

# Advertising Signage – Hume Highway, Strathfield

Part 4 Development Application (DA 24/12736)

December 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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Advertising Signage – Hume Highway, Strathfield (DA 24/12736)  
Assessment Report

Published: December 2024

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Cover photo: View of the eastbound facing sign (SEE)

# 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 existing static signage at a pedestrian overbridge on the Hume Highway, Strathfield. The development site is located in the Strathfield local government area (LGA).

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

- the permissibility of the proposal and 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, and
- a recommendation to the decision-maker, along with the reasons for the recommendation, to assist them in making an informed decision about whether development consent for the 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.

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# 1. Introduction

## 1.1 The proposal

Transport for NSW (TfNSW) (the Applicant) is seeking approval to continue the use of the existing signage structures on a pedestrian overbridge on the Hume Highway, Strathfield for an additional 15 years. The development site is located in the Strathfield Council local government area (LGA). No construction is proposed as part of the development.

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

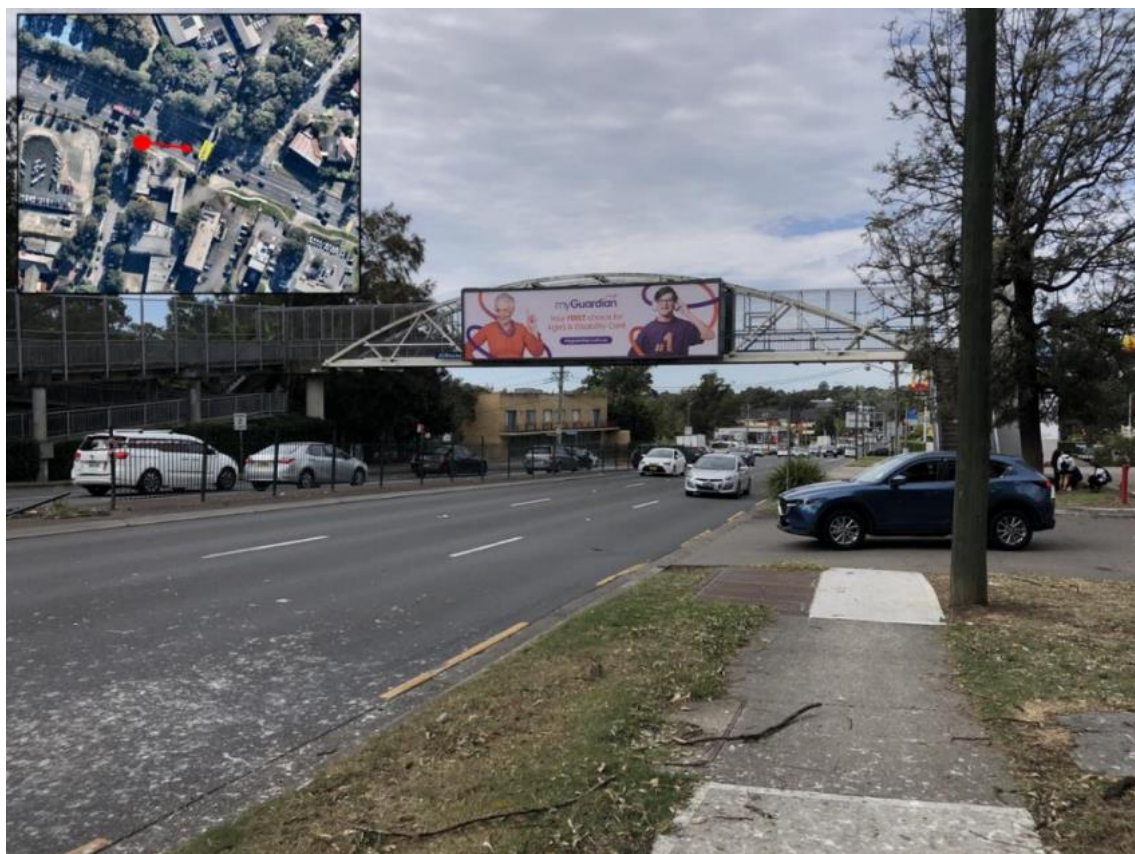
## 1.2 Proposal location

The existing signage structures are located on both sides of the Hume Highway pedestrian overbridge at Strathfield (Figure 1, Figure 2 and Figure 3). The pedestrian overbridge spans the Hume Highway in a general northwest-southeast alignment, allowing pedestrians to safely cross. The advertising signs are oriented towards eastbound and westbound traffic.

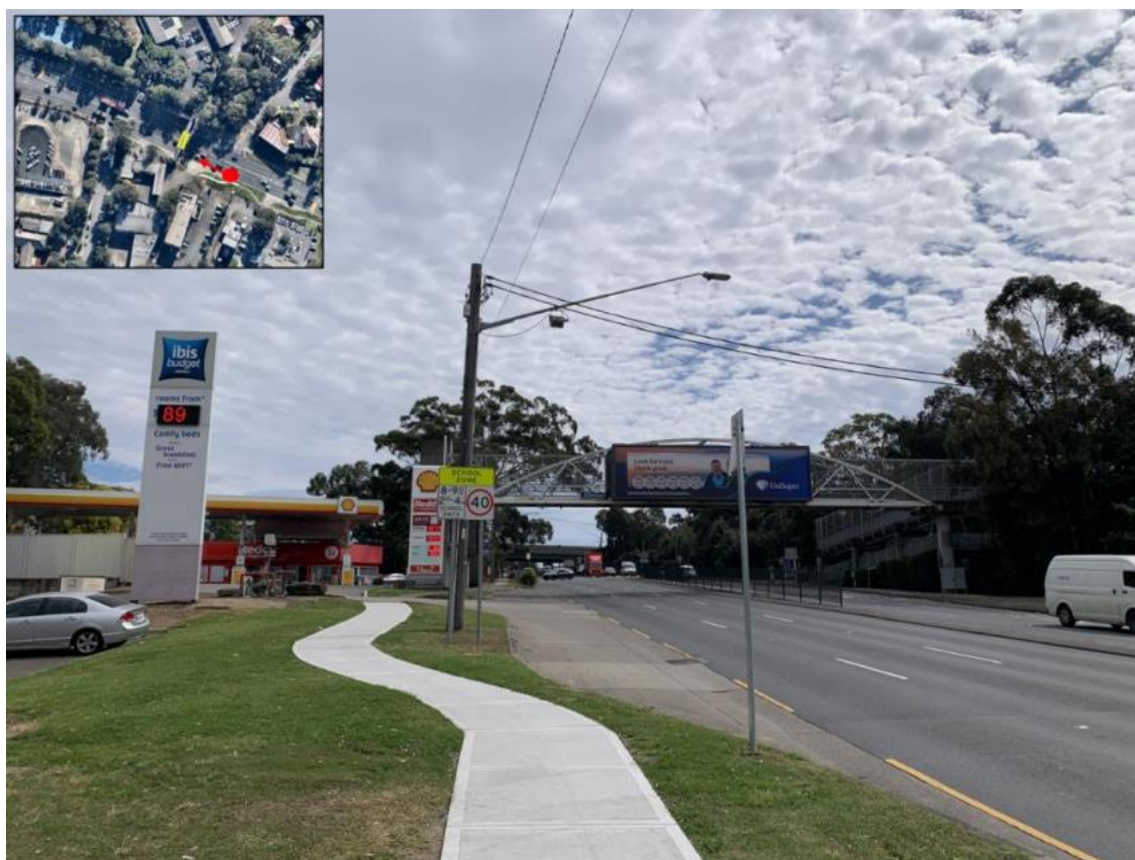


**Figure 1 |** Site context (Source: SEE, 2024)





**Figure 2** | Existing sign as seen from Hume Highway looking east (Source: SEE, 2024)



**Figure 3** | Existing sign as seen from Hume Highway looking west (Source: SEE, 2024)

The Hume Highway is a State classified road (no. 2) which travels in a general east-west alignment. There are a number of signalised and unsignalised intersections in proximity to the site:

- Hedges Avenue/Hume Highway intersection (unsignalised) – 40 metres east of the site
- Braidwood Street/Hume Highway intersection (unsignalised) – 55 metres west of the site
- Gould Street/Hume Highway intersection (unsignalised) – 135 metres east of the site, and
- Cosgrove Road/Hume Highway intersection (signalised) – 230 metres east of the site.

### 1.3 Proposal background

On 29 October 2009, the then Minister for Planning granted development consent to DA-081-07-2009 (original application) for the continued display of two existing advertising signs on both sides of the pedestrian overbridge on the Hume Highway, Strathfield South for a further 15 years.

The 2009 Development Consent approved the continued operation of the signs as they were constructed and operational at this time.

The 2009 consent lapsed on 29 October 2024. As such, this proposal seeks to continue use of the existing signage structure for a period of 15 years. Each of the signage structures comprise a backlit sign box with an advertising display area of 45.94 m<sup>2</sup> fixed to the pedestrian overbridge.

### 1.4 Surrounding Context

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

- Strathfield South High School to the immediate north
- low-density residential development to the north-east
- Shell petrol station to the immediate south
- hotel and fast-food premises to the south-east on Hume Highway, and
- industrial, warehouse and commercial developments to the south-west and west on the Hume Highway and Braidwood Street.

The Hume Highway is an established, arterial road corridor. The road corridor comprises three lanes travelling east and west at the pedestrian overbridge. Just before the overbridge on the eastbound approach there is a bus layby (four lanes merge into three). On the westbound approach, a fourth lane facilitates a left-hand turn into the Shell petrol station.

There is no stopping or standing of vehicles permitted on either side of the Hume Highway in proximity to the existing advertising signs.



On approach to the site, a speed limit of 60k m/hr applies in both directions. A school zone speed of 40 km/hr applies on both sides of the road during 8:00 am-9:30 am and 2:30 pm-4:00pm during school terms.

On road cycling is permitted on the Hume Highway, however no formal cycling facilities are provided in this location.

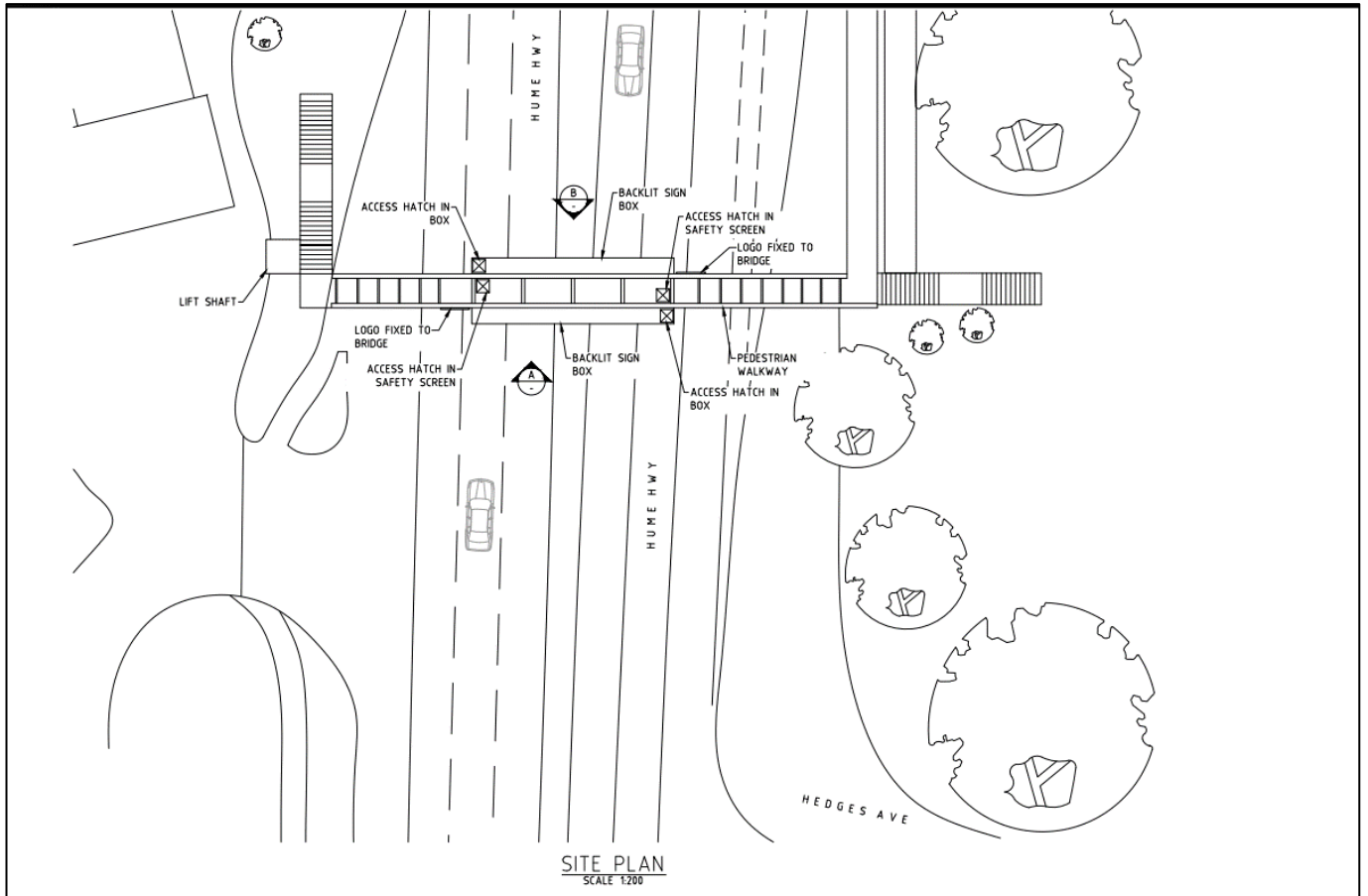
## 2 Proposed development

### 2.1 Proposal overview

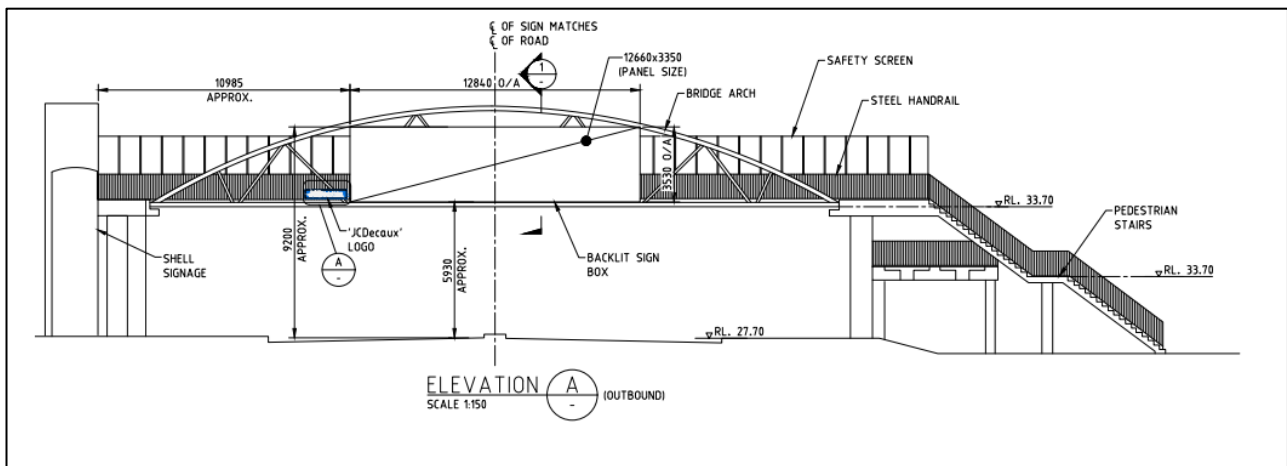
The key aspects of the proposal are provided in detail in the Statement of Environmental Effects (SEE) and outlined in Table 1. The existing advertising signage structures for which approval of continued use is sought are shown in Figure 2 and Figure 3. The site plan is shown in Figure 4Error! Reference source not found.. Site elevations are shown in Figure 5 and Figure 6.

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

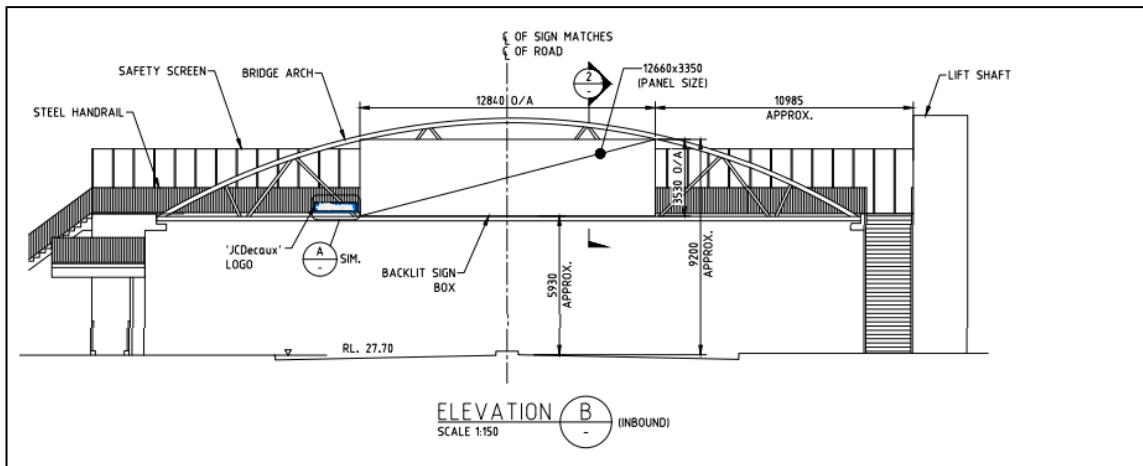
Aspect	Description
<b>Summary</b>	The proposal seeks approval for the continued operation of two existing illuminated static advertising signs for another 15-year period. No physical work is proposed.
<b>Advertising display area</b>	45.94 m <sup>2</sup> (12.84 m x 3.53 m + 0.61 m <sup>2</sup> logo) per sign
<b>Signage Structure location</b>	The signs are located on the eastern and western elevation of the Hume Highway pedestrian overbridge, adjacent to Strathfield South High School.
<b>Road clearance from ground level to the sign</b>	The bottom of the signage has an approximate clearance of 5.93 metres to ground level (Hume Highway). The clearance of the bridge to the road is lower than the signage structures.
<b>Timing and sequencing</b>	Static (non-digital)  Advertising material will be changed approximately once a month, during daylight and generally within the afternoon period.
<b>Type of signage</b>	Each signage structure is a static display (non-digital).  Each of the signage structures comprise a backlit sign box with an overall advertising display area of 45.94 m <sup>2</sup> .
<b>Consent period</b>	15 years



**Figure 4** | Site plan (Source: Revised architectural drawings 23/10/24)



**Figure 5** | Sign elevation – east (Source: Revised architectural drawings 23/10/24)



**Figure 6** | Sign elevation – west (Source: Revised architectural drawings 23/10/24)



## 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 are provided in Table 2.

**Table 2** | Permissibility and assessment pathway

Consideration	Description
<b>Permissibility</b>	<p>This proposal is permissible with consent</p> <p>The signage is permissible with consent under section 3.14(1)(b)(ii) of <i>State Environmental Planning Policy (Industry and Employment) 2021</i> (the Industry and Employment SEPP) as the advertisement is on a bridge constructed by or on behalf of TfNSW, on any road corridor.</p> <p>The site is zoned SP2 Infrastructure (for the purpose of roads) under the Strathfield Local Environmental Plan 2012 (Strathfield LEP). Signage is permissible with consent in the SP2 zone.</p>
<b>Consent authority</b>	<p><b>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 an advertisement displayed on a bridge constructed by or on behalf of TfNSW on any road corridor (section 3.10(d)(ii) of the Industry and Employment SEPP).</p>
<b>Assessment pathway</b>	<p><b>Part 4 Crown Development Application</b></p> <p>Section 3.1(1)(b) of the Industry and Employment SEPP regulates signage (but not content) under Part 4 of the <i>Environmental Planning and Assessment Act 1979</i> (the EP&amp;A Act).</p> <p>The application is a Crown DA under Division 4.6, section 4.32(2)(a) of the EP&amp;A Act because it is an application made by the Crown. Section 294(a) of the <i>Environmental Planning and Assessment Regulation 2021</i> (EP&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 will therefore be assessed under Part 4 of the EP&amp;A Act.</p>

Consideration	Description
<b>Decision-maker</b>	<p>Director, Transport and Water Assessments</p> <p>In accordance with the Minister’s delegation dated 9 March 2022, the Director, Transport and Water Assessments may determine the application 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 objection; and</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>

## 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 provided in Table 3.

**Table 3 | Matters for Consideration**

Matter for consideration	Department’s assessment
<b>Environmental planning instruments, proposed instruments, development control plans &amp; planning agreements</b>	<p>The relevant EPIs and development control plans are:</p> <ul style="list-style-type: none"> <li>• Industry and Employment SEPP</li> <li>• <i>State Environmental Planning Policy (Transport and Infrastructure) 2021</i> (Transport and Infrastructure SEPP)</li> <li>• <i>Transport Corridor Outdoor Advertising and Signage Guidelines 2017</i> (Department of Planning and Environment, 2017) (2017 Guidelines)</li> <li>• Strathfield LEP</li> <li>• Strathfield Development Control Plan 2005 (Strathfield DCP).</li> </ul> <p>Detailed consideration of the provisions of the EPIs is provided in Appendix D. The Department is satisfied that the development generally complies with the relevant provisions of the EPIs and DCP.</p>

Matter for consideration	Department's assessment
<b>EP&amp;A Regulation</b>	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.
<b>Likely impacts</b>	Section 5 – Assessment
<b>Suitability of the site</b>	Section 1.3 - Proposal background, Section 3- Statutory Context and Section 5 - Assessment
<b>Public submissions</b>	Section 4 - Engagement
<b>Public interest</b>	Section 4 - Engagement, Section 5 – Assessment, and Section 6 - Evaluation

### 3.2.2 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 of the EP&A Act. These are set out in section 1.3 of the EP&A Act and include the principles of ecologically sustainable development (ESD). Consideration of the objects and ESD is provided 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.

### 3.2.3 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 signage structure attached to a pedestrian overbridge. No excavation or construction works are proposed.

The Applicant has undertaken a test to determine whether the proposed development is likely to significantly affect threatened species or ecological communities, or their habitats. The test has been undertaken in accordance with section 7.3 of the *Biodiversity Conservation Act 2016*. The test determined that the proposed development would not have a significant impact on threatened species. Therefore, a BDAR was not required to be submitted with the development application.

## 4 Engagement

### 4.1 Exhibition of the Statement of Environmental Effects (SEE)

#### 4.1.1 Public exhibition of the SEE

After accepting the development application and SEE, the Department:

- publicly exhibited the proposal from 8 November 2024 until 21 November 2024 on the NSW Planning Portal
- notified occupiers and landowners in the vicinity of the site about the public exhibition, and
- notified and invited comment from TfNSW, and Strathfield City Council.

The Department received no public submissions during the public exhibition period.

#### 4.1.2 Summary of advice received from government agencies

The Department received advice from 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*, and
- a requirement for obtaining a Road Occupancy Licence from the Transport Management Centre for any works that may impact on traffic flows on the subject section of the Hume Highway.

#### 4.1.3 Summary of advice received from council

The Department received no advice or comments from Strathfield Council.

### 4.2 Response to submissions

As there were no public submissions and Strathfield City Council did provide a submission, the Applicant was not requested to prepare a response to submissions.

### 4.3 Request for further information

On 15 October 2024, the Department sought further information on the following matters:

- currency of standards applied in the assessment



- a test of significance to determine whether the development is likely to significantly affect threatened species or ecological communities, or their habitats
- visual impact, and
- maintenance and safety.

On 4 November 2024, the Applicant responded to the request, A link to the Department's request for information and the Applicant's response can be found at **Appendix C**.

## 5 Assessment

The Department has reviewed the Applicant's SEE supporting information and response to the request for information and considered the potential impacts of the proposed signage. Based on this, the Department considers the key issues associated with the proposal are:

- design and suitability of the site
- road safety, and
- structural feasibility

These issues are addressed in Sections 5.1 to 5.3. Other issues are addressed in Section 5.4.

### 5.1 Design and suitability of the site

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

The Applicant seeks to continue operation of two existing static illuminated advertising signs on a pedestrian overbridge for an additional 15 years. The signs have an approximate advertising area of 45.94 m<sup>2</sup> per sign and are oriented towards vehicles travelling east and west on Hume Highway.

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

- the existing structure has been in place for 15 years and no further physical works are proposed as part of the development application
- the signage complies with the design criteria of the Industry and Employment SEPP, the 2017 Guidelines and AS/NZS 4282:2023 – *Control of the Obtrusive Effects of Outdoor Lighting*
- the existing advertising display area and structure fit the character of the locality (being of mixed-use) with commercial premises and a mix of low and medium density residential development, and
- the location of the signs within a roadway corridor is suitable for advertising and consistent with signage on other bridges on major roads.

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

## 5.2 Road safety

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

Since the initial approval of the existing static signage in October 2009, the road environment on approach to the signs has remained unchanged.

The Applicant provided a Signage Safety Assessment that assessed the proposed development against the *Austroads Guide to Road Design Part 4A 2017* (the Austroads Guidelines) and the Industry and Employment SEPP. The Signage Safety Assessment considered the signage exposure distance, safe stopping sight distance and road accident history in proximity to the site.

The Austroads Guideline specifies that the minimum safe stopping distance for a 60 km/h speed zone is 64 metres. Where there is a slope on the approach, the Austroads Guideline specifies a grade correction factor be applied. In the case of the proposal location, the safe stopping distance would be 68 metres for the westbound approach, and 60 metres for the eastbound approach.

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:

- seven crashes on the eastbound approach, two within legible distance (110 metres)
  - two rear ends, one off road, two right through and two right near
- eight crashes on the westbound approach, two within legible distance (110 metres)
  - four right through, two rear end, one lane change and one U-turn.

The Signage Safety Assessment notes that the nearest conflict point for the westbound sign is the Hume Highway and Centenary Drive signalised intersection 200 metres upstream of the sign, which is far beyond the safe stopping sight distance of the westbound approach and is therefore compliant.

The eastbound sign is located in close proximity to a merge point. The start of the merge begins under the sign and the lane ends 80 metres downstream. As per historic crash data from TfNSW, there have been no incidents between merging vehicles at this location in the last five years in the eastbound approach. As such, the Signage Safety Assessment concluded that continued use of the advertising signage structure would not increase road safety risks.

The Department accepts these findings as:

- the existing static signs do 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 eastbound sign is within the safe stopping sight distance of a merge point, crash data indicates there is low risk to road safety

- the existing static signs would display static images only, and
- the existing static signs are consistent with the requirements of the Industry and Employment SEPP, Transport for NSW Advertising Sign Safety Assessment Matrix, and the 2017 Guidelines.

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

### 5.3 Structural feasibility

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

The SEE was accompanied by a Structural Feasibility Statement which concluded the signage structure meets current construction standards, and that its structural integrity is sound.

The steel frames connecting the sign boxes to the bridge and the sign boxes are both galvanised and in good condition, with minor localised surface corrosion. The Structural Feasibility Statement recommended the structure and sign box be reinspected in two years.

The Applicant provided a supplementary structural feasibility statement in response to the Department's request to demonstrate that the structure complies with the current Australian standards for steel structures and wind load calculation. The Statement concluded that the structure meets the relevant requirements of the Australian standard.

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

### 5.4 Other issues

The Department's consideration of other issues is summarised in Table 3.

**Table 3 | Assessment of other issues**

Issue	Findings and conclusions	Recommended conditions
<b>Visual Amenity</b>	The SEE addressed the visual impacts of the signage on the surrounding area. The proposal does not involve physical changes to the existing	No recommended conditions



Issue	Findings and conclusions	Recommended conditions
	<p>signs, and they remain oriented to westbound and eastbound motorists travelling along Hume Highway.</p> <p>The visual impact of the signs and advertising structure are considered to be acceptable as:</p> <ul style="list-style-type: none"> <li>the presence of vegetation, the orientation of properties and the existing built form along the Hume Highway road corridor restricts views of the sign from surrounding receivers</li> <li>the signage will not extend outside the structural boundaries of the Hume Highway pedestrian overbridge, and</li> <li>the advertising structure is consistent with the visual requirements of the Industry and Employment SEPP and the 2017 Guidelines.</li> </ul>	
<b>Lighting</b>	<p>The existing signage is internally illuminated using non-dimmable fluorescent lights fixed to the back of the signage box. The lights operate during the nighttime period (7 days per week) and are switched off during the daytime period.</p> <p>The Applicant's Lighting Impact Assessment outlines the maximum permitted luminance for the sign pursuant to the Australian Standards and 2017 Guidelines. As no physical testing was conducted, the LIA does not confirm compliance and only outlines the operational requirements to which the sign should operate within.</p> <p>The Department accepts that illumination of the signs can meet luminance criteria and therefore would not result in an unacceptable glare or detract from the amenity of nearby residences.</p>	<p>The Department has recommended a condition requiring that signage lighting complies with the requirements of AS 4282:2023 and the 2017 Guidelines.</p>

Issue	Findings and conclusions	Recommended conditions
<b>Public Benefit</b>	<p>The Public Benefit Statement provided with the SEE 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 Public Benefit Statement noted that the existing static signage 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 is satisfied the continued use of the existing static signage 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 2017 Guidelines.</p>	<p>The Department has recommended a condition requiring the advertising structure to be made available for a minimum total of 28 days each calendar year for the display of road safety messages.</p> <p>The Department has also recommended that the Applicant record and report in its annual reports how the revenue generated from the signs has been applied to provide a public benefit.</p>
<b>Size of Logo</b>	<p>The architectural plans show the existing logo box located to the left-hand side of the existing advertising signage. The logo box has dimensions of 1.8 m x 0.34 m (0.612 m<sup>2</sup>).</p> <p>Section 3.18 of the Industry and Employment SEPP specifies the area and location of names and logos 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 advertising display area (section 3.18(1)),</li> <li>the area of the logo must not be greater than 0.25 m<sup>2</sup> (section 3.18(3))</li> </ul> <p>The current logos exceed the prescribed area requirement.</p>	<p>The Department has recommended a condition requiring the logo size to be compliant with the requirements of section 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, the Industry and Employment SEPP, and other relevant environmental planning instruments (refer **Section 5** and **Appendix D**). 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 Industry and Employment SEPP and the 2017 Guidelines
- it would not change the character of the local area and is consistent with the existing urban and transport corridor character of the locality
- its luminance levels are consistent with the 2017 Guidelines and Australian Standards for outdoor lighting to protect the nearby residential amenity and driver safety, particularly at night
- it complies with the relevant road safety standards and requirements
- it will not affect threatened species or ecological communities, or their habitats, and
- it will 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 that the development application be approved, subject to the recommended conditions of consent (**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 24/12736 subject to the conditions in the attached development consent, and
- signs the attached development consent (**Appendix E**).

Recommended by:



Jake Simpson  
Planning Officer  
Transport and Water Assessments

Recommended by:



Mary Garland  
Team Leader  
Transport and Water Assessments

## 8 Determination

The recommendation is adopted by:



**Glenn Snow**

Director

Transport and Water Assessments

# Glossary

Abbreviation	Definition
<b>Applicant</b>	Transport for NSW (TfNSW)
<b>Advertising display area</b>	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.
<b>AS/NZS 4282:2023</b>	Australian and New Zealand Standard AS/NZS 4282:2023 – <i>Control of the Obtrusive effects of Outdoor Lighting</i>
<b>Strathfield DCP</b>	Strathfield Development Control Plan 2012
<b>Strathfield LEP</b>	Strathfield Local Environmental Plan 2005
<b>Council</b>	Strathfield Council
<b>DCP</b>	Development Control Plan
<b>Department</b>	Department of Planning, Housing and Infrastructure
<b>EP&amp;A Act</b>	<i>Environmental Planning and Assessment Act 1979</i>
<b>EP&amp;A Regulation</b>	Environmental Planning and Assessment Regulation 2021
<b>EPBC Act</b>	<i>Environment Protection and Biodiversity Conservation Act 1999</i>
<b>EPI</b>	Environmental planning instrument
<b>ESD</b>	Ecologically sustainable development
<b>Industry and Employment SEPP</b>	State Environmental Planning Policy (Industry and Employment) 2021
<b>LEP</b>	Local environmental plan
<b>LGA</b>	Local government area

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



# Appendices

## Appendix A – List of referenced documents

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

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

- <https://austrroads.gov.au/publications/road-design/agrd03>

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

- <https://www.planning.nsw.gov.au/sites/default/files/2023-03/development-near-rail-corridors-and-busy-roads-interim-guideline.pdf>

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

- <https://www.planning.nsw.gov.au/sites/default/files/2023-03/transport-corridor-outdoor-advertising-and-signage-guidelines.pdf>

Keylan, 2024. *Statement of Environmental Effects – Existing Advertising Signage TfNSW Pedestrian Bridge, Hume Highway, Strathfield*.

- <https://www.planningportal.nsw.gov.au/daex/under-consideration/da-2412736-continued-use-existing-static-signage-hume-highway-strathfield>

Standards Australia, 2019. *AS/NZS 4282:2019 Control of the Obtrusive Effects of Outdoor Lighting*.

*Strathfield Consolidated Development Control Plan 2005*

- <https://www.strathfield.nsw.gov.au/Develop/Planning-Policies>

*Strathfield Local Environmental Plan 2012*

- <https://legislation.nsw.gov.au/view/html/inforce/current/epi-2013-0115>

## Appendix B – Submissions and government agency advice

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

<https://www.planningportal.nsw.gov.au/daex/under-consideration/da-2412736-continued-use-existing-static-signage-hume-highway-strathfield>

## Appendix C – Requests for Information

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

<https://www.planningportal.nsw.gov.au/daex/under-consideration/da-2412736-continued-use-existing-static-signage-hume-highway-strathfield>

## 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 Act listed in section 1.3 of the EP&A Act
- the matters listed under section 4.15(1) of the EP&A Act, including applicable environmental planning instruments and the Regulations

The Department has considered each of these matters which are summarised in Table D - 1 and Table D - 2.

### 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 D - 1.

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

\Object	Consideration
<b>(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</b>	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 on the State's natural or other resources.
<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>The potential environmental impacts of the proposed development have been considered by the Department.</p> <p>The proposed development is not anticipated to have any adverse impacts on flora or fauna, including</p>

\Object	Consideration
	<p>threatened species, populations and ecological communities, and their habitats.</p> <p>The proposed development is unlikely to have any significant impacts to the social or economic environment but should return funds for investment into TfNSW's road network.</p> <p>As such, the Department considers that the proposed development would not adversely impact on the biophysical or social environments, and that the principals of ESD have been appropriately considered.</p>
<b>(c) to promote the orderly and economic use and development of land</b>	<p>The development promotes the orderly and economic use of the land by continuing the operation of the existing advertising signage.</p> <p>This will allow the signs to continue to provide public benefits including the generation of revenue that contributes to improving and maintaining the TfNSW road network.</p>
<b>(d) to promote the delivery and maintenance of affordable housing</b>	<p>Not applicable as affordable housing does not form part of this application.</p>
<b>(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats</b>	<p>The proposed development would not have adverse impacts on native flora or fauna, including threatened species, populations and ecological communities, and their habitats.</p>
<b>(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage)</b>	<p>There are no significant built or Aboriginal cultural heritage features at the site that will be impacted by the proposed development.</p>
<b>(g) to promote good design and amenity of the built environment</b>	<p>The Department considers the proposed development would not result in unacceptable built form impacts, as the development application seeks to continue the use of the pedestrian overpass bridge to display advertising signage.</p>

\Object	Consideration
<b>(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants</b>	Not applicable as the proposed development is not for an occupied building.
<b>(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State</b>	The Department sought advice from TfNSW and Strathfield Council during the exhibition of the proposed development. Council did not provide a submission. TfNSW's advice is detailed in <b>Section 4</b> and considered in <b>Section 5</b> .
<b>(j) to provide increased opportunity for community participation in environmental planning and assessment.</b>	The development application was exhibited on the Department's State DA Portal from 8 November 2024 to 21 November 2024. Written notification of the exhibition was provided to adjacent and nearby landowners, TfNSW and Strathfield Council. Council did not respond, and no submissions were received from the community. The advice received from TfNSW has been considered by the Department in its assessment of the proposed development and the recommended conditions adopted.

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

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

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

Matters for Consideration	Consideration
<b>(a) the provisions of –</b> <b>(i) any environmental planning instrument, and</b>	<ul style="list-style-type: none"> <li>The Department has considered the relevant environmental planning instruments in its assessment of the proposal. Details of the assessment are provided below.</li> </ul>

Matters for Consideration	Consideration
(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	<ul style="list-style-type: none"> <li>There are no applicable proposed environmental planning instruments.</li> </ul>
(iii) any development control plan, and	<ul style="list-style-type: none"> <li>The proposal generally meets the relevant/applicable objectives of the Strathfield Development Control Plan 2005 as addressed in Table D - 8.</li> </ul>
(iiia) any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and	<ul style="list-style-type: none"> <li>The Applicant has not entered into a planning agreement under section 7.4 of the EP&amp;A Act.</li> </ul>
(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,	<ul style="list-style-type: none"> <li>The Department has assessed the development in accordance with all relevant matters prescribed by the Regulations, the findings of which are contained in this report.</li> </ul>
(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,	<ul style="list-style-type: none"> <li>The Department has considered the likely impacts of the development in detail in Section 5 of this report. The Department concludes that environmental impacts can be appropriately managed and mitigated through the recommended conditions of consent and management measures proposed by the Applicant.</li> </ul>
(c) the suitability of the site for the development,	<ul style="list-style-type: none"> <li>The development is permissible with consent as it is located on land zoned SP2 Infrastructure. The development does not adversely impact on surrounding uses and is a suitable development for the location.</li> </ul>
(d) any submissions made in accordance with this Act or the regulations,	<ul style="list-style-type: none"> <li>No submissions were received from the community or Strathfield Council. TfNSW provided advice and this is summarised in Section 4. Consideration of the advice is provided in Section 5.</li> </ul>

Matters for Consideration	Consideration
(e) the public interest.	<ul style="list-style-type: none"> <li>The Department considers the proposed development to be in the public interest as the revenue raised from leasing the site will be invested into maintaining road infrastructure (refer Section 5.4).</li> </ul>

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

Matter	Consideration
<b>Section 4.32 Definitions</b>	
<b>(1) In this Division— ... Crown development application means a development application made by or on behalf of the Crown.</b>	The Applicant and landowner is a public authority, and the application is considered to be a Crown Development Application.
<b>Section 4.33 Determination of Crown development applications</b>	
<b>(1) A consent authority (other than the Minister) must not—</b>	
<b>(a) refuse its consent to a Crown development application, except with the approval of the Minister, or</b>	<p>The Minister is the consent authority.</p> <p>The Department recommends the application be approved, subject to the recommended conditions (Appendix E).</p>
<b>(b) impose a condition on its consent to a Crown development application, except with the approval of the applicant or the Minister.</b>	<p>The Minister is the consent authority.</p> <p>The Department forwarded the recommended conditions to the Applicant on 5 December 2024</p> <p>A minor amendment was issued on 13 December 2024. The Applicant accepted the revised conditions on 13 December 2024.</p>

## EP&A Regulation

Subject to any other references to compliance with the EP&A Regulation cited in this Assessment Report, the requirements for fees (Part 13) 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* (Industry and Employment SEPP)
- *Transport Corridor Outdoor Advertising and Signage Guidelines 2017* (2017 Guidelines)
- *State Environmental Planning Policy (Transport and Infrastructure) 2021* (Transport and Infrastructure SEPP)
- *Development Near Rail Corridors and Busy Roads – Interim Guideline* (Department of Planning, 2008)
- *Strathfield Local Environmental Plan 2012*
- *Strathfield Development Control Plan 2005*

### *State Environmental Planning Policy (Industry and Employment) 2021*

Chapter 3 of 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 proposed signage has been assessed against the requirements of the Industry and Employment SEPP in **Table D - 4** and the specific assessment criteria of Schedule 5 of the SEPP in



Table D - 5.

**Table D - 4 | 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 considered to be consistent with the objectives of the 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 existing signage.	Yes
	(1)(c) to provide time-limited consents for the display of certain advertisements, and	If a consent is granted, the consent will 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 structures and displays.	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 will be invested to support road infrastructure maintenance,	Yes

Section	Criteria	Comments	Compliance
		network management, road use compliance activities and road safety programs across the whole of NSW.	
<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 section 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 D - 5.</b>	Yes
<b>3.8 Prohibited advertisements</b>	(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: <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> </ul>	The proposed signage is not within any of the prescribed zones.  Signage on land zoned SP2 Infrastructure is permitted with consent, therefore the proposal is not a prohibited advertisement.	Yes

Section	Criteria	Comments	Compliance
	<ul style="list-style-type: none"> <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>		
	<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 RMS 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>In accordance with section 3.10(d)(ii), the Minister is the consent authority as the advertisement is displayed on a bridge constructed by or on behalf of TfNSW on any road corridor.</p> <p>The proposal involves the continued operation of advertising signs on a pedestrian overbridge on Hume Highway, therefore, the Minister for Planning and Public Spaces is the consent authority.</p>	Yes

Section	Criteria	Comments	Compliance
	<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>		
<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 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>	<p>The proposed development has been assessed against the aims and objectives of this Chapter (see section 3.1(1)(a) above).</p> <p>The Department considers that the proposed development is consistent with the aims and objectives of the Industry and Transport SEPP.</p>	Yes
	<p>2(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 D - 5</b>.</p> <p>The proposed development has been assessed as generally consistent with the Schedule 5 criteria.</p>	Yes
	<p>(c) satisfies any other relevant requirements of this Chapter.</p>	<p>The proposed development has been assessed against other relevant criteria of the Chapter in this table.</p>	Yes

Section	Criteria	Comments	Compliance
	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 improvements in the road and transport network to the benefit of the local community.	Yes
<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 proposal seeks consent 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 proposal seeks consent 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:	The proposal is permissible with development consent as the application is on behalf of TfNSW and is located on a pedestrian bridge constructed by or on behalf of TfNSW on a road corridor (Hume Highway).	Yes



Section	Criteria	Comments	Compliance
	<p>(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</p> <p>(ii) a bridge constructed by or on behalf of TfNSW on any road corridor, or</p> <p>(iii) land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,</p>		
	<p>(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 provide advice to the Minister concerning the design quality of the proposed advertisement.</p>	<p>No design review panel was appointed because the existing pedestrian overbridge has displayed advertising signage materials under previous development consents.</p>	N/A
<p><b>3.15</b></p> <p><b>Advertisements with display area greater than 20 square metres or higher than 8 metres above ground</b></p>	<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 sign has a display area greater than 20 square metres. The Applicant has provided an impact statement that addresses the requirements of Schedule 5. This has been assessed by the Department in</p> <p><b>Table D - 5.</b></p> <p>The proposed development has been assessed as generally consistent with the Schedule 5 criteria.</p> <p>The Department is satisfied that the impacts of the proposed development are acceptable.</p>	Yes

Section	Criteria	Comments	Compliance
	(b) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies.	The development application has been exhibited, and TfNSW was provided with a copy prior to the exhibition commencing.	Yes
<b>3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road</b>	(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.	This section does not apply when the Minister is the consent authority.	N/A
	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.	Even though this section does not apply, comment was sought from TfNSW and considered in the Department's assessment.	N/A
	(3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration —  (a) the impact of the display of the advertisement on traffic safety, and  (b) the Guidelines.	Although concurrence is not required, TfNSW considered these matters in its advice.	N/A
	(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.	Not applicable – TfNSW provided its advice on the proposed development within the required timeframes.	N/A

Section	Criteria	Comments	Compliance
<b>3.17</b> <b>Advertising display area greater than 45 square metres</b>	<p>The consent authority must not grant consent to the display of an advertisement with an advertising display area of greater than 45 square metres unless:</p> <ul style="list-style-type: none"> <li>i. a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or</li> <li>ii. in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the guidelines.</li> </ul>	<p>The advertising display area for the proposal is 45.94 m<sup>2</sup>, which places it above the threshold.</p> <p>The signage structure is on a bridge constructed by or on behalf of TfNSW on a road corridor (Hume Highway) and has been assessed as consistent with the 2017 Guidelines.</p>	Yes
<b>3.18</b> <b>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 logos for both signs are within the advertising display area.	No
	<p>(2) If the advertising display area has no border or surrounds, any such name or logo is to be located —</p> <ul style="list-style-type: none"> <li>(a) within the advertisement, or</li> <li>(b) within a strip below the advertisement that extends for the full width of the advertisement.</li> </ul>	This requirement is not applicable as the advertising display area of both signs has a surround.	N/A

Section	Criteria	Comments	Compliance
	(3) The area of any such name or logo must not be greater than 0.25 square metres.	The logos have an area of 0.61 square metres. This exceeds the area requirement. The Department has recommended a condition requiring compliance with the relevant requirements of 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.	Not applicable as the signs do not have a strip below the advertisements.	N/A
<b>3.22 Advertisements on bridges</b>	(1) A person may, with the consent of the consent authority, display an advertisement on a bridge.	The proposed development is located on a pedestrian overbridge and seeks consents to continue the display of advertising on the existing signage.	Yes
	(2) The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.	An assessment of the proposed development against the requirements of the 2017 Guidelines has been made at <b>Table D - 6</b> .	Yes

**Table D - 5** | 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 proposed development is compatible with the existing and desired future character of the area as it's located within a busy road corridor.	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 on bridges 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?	The existing advertising signs do not detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas.	Yes
<b>3 Views and vistas</b>	Does the proposal obscure or compromise important views?	The proposal does not obscure or compromise any important views as it is located on an arterial road corridor.	Yes
	Does the proposal dominate the skyline and reduce the quality of vistas?	The proposal does not dominate the skyline or reduce the quality of vistas as it does not protrude above the top of the existing structural boundaries of the overbridge to which it is fixed.	Yes

Clause	Requirement	Comments	Compliance
	Does the proposal respect the viewing rights of other advertisers?	The proposal respects the viewing rights of other advertisers as the existing advertising signs are located on an existing pedestrian overbridge and do not obscure any other advertisements.	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 that the scale, proportion and form of the existing advertising signs remain appropriate for a site located within a motorway corridor and oriented towards a busy vehicle thoroughfare.	Yes
	Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The Department considers that the proposed development would not contribute to the visual interest of the streetscape, setting or landscape but is compatible with the existing streetscape.	Yes
	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The current proposal seeks to continue the use of the existing advertising signs. No additional works or 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
	Does the proposal screen unsightliness?	The proposal screens parts of the pedestrian overbridge on which it is located.	Yes



Clause	Requirement	Comments	Compliance
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	No, the proposal is located within the confines of the existing pedestrian overbridge.	Yes
	Does the proposal require ongoing vegetation management?	No vegetation management is required.	Yes
<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 will not change the existing characteristics of the site, as the proposal seeks to continue the use of the existing advertising signs.	Yes
	Does the proposal respect important features of the site or building, or both?	The existing advertising signs fit into the broader design of the existing pedestrian overbridge.	Yes
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal is for the continued use of existing advertising signs. No works are proposed.	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>Each of the existing advertising signs can be accessed from existing access hatches located on the roof of the safety screen, and a hatch in the top of each box.</p> <p>When the advertising skin is replaced, it is done from a walkway inside the box without having to stop the traffic below the sign. There is a horizontal cable running the length of the box that workers replacing the advertising skin can fix their harnesses to during the skin change.</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.	Yes
	Would illumination affect safety for pedestrians, vehicles or aircraft?	The proposed development complies with AS/NZS 4282:2023 as such illumination is unlikely to affect safety for pedestrians, vehicles or aircraft.	Yes
	Would illumination detract from the amenity of any residence or other form of accommodation?	The Department considers that the proposed development would not result in adverse impacts to amenity, as the signs comply with the illuminance (spill lighting) limits of AS4282:2023.	Yes
	Can the intensity of the illumination be adjusted, if necessary?	The dimming level of the lights cannot be adjusted. However, the maximum luminance levels emitted by the signs complies with all relevant requirements of AS4282:2023.	No
	Is the illumination subject to a curfew?	No curfew is proposed.	Yes
<b>8 Safety</b>	Would the proposal reduce the safety for any public road?	The Department has assessed road safety risks in Section 5.2 of the report and considers the proposed development would not reduce road safety.	Yes

Clause	Requirement	Comments	Compliance
	Would the proposal reduce the safety for pedestrians or bicyclists?	There are no specific safety issues for pedestrians or cyclist. The proposed development would not reduce the safety for pedestrians or bicyclists.	Yes
	Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed development is located on an existing pedestrian overbridge above a road and would not obscure sightlines to or from public areas.	Yes

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

Clause	Considerations	Comments	Compliance
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**TABLE 1: LAND USE COMPATIBILITY CRITERIA – TRANSPORT CORRIDOR ADVERTISING**

(i)	The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP.	The proposal is located on land zoned SP2 Infrastructure under the Strathfield LEP.  The proposal is consistent with the SP2 zone objectives in the Strathfield LEP as it is compatible with the pedestrian overbridge and will not detract from the major road corridor.	Yes
(ii)	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:  - environmentally sensitive area	The proposed development will not be on land where it is likely to significantly impact on the amenity of the listed areas.	Yes

Clause	Considerations	Comments	Compliance
	<ul style="list-style-type: none"> <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>		
(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.	<p>The proposed development is located on the eastern and western elevations of the existing pedestrian overbridge on Hume Highway.</p> <p>The signs do not protrude above the existing structural boundaries of the overbridge and therefore do not obscure any significant views.</p>	Yes
(iv)	Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.	The proposed development is not located adjacent to any heritage items.	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	The proposal seeks the continued use of existing advertising signs on a pedestrian overbridge on a busy road corridor. It is	Yes

Clause	Considerations	Comments	Compliance
	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.	considered that it is within the context of the existing road infrastructure.	

### 2.3.2: Sign placement in transport corridors in urban areas

(a)	Advertising in urban areas should be restricted to rail corridors, freeways, tollways or classified roads: within or adjacent to strategic transport corridors passing through enterprise zones, business development zones, commercial core zones, mixed use zones or industrial zones,	The proposed development is appropriately located in a transport corridor zone, adjacent to an area of mixed uses comprising commercial, residential dwellings and a school.	Yes
(b)	within or adjacent to strategic transport corridors passing through entertainment districts or other urban locations identified by the local council in a relevant strategy as being appropriate for such advertising.	The proposed development is appropriately located in a transport corridor zone.	Yes
	Consideration must be given to the compatibility of advertising development with surrounding land uses and whether such advertising will impact on sensitive locations. For instance, placement of advertising along transport corridors should not result in increased	<p>The proposed development would be appropriately located in a transport corridor zone and will not result in increased visibility in adjacent or surrounding residential areas.</p> <p>Further, the surrounding locality comprises a mixed-use character which is not considered sensitive, consisting of:</p>	Yes

Clause	Considerations	Comments	Compliance
	visibility of signage in adjacent or surrounding residential areas.	<ul style="list-style-type: none"> <li>• Strathfield South High School to the immediate north</li> <li>• low density residential development to the north-east</li> <li>• Shell petrol station to the immediate south</li> <li>• hotel and fast-food premises to the south-east on Hume Highway, and</li> <li>• industrial, warehouse and commercial developments to the south-west and west on Hume Highway and Braidwood Street.</li> </ul>	

### 2.5.1: General criteria

<b>(a)</b>	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 pedestrian overbridge.	Yes
<b>(b)</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 existing advertising signs do not protrude above the existing structural boundaries of the overbridge and is considered compatible with the characteristics of the site.	Yes
<b>(c)</b>	The advertising structure should be in keeping with important features of the site, building or bridge structure.	The design of the existing advertising signs is unchanged. The Department considers that they do not have an adverse impact on the amenity of the surrounding area.	Yes

Clause	Considerations	Comments	Compliance
<b>(d)</b>	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
<b>(e)</b>	<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
<b>(f)</b>	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 section 3.18 of the Industry and Employment SEPP in relation to the size and location of the logo through a recommended condition of consent.	Yes
<b>(g)</b>	Illumination of advertisements must comply with the requirements in Section 3.3.3.	The proposed development complies with the requirements of Section 3.3.3.	Yes
<b>(h)</b>	Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The existing advertising signs will not result in unacceptable glare or adversely impact the safety of pedestrians, residents or vehicular traffic. Additionally, the signage does	Yes

Clause	Considerations	Comments	Compliance
		not cause any unacceptable amenity impacts to nearby residential dwellings or accommodation.	
<b>2.5.5: Bridge signage criteria</b>			
<b>(a)</b>	The architecture of the bridge must not be diminished.	The proposed development will not alter the existing signage and therefore will not detract from the structural qualities of the pedestrian overbridge.	Yes
<b>(b)</b>	The advertisement must not extend laterally outside the structural boundaries of the bridge.	The advertising signs are located wholly within the structural boundaries of the pedestrian overbridge.	Yes
<b>(c)</b>	The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8 metres.	The advertising signs do not extend below the soffit of the Hume Highway pedestrian overbridge.	Yes
<b>(d)</b>	On a road or pedestrian bridge, the advertisement must: <ul style="list-style-type: none"> <li>i. not protrude above the top of the structural boundaries of the bridge</li> <li>ii. not block significant views for pedestrians or other bridge users (e.g. cyclists)</li> <li>iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce</li> </ul>	The advertising signs on the Hume Highway pedestrian overbridge: <ul style="list-style-type: none"> <li>- do not protrude above the top of the existing structural boundaries of the overbridge</li> <li>- do not block significant views for pedestrians or other overbridge users including cyclists</li> </ul>	Yes



Clause	Considerations	Comments	Compliance
	safety for drivers, pedestrians or other bridge users.	- do not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other overbridge users	
(e)	Paragraphs (a) to (d) above do not apply to the continuation of the display of any existing advertising on bridges approved prior to the gazettal of State Environmental Planning Policy No 64 (Advertising and Signage) (Amendment No 2) in 2007 for only one additional period under SEPP 64 Clause 14 if there is no increase in the advertising display area of the signage.	Noted	N/A
(f)	A DCP to display an advertisement on a bridge must be accompanied by a statement demonstrating how the advertisement will contribute to a public benefit. Section 4 outlines the public benefit test requirements.	This proposal does not require the preparation of a site-specific DCP.	N/A
(g)	Any advertising sign proposed for development on a bridge over a classified road requires that construction drawings be submitted for review and approval by RMS (now TfNSW) bridge engineers prior to construction to ensure all road safety requirements are met.	This proposal seeks to continue the use of existing advertising signs. No construction is required. A structural feasibility statement provided by the Applicant confirms there are no structural issues associated with the existing advertising signs.	Yes
(h)	Any advertising sign proposed for development on a bridge over a road requires provision of a fall arrest system (sign and sign support structure to bridge) to	A fall arrest system has been implemented as part of the design to ensure the advertising signs will not detach in the event of impact by an over height vehicle.	Yes

Clause	Considerations	Comments	Compliance
	ensure the sign will not detach in case of impact by an over high vehicle.		

### 3 Advertisements and Road Safety

#### 3.1 Road safety objectives

<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 advertising signs would not reduce safety on the surrounding public roads.</p> <p>Although there is a merge point within the safe stopping distance of the eastbound approach to the signage, the non-compliance has been justified by the Applicant and accepted by the Department (refer <b>Section 5.2</b> of this report).</p>	Yes
<b>2</b>	Would the proposal reduce the safety for pedestrians or bicyclists?	The proposal is not expected to have any impacts on the safety of pedestrians or bicyclists.	Yes
<b>3</b>	Would the proposal reduce the safety for pedestrians by obscuring sightlines from public areas?	The advertising signs are located on an existing pedestrian overbridge above a road and would not obscure sightlines to or from public areas.	Yes

Clause	Considerations	Comments	Compliance
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### 3.2.1: Road clearance

<b>(a)</b>	<p>The advertisement must not create a physical obstruction or hazard. For example:</p> <p>(i) Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?</p> <p>(ii) Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?</p> <p>(iii) Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</p>	<p>The advertising signs do not physically obstruct any vehicle, pedestrian and cyclist movements as they are on both sides of the pedestrian overbridge above Hume Highway.</p> <p>The advertising signs are contained wholly within the structure of the pedestrian overbridge and do not protrude below or laterally, affecting vehicles.</p>	Yes
<b>(b)</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 advertising signs are installed on both sides of the pedestrian overbridge, which is positioned above the carriageway and outside of the clear zone. Hence, a RMS-approved crash barrier is not required.	Yes
<b>(c)</b>	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	<p>The advertising signs are not located within the clear zone.</p> <p>The available vertical clearance between the road surface</p>	Yes

Clause	Considerations	Comments	Compliance
	clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.	and the underside of the pedestrian overbridge would be maintained.	
(d)	All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.	<p>The Applicant has provided a structural feasibility statement which addresses the wind loading requirements.</p> <p>The signage structure is compliant with the requirements.</p>	Yes
<b>3.2.2: Line of sight</b>			
(a)	An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.	The advertising signs are positioned on the pedestrian overbridge above the Hume Highway, completely within the structure of the overbridge. Therefore, they do not obstruct a drivers' view of the road or pedestrians and cyclists.	Yes
(b)	An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The advertising signs are positioned on the pedestrian overbridge above Hume Highway, completely within the structure of the overbridge. Therefore, they do not obstruct the pedestrians and cyclists view of the road.	Yes
(c)	The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location	The position of the existing advertising signs would not change. They would remain at the same height as the existing overbridge and would not impede a driver's visibility	Yes

Clause	Considerations	Comments	Compliance
	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.	on the alignment of the road. They would not indicate misleading information or information contrary to the existing roadway.	
<b>(d)</b>	<p>The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</p> <p>(i) The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its 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>	The advertising signs are located above the road and within a driver's peripheral vision whilst travelling eastbound and westbound on the Hume Highway. Motorists are not required to turn their heads when observing the signs, and all motorists are able to see the road simultaneously when viewing the signs. The positioning and angle of the signs is not expected to result in headlight reflection or glare.	Yes

Clause	Considerations	Comments	Compliance
<b>3.2.3: Proximity to decision making points and conflict points</b>			
<b>(a)</b>	<p>The sign should not be located:</p> <p>(i) less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</p> <p>(ii) less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment</p> <p>(iii) so that it is visible from the stem of a T-intersection.</p>	<p>According to the Austroads guide, the minimum safe stopping sight distance for a 60 km/h speed zone is 64 metres.</p> <p>The eastbound approach to the sign has a minimum safe stopping sight distance of 60 metres, and there is a merge point within this distance. The start of the merge begins under the sign and ends 80 metres downstream.</p> <p>The Department considers that this departure from the guide is acceptable as:</p> <ul style="list-style-type: none"> <li>an analysis of the crash data shows that there have been no crashes between merging vehicles at this location in the last five years, and</li> <li>the signage is not expected to cause an unsafe level of distraction for motorists on approach to the merge point due to its elevated location.</li> </ul>	No
<b>(b)</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>The advertising signs are fixed on the pedestrian overbridge and are completely within the structure of the overbridge. As such, the signage does not obstruct a motorist's view of any traffic signals, signage, and other traffic hazards when</p>	Yes

Clause	Considerations	Comments	Compliance
	(ii) to an intersection (iii) to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) (iv) to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.	travelling on the Hume Highway in the westbound or eastbound direction.	

#### 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.	As the advertising signs are already in existence, the Department considers that their continued use does not cause any further visual clutter.	Yes
(a)	Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150 m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.	There are no other large format static or digital signs within 150 metres of the advertising signs.	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	Traffic signals are present on approach to the eastbound facing advertising sign. All five signals are placed around the sign, as so there is no backdrop issue for any of the signals on approach to the sign. There is no other signage	Yes
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Clause	Considerations	Comments	Compliance
	control devices, regulatory signs or advisory signs or obscure information about the road alignment.	<p>facing eastbound motorists within the reading distance of the sign.</p> <p>Traffic signals and prescribed traffic control devices (no right turn signs) are present on approach to the westbound facing sign. Four signals are visible below the sign, which is located completely within the structural boundaries of the pedestrian overbridge. Therefore, the sign would not obstruct or reduce the visibility of the traffic signals or prescribed traffic control devices.</p>	
<b>(b)</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 Department considers that the existing advertising signs are located in a suitable location (refer <b>Section 5.1</b>).</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. The Department has recommended conditions which restrict the colours, patterns and text on advertisements to ensure that they do not give directions or could be mistaken as a traffic signal or prescribed traffic control device</p>	Yes



Clause	Considerations	Comments	Compliance
<b>3.3.3 Illumination and reflectance</b>			
<b>Illumination and reflectance criteria for non-digital signs:</b>			
<b>(a)</b>	Advertisements must comply with the luminance requirements in Table 5 below of the guideline	The lighting assessment indicates the advertising signs would comply.	Yes
<b>(b)</b>	For night time use, the sign (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings	The lighting assessment indicates the advertising signs would comply.	Yes
<b>(c)</b>	<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>	The lighting assessment indicates the advertising signs would comply.	Yes
<b>(d)</b>	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.	The lighting assessment indicates the advertising signs would comply.	Yes

Clause	Considerations	Comments	Compliance
	Flashing illuminated advertisements will not be approved.		

### 3.3.4 Interaction and sequencing

(a)	The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.	The advertising signs are static signs and would not contain interactive technology or technology that enables opt-in direction communication with motorists.	Yes
(b)	Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	The advertising signs are existing static signs and would not include message sequencing.	Yes
<b>3.5.1 Road safety review of signs over 20 sqm</b>	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	The development application is for the continued use two existing advertising signs. 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.	Yes

Clause	Considerations	Comments	Compliance
	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.		
<b>3.6 Road safety guidelines for sign content</b>	<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.	Noted
<b>4.1 Public Benefit Test</b>	<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>The Applicant has provided a Public Benefit Statement as Appendix 7 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 which requires the signage be made available for at least 28 days</p>	Yes

Clause	Considerations	Comments	Compliance
	<p>(c) the advertisement is to be displayed on a bridge</p> <p>(d) the advertisement requires RMS concurrence under SEPP 64.</p> <p>The proponent must outline in the SEE accompanying the DA what arrangements they will make to provide an appropriate public benefit (see Section 1.6.4).</p> <p>The consent authority (either the Minister for Planning or the council) will determine whether the applicant has sufficiently demonstrated that the proposed advertisement will contribute an appropriate public benefit. Public benefits, along with other matters identified in the SEPP (Clause 13), must be considered by a consent authority before approval can be given for the advertising development.</p>	<p>in every calendar year for the display of road safety messages.</p>	
<b>4.2 What is an appropriate public benefit?</b>	<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>	<p>The Applicant has advised that revenue generated from the sign will be allocated to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.</p> <p>The Department has recommended a condition which requires the Applicant to ensure time is made available (at no cost) for the display of community information, road safety messages and transport information.</p>	

Clause	Considerations	Comments	Compliance
	<ul style="list-style-type: none"> <li>- improved traffic safety (road, rail, bicycle and pedestrian)</li> <li>- improved public transport services</li> <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 will be allocated to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.	Yes
	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	The Department has recommended this as a condition of consent.	Yes

Clause	Considerations	Comments	Compliance
	specific works to which the funds have been or are to be applied.		
	For TfNSW, Sydney Trains and NSW Trains, railway station upgrades (e.g. providing wheelchair access) and rail crossings (e.g. installation of lights or gates) or other rail safety measures may be considered priority works. Amenity improvements along rail corridors including landscaping, litter removal, or vandalism and graffiti management may also be considered appropriate public benefits.	Noted.	Noted
	RMS and TfNSW, Sydney Trains and NSW Trains must consult with the relevant councils to identify and prioritise the public benefit works to be delivered through the program on a regional or subregional basis.	Noted.	Noted

**Table D - 7 | State Environmental Planning Policy (Transport and Infrastructure) 2021**

Section	Considerations	Comments	Compliance
<b>2.119 Development with a frontage to a classified road</b>			
<b>(1)</b>	<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 the Hume Highway which is classified as a State classified road (no.2).</p> <p>The Statement of Environmental Effects and supporting technical reports conclude that the proposed application would not compromise safety for road users in the vicinity.</p>	Yes
<b>(2)</b>	<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>(iii) the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</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 the Hume Highway in context to the development and concludes that the signage would be acceptable from a road safety perspective.</p> <p>Road safety is discussed in <b>Section 5.2</b> of this report.</p>	Yes

**Table D - 8** | 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 practices 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 conditions.
<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>	<p>Each advertising sign can be accessed from access hatches located in the roof of the safety screen and a hatch in the top of each box.</p> <p>A condition has been recommend requiring the preparation of a maintenance plan, including an environmental and safety risk assessment.</p>	Yes, subject to conditions.
<b>5.5 Stormwater Management</b>	The proposed development would not alter or increase the stormwater flow of the site.	Yes
<b>5.6 Vandalism</b>	It is not expected the proposed development would increase the opportunity for vandalism.	Yes
<b>5.7 Graffiti</b>	<p>It is not expected the proposed development would increase the opportunity for graffiti.</p> <p>A condition has been recommended requiring the owner/manager of the site to remove all graffiti from the advertising structure. The recommended Maintenance Plan requires the Applicant to address the removal of graffiti, including timeframes for removal.</p>	Yes, subject to condition.



Clause	Considerations	Compliance
<b>5.8 Lighting, external finishes and design</b>	The proposed development is above a classified road, and this has been considered within the design, including compliance with AS/NZS 4282:2023.	Yes.
<b>5.9 – 5.15</b>	Not applicable as the proposed development is not near a rail corridor.	N/A

## Strathfield Local Environmental Plan 2012

The existing advertising signs are located on land zoned SP2 Infrastructure – Classified Road under the Strathfield LEP 2012. The objectives of the SP2 Infrastructure zoning are:

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

Signage is permissible with consent in the SP2 zone as it is ordinarily incidental or ancillary to the road corridor given it will generate revenue to maintain and improve TfNSW infrastructure.

The signage is permissible with consent under Section 3.14(1)(b)(iii) of the Industry and Employment SEPP as the display of the advertisement is by or on behalf of TfNSW, and within 250 metres of a classified road.

## Strathfield Development Control Plan 2005

The proposal generally complies with the aims, objectives, and key provisions of the SDCP. A detailed assessment of the proposal against the relevant provisions of the SDCP is provided in Table D - 9.

**Table D - 9** | Assessment of compliance with the Strathfield DCP 2005- Part J – Advertising and Signage

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

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

Clause	Criteria	Comments	Compliance
(d)	The number of existing signs on the building and adjacent buildings.	The number of signs on the bridge will not be affected.	Yes
<b>2.0 Part B – Special Provisions</b> <b>i) Zoning</b>	Table A indicates the types of signage which are permissible without development consent, permissible only with development consent and prohibited within various zones under the Strathfield LEP. Schedule 2 – Exempt Development of SLEP 2012 identifies those advertising signs and structures which do not require development consent.	The proposed signage is not of a type classified in Part J of the Strathfield DCP.	N/A
<b>ii) General Appearance, Content and Maintenance Provisions</b>	Council discourages signs prone to deterioration in appearance and may issue an Order under the EP&A Act for the removal of signage, which is redundant, dilapidated, unsightly or objectionable.	The Department has recommended a condition requiring the implementation of a maintenance plan, including removal of graffiti and treatment of any surface corrosion on the signage structure.	Yes - subject to a condition.
<b>iii) Traffic and Pedestrian Safety</b>	Advertisements, signs and advertising structures are not to be erected or displayed in a manner which obscures or interferes with road traffic signs or resemble a regulatory or road warning or direction sign, in colour, size, shape or wording. Signs facing roads with high traffic volumes, traffic lights or major intersections may be referred to the Roads and Maritime Services (RMS) for comment.	To ensure ongoing road safety, the Department has recommended conditions relating to the display of information and signage content to limit the potential for glare and driver distraction, consistent with the 2017 Guidelines and recommendations of TfNSW.	Yes - subject to a condition.

Clause	Criteria	Comments	Compliance
<b>v) Language</b>	<ul style="list-style-type: none"> <li>All advertising signage must be displayed in English but may be translated in another language</li> <li>All translations must be accurate and complete</li> <li>Wording and/or numbers should be no greater than the English message.</li> </ul> <p>Reason: To ensure effective communication</p>	The advertising signage would display messages in English.	Yes
<b>vi) Use of Motor Vehicles or Trailers for Advertising</b>	Council permits without development consent an advertisement on a motor vehicle used principally for the transporting of goods or passengers. However, advertisements on parked motor vehicles, trailers or shipping containers, whether or not registered, for which the principal purpose is for advertising purposes are prohibited.	Not applicable as the proposed signage would not be attached to a vehicle.	N/A
<b>vii) Prohibited Advertisements</b>	<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>c) signs, not defined as a temporary sign, made of canvas, fabric, similar sheet material, or any type of airborne sign except a temporary sign;</p>	The proposed signage is not a prohibited advertisement.	Yes

Clause	Criteria	Comments	Compliance
	<p>d) fly posters;</p> <p>e) signs affixed to the surface of a public footway or public roadway;</p> <p>f) signs which may obscure, obstruct or interfere with any road traffic signs or motorist vision or otherwise adversely affecting road safety;</p> <p>g) signs prohibited under the Tobacco Advertising Prohibition Act 1992, or any other Act;</p> <p>h) signs other than a business identification sign, directional sign, real estate sign or temporary sign within the R2 – Low Density Residential, R3 – Medium Density Residential and R4 – High Density Residential zones.</p>		
<b>4.0 Schedule 2</b> <b>Item 15 – unclassified signs</b>	(a) other signs not identified in this Schedule will be considered by council on the merits of each application; and	The proposed signage is unclassified under Schedule 1 and 2 of Part J of the Strathfield DCP. The Department sought comment from Strathfield Council on the development application. Council did not provide a response.	Yes

## Appendix E – Recommended instrument of consent

The instrument of consent can be viewed at:

<https://www.planningportal.nsw.gov.au/daex/under-consideration/da-2412736-continued-use-existing-static-signage-hume-highway-strathfield>