interim Guideline* (Department of Planning, 2008) (**Table 11**)
- *Strathfield Local Environment Plan 2012* (Strathfield LEP)
- *Strathfield Consolidated Development Control Plan 2005* (Strathfield DCP) (



- **Table 12)**

### ***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 Industry and Employment SEPP and its assessment against these is provided in **Table 7**. The Department's assessment of the proposed development, in accordance with the specific assessment criteria of Schedule 5 of the Industry and Employment SEPP, is provided in **Table 8**.

Table 7 | Industry and Employment SEPP Compliance Assessment

Section	Criteria	Comments	Compliance
<b>3.1 Aims, objectives etc</b>	(1)(a) to ensure that signage (including advertising) —  (i) is compatible with the desired amenity and visual character of an area, and  (ii) provides effective communication in suitable locations, and  (iii) is of high-quality design and finish, and	The Department considers the proposed signage is compatible with the surrounding development and visual character of the area and provides an effective communication means.  The proposed development is consistent with the surrounds and is therefore consistent with the objectives of the Industry and Employment SEPP.	Yes
	(1)(b) to regulate signage (but not content) under Part 4 of the Act, and	The application relates to the continued use of the signage.	Yes
	(1)(c) to provide time-limited consents for the display of certain advertisements, and	If a consent is granted, the consent would be valid for 15 years.	Yes
	(1)(d) to regulate the display of advertisements in transport corridors, and	The application of the requirements relates to the regulation of the signage in transport corridors. If approved, the conditions of consent would regulate the signage structure and display.	Yes
	(1)(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.	The development application is accompanied by a Public Benefit Statement that advises that funds obtained from the proposed development would be invested to support road infrastructure maintenance, network management, road use compliance activities and road safety programs across the whole of NSW.	Yes

Section	Criteria	Comments	Compliance
<b>3.6 Granting of consent to signage</b>	A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied –  (a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and	The objectives of clause.3.1 (1)(a) are addressed above.	Yes
	(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.	See relevant assessment in <b>Table 8</b> .	Yes
<b>3.8 Prohibited advertisements</b>	<p>(1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:</p> <ul style="list-style-type: none"> <li>• environmentally sensitive area</li> <li>• heritage area (excluding railway stations)</li> <li>• natural or other conservation area</li> <li>• open space</li> <li>• waterway</li> <li>• residential (but not including a mixed residential and business zone, or similar zones)</li> <li>• scenic protection area</li> <li>• national park</li> <li>• nature reserve</li> </ul>	The land upon which the sign is proposed to be erected is not described as being within any of the zones or descriptions identified and therefore it is not a prohibited advertisement.	Yes

Section	Criteria	Comments	Compliance
	<p>(2) This section does not apply to the following:</p> <p>(a) the Mount Panorama Precinct,</p> <p>(b) the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.</p>	Noted, these requirements are not applicable.	N/A
<b>3.10 Consent authority</b>	<p>For the purposes of this Chapter, the consent authority is —</p> <p>(d) the Minister for Planning in the case of an advertisement displayed by or on behalf of TfNSW on -</p> <p>(i) a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or</p> <p>(ii) a bridge constructed by or on behalf of RMS on any road corridor, or</p> <p>(iii) land that is owned, occupied or managed by TfNSW,</p>	<p>In accordance with clause 3.10(d)(iii), the Minister is the consent authority as the advertisement is displayed on land owned/managed by TfNSW.</p> <p>The Applicant is TfNSW. Therefore, the Minister for Planning and Public Spaces is the consent authority.</p>	Yes
<b>3.11 Matters for consideration</b>	<p>(2) If the Minister for Planning is the consent authority or section 3.16 or 3.22 applies to the case, the consent authority must not grant consent to an application to display an advertisement to which this Chapter applies</p>	<p>The proposed development has been assessed against the objectives of this Chapter (see clause 3.1(1)(a) above).</p>	Yes

Section	Criteria	Comments	Compliance
	<p>unless the advertisement or the advertising structure, as the case requires —</p> <p>(a) is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</p>	The Department considers that the proposed development is consistent with the aims and objectives of the Industry and Transport SEPP.	
	<p>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of</p> <p>(i) design, and</p> <p>(ii) road safety, and</p> <p>(iii) the public benefits to be provided in connection with the display of the advertisement, and</p>	<p>The proposed development is assessed against the criteria in <b>Table 8</b>.</p> <p>The proposed development has been assessed as generally consistent with the Schedule 5 criteria. The Department notes that the existing signage does not comply with the safe stopping distance of the M4 Motorway intersection north of the site. The Department considers this non-compliance would not significantly increase risks to road safety and is acceptable.</p>	Yes
	(c) satisfies any other relevant requirements of this Chapter.	The proposed development has been assessed against other relevant criteria of the Chapter in this table.	Yes
	3. In addition, if Section 3.16 or 3.22 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.	As part of the application, the Applicant has committed to the provision of funding towards essential TfNSW services to the benefit of the local community ( <b>Section 0</b> of this report)	

Section	Criteria	Comments	Compliance
<b>3.12 Duration of consents</b>	(1) A consent granted under this Part ceases to be in force —  (a) on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or	The proposed consent is for a 15-year period.	Yes
	(b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.	Not Applicable. The proposed consent is for a 15-year period.	N/A
<b>3.14 Transport corridor land</b>	(1) Despite section 3.8(1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases —  (b) the display of an advertisement by or on behalf of TfNSW on:  (i) a road that is a freeway or tollway (under the <i>Roads Act 1993</i> ) or associated road use land that is adjacent to such a road, or  (ii) a bridge constructed by or on behalf of TfNSW on any road corridor, or  (iii) land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,	The proposal is permissible with development consent as the application is by TfNSW and is located on land managed by TfNSW that is within 250 metres of a classified road.	Yes
	(2) Before determining an application for consent to the display of an advertisement in such a case, the Minister for Planning may appoint a design review panel to	No design review panel was appointed because the existing signage structure has displayed advertising	N/A

Section	Criteria	Comments	Compliance
	provide advice to the Minister concerning the design quality of the proposed advertisement.	signage materials previously as part of previous development approvals.	
	<p>(3) The Minister must not grant consent to the display of an advertisement unless:</p> <ul style="list-style-type: none"> <li>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</li> <li>ii. the advice of any design review panel has been considered by the Minister, and</li> <li>iii. the Minister is satisfied that the advertisement is consistent with the Guidelines</li> </ul>	<p>Strathfield Council was notified of the development application and provided no comment (refer <b>Section 4</b>)</p> <p>There was no design review panel for this development application as noted above.</p> <p>An assessment of the development application against the 2017 Guidelines is provided in <b>Table 9</b>.</p>	
<b>3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground</b>	<p>(2) 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 assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</p>	<p>The Applicant has provided a Statement of Environmental Effects that addresses the requirements of Schedule 5. This has been assessed by the Department in <b>Table 8</b> below.</p> <p>The proposed development has been assessed as generally consistent with the Schedule 5 criteria.</p>	Yes
	<p>(b) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the</p>	<p>The proposed development has been exhibited, and TfNSW was provided with the Development Application</p>	Yes

Section	Criteria	Comments	Compliance
	application is an application for the display of an advertisement to which section 3.16 applies.	prior to the exhibition commencing ( <b>Section 4</b> of this report).	
<b>3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road</b>	<p>(1) This section applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.</p> <p>(2) The consent authority must not grant development consent to the display of an advertisement to which this section applies without the concurrence of TfNSW.</p> <p>(3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration –</p> <p>(a) the impact of the display of the advertisement on traffic safety, and</p> <p>(b) the Guidelines.</p> <p>(4) If TfNSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15(2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.</p>	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



Section	Criteria	Comments	Compliance
<b>3.18 Location of certain names and logos</b>	(1) The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.	The logo of the owner of the proposed advertising sign would be displayed adjacent to the sign (bottom right corner), which is non-compliant with clause 3.18 of the Industry and Employment SEPP.	No  Recommended condition to require the logo size and location to be consistent with the Industry and Employment SEPP
	(2) If the advertising display area has no border or surrounds, any such name or logo is to be located—  (a) within the advertisement, or  (b) within a strip below the advertisement that extends for the full width of the advertisement.	The Applicant has agreed to condition of consent to require the logo size and location to be consistent with the Industry and Employment SEPP.	No  Recommended condition to require the logo size and location to be consistent with the Industry and Employment SEPP
	(3) The area of any such name or logo must not be greater than 0.25 square metres.	The proposed logo would have an area of 0.61 square metres, outside the advertising area, and was not included in calculation of the size of the advertising	No

Section	Criteria	Comments	Compliance
		display area. The Department has recommended condition requiring compliance with the relevant requirements of the Industry and Employment SEPP.	Recommended condition to require the logo size and location to be consistent with the Industry and Employment SEPP
	(4) The area of any such strip is to be included in calculating the size of the advertising display area.	See above.	N/A
<b>3.21 Freestanding Advertisements</b>	(1) The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures, or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.	The signage does not protrude above the dominant skyline including any buildings, structures, or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.	Yes
	(2) This section does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under section 3.13.	Not Applicable. The site is not in rural or non-urban zone.	N/A

Table 8 | Assessment against the requirements of Schedule 5 of the Industry and Employment SEPP

Clause	Requirement	Comments	Compliance
<b>1 Character of the area</b>	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 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 and the locality is unchanged since the original approval ( <b>Refer Section 5.2</b> of this report)	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 proposed sign is consistent in appearance and function with other advertising structures located across the broader TfNSW road and rail network.	Yes
<b>2 Special areas</b>	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?	<p>The sign and advertising structure are not located within, nor detract from, any environmentally sensitive, heritage, natural or other conservation areas, open spaces, waterways, or rural landscapes.</p> <p>The sign may be partially visible from a small number of residential properties southwest of the site, however minimal impacts are expected.</p>	Yes
<b>3 Views and vistas</b>	Does the proposal obscure or compromise important views?	The proposal would not obscure or compromise any important views as it is located on an arterial road corridor.	Yes

Clause	Requirement	Comments	Compliance
	Does the proposal dominate the skyline and reduce the quality of vistas?	The proposal would not dominate the skyline or reduce the quality of vistas as it is smaller than the adjacent overhead powerline, trees and light poles.	Yes
	Does the proposal respect the viewing rights of other advertisers?	The proposal respects the viewing rights of other advertisers as there are no nearby advertising signs that are visible from the site.	Yes
<b>4 Streetscape, setting or landscape</b>	Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The Department considers the scale, proportion and form of the existing advertising sign to remain appropriate for the streetscape as it is located wholly within a highly frequented arterial road corridor and does not protrude into the road reserve. Further the existing signs would remain the same size and scale.	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
	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The current proposal seeks to continue the use of the existing sign. No additional signs are proposed as part of this proposal. 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

Clause	Requirement	Comments	Compliance
	Does the proposal screen unsightliness?	The proposal includes the installation of baffles for the exterior lighting of the signage structure.	Yes
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No, the proposal does not protrude above buildings, structures or tree canopies in the area or locality.	Yes
	Does the proposal require ongoing vegetation management?	Nearby vegetation does not require vegetation management as part of the development application.	N/A
<b>5 Site and building</b>	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 proposal would not change the existing characteristics of the site, because the Applicant seeks to continue the use of these signs (Refer to <b>Section 5.2</b> of this report).	Yes
	Does the proposal respect important features of the site or building, or both?	The arterial road corridor does 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.	N/A
<b>6 Associated devices and logos with advertisements and advertising structures</b>	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 existing walkways at the back of the sign would be used to change the advertisements on the structure. The sign is equipped with an access ladder (via the monopole) and platform for the ability to maintain the asset and update the campaign creatives. No additional safety devices, platforms or lighting devices are proposed.</p> <p>An operator logo would remain at the bottom right of the sign and within the confines of the structure.</p>	Yes

Clause	Requirement	Comments	Compliance
<b>7 Illumination</b>	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, provided baffles are installed over the flood lights. 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. The proposal includes fitting signage floodlights with baffles in accordance with <i>AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting</i> .	Yes
	Would illumination detract from the amenity of any residence or other form of accommodation?	The signage illumination would not detract from the amenity of any residence or other form of accommodation as it complies with the limits of AS4282.	Yes
	Can the intensity of the illumination be adjusted, if necessary?	The illumination levels of the proposed sign cannot be adjusted; however, the luminance is less than half of the allowable maximum. The Applicant considered dimming is therefore not required.	N/A
	Is the illumination subject to a curfew?	No curfew is proposed.	N/A

Clause	Requirement	Comments	Compliance
<b>8 Safety</b>	Would the proposal reduce the safety for any public road?	The Department has assessed road safety risks in <b>Section 5.1</b> of this report and considers that the proposed development would not reduce road safety.	Yes
	Would the proposal reduce the safety for pedestrians or bicyclists?	There are no specific safety issues for pedestrians or cyclist. The existing signage structure would not impede or reduce safety for pedestrians or cyclists travelling along Homebush Bay Drive.	Yes
	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The sign and advertising structure would not obscure sightlines from public areas.	Yes

**Table 9 |** Assessment against the Transport Corridor Outdoor Advertising and Signage Guidelines

Clause	Considerations	Comments	Compliance
<b>TABLE 1: LAND USE COMPATIBILITY CRITERIA – TRANSPORT CORRIDOR ADVERTISING</b>			
(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.	<p>The proposal is located on land zoned SP2 Infrastructure under the Strathfield LEP.</p> <p>The proposal is consistent with the SP2 zone objectives in the Strathfield LEP 2012 as it is ordinarily incidental or ancillary to the road corridor given it will generate revenue to maintain and improve TfNSW infrastructure.</p>	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"> <li>- environmentally sensitive area</li> <li>- heritage area (excluding railway stations)</li> <li>- natural or other conservation area</li> <li>- open space (excluding sponsorship advertising at sporting facilities in public recreation zones)</li> <li>- waterway</li> <li>- residential area (but not including a mixed residential and business zone, or similar zones)</li> <li>- scenic protection area</li> <li>- national park or nature reserve.</li> </ul>	<p>The sign and advertising structure are not located within, nor detract from, any environmentally sensitive, heritage, natural or other conservation areas, open spaces, waterways, or rural landscapes. The sign may be partially visible from a small number of residential properties southwest of the site.</p> <p>As such it is considered the signs are not likely to significantly impact on the amenity of the listed areas.</p>	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 signage would not dominate the skyline or reduce the quality of vistas as it is smaller than the adjacent overhead powerline, trees, and light poles.	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 existing advertising signs are not visible from the nearby items of heritage significance, and as such would not diminish their heritage value.	Yes
(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 proposal seeks the continued use of an existing static sign on the eastern side of Homebush Bay Drive, Homebush West in the road reserve (previously identified as Lot 4 DP574549). It is considered that it is within the context of other built structures.	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:	The proposed sign would be appropriately located in an established road corridor.	Yes
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Clause	Considerations	Comments	Compliance
	within or adjacent to strategic transport corridors passing through enterprise zones, business 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 sign would be appropriately located in an established road corridor.	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 would not impact on sensitive locations. The surrounding land uses include light industrial, retail (DFO) and electrical supply.	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 proposed development has been designed to integrate with the existing road infrastructure.	Yes
(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 development is compatible with adjacent road infrastructure and is considered to be compatible with the site.	Yes

Clause	Considerations	Comments	Compliance
(c)	The advertising structure should be in keeping with important features of the site, building or bridge structure.	The design of the existing sign is unchanged. The Department considers that it does not have an adverse impact on the amenity of the surrounding area.	Yes
(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"> <li>- The development of a landscape management plan may be required as a condition of consent.</li> <li>- Landscaping outlined within the plan should require minimal maintenance.</li> </ul>	The proposed development does not require any 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.	The Applicant will be required to comply with clause 3.18 of the Industry and Employment SEPP in relation to the size and location of the logo via a recommended condition of consent.	Yes
(g)	Illumination of advertisements must comply with the requirements in Section 3.3.3.	Noted, the proposed development complies with the requirements of clause 3.3.3 of the Industry and Employment SEPP.	Yes

Clause	Considerations	Comments	Compliance
(h)	Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	<p>The existing signage would not result in unacceptable light spillage into nearby residential properties. There are no nearby national parks or nature reserves.</p> <p>The Applicant submitted a Lighting Impact Assessment for the proposal. As per this assessment, baffles are to be installed on the existing static signage to further mitigate any possible light spillage.</p>	Yes
<b>2.5.4: Freestanding advertisements criteria</b>			
(a)	The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure, or tree canopies, when viewed from ground level within a visual catchment of 1km.	The signage would not protrude above the dominant skyline as it is smaller than the adjacent overhead powerline, trees, and light poles.	Yes
(b)	For a freestanding advertisement greater than 45sqm that requires consent from local council, a DCP must be in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct.	Council is not the consent authority for the subject development.	N/A
(c)	Where the sign is in a transport corridor a landscape management plan may be required as part of the DA approval for a freestanding advertisement. This may include requirements to provide appropriate vegetation behind and adjacent to the advertising structure to minimise unintended visual impacts. Landscaping	The development application does not include or require any new planting. No landscape management plan is proposed.	N/A

Clause	Considerations	Comments	Compliance
	should include trees, shrubs and ground covers to provide adequate screening, softening, colour, soil stabilisation and weed reduction.		
<b>3 Advertisements and Road Safety</b>			
<b>3.1 Road safety objectives</b>			
<b>TABLE 4: ROAD SAFETY ASSESSMENT CRITERIA – SCHEDULE 1 SEPP 64</b>			
<b>1</b>	Would the proposal reduce the safety for any public road?	<p>The Department considers that the existing signs are not expected to reduce safety on the surrounding public roads.</p> <p>The Department notes that although the existing signage does not comply with the safe stopping distance of the M4 Motorway intersection north of the site, the non-compliance has been justified by the Applicant and accepted by the Department.</p>	Yes
<b>2</b>	Would the proposal reduce the safety for pedestrians or bicyclists?	The proposed sign is not expected to have any impacts on the safety of pedestrians or cyclists.	Yes
<b>3</b>	Would the proposal reduce the safety for pedestrians by obscuring sightlines from public areas?	The proposal would not obscure sightlines to or from public areas.	Yes
<b>3.2.1: Road clearance</b>			
<b>(a)</b>	The advertisement must not create a physical obstruction or hazard. For example:	The existing signage would not physically obstruct any vehicle, pedestrian, and cyclist movements as it is placed in the road reserve on the eastern side of Homebush Bay Drive.	Yes

Clause	Considerations	Comments	Compliance
	<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>There is no pedestrian footpath on either side of Homebush Bay Drive.</p> <p>The signage would not protrude laterally into the transport corridor and is not below a bridge or other structure. The signage is located 4.9m above ground level and is not considered a hazard for traffic.</p>	
(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 base of the existing sign is located approximately 9m behind an RMS approved crash barrier and is therefore considered to be in an acceptable location.	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 lateral clearance with respect to dynamic deflection and working width for the existing sign was previously approved by TfNSW.	Yes
(d)	All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as	The existing static signage does not overhang the roadway and no footpath is present.	N/A

Clause	Considerations	Comments	Compliance
	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.		

### 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 sign and advertising structure are significantly offset from the road corridor and does not obstruct driver's view of the road, pedestrians, or cyclists.	Yes
(b)	An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The signage and advertising structure would not obstruct pedestrian and cyclist views of the road. Also, there are no pedestrian footpaths in the vicinity of the sign, so pedestrians are not expected in this area.	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. The sign and advertising structure does not indicate misleading information or information contrary to the existing roadway.	Yes
(d)	The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:	The sign is located within a driver's peripheral vision whilst travelling northbound on Homebush Bay Drive. Motorists are not required to turn their heads when observing the signage,	Yes

Clause	Considerations	Comments	Compliance
	<p>(i) The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view.</p> <p>(ii) The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</p>	<p>and all motorists are able to see the road simultaneously when viewing the signage.</p> <p>The height and distance of the signage is not expected to result in headlight reflection or glare.</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>According to the Austroads guide, the minimum safe stopping sight distance for an 80km/h speed zone is 103 m.</p> <p>The existing sign is located 50 m from the stop line of the signalised intersection with the M4 Motorway.</p> <p>The Homebush Bay Drive and M4 Motorway signalised intersection has remained under the same conditions since the approval of the original DA in 2009. Further, the crash data provided in the SEE and assessed in Section 5 of this</p>	No
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Clause	Considerations	Comments	Compliance
	(iii) so that it is visible from the stem of a T-intersection.	<p>report does not indicate that the existing static signage has had a negative impact on road safety.</p> <p>The traffic signals are visible from 360 m on approach, while the static sign is visible from 310 m on approach but are not readable until 110 m on approach. In this regard, motorists would have sufficient time to brake and stop safely on approach to the signalised intersection.</p> <p>This is acceptable as:</p> <ul style="list-style-type: none"> <li>the existing sign was approved under the same road environment conditions in 2009</li> <li>an analysis of the crash data shows that there has been no increase in the rate of crashes since the original construction of the signage</li> <li>the traffic lights are visible from 360m and the sign from 310m, meaning motorists would have sufficient time to brake and stop safely</li> <li>it would not be expected to cause an unsafe level of distraction for motorists on approach to the respective traffic signals.</li> </ul>	
(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> <p>(i) of a road hazard</p> <p>(ii) to an intersection</p>	<p>The signage and advertising structure is fixed on the east side of Homebush Bay Drive and does not obstruct a motorist's view of any traffic signals, signage, and other traffic hazards when travelling on Homebush Bay Drive in the northbound direction.</p>	Yes

Clause	Considerations	Comments	Compliance
	<p>(iii) to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)</p> <p>(iv) to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.</p>	Although the sign is within the stopping sight distance of the nearby signalised intersection, the Department has formed the opinion that this is acceptable and would not pose a significant safety risk ( <b>Section 5.1</b> of this report)	

### 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.	The Department considers the proposed development would not cause further visual clutter as it is the extension of an existing signage structure.	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 m of the static sign facing traffic in the northbound direction.	Yes

## 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.	A Variable Message Sign (VMS) is located 400 m from to the sign and advertising structure. A traffic advisory sign is also located 160 m away. Both of these signs are located on the opposite side of the carriageway to the existing static sign and advertising structure.	Yes
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Clause	Considerations	Comments	Compliance
(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 that may result in the advertisement being mistaken for a traffic signal?</p>	<p>The Signage Safety Assessment concluded that the proposed signage is located in a suitable location.</p> <p>Details of the advertisement/s would remain consistent with the existing advertising.</p> <p>It is noted that the signage would not display colours and shapes which could be mistaken for traffic signals and would not be construed as giving instructions.</p>	Yes

### 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 signage has been assessed as being within Zone 3 and the Applicant's Lighting Impact Assessment identifies that the existing static signage would be compliant with Zone 3 requirements.	Yes
(b)	For nighttime use, the sign (whether internally illuminated or lit from its exterior) must not cast a	The lighting assessment indicates the signs would comply.	Yes

Clause	Considerations	Comments	Compliance
	shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings		
(c)	<p>The light sources for illuminated signs must focus solely on the sign and:</p> <ul style="list-style-type: none"> <li>i. be shielded so that glare does not extend beyond the sign</li> <li>ii. with the exception of back lit neon signs, have no light source visible to passing motorists with a light output greater than that of a 15W fluorescent/LED bulb.</li> </ul>	<p>The lighting assessment indicates the signs would comply, provided signage floodlights be installed with baffles.</p> <p>The Department has recommended a condition requiring baffles to be installed over the existing lighting to meet this provision.</p>	Subject to condition.
(d)	<p>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.</p>	The lighting assessment indicates the signs would comply.	Yes
<b>3.3.4 Interaction and sequencing</b>			
(a)	<p>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.</p>	<p>The proposed sign is static signs and would not contain interactive technology or technology that enables opt-in direction communication with motorists.</p>	Yes

Clause	Considerations	Comments	Compliance
(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 sign is an existing static sign and contains no message sequencing.	Yes

### 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.	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.	N/A
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Clause	Considerations	Comments	Compliance

### 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>	Noted.	Yes
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### 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 Applicant has provided a Public Benefit Statement as Appendix 4 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
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Clause	Considerations	Comments	Compliance
	<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>		

#### 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"> <li>- improved traffic safety (road, rail, bicycle and pedestrian)</li> <li>- improved public transport services</li> </ul>	<p>The Applicant has advised that revenue generated from the sign would 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) for the display of community information, road safety messages and transport information.</p>	Yes
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Clause	Considerations	Comments	Compliance
	<ul style="list-style-type: none"> <li>- improved public amenity within, or adjacent to, the transport corridor</li> <li>- support school safety infrastructure and programs</li> </ul> <p>other appropriate community benefits such as free advertising time to promote a service, tourism in the locality, community information, or emergency messages.</p>		
<b>4.2.1 RMS and TfNSW, Sydney Trains and NSW Trains advertising</b>	As proponents of outdoor advertising, RMS and TfNSW, Sydney Trains and NSW Trains must demonstrate that revenue raised from outdoor advertising is directly linked to a public benefit.	The Applicant has advised that revenue generated from the sign would 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.	Partial
	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 the publication of outdoor advertising revenue in the Applicant's Annual Report as a condition of consent.	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	Noted.	



Clause	Considerations	Comments	Compliance
	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.		
	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.	

Table 10 | State Environmental Planning Policy (Transport and Infrastructure) 2021

Clause	Considerations	Comments	Compliance
<b>2.119 Development with a frontage to a classified road</b>			
(1)	<p>The objectives of this section are —</p> <p>(a) to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</p> <p>(b) to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</p>	<p>The proposal comprises development with frontage to Homebush Bay Drive which is classified as a State classified road (No. 200).</p> <p>The assessment contained in the SEE and supporting reports concludes that the proposal would not compromise safety for road users in the vicinity.</p>	Yes
(2)	<p>The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that —</p> <p>(a) where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</p> <p>(b) the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of —</p> <p>(i) the design of the vehicular access to the land, or</p> <p>(ii) the emission of smoke or dust from the development, or</p>	<p>A Signage Safety Assessment has been prepared as part of the application.</p> <p>The Signage Safety Assessment considers the ongoing operation and function of Homebush Bay West in context to the proposal and concludes that the proposed sign is acceptable from a road safety perspective.</p> <p>Road safety is further discussed throughout the Departments assessment report (Refer <a href="#">Road Safety</a>).</p>	Yes

Clause	Considerations	Comments	Compliance
	<p>(iii) the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</p> <p>(c) the development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicle emissions within the site of the development arising from the</p>		

Table 11 | Development near rail corridors and busy roads – interim guideline

Clause	Considerations	Compliance
<b>5.1 Essential early requirements</b>	<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.
<b>5.2 Electrolysis</b>	The Department has recommended a condition requiring the proposed development to meet the relevant requirements of any applicable Australian Standards and the requirements of TfNSW.	Yes, subject to condition.
<b>5.3 Cranes</b>	The proposed development would not require the use of cranes.	N/A
<b>5.4 Safe access for maintenance</b>	The existing walkways at the back of the sign would be used to change the advertisements on the structure. The sign is equipped with an access ladder (via the monopole) and platform for the ability to maintain the asset and update the campaign creatives.	Yes, subject to condition.

Clause	Considerations	Compliance
	A condition has been recommended requiring the preparation of a maintenance plan, including an environmental and safety risk assessment.	
<b>5.5 Stormwater Management</b>	The proposed development would not alter or increase the stormwater flow at the site.	Yes
<b>5.6 Vandalism</b>	It is not expected that the proposed development would increase the opportunity for vandalism.	Yes
<b>5.7 Graffiti</b>	It is not expected that the proposed development would increase the opportunity for graffiti.  A condition has been recommended requiring the owner/manager of the site or sign to remove all graffiti from the advertising structure.	Yes.
<b>5.8 Lighting, external finishes and design</b>	The proposed development faces onto a classified road and this has been considered within the design, including compliance with AS/NZS 4282:2023.  A condition has been recommend requiring the installation of baffles to remain complaint with the guidelines.	Yes, subject to condition.
<b>5.9 – 5.15</b>	Not applicable as the proposed development is not located within a rail corridor.	N/A

### Strathfield Local Environmental Plan 2012

The existing advertising sign is located on land zoned SP2 Infrastructure under the Strathfield LEP. Signage is permissible with consent in the SP2 zone as it is ordinarily incidental or ancillary to the road corridor given it would generate revenue to maintain and improve TfNSW infrastructure. The objectives of Zone SP2 Infrastructure 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.

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

### **Strathfield Development Control Plan 2005**

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

Table 12 | Assessment of compliance with Strathfield DCP - Part J – Advertising and Signage

Provision	Comment	Compliance
<b>1.3 Objectives of Part J</b>		
<p>(1) To encourage signage which complements the dominant urban character of an area, including the</p> <p>(2) To provide guidelines for the display of advertisements and ensure that outdoor advertising:</p> <p>(a) conveys an advertiser's messages and images while complementing and conforming with the visual appearance of the building or structure on which it is displayed and the amenity of the surrounding environment;</p> <p>(b) does not adversely affect the area in which it is located in terms of appearance, size, illumination, overshadowing, loss of amenity, or in any other way;</p> <p>(c) does not lead to visual clutter through the proliferation of signs;</p> <p>(d) is designed and installed to an acceptable level of safety and serviceability; and</p> <p>(e) is designed to have minimal adverse impacts on driver or pedestrian safety.</p> <p>(3) To implement a plan which enables an assessment of the proposed advertisement to be made</p>	<p>The proposal is consistent with the highly urbanised character of the area which consists of existing signage and a highly frequented corridor.</p> <p>The proposal would not result in any visual clutter as it is the only advertisement signage within the vicinity of the site.</p> <p>The Signage Safety Assessment and Lighting Impact Assessment conclude the proposal would not result in any adverse safety or amenity impacts.</p> <p>The provided SEE includes maintenance regime details and Architectural Plans to assist with assessment of the proposal.</p>	Yes
<b>1.6 Matters for Consideration</b>		
<p>(a) The design of the sign including size, type of lettering and the language the sign is written in.</p> <p>(b)</p> <p>i. The visual appearance of the advertisement and whether it is appropriate to the general character of the area.</p> <p>ii. whether the advertisement will dominate or obscure other advertisements.</p> <p>iii. whether the advertisement is in proportion to the architectural features of the adjoining development.</p>	<p>The proposal is consistent with the matters for consideration as:</p> <ul style="list-style-type: none"> <li>it is appropriate to the general character of the area given it is located along a busy arterial road corridor.</li> <li>there are no advertisements visible from the proposal and no buildings in the immediate vicinity, as such, the sign</li> </ul>	Yes

Provision	Comment	Compliance
<p>iv. whether the advertisement will dominate the building and whether the building would be a background frame for the proposed advertisement.</p> <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> <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.</p> <p>(d) The number of existing signs on the building and adjacent buildings</p>	<p>would not dominate or obscure other advertisements and buildings.</p> <ul style="list-style-type: none"> <li>the sign would not adversely impact the setting of any heritage items and does not cause an obstruction to vehicles, pedestrians, or any scenic views.</li> <li>the Signage Safety Assessment confirms the proposal is acceptable from a traffic perspective.</li> <li>the Structural Engineering Statement confirms the existing advertising structure is structurally suitable for a further 25 years from 14 December 2023.</li> <li>the site is not located on a building or adjacent to any buildings. The closest building is 90 m east of the site.</li> </ul>	

## 2.1 Signs in all areas

<p>i) Zoning</p> <p>Table A indicates the types of signage which are permissible without Development consent, permissible only with development consent and prohibited within various zones under the Strathfield Local Environmental Plan. Schedule 2 – Exempt Development of Strathfield LEP identifies those advertising signs and structures which do not require development consent.</p>	<p>As outlined in Section 5.6.1 (Zoning and Permissibility) of the SEE and Section 3 of this assessment, the proposal is permissible with consent under:</p> <ul style="list-style-type: none"> <li>Strathfield LEP; and</li> <li>Industry and Employment SEPP.</li> </ul>	Yes
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Provision	Comment	Compliance
<p>ii) General Appearance, Content and Maintenance Provisions</p> <p>Council discourages signs prone to deterioration in appearance and may issue an Order under the EP&amp;A Act for the removal of signage, which is redundant, dilapidated, unsightly or objectionable</p>	<p>The proposal is consistent with these criteria as:</p> <ul style="list-style-type: none"> <li>• The Applicant would appropriately maintain the sign as outlined within Section 4.2 of the SEE; and</li> <li>• the sign would display high quality advertisements which generates visual interest along a busy road corridor.</li> </ul>	Yes
<p>iii) Traffic and Pedestrian Safety</p> <p>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.</p>	<p>The sign is located beyond the road corridor, on the eastern side of Homebush Bay Drive, and would not obscure sightlines, interfere or be mistaken for a road traffic sign.</p> <p>The Signage Safety Assessment confirms the proposal would not result in adverse traffic and pedestrian safety impacts.</p>	
<p>v) Language</p> <p>All advertising signage must be displayed in English but may be translated in another language.</p> <p>All translations must be accurate and complete.</p> <p>Wording and/or numbers should be no greater than the English message</p>	<p>The existing sign would continue to display messages in English.</p>	Yes
<p>vii) Prohibited Advertisements</p> <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>	<p>The sign would not result in any of the matters listed in (a) – (h).</p>	Yes



Provision	Comment	Compliance
<ul style="list-style-type: none"> <li>(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;</li> <li>(d) fly posters;</li> <li>(e) signs affixed to the surface of a public footway or public roadway;</li> <li>(f) signs which may obscure, obstruct or interfere with any road traffic signs or motorist vision or otherwise adversely affecting road safety;</li> <li>(g) signs prohibited under the Tobacco Advertising Prohibition Act 1992, or any other Act;</li> <li>(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.</li> </ul>		

## 2.5 Special Use and Open Space Areas

<p>The aims of Part J relating to special use and open space are as follows:</p> <ul style="list-style-type: none"> <li>(i) permit advertisements and advertising structures only where the applicant shows a justifiable need.</li> <li>(j) ensure the amenity of the area will not be detrimentally affected.</li> </ul> <p>Performance Criteria</p> <ul style="list-style-type: none"> <li>(1) Council permits the erection of advertising structures and signs on open space land only where it has frontage to a classified road, the distance between the classified road and any part of the advertising structure is not greater than 5 metres and the distance between advertising structure is not less than 100m.</li> <li>(2) All signs in Special Use and Open Space zones will be considered on their merits relative to these aims.</li> </ul>	<p>As outlined in Section 3 of this report and Section 5.6.1 of the SEE, the site is zoned SP2 Classified Road under the Strathfield LEP.</p> <p>As outlined in the provided Public Benefit Statement, and in Section 5 of this report, there is need to continue the operation of the sign as it would generate revenue used to support essential TfNSW services including road infrastructure maintenance, network management road user compliance activities and road safety programs.</p> <p>The installation of baffles ensures the amenity of the area would not be affected as illumination impacts would be mitigated.</p>	Yes
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## Appendix E – Recommended instrument of consent

The instrument of consent can be viewed at:

<https://www.planningportal.nsw.gov.au/daex/under-consideration/static-signage-homebush-bay-drive-homebush-west>

## Appendix F – Additional information

The Department's requests for information and the Applicant's responses can be found at:

<https://www.planningportal.nsw.gov.au/daex/under-consideration/static-signage-homebush-bay-drive-homebush-west>