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URBIS

STATEMENT OF ENVIRONMENTAL EFFECTS

New Digital Advertising Signage

George Street Overpass, The Rocks

Prepared for
JCDECAUX
13 May 2025

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Report Number	Final



Acknowledgement of Country

Urbis acknowledges the Traditional Custodians of the lands we operate on.

We recognise that First Nations sovereignty was never ceded and respect First Nations peoples continuing connection to these lands, waterways and ecosystems for over 60,000 years.

We pay our respects to First Nations Elders, past and present.

The river is the symbol of the Dreaming and the journey of life. The circles and lines represent people meeting and connections across time and space. When we are working in different places, we can still be connected and work towards the same goal.

Title: Sacred River Dreaming
Artist Hayley Pigram
Darug Nation
Sydney, NSW

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1. INTRODUCTION

1.1. OVERVIEW

This Statement of Environmental Effects (**SEE**) has been prepared by Urbis Ltd (**Urbis**) to support a development application (**DA**) submitted by JCDecaux on behalf of Sydney Trains (**the applicant**). seeks consent for the removal of two large-format static vinyl third party advertising signs and replacement with a digital advertising signage (**the proposal**) at the George Street railway overpass within The Rocks (**the site**).

The site is located along and affixed to a railway line connecting Circular Quay railway station to the east. The site is owned by Sydney Trains. Pursuant to Clause 3.14 of State Environmental Planning Policy (Industry and Employment) 2021 (**Industry and Employment SEPP**), the display of an advertisement on transport corridor land by or on behalf of Sydney Trains is permissible with development consent.

Pursuant to Clause 3.10 of the Industry and Employment SEPP, the Minister for Planning is the consent authority in the case of an advertisement displayed by or on behalf of Sydney Trains on a railway corridor.

The DA seeks development for the following:

- Removal of existing large-format static vinyl advertising sign, inclusive of JCDecaux logo and associated gantry support;
- Removal of existing static light box and associated gantry support;
- Installation of new digital advertising signage with dimensions of 2.198m x 7.986m, displaying a third party advertisement, new gantry support and a new JCDecaux logo;
- Reinstallation of an existing 'Low Clearance' signage;
- Installation of a new camera arm; and
- Installation of a new lockable access gate on the existing handrail.

The proposed development has an estimated cost of \$507,452 (including GST).

The DA is submitted to NSW Department of Planning, Housing, and Infrastructure (**DPHI**) under Part 4, Division 4.6 (Section 4.33) of the Environmental Planning and Assessment Act 1979 (**EP&A Act**).

The DA will be considered a Crown DA under Part 4 Division 4.6 of the EP&A Act, being an application lodged by an authority prescribed as the Crown for the purposes of Division 4.6 (Sydney Trains).

1.2. REPORT STRUCTURE

This SEE is structured in the following manner:

- **Section 1 – Introduction**
- **Section 2 – Site and Surrounding Context:** identifies the site and describes the existing development at a local context.
- **Section 3 – Proposed Development:** provides a detailed description of the proposed development.
- **Section 4 – Statutory Planning Framework:** provides a detailed assessment of the State and local environmental planning instruments and plans relevant to the site and development.
- **Section 5 – Assessment of Key Planning Considerations:** identifies the potential impacts arising from the proposal and recommends measures to mitigate, minimise, or manage these impacts.
- **Section 6 – Section 4.15 Considerations:** provides an assessment of the proposal against other matters of consideration listed in Section 4.15 of the EP&A Act.
- **Section 7 – Conclusion:** provides an overview of the development assessment outcomes and recommended determination of the DA.

1.3. ACCOMPANYING DOCUMENTATION

The SEE should be read in conjunction with the following documentation submitted under separate cover.

Table 1 Supporting Documentation

Title	Prepared By	Appendix
Owners Consent	TfNSW	-
Quantity Surveyor Cost Report	NGNU	Appendix A
Architectural Plans	Dennis Bunt Consulting Engineers Pty Ltd	Appendix B
Lighting Impact Assessment	Electrolight Australia	Appendix C
Statement of Heritage Impact	Weir Phillips Heritage	Appendix D
Traffic Safety Assessment	Bitzios Consulting	Appendix E
Statement of Public Benefit	TfNSW	Appendix F
Biodiversity Impact Assessment	Anderson Environment & Planning (AEP)	Appendix G
Plan of Management	Urbis	Appendix H

1.4. PROJECT CONTEXT

The subject site is one of a number of assets owned by Sydney Trains within the Sydney Local Government Area (**LGA**). The proposal allows Sydney Trains to generate revenue through the installation of a third-party advertisement. The revenue generated can be utilised to support improvements and maintenance programs for Sydney Trains in accordance with the public benefit test provisions identified in the Industry and Employment SEPP and the Transport Corridor Outdoor Advertising and Signage Guidelines.

JCDecaux has a long-standing established partnership with Sydney Trains to manage advertising on the concourses and platforms of railway stations and corridors. In September 2021, the Secretary for Transport advised that JCDecaux was successfully awarded as the concession for advertising for the fourth time, recognising the proven track-record and ongoing success of the partnership. In awarding this concession to JCDecaux, Sydney Trains conducted a review of its network of advertising assets, recognising that with a growing demand in the digital advertising market, there was significant opportunities to rationalise existing assets and improve customer experience. Across the Sydney Trains network within the Sydney metropolitan region, these opportunities will result in more than 990 sqm of decommissioned advertising content.

The proposed advertising structure provides public benefit opportunities by displaying information to customers regarding emergency situations, Sydney Trains and Transport for New South Wales (**TfNSW**) promotions and events, and threat-to-life alerts issued by the NSW Government and Police Agencies.

1.5. PRE-LODGE MENT CONSULTATION

On 20 March 2025, the applicant and representatives of the project team held a pre-lodgement meeting with DPHI planning officers. The purpose of the meeting was to provide a brief introduction to the site and its context, understand the scope and background of the proposal (including the partnership between JCDecaux and Sydney Trains), and identify key statutory planning considerations to be addressed in the DA.

The applicant received feedback from DPHI on 20 March 2025. This outlined documents that you should take into consideration when preparing the DA documentation and matters to be addressed in the SEE. This pre-lodgement feedback has informed this SEE and the accompanying technical documentation.

2. SITE ANALYSIS

2.1. SITE LOCATION

The site is located at coordinates 33°51'40.0"S 151°12'30.2"E (NearMaps). The site is located at George Street railway overpass within The Rocks, along the Inner West and South Line railway line. George Street connects to Hickson Road to the north and provides vehicular access to Circular Quay (refer **Figure 1**).

The existing assets on site are two large-format static vinyl advertising signs with dimensions of 8.48m x 2.38m and 4.18m x 2.41m. The signs face traffic heading northbound (refer **Figure 2**).

Photographs of the site and the surrounding context are provided at **Figure 2** to **Figure 7**.

Figure 1 Aerial Photograph



Source: Urbis

Figure 2 Existing Advertising Signs at the George Street Overpass



Source: Urbis

Figure 3 View of Existing Assets and Character



Source: Urbis

Figure 4 View of Street Character along George Street (to the North)



Source: Urbis

Figure 5 View of Street Character (to the East)



Source: Urbis

Figure 6 View of Street Character (to the South)



Source: Urbis

Figure 7 View of Street Character (to the West)



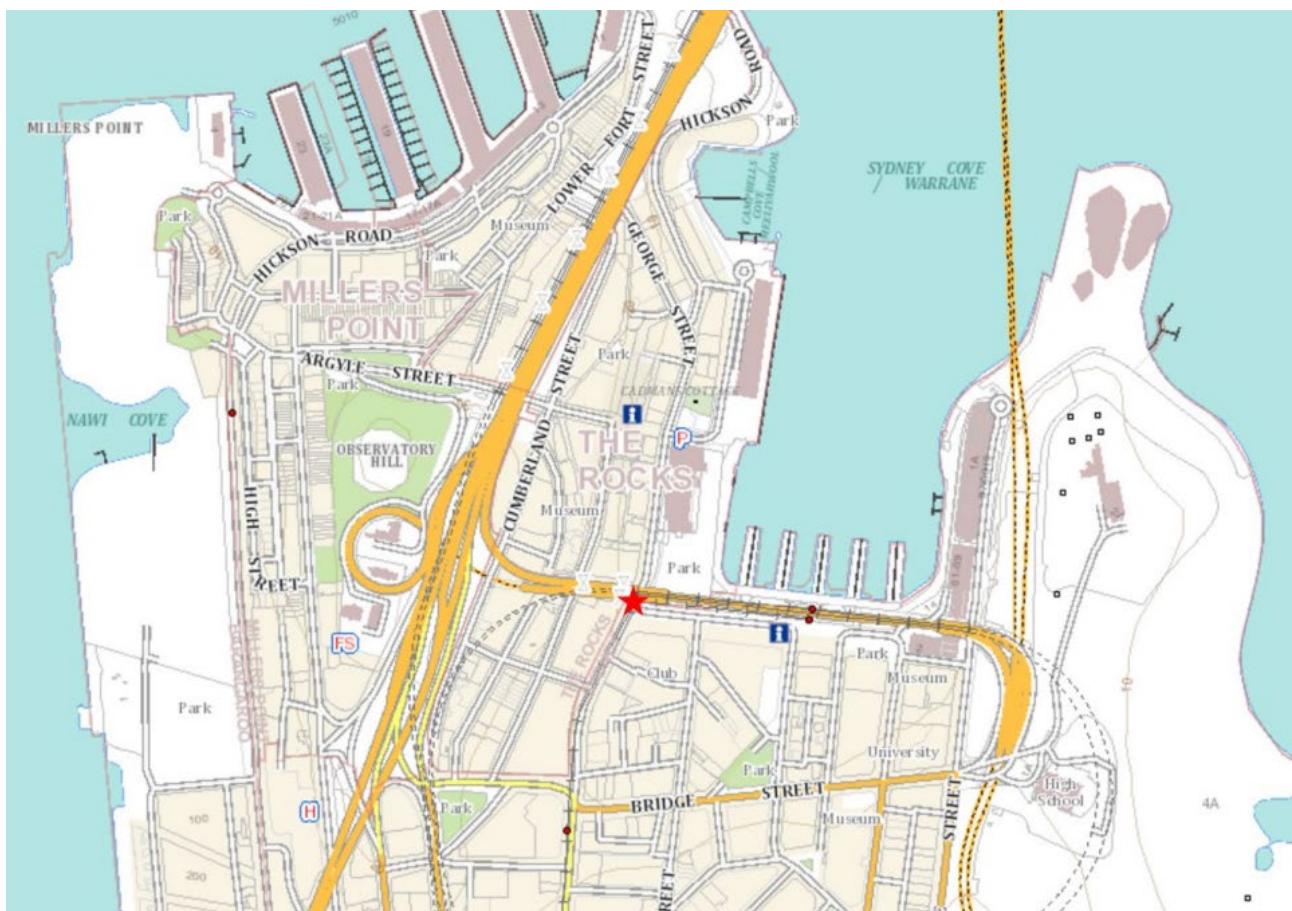
Source: Urbis

2.2. LOCALITY

The site is located within the City of Sydney Local Government Area (LGA), approximately 1.9km from the Sydney CBD. The site is positioned within The Rocks which is an important location within the City of Sydney LGA, providing entertaining, tourism, and commercial opportunities, and public open spaces. The site locality is characterised by predominately office premises, hotel accommodations and mixed-use developments comprising of retail and residential premises. The surrounding developments are described below:

- **To the north** – directly north of George Street is a three-storey mixed use development comprising retail premises at ground floor level and office premises above. First Fleet Park is located to the north-east.
- **To the east** – directly east of the site is Alfred Street which provides public open space for pedestrians.
- **To the south** – directly south of the George Street Overpass is high-density commercial developments. The Four Seasons Hotel is also located south of the site along George Street.
- **To the west** – directly west of the site is the two-storey podium associated with the Four Seasons Hotel.

Figure 8 Location Context



Source: Urbis

As shown in **Figure 9** below, there are multiple diverse signs within the immediate and surrounding context, including paper format top hamper signage, digital signage, under awning signage, and window signage.

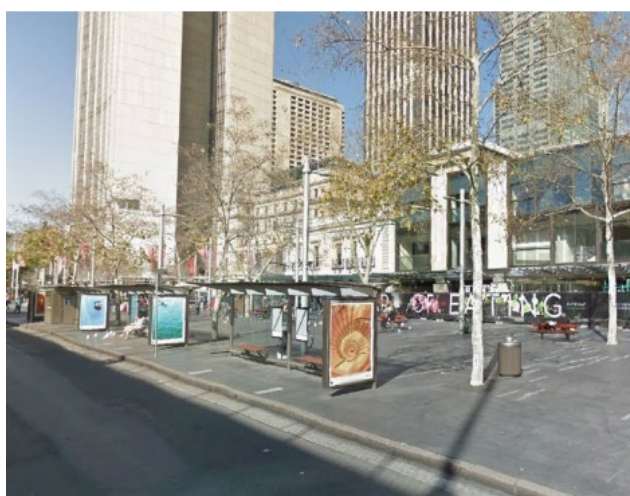
Figure 9 Existing Signage around the Site



Picture 1 Window signs along Alfred Street



Picture 2 Top hamper signs along Alfred Street



Picture 3 Digital signs located at bus stops



Picture 4 Under awning sign and top hamper signs

Source: Urbis

2.3. SURROUNDING ROAD NETWORK

George Street runs along the north-east and south-west of the site and connects with Lower Fort Street to the north. George Street is a 3km long road which runs through the Sydney CBD towards the south and provides two lanes allowing for two-way vehicular traffic movement running at a moderate speed. Footpaths are provided along each side of the road facilitating pedestrian movement. There are no dedicated cycle pathways. Part of the northern side of George Street is utilised as outdoor seating for restaurants and cafes.

Alfred Street is located to the east of George Street and is highly pedestrianised along the sides. The L2 and L3 light rail line runs along Alfred Street. Essex Street is along the southern side of George Street and provides four lanes allowing for two-way vehicular traffic movement running at a moderate speed.

A stop light and pedestrian crossing is located directly south of the site.

3. DEVELOPMENT DESCRIPTION

3.1. OVERVIEW

This DA seeks development consent for the removal of two existing large-format vinyl advertising signs and installation of new digital advertising sign. Specifically, the proposed development comprises the following:

- Removal of two (2) existing large-format vinyl advertising signs (inclusive of JCDecaux logo);
- Removal of existing static light box and associated gantry support;
- Installation of new digital advertising sign with dimensions of 7.986m x 2.198m, displaying a third-party advertisement, new gantry support, and a new JCDecaux logo;
- Reinstallation of an existing 'Low Clearance' signage;
- Installation of a new camera arm; and
- Installation of a new lockable access gate on the existing handrail.

The digital sign will have a dwell time of one (1) advertisement per 25 seconds and an instantaneous (or 0.1 second) transition time.

The extent of the proposed digital structure is shown in **Figure 10**. Elevation plans of the existing and proposed structure are provided at **Appendix B** and extracted in **Figure 11** and **Figure 12**.

Table 2 details the dimensions of the existing and proposed structure. While the proposed structure has a dimension of 7.986m x 2.198m, the digital screen itself has a dimension of 7.936m x 2.048m and a display area of 16.25 sqm. The digital sign will be visible to traffic moving northbound along George Street.

Table 2 Existing and Proposed Structure

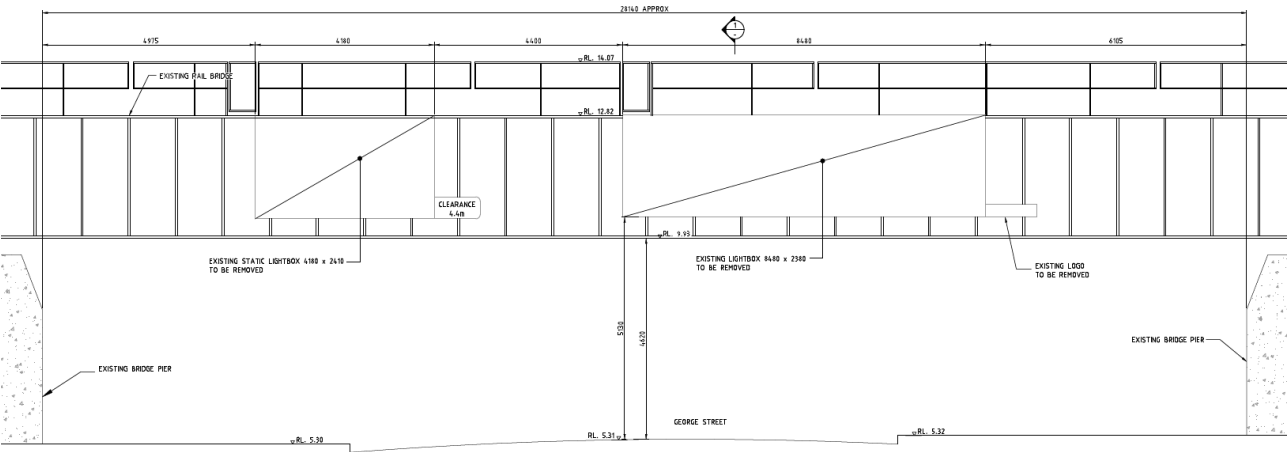
Measurement	Existing	Proposed	Decrease
Height of structure	Large-format structure: 2.38m Static lightbox: 2.41m	2.198m	7.64%
Length of structure	Large-format structure: 8.48m Static lightbox: 4.18m	7.986m	5.82%
Clearance above ground level	5.13m	5.31m	Additional 0.17m road clearance height

Figure 10 Proposed Structure – Photomontage



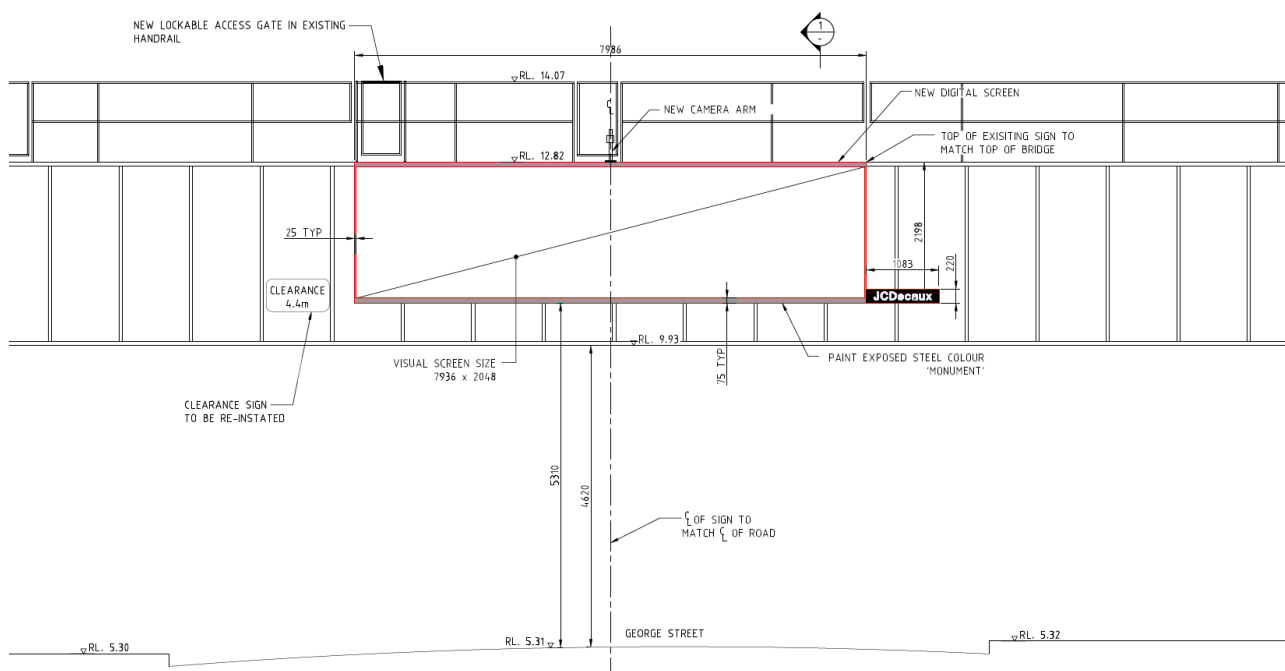
Source: JCDecaux

Figure 11 Elevation Plan – Existing Advertising Structures



Source: DBCE

Figure 12 Elevation Plan – Proposed Digital Sign



Source: DBCE

3.2. ILLUMINATION

The proposed digital signage is illuminated using LEDs installed within the front face. The brightness of the LEDs will be controlled to provide upper and lower thresholds as required and automatically via a local light sensor to adjust to ambient lighting conditions.

The electronic display screen has an inbuilt light adjustment sensor that measures ambient light around the structure and gradually adjusts screen brightness based on the need for light. The brightness adjustments occur in small increments so that no dramatic change in illuminance level is experienced. The luminance of will be such that they do not give a veiling luminance to the driver of greater than 200cd/m² in the night time.

The screen brightness outputs are designed in accordance with Australian Standard AS4282:2019 Control of the Obtrusive Effects of Outdoor Lighting. The maximum screen brightness is summarised in **Table 3**.

Table 3 Maximum Screen Brightness

Lighting	Maximum Illumination
Full direct sun on panel	6,000cd/m ²
Day time	6,000cd/m ²
Overcast weather	600cd/m ²
Twilight	350cd/m ²
Night time	200cd/m ² Existing Signage (refer to the Lighting Impact Assessment)

3.3. CONTENT MANAGEMENT

All digital infrastructure is remotely monitored and controlled by JCDecaux staff via an internal content management software system. The content management system has firewalls and security protocols in place to ensure the integrity of the digital advertising network.

3.4. MONITORING AND MAINTENANCE

The electronic display screen is equipped with features that continuously monitor the operating parameters of the structure and automatically send alerts if an operational problem or loss of content occurs to JCDecaux's management software. If power is entirely lost, the screen maintains sufficient power to allow for an orderly shut-down of the sign and operating system, saving all settings and slowing the modem to send an alert about the problem. Once power is restored the sign will automatically display a black screen.

The sign will be cleaned and maintained 1-2 times per annum, as outlined in the Plan of Management.

3.5. INDUSTRY MEMBERSHIP AND ADVERTISING CODES

JCDecaux is a member of the Outdoor Media Association (**OMA**) which is the peak body representing Out-of-Home advertising within Australia. As a tier one member of the OMA, JCDecaux is committed to complying with the following codes that regulate the content and placement of advertisement which include:

- *OMA Code of Ethics*
- *OMA Advertising Context Policy*
- *OMA Alcohol Advertising Guidelines*
- *OMA National Health and Wellbeing Policy*
- *OMA Placement Policy • OMA Political Advertising Policy*
- *AANA Code of Ethics*
- *AANA Environmental Claims Code*
- *AANA Children's Advertising Code*
- *AANA Food and Beverages Code*
- *AANA Wagering Advertising Code*
- *ABAC Responsible Alcohol Marketing Code*
- *Federal Chamber of Automotive Industries' Voluntary Code of Practice for Motor Vehicle Advertising (FCAI Code)*
- *Therapeutic Goods and Advertising Code (TGAC)*
- *Weight Management Industry Code of Practice*

JCDecaux have an internal creative review process to ensure that advertisements do not breach any applicable code. This review process is undertaken prior to advertisements being sent for printing/production and being displayed. This process will ensure that advertising content and the sequencing of imagery will not cause driver distraction.

The partnership between JCDecaux and Sydney Trains will ensure relevant third-party advertisements are displayed, with inclusion of emerging messaging ensuring the public interest is maintained.

3.6. COST OF DEVELOPMENT

As per the Cost Summary Report (**Appendix A**), the estimated development cost is \$507,452 (including GST).

4. STATUTORY PLANNING ASSESSMENT

This section provides an assessment of compliance of the proposed development against the relevant legislation, planning instruments and documents, including:

- Environmental Planning and Assessment Act 1979;
- NSW Heritage Act 1997;
- State Environmental Planning Policy (Industry and Employment) 2021;
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017; and
- Sydney Cove Redevelopment Authority Scheme.

4.1. ENVIRONMENTAL PLANNING AND ASSESSMENT ACT 1979

Development in NSW is regulated pursuant to the EP&A Act, which applies to all development in NSW and sets out the procedures and objects for all development.

The DA is a Crown DA under Part 4 Division 4.6 of the EP&A Act, being an application lodged by an authority prescribed as the Crown for the purposes of Division 4.6. Sydney Trains, through Transport for NSW, is identified as a public authority. The Minister for Planning is the consent authority for the DA

4.2. NSW HERITAGE ACT 1997

The subject site is identified as a state heritage item known as 'Circular Quay Railway Station group' (SH01112). Accordingly, the DA requires a heritage approval under Section 58 of the NSW Heritage Act 1977. The DA will be sent to the Heritage Council of New South Wales within 14 days of lodgement.

4.3. STATE ENVIRONMENTAL PLANNING POLICY (INDUSTRY AND EMPLOYMENT) 2021

4.3.1. Applicability of SEPP

Chapter 3 of State Environmental Planning Policy (Industry and Employment) 2021 (**Industry and Employment SEPP**) aims to ensure that signage is compatible with desired amenity and visual character of an area, provides effective communication in suitable locations, and is of high-quality design and finish.

The proposed advertisement structure is identified as an advertisement signage as it displays third-party advertisement. Therefore, Chapter 3 of the Industry and Employment SEPP is applicable to the proposal.

Pursuant to Section 3.14 of the Industry and Employment SEPP, the proposed advertisement is permissible with consent as it will be displayed on behalf of Sydney Trains on a railway corridor.

Pursuant to Section 3.10(c) of the Industry and Employment SEPP, the Minister for Planning is the consent authority in the case of an advertisement displayed by or on behalf of Sydney Trains on a railway corridor.

4.3.2. Matters for Consideration

Pursuant to Section 3.11(2), if the Minister for Planning is the consent authority, consent must be not granted to an application to display an advertisement unless the advertisement or the advertising structure:

- (a) *is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and*
- (b) *has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and in the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of—*
 - (i) *design, and*
 - (ii) *road safety, and*
 - (iii) *the public benefits to be provided in connection with the display of the advertisement, and*
- (c) *satisfies any other relevant requirements of this Chapter.*

In relation to **Section 3.11(2)(a)**, the proposal is consistent with the objectives of the Chapter as follows:

- The proposed advertising structure remains consistent with the prevailing amenity and visual character of the area. The proposal represents a minor variation to the scale of the existing two large-format static vinyl advertising signs and a demonstrable improvement in decluttering signage at the site overall.
- The proposed advertisement structure is of high quality design, appearance, finish, and materiality.
- The proposed structure allows for effective communication of third-party advertisements, whilst ensuring safety for vehicles, motorists and pedestrians.
- The proposal provides a public benefit, with revenue generated to Sydney Trains from the advertising contributing to the improvement of rail services and infrastructure. The proposed structure will also display information to customers in the event of emergency situations, Sydney Trains and TfNSW promotions and events. and threat-to-life alerts by NSW Government emergency and Police agencies.

In relation to **Section 3.11(2)(b)**, **Table 3** assesses the proposal against the assessment criteria in Schedule 5 of the Industry and Employment SEPP. [**Section 4.5** of this SEE assesses the proposal against the *Transport Corridor Outdoor Advertising and Signage Guidelines (Guidelines)*].

Table 4 Assessment against Schedule 5 of the SEPP

Provision	Comment	Compliance
1. Character of the area		
<i>Is the proposal compatible with the character of the area or locality in which it is proposed to be located?</i>	<p>The proposal is compatible with the desired future character of the site and the wider locality of the Rocks. The Plan of Management establishes the provisions and design parameters to achieve appropriate advertisement structure, consistent with the scale and form of the railway overpass.</p> <p>The advertisement typology, design, material, and finishes is compatible with the context of the surrounding public domain.</p>	Complies
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<p>The proposal comprises the installation of an outdoor advertisement as a digital third-party advertisement structure attached to the George Street overpass (a railway corridor).</p> <p>Overall, the proposed replacement of two existing large-format vinyl advertisement with a single digital advertisement is consistent with signage on surrounding and nearby commercial developments along George Street. As shown in Figure 9, there are multiple diverse signs within the immediate and surrounding context, including paper format top hamper signage, digital signage, under awning signage, and window signage.</p> <p>The proposal ensures that there is no negative illumination or traffic impact on the safety of vehicles, cyclists and pedestrians.</p> <p>The proposal does not result in any negative outcomes and is consistent with outdoor advertising themes within the locality.</p>	Complies
2. Special areas		
<i>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 landscape or residential areas?</i>	<p>The site is a state heritage item (SH01112) known as 'Circular Quay Railway Station group'. The 'Sydney Cove West Archaeological Precinct' (SH01860) is north-east of the site.</p> <p>A Heritage Impact Statement is provided at Appendix D. It is concluded that the proposal is a sympathetically designed digital advertisement structure that will not detract from the heritage significance of the site as well as surrounding developments.</p>	Complies

Provision	Comment	Compliance
	<p>The proposal will have negligible visual impact on the railway viaduct itself and the streetscape on the south side of George Street. The sign will not be visible from the historic streetscape in The Rocks as it will sit within a highly contemporary streetscape that has numerous elements of greater luminance. The proposed sign will generally present as visually recessive against the viaduct. For these reasons, it is considered that the impact on the viaduct and The Rocks will be minimal and acceptable.</p> <p>In terms of sensitive uses, the proposal does not have an impact on the nearby recreational open space known as First Fleet Park.</p> <p>There are no environmentally sensitive areas adjacent to the site. The Four Seasons Hotel is located some 50m south of the site and other residential accommodations are appropriately distanced from the site such that there will be no adverse lighting impacts. Further, the proposal will comply with relevant lighting controls (as assessed in the Lighting Impact Assessment).</p>	
3. Views and vistas		
<i>Does the proposal obscure or compromise important views?</i>	The proposal is appropriate in size and scale and is designed to be integrated with the George Street overpass. It does not obscure or compromise any important views at street level.	Complies
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	The proposed structure is attached to the overpass and does not dominate the skyline or reduce the quality of vistas in any way.	Complies
<i>Does the proposal respect the viewing rights of other advertisers?</i>	The proposal involves the replacement of the existing signage with a contemporary digital third-party advertisement, largely sited in the same location. Therefore, it does not impact surrounding view rights of signage on other developments.	Complies
4. Streetscape, setting or landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	The scale, proportion and form of the proposed structure is appropriate in the context of the surrounding streetscape and broader locality of the Rocks and Circular Quay.	Complies
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	The proposed signage integrates with the overall form of the railway overpass. The proposed colour palette is contemporary yet subdued and the materials are of a high-quality finish that contribute positively to the streetscape and surrounding public domain.	Complies
<i>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</i>	The proposal involves the replacement of two existing vinyl format signs with a single contemporary new digital structure. Accordingly, the proposal represents a rationalisation of signage and does not contribute additional signage clutter to the locality.	Complies
<i>Does the proposal screen unsightliness?</i>	The proposal does not screen unsightliness.	Complies

Provision	Comment	Compliance
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	The proposed structure does not protrude above the existing overpass.	Complies
<i>Does the proposal require ongoing vegetation management?</i>	The proposal does not require any ongoing vegetation management.	Complies
5. Site and building		
<i>Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?</i>	The proposed structure is compatible with the scale and proportion of the overpass to which it is attached. The location and overall format of the structure is such that there is no overbearing effect on ongoing vehicular traffic, cyclists, or pedestrians. Additionally, the proposal is sympathetic to the bulk and architectural features of surrounding developments.	Complies
<i>Does the proposal respect important features of the site or building, or both?</i>	The proposed structure will not dominate the railway overpass to which it is attached. Rather, it will achieve a sensitive balance between fulfilling its purpose as a third-party advertisement and remaining subservient to the overall built form of the overpass. Further, the proposal does not jeopardise the heritage significance of the site and surrounding items.	Complies
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	The proposal demonstrates innovation through a structure with a digital display screen showing a variety of advertisements and other important civic messages including emergency responses and tourism and events (for instance the Vivid Festival). The structure is designed to show innovation and imagination through an appropriate scale, proportion, typology, and design.	Complies
6. Associated devices and logos with advertisement and advertising structures		
<i>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?</i>	All signage illumination, fixings and cabling will be concealed within the structure.	Complies
7. Illumination		
<i>Would illumination result in unacceptable glare?</i>	The proposed signage does not result in unacceptable glare as assessed in the Lighting Impact Assessment Report.	Complies
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	Given the size, scale, location, and proportion of the proposed advertisement structure, the proposal will not impact upon pedestrian or vehicular safety on the surrounding road network.	Complies
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	The closest proximity to residential accommodation is One Circular Quay and the Four Seasons Hotel. The Lighting Impact Statement (at Appendix C) identifies a maximum illuminance to	Complies

Provision	Comment	Compliance
	habitable windows of 1.82 lux, which is compliant with the relevant requirement of less than 2 lux.	
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	The brightness of the LEDs can be controlled to provide upper and lower thresholds as required and automatically via a local light sensor to adjust to ambient lighting conditions.	Complies
<i>Is the illumination subject to a curfew?</i>	No illumination curfew is proposed. The digital signage is to be in 24-hour operation.	Complies

8. Safety

<i>Would the proposal reduce the safety for any public road?</i>	The proposed signage will not impact upon or compromise the safety of the surrounding road network for vehicles, pedestrians, or cyclists given that the structure will primarily be situated at the same location as the existing sign. This assessed in further detail in the Traffic Safety Assessment (at Appendix E).	Complies
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>	<p>The proposal structure does not interfere with the existing footpaths and cycleways. The proposal therefore does not hamper the safety of pedestrians and cyclists.</p> <p>In terms of illumination, the lighting component of the proposed structure is compliant with the relevant Australian Standard.</p> <p>Potential impacts of the proposal on pedestrians and bicyclists are assessed in the Lighting Impact Assessment (at Appendix C) and the Traffic Safety Assessment (at Appendix E).</p>	Complies
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>	The proposed structure will not obscure sightlines from public areas that are of key importance. Additionally, the proposal will not hamper the safety of children and pedestrians.	Complies

In relation to **Section 3.11(2)(b)**, **Section ...** assesses the proposal against the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (**the Guidelines**).

4.4. TRANSPORT CORRIDOR OUTDOOR ADVERTISING AND SIGNAGE GUIDELINES 2017

Table 4 assesses the proposal against the relevant provisions and controls contained within the Guidelines.

Table 5 Electronic Sign Criteria

Provision	Comment	Compliance
Section 1.6 - Development applications in transport corridors		
Land Use Compatibility Criteria		
i. The use of outdoor advertising in a given locality should not be inconsistent with the	The site is within the Sydney Cove Redevelopment Authority (SCRA) Scheme. The proposed structure is	Noted

Provision	Comment	Compliance
land use objectives for the area outlined in the relevant LEP.	<p>along a railway corridor which supports important transportation infrastructure across Greater Sydney.</p> <p>The proposal will replace existing back-lit vinyl advertising signage that has an established history as a compatible land use that does not detract from the commuter corridor.</p>	
<p>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:</p> <ul style="list-style-type: none"> environmentally sensitive area heritage area (excluding railway stations) natural or other conservation area open space (excluding sponsorship advertising at sporting facilities in public recreation zones) waterway residential area (but not including a mixed residential and business zone, or similar zones) scenic protection area national park or nature reserve. 	<p>The sign will be primarily visible from the commercial developments located south of the site. The sign will not be visible from the public recreation space known as the First Fleet Park, located north-east of the site.</p> <p>The sign will not have an adverse impact on the amenity either to recreational areas or nearby commercial uses. It will be primarily viewed by pedestrians, bicyclists, and Light Rail passengers travelling north-bound on George Street.</p>	Yes
iii. Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.	The proposed sign does not dominate or protrude above the bridge or skyline to compromise views or character of the area. The proposal ensures structural alignment of the asset to the railway overpass and appropriate access is provided for maintenance.	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 Heritage Impact Statement (at Appendix D) demonstrates the proposal does not diminish the heritage values of the site and surrounding 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 should be used to enhance the visual landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.	The sign is proposed to be affixed to an existing bridge and within a highly urbanised setting. It is positioned to align with the existing structure of the overpass.	Yes
Section 2.5.8 - Digital signs (less than 20sqm in area)		
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	It is anticipated that conditions of consent can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.	Yes

Provision	Comment	Compliance
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	It is anticipated that conditions of consent can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other nearby signs.	Yes
c. The image must not be capable of being mistaken: (i) for a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device (ii) as text providing driving instructions to drivers.	It is anticipated that conditions of consent can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers. For instance, the advertisements must not instruct drivers to perform an action such as 'Stop'.	Yes
d. Dwell times for image display must not be less than: (iii) 10 seconds for areas where the speed limit is below 80 km/h (iv) 25 seconds for areas where the speed limit is 80km/h and over.	The minimum allowed dwell time is 25 seconds based on the posted speed limit of 40km/h. It is anticipated that conditions of consent can be imposed by the consent authority to ensure this minimum dwell time.	Yes
e. The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.	It is anticipated that conditions of consent can be imposed by the consent authority to ensure that the sign has a transition time of no more than 0.1 seconds and a black screen in the event of image failure.	Yes
f. Luminance levels must comply with the requirements in Section 3 below.	This area is Zone 1 as categorised in Section 3.3 of the Signage Guidelines. Acceptable luminance levels for this zone as specified in Table 6 of the Signage Guidelines are: no limit (full sun on face of signage), 6000cd/m2 (daytime), 600cd/m2 (twilight and inclement weather) and 200cd/m2 (night-time). It is anticipated that conditions of consent can be imposed by the consent authority specifying maximum allowable luminance levels.	Yes
g. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	It is anticipated that conditions of consent can be imposed by the consent authority to ensure that the signage images comply with requirements to not contain flickering or flashing content.	Yes
h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).	It is anticipated that conditions of consent can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.	Yes
i. Any sign that is within 250m of a classified road and is visible from a school zone must	The proposed structure is not within 250m of a classified road and is not visible from a school zone.	NA

Provision	Comment	Compliance
be switched to a fixed display during school zone hours.		
j. Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	All relevant traffic directions have been assessed on their own merits. This is assessed in the Traffic Safety Assessment at Appendix E .	Yes
k. At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.	Noted	Yes
Section 3.2 - Sign location criteria		
3.2.1 Road clearance		
a. The advertisement must not create a physical obstruction or hazard. For example:	The proposal is within the existing built form of the bridge and does not obstruct movement of commuters.	Yes
(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)?		
(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?		
(iii) Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?		
b. Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.	The proposed sign supports are not frangible.	Yes
c. Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in	The proposed sign is not located within a clear zone.	Yes

Provision	Comment	Compliance
height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.		
d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.	The proposed sign is capable of the wind loading requirements specified in AS 1170.1 and AS1170.2 with a vertical clearance of 5.31m to George Street. Detailed assessments will be provided prior to the issue of a Construction Certificate.	Yes
Additional road clearance criteria for digital signs: Digital signs greater or equal to 20sqm must ensure the following clearances: a. 2.5m from lowest point of the sign above the road surface if located outside the clear zone b. 5.5m from lowest point of the sign above the road surface if located within the clear zone or the deflection zone of a safety barrier, if installed. If attached to road infrastructure (such as an overpass), the digital sign must be positioned so that no portion of the sign is lower than the minimum vertical clearance under the overpass or supporting structure.	The proposed sign is not greater or equal to 20sqm.	Yes
3.2.2 Line of sight		
a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.	The sign is considered to not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings as the sign does not protrude the bridge. Refer Traffic Safety Assessment.	Yes
b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The proposal is affixed to a bridge and has a road clearance of 5.31m which is 0.17m greater than the road clearance measure of the existing sign. As such, no pedestrian or cyclist view is obstructed.	Yes
c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.	The proposed sign is positioned adjoining a bridge Clearance Zone sign. A traffic signal is provided directly south of the site along George Street. A separate light signal is provided for the light rail. The proposed sign is installed appropriately along the railway bridge such that it will not give incorrect information on the alignment of the road.	Yes
d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:	The proposal is located within the periphery of the driver's eyesight and will not require them to overextend themselves to be able to view the sign.	Yes

Provision	Comment	Compliance
(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.	
(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.	

3.2.3 Proximity to decision making points and conflict points

a. The sign should not be located:		The Traffic Safety Assessment prepared by Bitzios (at Appendix E) provides the following in this regard:	Yes
(i)	less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves	<ul style="list-style-type: none"> <i>The proposed sign will be located adjacent to the George Street/Alfred Street signalised/light rail intersection.</i> 	
(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	<ul style="list-style-type: none"> <i>Whilst the sign will be located within a 'decision point', it is directly in the same forward view as driving decision inputs and the movements of vehicles, pedestrians or cyclists along this narrow, slow-speed environment would be recognised simultaneously with a glance to the sign.</i> 	
(iii)	so that it is visible from the stem of a T-intersection.		
b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:			
(i)	of a road hazard	The proposal is in proximity to a key decision point being the George Street and Alfred Street intersection located approximately 15m before the sign. As detailed above, the Traffic Safety Assessment, the proposal does not distract a driver at a critical time.	Yes
(ii)	to an intersection		
(iii)	to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)	The sign is also proximate to the George Street and Essex Street intersection located approximately 120m before the sign. A signalised pedestrian crossing is also located at this intersection. The Traffic Safety Assessment of still images identifies that the although the sign is visible from approximately 200m from the site, content is unrecognisable, and it is only after the approach to the Essex Street intersection that the sign is clearly visible (after the key decision point). The pedestrian crossing is a simple decision-point environment and due to the simplicity and low cognitive load required to consider this in the same forward view as the sign it is unlikely to have an adverse impact on the safety of drivers.	
(iv)	to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.		

Provision	Comment	Compliance
3.2.4 Sign spacing		
The proposed site should be assessed to identify any road safety risk in relation to visual clutter and the proximity to other signs.	The proposed digital advertisement structure is on a railway corridor. The level of signage surrounding the site is commensurate with the highly urbanised context and does not contribute to visual clutter.	Yes
<p>Additional criteria for digital signs:</p> <p>a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</p>	The proposed digital advertisement structure is on a railway corridor and does not have a digital sign within 150m of the corridor.	Yes
Section 3.3 - Sign design and operation criteria		
3.3.1 Advertising signage and traffic control devices		
a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.	The proposal will not distract drivers or reduce their visibility of the directional signs and traffic signals in the area. Refer to the Traffic Safety Assessment.	Yes
<p>b. 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>	The proposal will not distract drivers or reduce their visibility of the directional signs and traffic signals in the area, including the appropriate stopping sight distance. Refer to the Traffic Safety Assessment.	Yes
<p>Additional criteria for digital signs and moving signs:</p> <p>a. The image must not be capable of being mistaken:</p> <p>(i) for a rail or traffic sign or signal because it has, e.g. red, amber or green circles, octagons, crosses or triangles or shapes or patterns that</p>	The applicant has a comprehensive process of reviewing content to ensure that signage is not interpreted as a traffic device or instruction to drivers.	Yes

Provision	Comment	Compliance
<p>may result in the advertisement being mistaken for a traffic signal</p> <p>(ii) as text providing driving instructions to drivers.</p> <p>b. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).</p>		
3.3.2 Dwell time and transition time		
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	The proposal will be limited to completely static content without any motion.	Yes
<p>b. Dwell times for image display must not be less than:</p> <p>(i) 10 seconds for areas where the speed limit is below 80km/h.</p> <p>(ii) 25 seconds for areas where the speed limit is 80km/h and over.</p>	The proposal seeks approval for a dwell time of 25 seconds per advertisement.	Yes
c. Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	The proposal will be conditioned as static content with instantaneous (0.1 second) transition, and a default image of black screen in the event of an error. Refer to the Plan of Management at Appendix H .	Yes
d. Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts.	Noted. The proposed asset will be limited to static content.	Yes
e. The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.	The applicant has a comprehensive process of reviewing content to ensure content does not dazzle or distract drivers. All content will be static and not include any flickering, flashing or motion.	Yes
<p>Dwell time criteria for moving signs:</p> <p>a. The image must be completely static from its first appearance to the commencement of a change to another display.</p> <p>b. Dwell times for image display are to be a minimum of 10 seconds which includes 3 seconds to scroll.</p>	The dwell time of 25 seconds will be limited to only static content.	NA
3.3.3 Illumination and reflectance		
<p>Illumination criteria for digital signs:</p> <p>a. Luminance levels must comply with the requirements in Table 6 below. As mentioned</p>	The proposal is compliant with the Transport Corridor Outdoor Advertising & Signage Guidelines.	Yes

Provision	Comment	Compliance
in the Light Impact Assessment the proposal is compliant with the Transport Corridor Outdoor Advertising & S		
b. The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	The proposal does not result in such effects.	Yes
3.3.4 Interaction and sequencing		
a. The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.	The proposal does not include technology which interacts with in-vehicle electronic devices or mobile devices.	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 Plan of Management (at Appendix H) includes content management protocols that will ensure message sequencing does not allow a driver to anticipate the next message.	Yes
Section 3.4 - Road safety review of new or modified signs		
RMS may review the crash history of any new or modified advertising signs after a three-year period to determine whether the sign has had an adverse effect on road safety. If RMS is of the opinion that a sign is a traffic hazard, RMS may direct the owner or occupier of the land on which the sign is situated or the person who erected the sign to screen, modify or remove the sign, regardless of whether or not the sign is the subject of a development consent under the Act or a consent under the Roads Act 1993.	Noted.	Yes
Section 3.5 - Road safety review of digital signs		
A road safety check which focuses on the effects of the placement and operation of all signs over 20sqm must be carried out in accordance with Part 3 of the RMS Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the sign's installation. The road safety check must be carried out by an independent RMS-accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to RMS and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant. In cases where the applicant is the RMS the	The proposal is less than 20sqm as such a Road Safety Audit is not required.	NA

Provision	Comment	Compliance
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report is to be provided to the Department of Planning and Environment as well.

Section 4 - Public benefit test for advertisement proposals

4.2 What is an appropriate public benefit?

<p>The level of public benefit for a given I&E SEPP advertisement is to be negotiated and agreed upon between the consent authority and the applicant. The public benefit can be provided as a monetary contribution or as an 'in-kind' contribution. Both monetary and in-kind contributions must be linked to improvements in local community services and facilities including benefits such as:</p> <ul style="list-style-type: none"> improved traffic safety (road, rail, bicycle and pedestrian) improved public transport services improved public amenity within, or adjacent to, the transport corridor support school safety infrastructure and programs other appropriate community benefits such as free advertising time to promote a service, tourism in the locality, community information, or emergency messages. 	<p>As detailed in Appendix F, the proposal is consistent with the public interest as it will generate revenue for Sydney Trains to be used to fund improvements to essential public infrastructure and other rail programs that allow for the maintenance and operations of the wider Sydney Trains network both in regional and wider state where Sydney Trains operates.</p> <p>In addition to generating revenue, the proposed structure will display information regarding important civic messages in the event of the following:</p> <ul style="list-style-type: none"> Emergency or unplanned operations, Any other station emergency, Any major disruption which is likely to cause delays to train running times, Sydney Trains promotions and events, and Amber messaging alerts by NSW Government Emergency and Police Agencies. <p>As such, the proposal will deliver public benefit.</p>	Yes
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4.5. SYDNEY COVE REDEVELOPMENT AUTHORITY SCHEME

The statutory environmental planning instrument for land in The Rocks is the Sydney Cove Redevelopment Authority (**SCRA**) Scheme. The SCRA Scheme was prepared under the former Sydney Cove Redevelopment Authority Act 1968 and operates under the saving provisions of the EP&A Act. It therefore has the same effect as an environmental planning instrument (such as a Local Environmental Plan).

The SCRA Scheme includes drawings identified as – XL, XLI, XLII, XLIII, XLIV, XLV, XLVI, XLVII, XLVIII, XXXIV, XXXV, XXXVI, XXXVII, XXXVIII, XXIX, XXXIX, XXXI, XXX, XXVI, XXVII, XXVIII. These drawings provide the permissibility and development controls for the site contained within the map.

The site of this proposal is located within the drawing identified as 'XXXIX', as shown in **Figure 13** below.

Permissibility

Building Site Control Drawing XXXIX-A (1) lists the permitted uses as both 'Commercial' and Special'.

Notwithstanding that the SCRA Scheme does not provide information regarding the permissibility of third-party advertisements, the proposal is permissible pursuant to the Industry and Employment SEPP.

Building site control and building envelope control

Building Site Control Drawing XXXIX-B (2) provides a height restriction of Reduced Level (RL). These are related to buildings and are not applicable to this proposal.

Vehicle routes

George Street is nominated as a vehicle route under the provisions of the SCRA Scheme. The vehicle route is shown on Building Site Control Drawing XXXIX-A (1). No change is proposed to the existing vehicle route along George Street as part of this application. As described in the Traffic Safety Assessment (at **Appendix E**) the proposal does not cause a detrimental impact on the movement of vehicles along George Street.

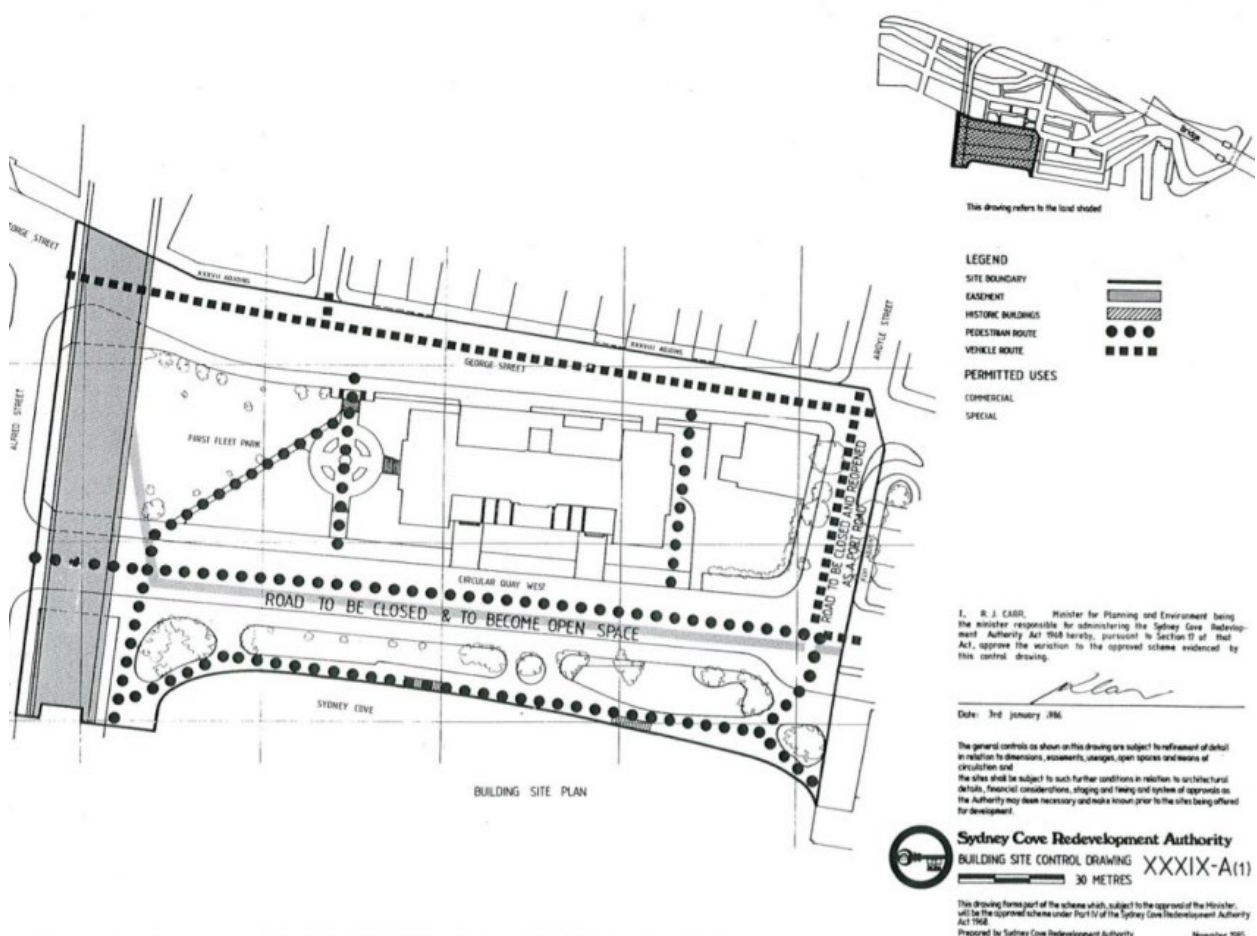
Pedestrian routes

Circular Quay West is identified as a pedestrian access. There are several pedestrian routes along the First Fleet Park and the foreshore area. The proposal does not have an impact on pedestrian routes. As assessed in the Traffic Safety Assessment, the safety of pedestrians is not jeopardised as a result of this proposal.

Easement

The road corridor above George Street is identified as an easement. The proposed works will not have any impact on this easement.

Figure 13 Sydney Cove Redevelopment Authority Scheme – Map XXXIX



Source: Sydney Cove Redevelopment Authority Scheme

The proposed replacement signage is consistent with the relevant provisions of the EP&A Act and SEPP.

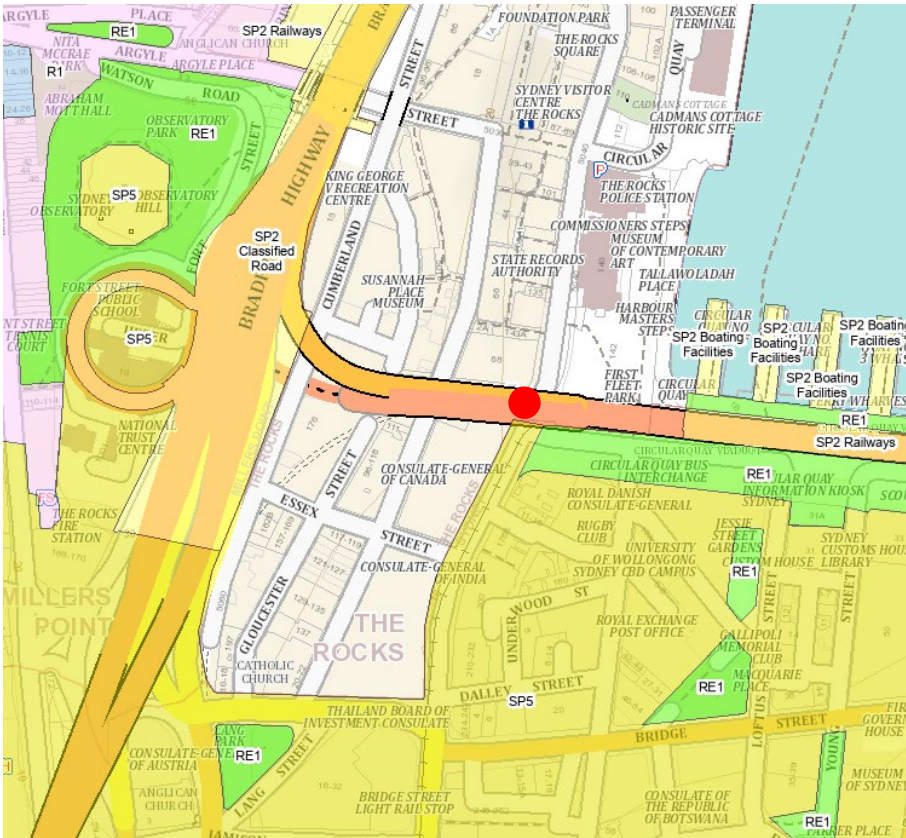
4.6. SYDNEY LOCAL ENVIRONMENTAL PLAN 2012

Under the EP&A Act, the site is zoned SCRA - Sydney Cove Redevelopment Authority Scheme (refer Figure 14). The proposal does not require assessment against the Sydney Local Environmental Plan 2012 (LEP).

Notwithstanding that the LEP is not applicable to the site or the proposal, an assessment against relevant LEP provisions has been undertaken to provide a broader planning reference to the site and the proposal.

The following table assesses the compliance of the proposal with relevant clauses in the LEP.

Table 6 LEP Compliance

Clause	Consistency
2.1 Land Use Zones	<p>As shown in Figure 14 below, the site sits within the Sydney Cove Redevelopment Authority Scheme area identified in white and is outside the LEP zoning.</p> <p>The proposed advertisement sign is permissible with consent as it is considered ancillary to the existing railway corridor. The permissibility is determined by the Industry and Employment SEPP.</p> <p>Figure 14 Zoning Map</p> 
5.3 Development near zone boundaries	<p>The proposal is consistent with the objectives of both the SCRA and the adjacent Metropolitan Centre zone. The development supports compatible land uses planning.</p>
5.10 Heritage conservation	<p>The Heritage Impact Statement (at Appendix D) assesses the potential impacts of the proposed development on the heritage significance of the site and the surrounding heritage items. Further discussion is provided at Section 5.3.</p>

Based on the above, it is considered that the proposal complies with relevant provisions within the LEP.

4.7. DEVELOPMENT CONTROL PLAN

The site is located within The Rocks. The applicable environmental planning instrument for land within The Rocks is the Sydney Cove Redevelopment Authority Scheme. The site is not within the Land Application Map under the LEP. Therefore, the LEP and Sydney Development Control Plan 2012 (**DCP**) do not apply. However, the below provides a broad compliance assessment against the relevant DCP provisions.

- **Locality and context** – The site is located within the Circular Quay Special Character Area. The proposed structure is consistent with the overall character of the area. The site is in an area comprising mixed-use developments, including retail and business premises. As such the proposal does not result in a negative impact on surrounding land uses. The proposed structure is a replacement of the existing structure on site, ensuring there is no detrimental impact on Circular Quay as a special character area.
- **Heritage consideration** – The proposal is a sympathetically designed contemporary digital advertisement structure that will not detract from the heritage significance of the site or surrounding land.
- **Impact on sensitive uses** – A recreational park known as the ‘First Fleet Park’ is located north-east of the site. The proposed replacement of the two existing vinyl signs with a single digital advertisement sign does not impact the amenity of the patrons. The proposed illumination will not result in any unacceptable glare and will comply with all relevant Australian Standards and guidelines. Further, the proposal does not negatively impact the residential accommodation located 50m south of the site.
- **Visual clutter** – The proposed digital advertisement structure is on a railway corridor and does not have contribute visual clutter. The overall proposal consolidates and reduces two advertising structures to a single advertising structure, rationalising signage and improving the amenity of the area.
- **Illumination impact** – The illumination of signage will not result in any unacceptable glare and will comply with all relevant Australian Standards and guidelines. The proposal does not impact sensitive uses such as First Fleet Park. Surrounding residential accommodation remains unaffected as a result of the proposal. The proposed advertisement structure will not flash, pulsate, flicker, or have chasing lights. The proposed digital signage is illuminated using LEDs installed within the front face. The brightness of the LEDs shall be controlled to provide upper and lower thresholds as required as well as automatically via a local light sensor to adjust to ambient lighting conditions. The signage includes baffles which mitigate upward waste light, resulting in an Upward Light Ratio (**ULR**) of less than 50%. Further, as assessed in the Lighting Impact Assessment (at **Appendix C**), the proposal is capable of compliance with the lighting controls identified in the DCP.
- **Road safety** – The size and proportion of the structure is such that it does not create a road safety hazard along surrounding road network for vehicles, pedestrians, or cyclists.

5. ASSESSMENT OF KEY ISSUES

5.1. AMENITY AND CONTEXT

The replacement of the existing large-format backlit vinyl sign with a digital sign is positioned to optimise exposure to pedestrian and traffic movement along George Street. The Circular Quay precinct located further east of the site is a prominent location for cultural and recreational uses within Sydney.

The Circular Quay Renewal Project is set to create a more dynamic space for visitors and locals to enjoy new places to eat, drink and shop. The Circular Quay Renewal Project considers options to upgrade the wharves and revamp the train station to reaffirm Circular Quay as a key transport hub for Sydney. This is expected to result in an increased number of visitors to the precinct, allowing for an increased number of people viewing the advertisements. Therefore, the proposal reflects the strategic location of the site within The Rocks which provides opportunity for cultural and recreational activities.

The DA is sympathetic to the surrounding areas with State significance including the Darling Harbor and Sydney Opera House. The removal and installation of the structure will not impact the heritage significance of the Circular Quay railway viaduct. The proposal ensures the viaduct continues to provide an interesting and significant contrast to the Cahill Expressway located above it.

The proposal is compatible with the scale of the viaduct. The proposed digital structure occupies a similar area as the existing backlit vinyl sign along the viaduct. The area covered by the signage is minor compared to the total length of the viaduct. Further, the new signage will not be welded or bolted to the existing bridge girder. It will be clamped to the existing bridge without the need for drilling, bolting, or welding. The significant fabric is thus protected, and the sign is fully reversible at a later date.

5.2. PUBLIC BENEFITS

Clause 3.11(2)(b)(iii) of the Industry and Employment SEPP requires that the consent authority is satisfied that the proposal is acceptable in terms of public benefits provided in connection with the advertisement. Further, Section 4 of the Guidelines outlines how certain outdoor advertisements must meet a public benefit test to ensure that the advertising will result in a positive gain or benefit for the community. Accordingly, a Public Benefits Statement has been prepared by Sydney Trains (TfNSW) and is provided at **Appendix F**.

The proposal provides public benefit and is consistent with the Industry and Employment SEPP as it provides Sydney Trains with an on-going revenue stream arising from the display screen being privately leased for display purposes. All the revenue generated to Sydney trains from the digital sign will be invested back into the rail network and directed towards maintenance and upgrade works, ensuring enhanced transport services to the public. The proposal represents a valid means to provide such revenue and ultimately provide public benefit.

Further, the revenue generated can also be used to facilitate other Sydney Trains projects which will benefit the public, including the future roll-out of 'gap buffers' within Sydney CBD stations located close to the subject site. Other projects underway include the Transport Access Program, which will benefit both the local community and broader community when travelling to railway stations that do not currently provide access (via lifts, new canopy covers, upgraded footpaths and improvements to wayfinding) for persons with a disability limited mobility, carers/parents with prams and customers with luggage, through the provision of lifts. Residents and visitors of The Rocks may travel to stations that lack these facilities, and the Transport Access Program will provide a benefit to residents / visitors travelling to those stations.

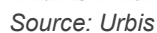
As the sign is positioned at a key location with the Rocks, it will provide further public benefit to Sydney Trains, TfNSW, and emergency services to display instantaneous safety or public awareness messages. In addition to the on-going revenue stream, the digital screen will be used to provide important information to customers and the public in event of the following:

- Station emergency situations;
- Any major disruption which is likely to cause delays to train running times;
- Sydney Trains and TfNSW promotions and events; and
- Threat-to-life alerts by NSW Government Emergency and Police Agencies.

The proposal is acceptable in terms of public benefits provided in connection with the advertisement.

The subject site is identified as a state heritage item (SH01112) known as 'Circular Quay Railway Station group', as shown in Figure 16 below. The site is also surrounded by other listed heritage items including:

- Figure 15 LEP Heritage Map



- The proposed LED digital screen is compatible with the scale of the viaduct. The area of the existing signage is not altered. The area of coverage of the existing signage is minor compared to the length of the viaduct.
- The signage is not welded or bolted to the existing bridge girder. The signs are clamped to the existing bridge; no drilling, bolting or welding is required. The significant fabric is thus protected, and the work will be fully reversible at a later date.
- The LED digital screen will produce similar luminosity levels as the existing light box illuminated sign. The changeover of advertising on the LED screen on a 25 second basis will not introduce any new impacts on the heritage significance of the viaduct.
- The proposed signage is located within the immediate vicinity of heritage items and areas within The Rocks. The proposal will have a minimal impact on the heritage items within The Rocks, given that it is located on the southern side of the viaduct.

- The proposed signage will not further obscure the already restricted view corridors towards these items, created by the massing and scale of the viaduct and expressway. The LED digital screen will not reduce the already limited enjoyment of these items to be obtained from south of the viaduct.
- The proposed conversion of the existing signage to a LED digital screen will have a minimal impact on the heritage items and special character areas within the City of Sydney. Signage is already a significant element within the George Street streetscape. Existing streetscape elements and trees will assist in the integration of the proposed LED screen into the streetscape.

5.4. ACCESS, TRANSPORT AND TRAFFIC

A Traffic Safety Assessment (at **Appendix E**) includes a literature review of the relationship between distraction, crashes and large-format digital signage. It also confirms the chain of events that is required to link a digital sign to increased crash rates is immeasurably small. The Traffic Safety Assessment concludes:

- The proposed sign will not obstruct or interfere with the view of or restrict sight distances to any intersections, traffic control devices, vehicles, pedestrians, or cyclists given its location above the road.
- Crash data for a period of five years has been reviewed to inform the road safety assessment of the site, identifying a low crash rate. Only one crash was reported between 2019 and 2023. The proposed sign is not in a location where rapid and complex driving decisions need to be made and is a very low risk to driver distraction and a negligible risk to distraction-related crashes.
- The proposed sign is not expected to reduce the safety of any traffic, pedestrians, or cyclist movements given its location above the road. It will be located within a driver's ordinary field of view and a glance to the sign will still permit co-incident recognition of signal changes and vehicle, pedestrian, and cyclist movements in the forward view.
- The proposal will not obstruct or interfere with the view of or restrict sight distances to any intersections, traffic control devices, vehicles, pedestrians, or cyclists given its location above the road. as such, the proposal complies with the requirements of the Transport and Infrastructure SEPP and the Transport for NSW Advertising Sign Safety Assessment Matrix in terms of obscurity, positioning and sign clutter.

5.5. LIGHTING IMPACT

A Lighting Impact Assessment (at **Appendix C**) identifies the following conditions that could be imposed to ensure compliance all relevant lighting requirements of the Sydney DCP 2012:

- **Condition 1:** Before the existing illuminated signage is decommissioned, a 100% white image must be installed, and with that image in place, on site luminance measurements shall be undertaken by a qualified lighting engineer to determine the average luminance of the signage. Luminance measurements shall be undertaken at night time (a minimum of 1 hour after sunset) and a report shall be provided to Council with the results.
- **Condition 2:** Once the signage is installed, it must be set to display a 100% white image and be commissioned such that the maximum average luminance during night time operation does not exceed 200 cd/m² and also does not exceed the luminance level of the existing signage determined in Condition 1. A qualified lighting engineer shall provide a report to Council confirming that the signage has been commissioned correctly and that the luminance levels comply with the requirements.

The Lighting Impact Assessment concludes the following:

- The proposed digital signage complies with all relevant requirements of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting and Sydney DCP (Signs and Advertisement) 2012.
- Where the conditions outlined in the Assessment are imposed in the consent, the proposed digital signage will comply with all relevant lighting requirements of the Sydney DCP.
- In complying with these requirements, the proposed signage should not result in unacceptable glare, nor should it adversely impact the safety of pedestrians, residents or vehicular traffic. The proposed signage should not cause any reduction in visual amenity to nearby residences or accommodation.

5.6. BIODIVERSITY

The Ecological Impacts Assessment (at **Appendix G**) assesses the proposal and impacts on biodiversity. The site is not mapped on the Biodiversity Values Map and does not trigger any Biodiversity Offset Scheme.

A Test of Significance was undertaken to determine whether the development is likely to significantly affect threatened species, ecological communities, or their habitats, in accordance with the Test of Significance prescribed under Section 7.3 of the Biodiversity Conservation Act 2016. The Test of Significance concludes that no impacts to threatened spaces are anticipated. The Ecological Impacts Assessment concludes that no impacts are expected to be significant under Section 7.3 of the *Biodiversity Conservation Act 2016*.

6. SECTION 4.15 ASSESSMENT

The following planning assessment has been undertaken in accordance with the requirements of Section 4.15 of the Environmental Planning and Assessment Act 1979 (the EP&A Act).

6.1. ENVIRONMENTAL PLANNING INSTRUMENTS

The proposed development has been assessed in accordance with the relevant state and local environmental planning instruments in Section 4.

This SEE and the supporting documentation demonstrate that the proposal is generally consistent with the relevant environmental planning instruments and achieves the objectives of the relevant provisions..

6.2. DRAFT ENVIRONMENTAL PLANNING INSTRUMENTS

No draft environmental planning instruments are relevant to this proposal.

6.3. PLANNING AGREEMENT

No planning agreements are relevant to this proposal.

6.4. REGULATIONS

This application has been prepared in accordance with the relevant provisions of the Environmental Planning and Assessment Regulations 2021.

6.5. LIKELY IMPACTS OF THE SITE

The proposal is unlikely to result in any adverse environmental, social or economic impacts with consideration of the following:

- The proposed development will not create any adverse impacts on the heritage significance of the site.
- George Street is capable of accommodating the proposed development with negligible impact on the ongoing road traffic. Additionally, surrounding street networks remain unaffected by the proposal.
- The proposal will not result in the removal of significant biodiversity, nor have any adverse impacts on the waterways and natural landscape.
- The proposed structure is integrated and forms a part of the overpass and does not obscure or compromise any important views at street level.

6.6. THE SUITABILITY OF THE SITE

The site is highly suitable for the proposed development for the following reasons:

- The proposal seeks to replace two existing third-party vinyl advertisements and is permissible with development consent as per Clause 3.14 of the Industry and Employment SEPP.
- The proposed structure is compliant with relevant planning considerations, specifically regarding illumination and dwell times and does not comprise safety for vehicles, pedestrians and cyclists.
- The proposal does not conflict with any of the surrounding land uses in the locality.
- Technical reports and assessments demonstrate the site is capable of being developed in the manner proposed without any adverse impacts.

6.7. ANY SUBMISSIONS MADE IN ACCORDANCE WITH THE ACT OR REGULATIONS

Any submissions received by DPHI will be considered under Section 4.15 of the EP&A Act.

6.8. THE PUBLIC INTEREST

The proposal does not present any issues that are contrary to the public interest. The proposed digital advertisement structure provides an opportunity for multiple advertisements to be run at an appropriate dwell time, resulting in a better outcome to the vinyl advertisement currently in place. The structure is designed to ensure sensitive land uses such that of residential and recreational nature remain unaffected.

The proposal will generate revenue for Sydney Trains which will be used to fund public amenities as well as upgrades to essential public infrastructure and other rail programs. The NSW State Government allocates this revenue to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across NSW. Along with third-party advertisements, the proposed structure will also display emergency messages regarding road safety or other public awareness messages, ensuring safety of vehicles and pedestrians, further facilitating the public interest.

Key partnerships with JCDecaux facilitate the promotion of important public messages. This has been most recently exemplified with a number of successful campaigns such as 'Shop Local' encouraging stimulation of localised economies, 'Thank you' campaign for the Australian essential workers, and most recently the 'National Vaccine Tally' in a drive to encourage Australians to book their vaccinations. It is JCDecaux's partnerships with key authorities that enables these campaigns to reach broad audiences in diverse formats for the betterment of the general public. A Public Benefit Statement has been prepared by Sydney Trains.

7. CONCLUSION

The SEE demonstrates the proposal is appropriate for the site and the locality as summarised below:

- **The proposal satisfies the applicable planning controls and policies** – The proposal is consistent with the objectives of all relevant planning controls and achieves a sound design form. The proposal is generally compliant with the controls regarding built form, illumination, and operations contained within the Industry and Employment SEPP, the Transport Corridor Outdoor Advertising and Signage Guideline, and the Sydney Cove Redevelopment Authority Scheme.
- **The proposal will not result in any adverse environmental impacts** – The proposal will not cause any negative environmental impacts, in relation to natural biodiversity, vegetation, or waterways. The proposal does not hamper any significant features of the Circular Quay Special Character Area.
- **The proposal is an appropriate built form in the streetscape** – The built form and scale of the proposed digital advertisement structure is smaller than the total size of the two existing vinyl advertisements on site. Despite a minor increase of the size to an existing asset to the west being replaced, the proposal ensures there is not an appearance of additional bulk along the overpass. The proposed structure is designed to be sympathetic to the character of the locality and surrounding land uses. The proposed structure will not threaten the safety of vehicles, pedestrians and cyclists.
- **The proposal will offer a high standard of amenity** – The proposal will retain the amenity and safety of patrons to the First Fleet Park. The illumination element of the structure is compliant with the relevant controls, ensuring surrounding land uses and developments remain unaffected.
- **The proposal is in the public interest** – The proposal is in the public interest as it does not hamper the safety for vehicles, pedestrians and cyclists. Further, the proposed advertising structure will display emergency messages regarding road safety or other public awareness messages, ensuring the proposal sits well within the public interest. The proposal allows Sydney Trains to generate revenue which will be invested back into the rail network and directed towards maintenance and upgrade works, ensuring enhanced transport services to the public.

This SEE concludes that the proposal can be approved subject to appropriate conditions of consent.

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