

Statement of Environmental Effects

Existing Advertising Signage
TfNSW Pedestrian Bridge
Warringah Road, Forestville

July 2025

transport.nsw.gov.au

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Appendix 6	Public Benefit Statement
Appendix 7	Estimated Development Cost Statement
Appendix 8	Copy of existing Development Consent
Appendix 9	Copy of notification letter to Council

Project Summary

Project Element	Summary of the project
Proposal	<ul style="list-style-type: none"> the proposal seeks to continue the operation of the existing approved static internally illuminated advertising sign facing eastbound traffic on the pedestrian bridge at Warringah Road for a further 15-years no physical works are proposed to the signage structure
Background	<ul style="list-style-type: none"> The sign was approved by the Department of Planning, Housing and Infrastructure (DPHI) on 06/10/2010 (DA 056-08-2010) for a period of 15 years (refer Appendix 8) the consent therefore lapses on 06/10/2025
Site Description	<ul style="list-style-type: none"> the sign is located on the south-western elevation of a TfNSW pedestrian bridge located over Warringah Road at Forestville the sign is oriented towards vehicles travelling eastbound on Warringah Road the site is located within the Northern Beaches LGA
Advertising Display Area	<ul style="list-style-type: none"> Signage structure dimensions: 18.18m x 1.68m per sign (30.54m²) Panel dimensions: 18m x 1.5m (27m²) Logo area: 0.88m² Advertising area: 31.42m² (sign and logo)
Road Safety Impacts	<ul style="list-style-type: none"> a Signage Safety Assessment (SSA) has been prepared (Appendix 3) the SSA confirms the existing signage: <ul style="list-style-type: none"> is legible at a distance of approximately 60m; is located within the safe stopping distance, however, it will not be visible to motorists; complies with the relevant road safety criteria; and will not compromise safety for road users.
Lighting Impacts	<ul style="list-style-type: none"> a Lighting Impact Assessment (LIA) has been prepared (Appendix 4) the findings of the LIA demonstrate that if the existing signage operates in accordance with the maximum permitted luminance, it will not result in: <ul style="list-style-type: none"> unacceptable glare, nor shall it adversely impact the safety of pedestrians, residents or vehicular traffic any unacceptable amenity impacts to nearby residential dwellings, or accommodation or environmental receivers
Residential Impacts	<ul style="list-style-type: none"> the site is located in close proximity to low density residential properties, predominantly in the form of dwelling houses. an assessment of the visual impacts on these properties is provided at Section 6 which concludes that the continued operation of the existing signage is not anticipated to adversely impact on nearby residential properties
Heritage Impacts	<ul style="list-style-type: none"> the site is not located in close proximity to any heritage items. no adverse heritage impacts are anticipated as a result of the continued operation of the sign further assessment is provided at Section 6
Public Benefit	<ul style="list-style-type: none"> a Public Benefit Statement prepared by TfNSW (Appendix 6) confirms the revenue will support essential TfNSW services
EDC	<ul style="list-style-type: none"> \$35,555

Table 1 Project Summary

1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) on behalf of *Transport for NSW* (TfNSW) (the Applicant) to accompany a Development Application (DA) to continue the operation of an existing approved advertising sign for an additional 15 years at Warringah Road, Forestville, within the Northern Beaches Local Government Area (LGA).

As TfNSW is the Applicant, the Minister for Planning and Public Spaces (the Minister) is the consent authority for the application, as prescribed under Section 3.10(d)(iii) of *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP). Accordingly, this SEE has been prepared and is submitted to the Department of Planning, Housing and Infrastructure (DPHI) pursuant to the provisions of Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Further, as the Applicant is a public authority, the subject application is a Crown Development Application pursuant to Part 15, Section 294 of the *Environmental Planning and Assessment Regulation 2021* (EP&A Regulation) and Part 4, Division 4.6 of the EP&A Act.

This SEE also includes a detailed assessment of the operation of the proposed application against the requirements outlined in the *Transport Corridor Outdoor Advertising and Signage Guidelines, Assessing Development Applications under SEPP 64* (DP&E, 2017) (Signage Guidelines).

The existing development consent (DA 056-08-2010) was granted 6 October 2010 for a period of 15 years. Therefore, this consent lapses on 6 October 2025. This application seeks to continue the operation of the existing approved advertising signage for a period of 15 years.

No physical works are proposed to the approved advertising structures. Accordingly, the estimated development cost is limited to consultant fees which totals \$35,555 (Appendix 7).

This SEE should be read in conjunction with the following supporting documents:

Supporting documentation	Appendices
SEPP & Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Signage Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Structural Feasibility and Safety Report	Appendix 5
Public Benefit Statement	Appendix 6
Estimated Development Cost Statement	Appendix 7
Copy of existing Development Consent	Appendix 8
Copy of notification letter to Council	Appendix 9

Table 2: List of Appendices

2 The Site and Locality

2.1 Site Description

The existing static sign is located on the south-western elevation of the TfNSW pedestrian bridge, facing east bound traffic. It is located to the south-west of the intersection of Forestville Avenue with Warringah Road.

The bridge allows pedestrians to safely cross Warringah Road, providing access to bus routes and residential areas.

Warringah Road is a state classified road (no. 328) which travels in a general northeast-southwest direction as it passes the site. Warringah Road connects Roseville in the west to Brookvale and Dee Why in the east. There are a number of intersections located in proximity to the sign as outlined below:

- Forestville Avenue / Warringah Road – approx. 70m east of the site
- Laurel Chase / Warringah Road – 210m south-west of the site
- Ryrie Avenue / Warringah Road – 300m south-west of the site

The context of the surrounding area is shown at Figure 1.

The pedestrian bridge as viewed from the pedestrian path on the eastern side of Warringah Road is shown at Figure 2.



Figure 1: Site context (Source: Nearmap)



Figure 2: Existing sign as viewed from the eastern side of Warringah Road (Source: Keylan)

2.2 Surrounding Locality

The existing advertising sign is located and visible within an established TfNSW road corridor. The surrounding locality is predominantly residential in character. Key features surrounding the site include:

- to the north of the site is the First Choice Liquor Market, which fronts Arthur Street, separating the site from low density residential dwellings;
- Warringah Road begins to travel on a general east-west orientation to the east of the sign, with low-medium density residential dwellings fronting the road corridor;
- to the south of the sign is low density residential areas, with the Forestville RSL Club approximately 260m south-east; and
- to the west of the site is a large low density residential area.

A review of aerial and street view photography confirms that the surrounding locality has remained relatively unchanged since the original approval.

An aerial comparison of the site from 2010 to 2025 is provided at Figure 3 and Figure 4 below. The area as viewed from the site today is provided at Figure 5.



Figure 3: Aerial view of the site in 2010 (Base source: Nearmap)

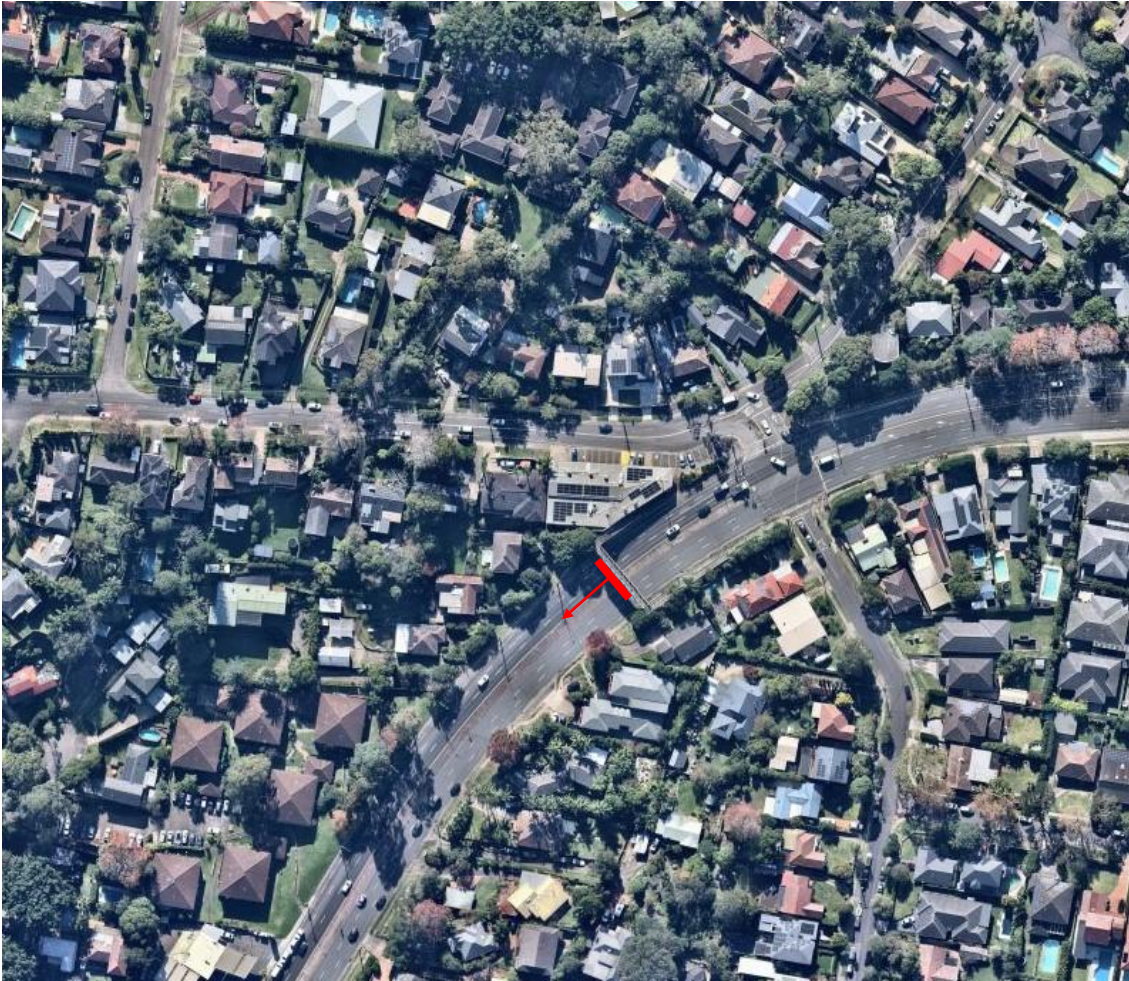


Figure 4: Aerial view of the site in 2025 (Base source: Nearmap)



Figure 5: View from the pedestrian overpass looking south-west along Warringah Road (Source: Keylan)

2.3 Existing Road Environment

Warringah Road is an established, arterial road corridor. At the location of the site, the corridor comprises three lanes travelling north-east and three lanes travelling south-west. Warringah Road's kerbside lane is a clearway between the hours of 6AM-7PM on weekdays, and from 9AM-6PM on weekends. At all other times, there is no parking permitted.

On approach to the site, a speed limit of 70km/hr applies in both directions.

3 Background

On 6 October 2010, the Minister for Planning granted approval to DA 056-08-2010 (original application) for the installation of a backlit 'supersite' static advertising structure and the display of advertisements on these structures on the south-west elevation of the pedestrian bridge over Warringah Road.

The consent was granted for a period of 15 years from the date of commencement of consent. On this basis, the consent will lapse on 6 October 2025.

A copy of the original consent is provided at Appendix 8 and extracts of the approved plans are shown in Figure 6 and Figure 7 below.

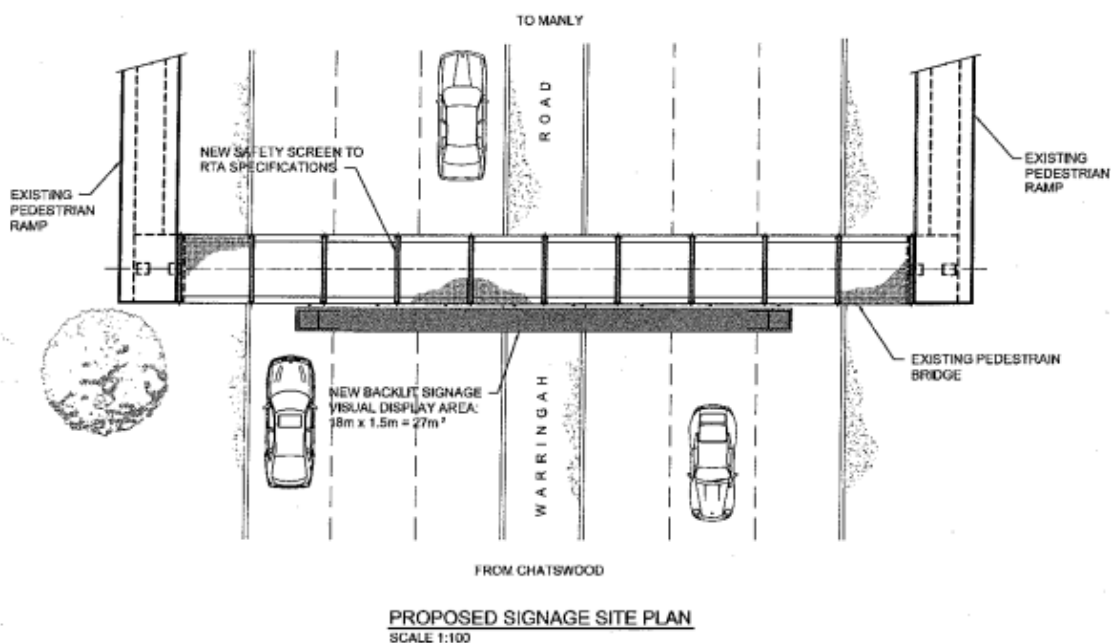


Figure 6: Stamped Plans – site plan (Source: DPFI)

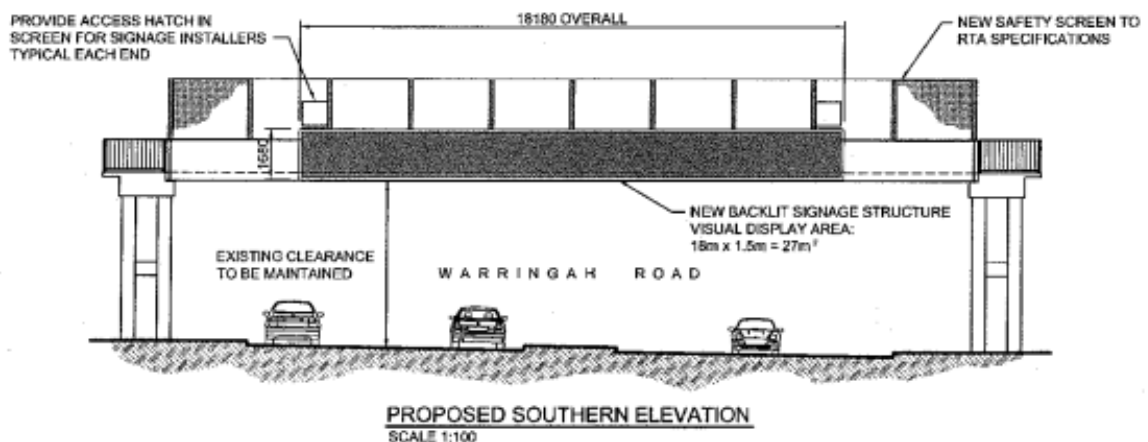


Figure 7: Stamped Plans – southern elevation (Source: DPFI)

4 The Proposal

The proposal seeks approval to continue the operation of the existing internally lit, static advertising sign on the TfNSW pedestrian bridge at Warringah Road, Forestville, for a further 15 year period.

The development is summarised in the table below.

Development Aspect	Description
Development summary	<ul style="list-style-type: none"> on 6 October 2010, a static, internally lit sign on the pedestrian bridge was approved by the Department of Planning and Environment (now Department of Planning, Housing and Infrastructure) the proposal seeks to continue the operation of the existing approved advertising signage for a further 15 years no physical works are proposed to the signage structure
Signage location	<ul style="list-style-type: none"> the sign is located on the south-western elevation of the Warringah Road Pedestrian bridge, near the intersection of Warringah Road, Forestville Avenue and Arthur Street.
Advertising display area	<ul style="list-style-type: none"> 31.42m² (18.18m x 1.68m + 0.88m² logo) It is noted that the logo is affixed to the sign.
Road clearance from ground level to the sign	<ul style="list-style-type: none"> Approximately 5.46m clearance from the bottom of the sign to the ground level.
Signage exposure	<ul style="list-style-type: none"> the sign is legible from a distance of 60m The signage structure is partially visible to motorists from a maximum distance of 320m
Consent time period	<ul style="list-style-type: none"> 15 years

Table 3: Development summary

Architectural drawings for the sign are shown in the figures below and provided within the Architectural package at Appendix 2.

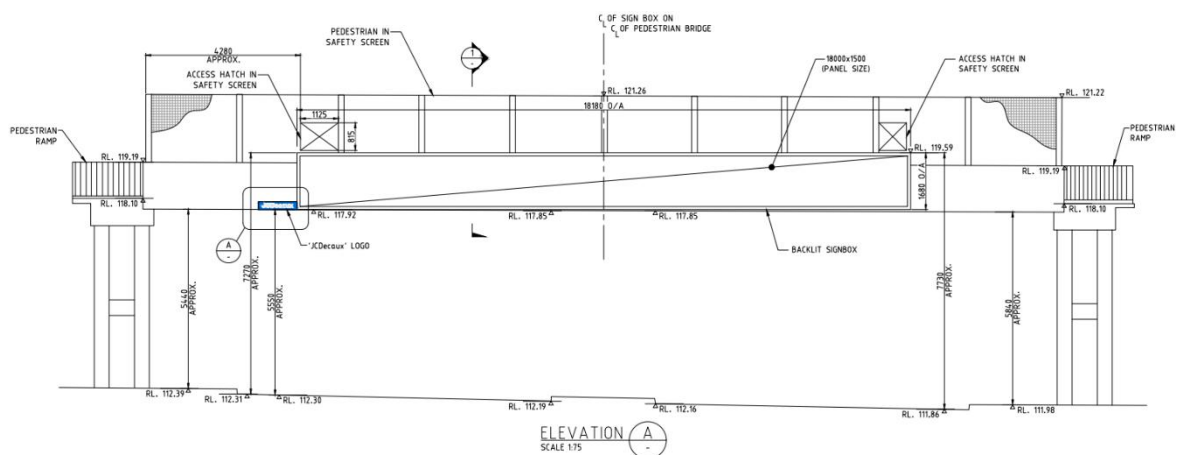


Figure 8: Sign elevation – south-west (Source: Dennis Bunt Consulting Engineers)

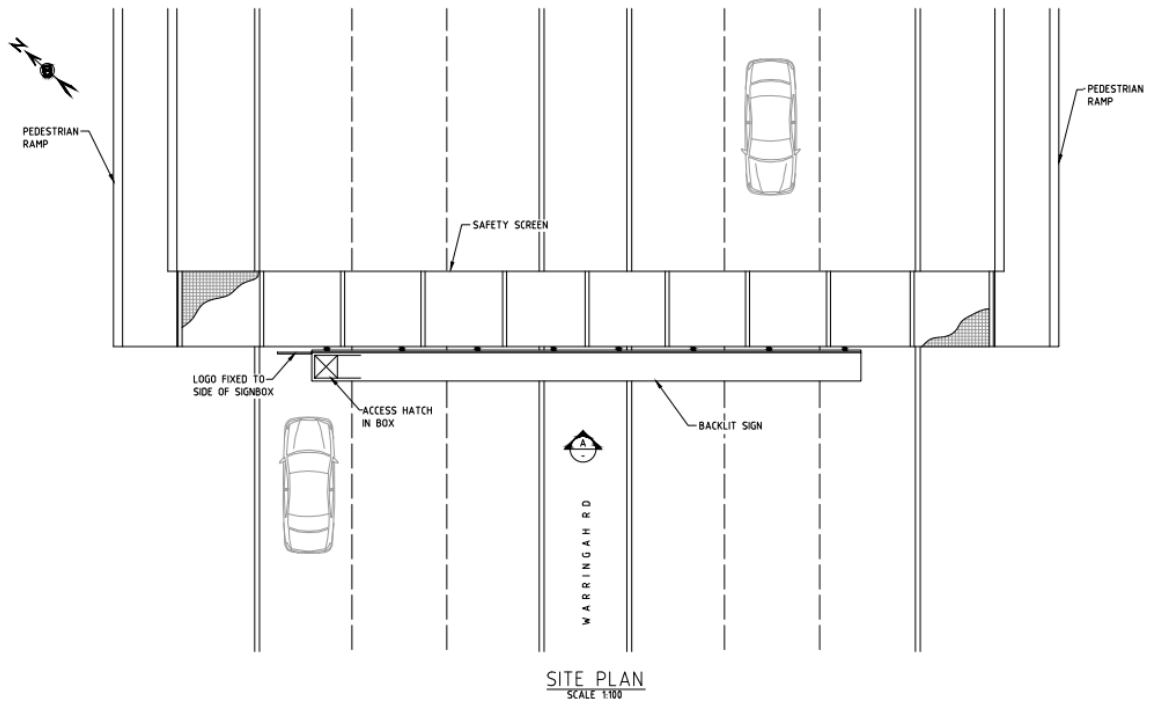


Figure 9: Site Plan (Source: Dennis Bunt Consulting Engineers)

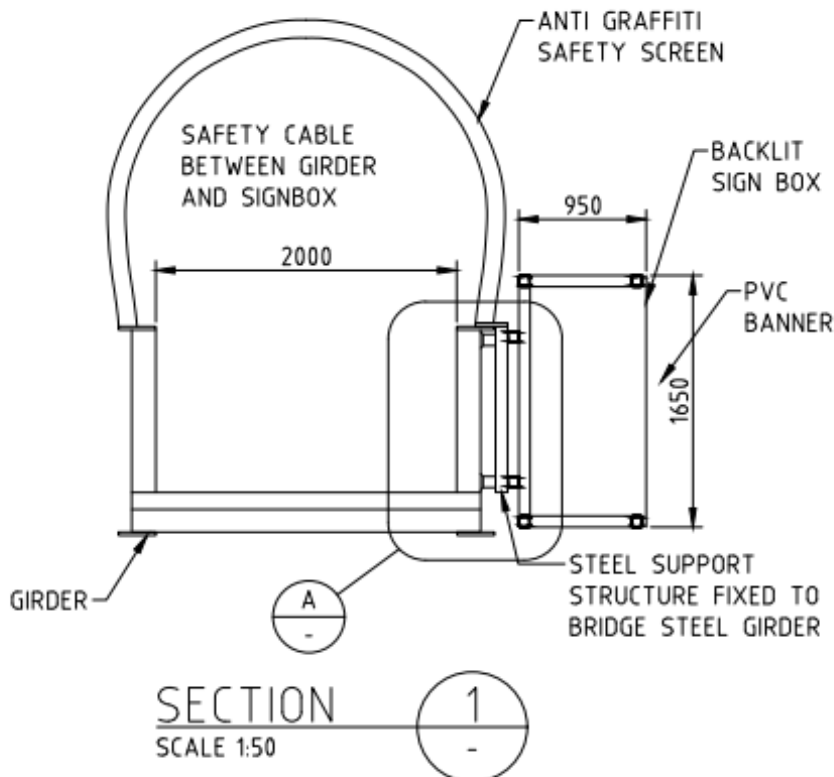
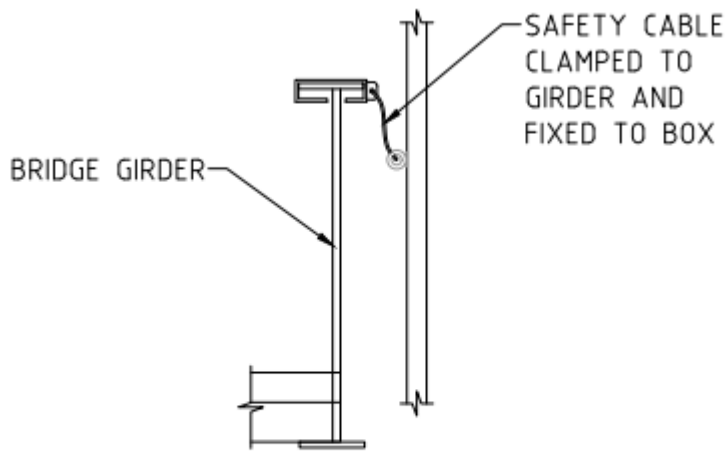
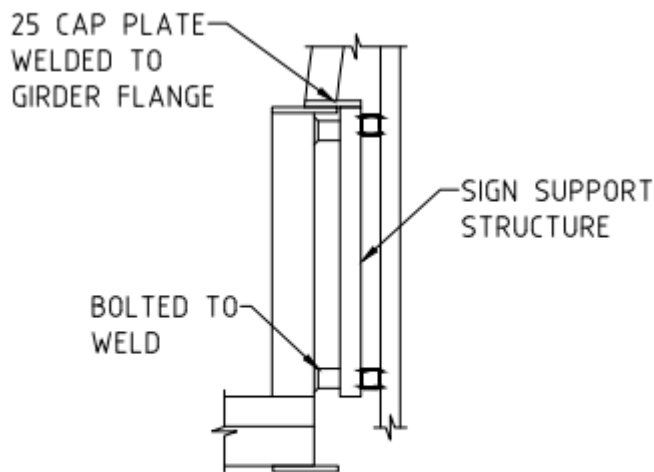


Figure 10: Section of supporting structure (Source: Dennis Bunt Consulting Engineers)



TYPICAL SAFETY CABLE DETAIL
SCALE 1:25

Figure 11: Typical Safety Cable Detail (Source: Dennis Bunt Consulting Engineers)



DETAIL (A)
SCALE 1:25

Figure 12: Detail (Source: Dennis Bunt Consulting Engineers)

4.1 Signage Operation and Management

Content is managed by the lessee who will ensure that unapproved content is not displayed.

TfNSW implement content controls for the signage which operators are responsible for adhering to, including:

- no tobacco products
- no overtly religious advertising
- no advertising that contains overt and sexually graphic images
- no pornography and illegal drugs.

Further, all advertising copy material will continue to comply with the following:

- Australian Advertising Industry Code of Conduct
- The Outdoor Media Association (OMA) Code of Conduct.

Advertising material will be changed approximately once a month, during daylight hours and generally within the afternoon period. The material change over will be carried out from the walkway inside the signage box without having to stop the traffic below the sign. This approach is the existing practice at the site.

4.2 Sign Access and Maintenance

The site will continue to be accessed from hatches on the side of the safety barrier, as shown in Figure 13.

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. Refer to photo 8 in the Structural Feasibility and Safety Report at Appendix 5.

TfNSW/operator will ensure appropriate maintenance of the signage structure.

The maintenance of the advertising sign is under an inspection program managed by the operator of the signage.



Figure 13: Access to signage (Source: Dennis Bunt Consulting Engineers)

5 Statutory Planning Framework

5.1 Environmental Planning and Assessment Act 1979

Crown Development

As the Applicant (TfNSW) is a public authority, the subject application is a Crown Development Application pursuant to Part 15, Section 294 of the EP&A Regulations and Part 4, Division 4.6 of the EP&A Act.

Integrated Development

Under Section 4.44 of the EP&A Act, the integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown DAs (other than development that requires a heritage approval). On this basis, the subject application is not Integrated Development.

Objects of the Act

The proposal is consistent with the objects of the EP&A Act as it is considered to promote the orderly and economic use and development of land without resulting in an adverse impact on the environment. A detailed assessment against the objects of the EP&A Act is provided below.

Objective	Comment
(a) <i>To promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources,</i>	The development will promote the social and economic welfare of the community and better the environment by generating revenue which TfNSW allocates to funding public infrastructure including roads, network management safety programs and more across NSW.
(b) <i>to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,</i>	This SEE provides detail on the economic, environmental and social impacts of the proposal, which provide a basis for assessment to confirm that the development will result in positive environmental outcomes.
(c) <i>to promote the orderly and economic use and development of land,</i>	The development promotes the orderly and economic use of the land by continuing the operation of the existing approved static advertising signage within an established road corridor. This will allow the sign to continue to provide public benefits including the generation of revenue that contributes to improving and maintaining the TfNSW road network.
(d) <i>to promote the delivery and maintenance of affordable housing,</i>	N/A. Affordable housing does not form part of this application.
(e) <i>to protect the environment, including the conservation of threatened and other species of</i>	The proposal is limited to the continued use of existing static advertising signage and will not impact on any threatened species or other species of native

Objective	Comment
<i>native animals and plants, ecological communities and their habitats,</i>	animals and plants, ecological communities and their habitats.
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	As detailed at Section 5.6.4, there are no significant built or Aboriginal cultural heritage features that are affected by the proposal
(g) <i>to promote good design and amenity of the built environment,</i>	<p>The development will continue to be located within an established road corridor. The sign designs are not proposed to change, and the structures will continue to promote a high-quality design that does not have an adverse impact on the amenity of the surrounding area.</p> <p>Nonetheless, this SEE provides an overview of the environmental impacts of the sign to confirm that the existing design is of a high quality and that there will not be any adverse impacts on nearby receivers.</p>
(h) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	The development will be maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to health and safety, construction and maintenance.
(i) <i>to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	This SEE is submitted to DPHI to enable an environmental assessment of the application.
(j) <i>to provide increased opportunity for community participation in environmental planning and assessment.</i>	<p>As part of DPHI's assessment of the application, it will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal.</p> <p>Any submissions received will be addressed as part of a Response to Submissions Report.</p>

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

Matters for Consideration

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

Relevant Provision	Comment
(a) <i>the provisions of:</i>	
(i) <i>any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 5.
(ii) <i>any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	An assessment against the Draft Northern Beaches Comprehensive LEP Planning Proposal is considered at Section 5.8
(iii) <i>any development control plan, and</i>	The <i>Warringah Development Control Plan 2011</i> (WDCP 2011) is addressed at Section 5.5.
(iiia) <i>any planning agreement that has been entered into under section 7.4, or any draft planning agreement that a developer has offered to enter into under section 7.4, and</i>	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) <i>the regulations (to the extent that they prescribe matters for the purposes of this paragraph),</i>	The application is consistent with the relevant matters of the EP&A Regulations.
(b) <i>the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,</i>	The impacts of the proposal are addressed in Section 6.
(c) <i>the suitability of the site for the development,</i>	Site suitability is addressed at Section 6.5.
(d) <i>any submissions made in accordance with this Act or the regulations,</i>	Any submissions made on this subject development application will be duly considered and addressed.
(e) <i>the public interest.</i>	Public interest is addressed at Section 6.6.

Table 5: Section 4.15(1) assessment

5.2 Environmental Planning & Assessment Regulation 2021

The proposal is consistent with the relevant matters of the *Environmental Planning and Assessment Regulation 2021* as outlined below:

- *Section 23 Persons who may make development applications*
 - Owner's consent is not required for the lodgement of the DA. TfNSW has provided notice of the DA in accordance with Section 23(2) of the Regulation. A copy of the notification letter to Council is attached at Appendix 9.
- *Section 24 Content of development applications*
 - the proposal is in the approved form, contains the relevant information and will pay all relevant fees at lodgement

- Council have been notified of the intent to lodge a DA as provided at Appendix 9. The pack will also be provided to them by DPHI, as the consent authority, when the application is placed on public exhibition.
- **Section 25 Information about concurrence or approvals**
 - concurrence is not required as part of the DA
- **Section 36 Consent authority may request additional information from the application**
 - Any further information requested by the consent authority will be addressed as necessary.
- **Section 294 Crown development**
 - the proposal is on behalf of a public authority and therefore clause 294(a) applies

5.3 Roads Act 1993

The proposal is located above a public road and would usually require approval under Section 138 of the *Roads Act 1993* (Roads Act):

138 Works and structures

- (1) *A person must not:*
 - (a) *erect a structure or carry out a work in, on or over a public road, or*
 - (b) *dig up or disturb the surface of a public road, or*
 - (c) *remove or interfere with a structure, work or tree on a public road, or*
 - (d) *pump water into a public road from any land adjoining the road, or*
 - (e) *connect a road (whether public or private) to a classified road, otherwise than with the consent of the appropriate roads authority.*
- (2) *A consent may not be given with respect to a classified road except with the concurrence of TfNSW.*
- (3) *If the applicant is a public authority, the roads authority and, in the case of a classified road, TfNSW must consult with the applicant before deciding whether or not to grant consent or concurrence.*
- (4) *This section applies to a roads authority and to any employee of a roads authority in the same way as it applies to any other person.*

It is noted that this application is for continued use only, and the proposal does not involve any of the above works listed in Section 138(1).

Section 138(3) states that TfNSW must consult with the applicant prior to deciding whether or not to grant concurrence. This is also outlined in Section 4.46 of the EP&A Act. Notwithstanding, as identified at Section 1, the applicant is TfNSW.

Accordingly, the proposal is not integrated development as it is a Crown DA, and therefore, concurrence from TfNSW is not required.

5.4 Biodiversity Conservation Act 2016

In accordance with Section 1.7 of the EP&A Act, Part 7 of the *Biodiversity Conservation Act 2016* (BC Act) applies to the assessment of development applications.

Section 7.3 of the BC Act sets out the test for determining whether a proposed development is likely to significantly affect threatened species or ecological communities, or their habitats.

An assessment against Section 7.3 is provided in the table below which demonstrates the proposed continued use of the existing sign will not significantly affect threatened species.

Assessment Criteria within Section 7.3 of BC Act	Assessment
S.7.3 (1)	<i>The following is to be taken into account for the purposes of determining whether a proposed development or activity is likely to significantly affect threatened species or ecological communities, or their habitats—</i>
s.7.3(1a)	<p><i>in the case of a threatened species, whether the proposed development or activity is likely to have an adverse effect on the life cycle of the species such that a viable local population of the species is likely to be placed at risk of extinction.</i></p> <p>The proposal seeks the continuation of an existing signage development above an established road corridor in an urbanised environment.</p> <p>The proposal does not seek any physical works to the sign. The sign will also only be operated in accordance with the conditions of consent imposed.</p> <p>On this basis, the continued operation of the static advertising sign is not expected to impact the life cycle of any species or increase any species' risk of extinction.</p>
s.7.3(1b)	<i>in the case of an endangered ecological community or critically endangered ecological community, whether the proposed development or activity—</i>
s.7.3(1b(i))	<p><i>is likely to have an adverse effect on the extent of the ecological community such that its local occurrence is likely to be placed at risk of extinction, or</i></p> <p>No changes to the existing sign are proposed through this development application.</p>
s.7.3(1b(ii))	<p><i>is likely to substantially and adversely modify the composition of the ecological community such that its local occurrence is likely to be placed at risk of extinction,</i></p> <p>The site is not located in, or nearby any land identified as biodiversity values or environmentally sensitive.</p> <p>As such, the proposal is not expected to have any adverse effects on, or adversely modify any ecological communities so to place anything at risk of extinction.</p>
s.7.3(1c)	<i>in relation to the habitat of a threatened species or ecological community—</i>
s.7.3(1c(i))	<p><i>the extent to which habitat is likely to be removed or modified as a result of the proposed development or activity, and</i></p> <p>As the application does not propose any physical works, no habitat is proposed to be removed or altered in any way that could cause fragmentation or isolation in ecosystems. Additionally, the sign is located on a pedestrian bridge and does not require ongoing vegetation management that would affect any existing habitats.</p>
s.7.3(1c(ii))	<p><i>whether an area of habitat is likely to become fragmented or isolated from other areas of habitat as a result of the proposed development or activity, and</i></p>

Assessment Criteria within Section 7.3 of BC Act	Assessment
s.7.3(1c(iii))	<i>the importance of the habitat to be removed, modified, fragmented or isolated to the long-term survival of the species or ecological community in the locality,</i>
s.7.3(1d)	A review of the Biodiversity Values Map and Environmentally Sensitive Land Map demonstrates that the site is not subject, or in proximity, to an area of biodiversity value or environmentally sensitive land.
s.7.3(1e)	No changes to the site are proposed as part of the subject application. Only routine maintenance will be carried out in accordance with the SEE and any conditions of consent imposed. Therefore, the proposal is not part of a key threatening process outlined in Schedule 4 of the BC Act.

Table 6: Assessment against Section 7 of the BC Act

5.5 State Environmental Planning Policies

The proposal has been assessed in reference to the objectives and standards of the relevant planning instruments and policies that apply to the site. Under the provisions of the EP&A Act, the key applicable state environmental planning policies are:

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

The application of the above policies is discussed in detail in the following sections of this report.

5.5.1 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 – Advertising and Signage

Chapter 3 of the Industry and Employment SEPP aims to ensure that advertising and signage is well located, compatible with the desired amenity of an area, and of high quality. Chapter 3 applies to all signage, advertisements that advertise or promote any goods, services or events, and any structure that is used for the display of signage.

Regardless of permissibility under the *Warringah Local Environmental Plan 2011* (WLEP 2011), the proposed application is permissible with consent under Section 3.14(1)(b) of the Industry and Employment SEPP as it is for an advertisement on behalf of TfNSW, on land managed by TfNSW, is within 250m of a classified road, and is on a bridge constructed by or on behalf of TfNSW.

Further, under Section 3.10(d)(ii) and (iii) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is for an advertisement displayed on land managed by TfNSW.

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

Schedule 5 Assessment

Section 3.6 of the Industry and Employment SEPP requires the consent authority to assess the proposal against the objectives of chapter 3 and the criteria within Schedule 5 prior to granting consent to carrying out of any development on that land. The proposal is considered to be consistent with the objectives of Chapter 3 as:

- The proposed continuation of the sign is compatible with the desired amenity and visual character of the road corridor which it is located on because the surrounding character has remained largely unchanged since the original consent. Warringah Road is intended to be maintained as a key thoroughfare connecting the Northern Beaches to Ku-ring-gai and beyond.
- The sign is located on the side of a bridge above a road corridor, where the display will be oriented towards eastbound traffic.
- The existing sign has been designed to fit within the confines of the bridge's vertical envelope, ensuring that it causes minimal environmental impacts. The static display is maintained to support high quality advertisements.

An assessment of the matters prescribed under Schedule 5 is provided in the table below:

Schedule 5	Comment	Complies
1. Character of the Area		
<p><i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i></p>	<ul style="list-style-type: none"> • The proposed continuation of the advertising sign will remain compatible with the existing and desired future character of the area as: <ul style="list-style-type: none"> ○ The surrounding locality has remained largely unchanged since the original consent for the sign was granted in 2010. ○ The sign is oriented to be primarily viewed by motorists travelling along a road corridor with high traffic volumes, with few other receivers. ○ The proposal seeks no changes to the existing previously approved sign. ○ The proposed amendments under the Draft Northern Beaches LEP (as detailed at Section 5.8) will not result in any change to land uses surrounding the site. 	<p>Yes</p>

Schedule 5	Comment	Complies
<p><i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i></p>	<ul style="list-style-type: none"> • There is no identified theme for third party, outdoor advertising in the area, and there is no large format advertising in proximity to the site. • Notwithstanding, and as outlined above, the area is characterised by a road corridor with high traffic volumes and is therefore appropriate for the continued operation of signage. 	<p>Yes</p>
2. Special Areas		
<p><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 landscapes or residential areas?</i></p>	<ul style="list-style-type: none"> • The existing advertising sign is not visible from any environmentally sensitive areas, heritage items or conservation areas, waterways, open space areas or rural landscapes. • The existing sign is visible to a number of residential dwellings on both sides of Warringah Road. Despite this, it is not anticipated that the visual impacts will adversely affect the receivers for the following reasons: <ul style="list-style-type: none"> ○ No physical changes are proposed to the existing sign, and it is proposed to remain attached to the existing pedestrian bridge. The sign has already been in place at the site for 15 years. ○ The immediate environment is highly urbanised and consists of a busy transport corridor; the proposal to extend the duration of the existing sign will not change the current context in which the properties are located. ○ The existing signage is internally illuminated during the evening (not digital sign), and it has been found to be compliant with the relevant Australian Standards and Signage Guidelines as outlined in the LIA at Appendix 4 in regard to luminance impacts on nearby properties (if the existing signage operates in accordance with the maximum permitted luminance). ○ The majority of dwellings are oriented away from the sign, have few windows with a view towards the bridge, and are partially screened by vegetation. 	<p>Yes</p>
3. Views and vistas		

Schedule 5	Comment	Complies
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none"> The proposal does not obscure or compromise important views given it is located within the structure of an existing bridge and on an arterial road corridor in a position that is not located on a high vantage point or where there are important views. No additional impacts to views or vistas result from the proposal given all structures are existing. 	Yes
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<ul style="list-style-type: none"> The proposal does not dominate the skyline or reduce the quality of vistas as it is located within the structural boundaries of an existing bridge structure. 	Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<ul style="list-style-type: none"> The signage will continue to be located within the structure of an existing pedestrian bridge and therefore cannot obscure any other advertisements. 	Yes
4. Streetscape, Setting or Landscape		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<ul style="list-style-type: none"> The scale, proportion and form of the advertising sign remains appropriate as: <ul style="list-style-type: none"> the proposal seeks to extend the duration of the existing advertising sign that is wholly contained within the structure of an existing bridge; and the site consists of a bridge located within a highly frequented arterial road corridor. 	Yes
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	<ul style="list-style-type: none"> The proposal will continue to contribute positively to the visual interest along Warringah Road through the display of high-quality advertisements. 	Yes
<i>Does the proposal reduce clutter by rationalizing and simplifying existing advertising?</i>	<ul style="list-style-type: none"> The proposal does not seek any physical alterations to the existing sign. There are no other advertising signage structures in the vicinity to contribute to any clutter. 	Yes
<i>Does the proposal screen unsightliness?</i>	<ul style="list-style-type: none"> The proposal screens a blank metal panel on the side of the pedestrian overpass, improving the visual interest of the bridge to passing commuters. 	Yes
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	<ul style="list-style-type: none"> The proposed sign does not protrude above buildings, structures or tree canopies. The sign is located on the side of the existing Warringah Road pedestrian overpass, and is wholly within the vertical envelope of the structure. 	Yes
<i>Does the proposal require ongoing vegetation management?</i>	<ul style="list-style-type: none"> The proposal does not require ongoing vegetation management. 	Yes
5. Site and Building		

Schedule 5	Comment	Complies
<i>Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?</i>	<ul style="list-style-type: none"> The proposed advertising sign has been designed to be compatible with the shape and scale of the structure it is located on by having a long width and short height to cover the majority of the bridge's south-western orientation. 	Yes
<i>Does the proposal respect important features of the site or building, or both?</i>	<ul style="list-style-type: none"> The sign respects the features of the pedestrian overpass by primarily being located within the blank space on the south-western façade, ensuring that the advertising structure does not lessen visibility of the pedestrians on the overpass. 	Yes
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	<ul style="list-style-type: none"> The sign imaginatively makes use of an otherwise blank space over a busy vehicular thoroughfare. The sign's proportions are unconventional for advertising to innovatively ensure that it relates to the pedestrian overpass. 	Yes
6. Associated Devices and Logos with Advertisements and Advertising structures		
<i>Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?</i>	<ul style="list-style-type: none"> The advertising sign structures have been fitted with fall arrest systems (safety cables) to prevent the signage from falling on the road during vehicle impact. Steel frames are bolted to each side of the bridge's safety screen, with horizontal rails attached to the frames. Z brackets on the back of the sign boxes fit over these rails, securing the boxes to the support frames. Each sign box has a steel structure on all sides, except the front, where an advertising skin is secured with tensioned ratchet straps. The banners are replaced from an internal walkway without stopping traffic. Workers use a horizontal cable inside the box to which they fix their harnesses. A platform is located between the safety screen and the sign boxes that workers step on when accessing each box. As outlined above, workers use a horizontal cable inside the box to fix their harnesses. The signage is backlit (fluorescent lights fixed inside of the box illuminate the sign at night). The Structural Feasibility and Safety Report at Appendix 5 provides photographs of the inside of the sign. No lighting devices external to the sign exist currently nor are they proposed as part of this application. The lessee logo (currently JCDecaux) is affixed to the side of the sign. 	Yes
7. Illumination		

Schedule 5	Comment	Complies
<i>Would illumination result in unacceptable glare?</i>	<ul style="list-style-type: none"> A Lighting Impact Assessment (LIA) has been prepared by Electrolight and is included at Appendix 4. As physical testing has not been conducted, the LIA does not confirm compliance with the Australian Standards and Signage Guidelines, rather outlines the operational requirements to which the sign should operate within. The LIA found the luminance of the existing signage to be acceptable if the maximum permissible luminance is complied with, and that it will not result in: <ul style="list-style-type: none"> unacceptable glare, nor shall it adversely impact the safety of pedestrians, residents or vehicular traffic any unacceptable amenity impacts to nearby residential dwellings, or accommodation or environmental receivers It is further noted that under the original consent for the sign (DA 68-05-2009, refer Appendix 8), Condition A5 required the sign to comply with the relevant illumination prescribed under Table 5 of the RTA's Road Safety Advisory Guidelines for Sign Content. The applicant is not aware of any notices of non-compliance with this condition. 	Yes
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>		Yes
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>		Yes
<i>Can the intensity of the illumination be adjusted, if necessary?</i>		Yes
<i>Is the illumination subject to a curfew?</i>		Yes
8. Safety		
<i>Would the proposal reduce the safety for any public road?</i>	<ul style="list-style-type: none"> A Signage Safety Assessment (SSA) has been prepared by TTPP and is included at Appendix 3. The SSA confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or cyclists. The signage does not obscure sightlines from public areas 	Yes
<i>Would the proposal reduce the safety for pedestrians or bicyclists?</i>		
<i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i>		

Table 7: Schedule 5, SEPP (Industry and Employment) 2021 consideration

5.5.2 Transport Corridor Advertising and Signage Guidelines 2017

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

The Signage Guidelines have been established to complement the provisions of the Industry and Employment SEPP. A DA for any advertising sign that is located in, or adjacent to, a transport corridor is required to demonstrate how the proposal addresses the Signage Guidelines.

On this basis, an assessment against the criteria concluded that the proposal is consistent with the Signage Guidelines (Appendix 1).

5.5.3 State Environmental Planning Policy (Transport and Infrastructure) 2021

Chapter 2 of *State Environmental Planning Policy (Transport and Infrastructure) 2021* (Transport and Infrastructure SEPP) identifies the environmental assessment category into which different types of infrastructure and services development fall. In addition, Chapter 2 identifies those matters that are to be considered in the assessment of development that is adjacent to particular types of infrastructure, including development in and adjacent to road corridors.

An assessment against the relevant provisions of the Transport and Infrastructure SEPP is provided in the table below.

Section	Comment	Complies
2.119 Development with a frontage to a classified road		
<p>(1) <i>The objectives of this section are—</i></p> <p>(a) <i>to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i></p> <p>(b) <i>to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i></p> <p>(2) <i>The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—</i></p> <p>(a) <i>where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i></p> <p>(b) <i>the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</i></p> <p>(i) <i>the design of the vehicular access to the land, or</i></p> <p>(ii) <i>the emission of smoke or dust from the development, or</i></p>	<p>The proposal comprises development above the road corridor on the façade of a pedestrian overpass and with frontage to Warringah Road which is classified as a State classified road (no. 328). The sign will not extrude below the overpass structure and will therefore not interfere with the ongoing function of the road.</p> <p>The proposed development will not prevent or reduce traffic noise and vehicle emissions along Warringah Road, nor is that the intention.</p> <p>A Signage Safety Assessment (SSA) has been prepared as part of the application and is included at Appendix 3.</p> <p>The SSA considers the ongoing operation and function of Warringah Road in context to the development and concludes that the signage continues to be acceptable from a road safety perspective.</p>	<p>Yes</p>

Section	Comment	Complies
<p>(iii) <i>the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</i></p> <p>(c) <i>the development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicle emissions within the site of the development arising from the adjacent classified road</i></p>	<p>The sign is not a type of development that is sensitive to traffic noise or vehicle emissions.</p> <p>Road safety is further discussed at Section 6.</p>	

Table 8: Transport and Infrastructure SEPP assessment

5.6 Warringah Local Environmental Plan 2011

The WLEP 2011 is the principal environmental planning instrument applicable to designated land within the Northern Beaches LGA. However, as discussed above, the provisions of the Industry and Employment SEPP make the proposal permissible as the display of the advertisement is by or on behalf of TfNSW.

Notwithstanding, an assessment against the provisions of the WLEP 2011 is provided below to demonstrate the consistency of the proposal with local planning provisions.

5.6.1 Zoning

The existing advertising sign is located on land zoned SP2 Infrastructure under the WLEP 2011. Signage is permissible with consent in the SP2 zone as it is ordinarily incidental or ancillary to the road corridor and noting it will generate revenue to maintain and improve TfNSW infrastructure.

As detailed above, the signage is also permissible with consent under Section 3.14(1)(b) of the Industry and Employment SEPP as the display of the advertisement is by or on behalf of TfNSW.

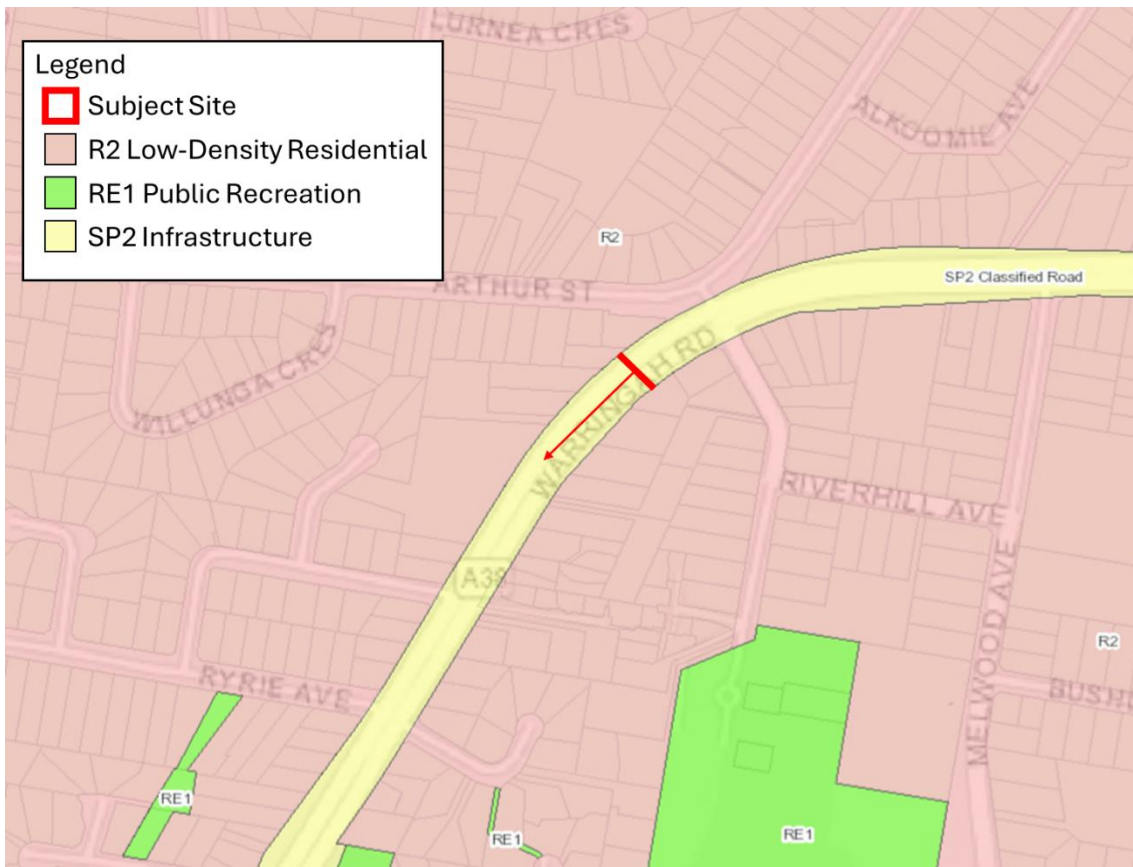


Figure 14: Land use zoning map (Source: E Spatial Viewer)

5.6.2 Height of Buildings

The site itself does not have a height of buildings provision, as it is zoned for infrastructure. Notwithstanding, the surrounding neighbourhood generally has a maximum height limit of 8.5m.

It is noted that the proposal is for the continued operation of the existing advertising sign and does not include any new structures.

5.6.3 Floor Space Ratio

There is no floor space ratio applicable to the subject site, or any land within the vicinity of the site.

It is noted that the proposal is for the continued operation of the existing advertising sign and does not include any new structures.

5.6.4 Heritage

The site and surrounding developments are not identified as a heritage item under the Section 170 Heritage and Conservation Register or the WLEP 2011, nor are there any conservation areas in the vicinity.

The nearest heritage item is located approximately 580m south-west of the proposed sign. The item (I140) is located at 8 Duke Street and is named “Soldiers Settlement Dwelling”. The item does not have a view of the subject sign.

On this basis, no heritage impacts are anticipated.

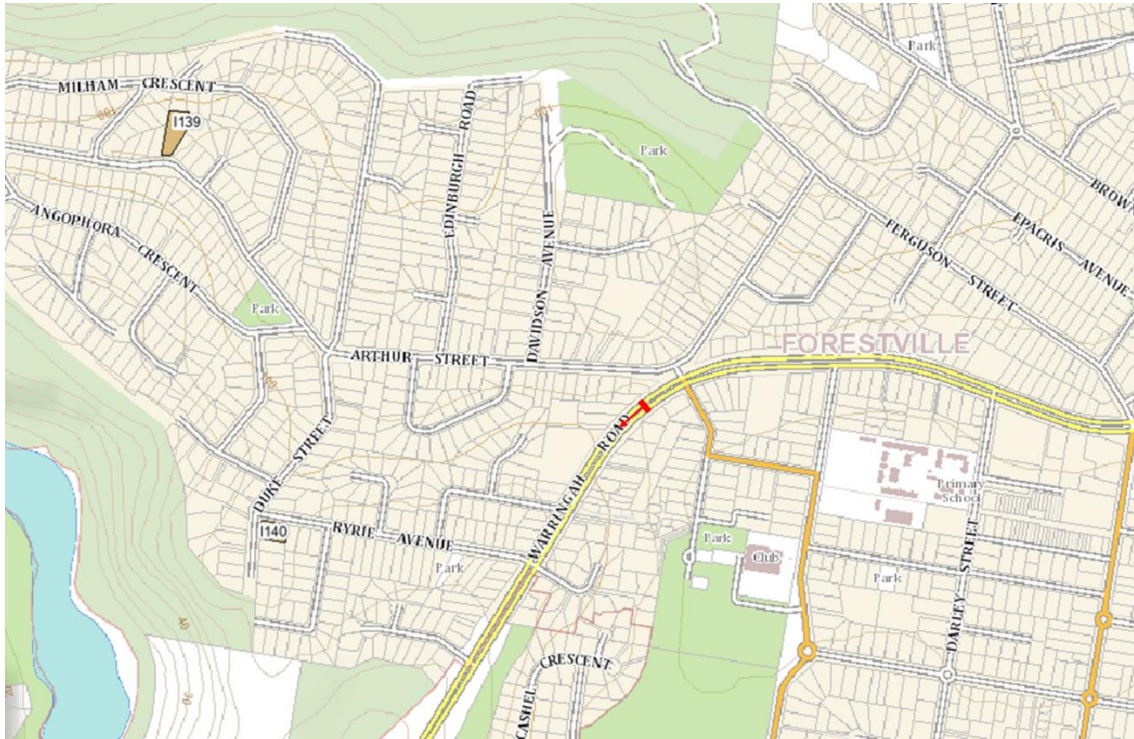


Figure 15: Heritage map (Source: E Spatial Viewer)

5.7 Warringah Development Control Plan 2011

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

Provision	Comment	Capable of compliance
D23 Signs		
1. <i>Signs are to be sited and designed so that they do not adversely impact on the amenity of the streetscape and the surrounding locality. In particular, signs are not to dominate or obscure other signs or result in visual clutter.</i>	<ul style="list-style-type: none"> The sign is located on the side of an existing pedestrian bridge, oriented to be visible towards Warringah Road. Nearby residential receivers are shown to not be adversely impacted as set out in Section 6. There are no other signs in the vicinity of the site, ensuring that the proposal will not dominate or obscure other signs or result in visual clutter. 	Yes
2. <i>Signs are to be compatible with the design, scale and architectural character of the building or site on which they are to be placed.</i>	<ul style="list-style-type: none"> The sign is located along the facade of the pedestrian bridge, and is designed to cover an otherwise blank metal guardrail as much as possible. The advertising sign increases the bridge's visual interest. 	Yes
3. <i>Signs on heritage items or on buildings in conservation areas should not by their size, design or colour, detract from the character or significant qualities of individual buildings, the immediate context or the wider streetscape context of the area.</i>	<ul style="list-style-type: none"> The sign is not located on a heritage item or within a conservation area. Notwithstanding, the design of the sign does not detract from the character of the structure it is located on which is a pedestrian bridge over a transport corridor. This is considered to be a suitable location for an advertising sign. 	Yes
4. <i>Signs are not to obscure views of vehicles, pedestrians or potentially hazardous road features or reduce the safety of all users of any public road (including pedestrians and cyclists).</i>	<ul style="list-style-type: none"> The sign is located above the carriageway of Warringah Road and will not obscure the views of any road or path users. The Signage Safety Assessment, attached at Appendix 3, assesses the safety of the sign in further 	Yes

Provision	Comment	Capable of compliance
	<p>detail and confirms it will not result in any traffic safety impacts.</p>	
<p>5. <i>Signs should not be capable of being confused with, or reduce the effectiveness of, traffic control devices.</i></p>	<ul style="list-style-type: none"> Content displayed on the sign will be managed by the lessee, who will ensure that the material will comply with relevant guidelines and will not be able to be misinterpreted as a traffic control device. 	Yes
<p>6. <i>Signs are not to emit excessive glare or cause excessive reflection.</i></p>	<ul style="list-style-type: none"> The Lighting Impact Assessment attached at Appendix 4 confirms that the sign will not emit excessive glare or cause excessive reflection 	Yes
<p>7. <i>Signs should not obscure or compromise important views.</i></p>	<ul style="list-style-type: none"> There are no important views in the vicinity of the sign. Nonetheless, the sign is located within the vertical envelope of the existing bridge, and will not obscure any receiver's views. 	Yes
<p>12. <i>Signs shall meet the following criteria:...</i></p>	<ul style="list-style-type: none"> It is noted that none of the prescribed signs under this table are relevant to the proposed continued use of a sign attached to a pedestrian bridge. 	Yes
<p>14. <i>The following signs are not considered appropriate and are discouraged:</i></p> <ul style="list-style-type: none"> <i>Flashing or moving signs on all land other than the carriageway of a public road</i> <i>Pole or pylon signs, unless there is no building on the site, or the building is not visible from the street or public domain; this does not include identification, interpretive, directional and advance warning signs described as Exempt Development, or a sign erected by the Council for the display of community information;</i> <i>Signs on or above the roof or parapet of a building.</i> <i>A-frame and temporary signs located on public land, including:</i> 	<ul style="list-style-type: none"> The proposed signage form is not identified as inappropriate or discouraged. 	Yes

Provision	Comment	Capable of compliance
<ul style="list-style-type: none"> ○ <i>Signs on motor vehicles which are not able to be driven with the sign displayed</i> ○ <i>Balloons or other inflatable objects used for the purpose of advertising which are placed on or above roof level</i> ○ <i>Illuminated signs in residential zones</i> 		

Table 9: DCP Assessment

5.8 Draft Northern Beaches Comprehensive LEP

A planning proposal for an updated LEP applying to the whole of the Northern Beaches is currently under assessment with the Department. The proposal is seeking to consolidate the three existing LEPs applying across the Northern Beaches, being Manly, Pittwater and Warringah, to create a singular environmental planning instrument that applies to the whole Council area.

The planning proposal includes changes to update certain provisions where necessary.

An assessment of the proposed controls and their application to the site is provided below.

5.8.1 Zoning

There are minimal changes proposed to land zoning in the vicinity of the sign, notably the only change is the rezoning of part of the Forestville War Memorial Playing Fields from RE1 Public Recreation to part C2 Environmental Conservation land. The playing fields are located over 200m south-east of the sign and are accessed via Forestville Avenue and Melwood Avenue. Notwithstanding, no land with sightlines to the existing sign are proposed to be rezoned and therefore the sign remains appropriate in its context and permissible at the site.

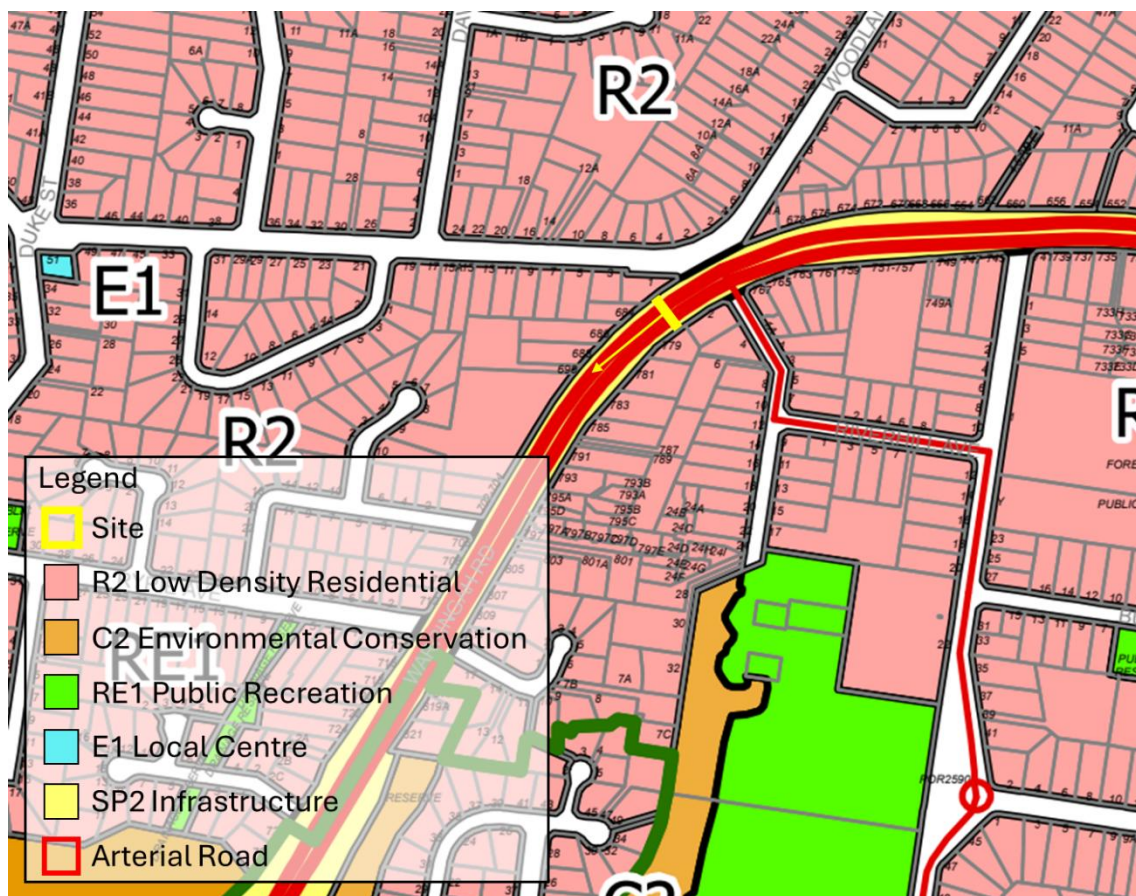


Figure 16: Proposed Zoning (Source: Northern Beaches Council)

5.8.2 Height of Buildings

The surrounding low density area receives a 0.8m uplift, resulting in a maximum height of building provision of 9.3m. This does not affect the proposal seeking continuation of a consent for an advertising signage structure.



Figure 17: Proposed Height of Buildings (Source: Northern Beaches)

5.8.3 Floor Space Ratio

A FSR of 0.3:1 is being implemented across the surrounding low density residential area. The surrounding low density residential zone currently has no applicable FSR control under the Warringah LEP. The proposal does not facilitate any floor space and is not affected by the consolidated Draft LEP.

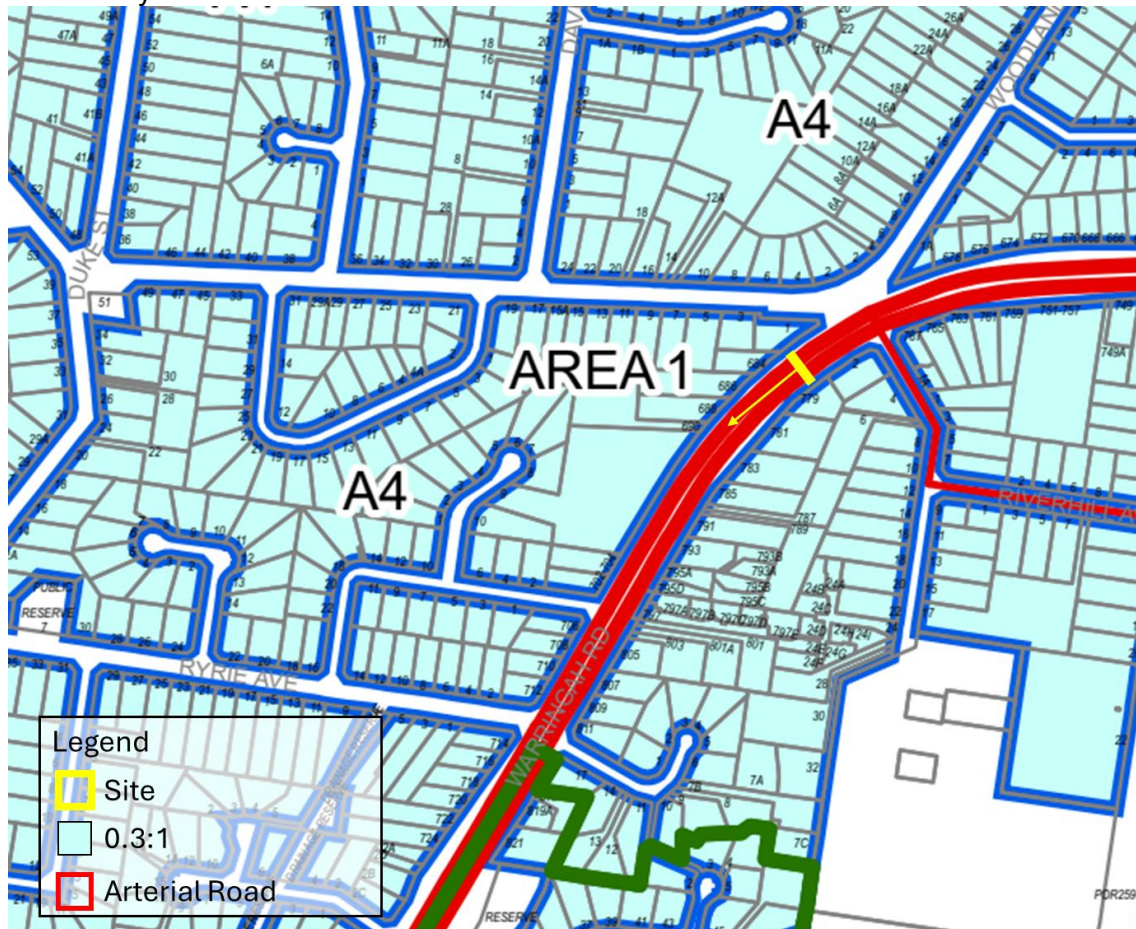


Figure 18: Proposed FSR (Source: Northern Beaches)

5.8.4 Heritage

Identified heritage items in the surrounding area remains unchanged from the current LEP.

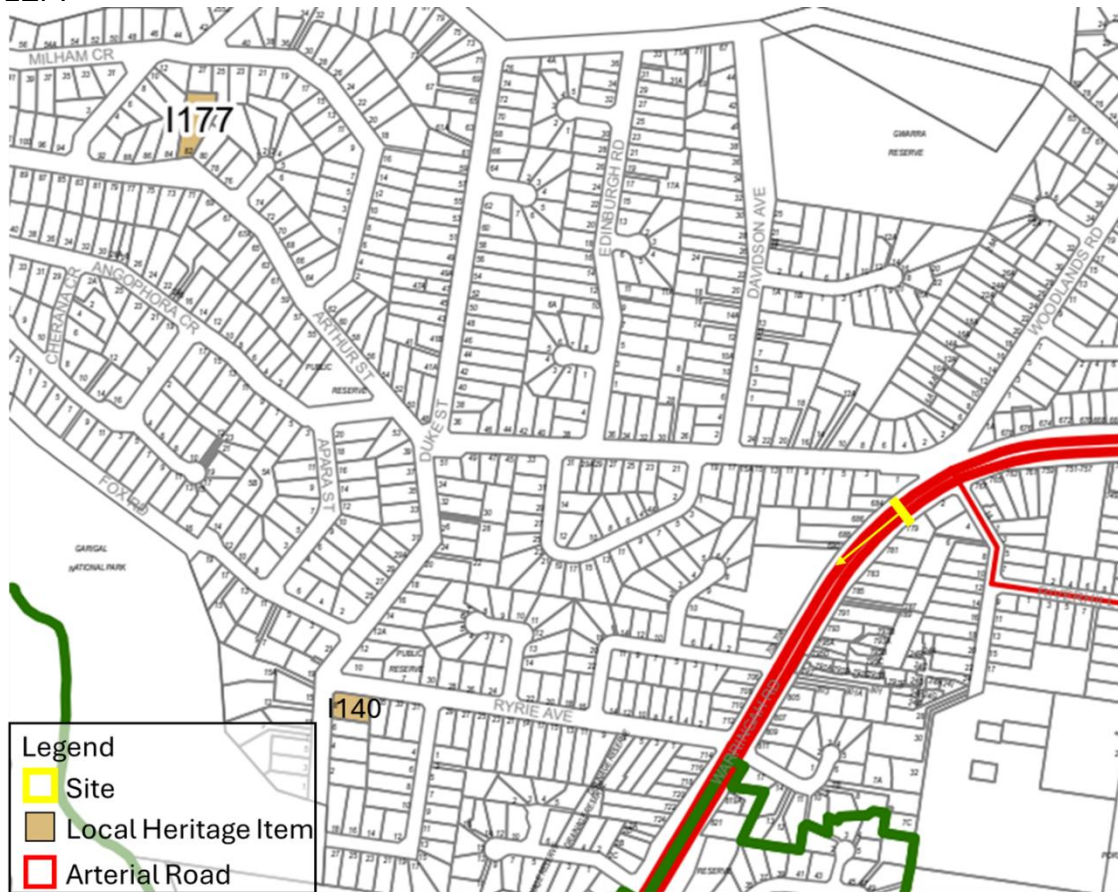


Figure 19: Proposed Heritage (Source: Northern Beaches)

6 Environmental Planning Assessment

6.1 Road safety

A Signage Safety Assessment (SSA) has been prepared by The Transport Planning Partnership (TTPP) (Appendix 3). The SSA considers the signage exposure and road accident history and has been prepared having considered the requirements for road safety set out in the Signage Guidelines.

6.1.1 Road environment

The existing road environment along Warringah Road in proximity to the site is summarised in the table below.

Existing Feature	Description
Road classification	<ul style="list-style-type: none"> State classified road (no. 328)
Speed limit	<ul style="list-style-type: none"> 70km/h (both directions)
Nearby intersections and traffic control devices	<ul style="list-style-type: none"> The sign is located approximately 70m south west from the signalised intersection of Warringah Road and Forestville Avenue.
Road configuration and geometry	<ul style="list-style-type: none"> Warringah Rd north eastbound – three lanes, uphill Warringah Rd westbound – three lanes, increasing downhill slope
Crash data	<ul style="list-style-type: none"> In the five-year period between January 2019 and December 2023, there were 6 crashes within the visible distance of the sign. Three crashes resulted in minor injury, and three resulted in a tow-away. No crashes were located within the legible distance of the sign.
Pedestrian and cyclist infrastructure	<ul style="list-style-type: none"> Pedestrian footpaths are located on both sides of Warringah Road. The sign is located on a pedestrian bridge which allows pedestrians and cyclists to cross over Warringah Road without affecting traffic safety. There are signalised pedestrian crossings located at Forestville Avenue. No cyclist infrastructure is provided along either side of Warringah Road, however, on road cycling is permitted. The sign does not physically obstruct any vehicle, pedestrian, and cyclist movements as it is located entirely within the structural boundaries of the pedestrian bridge.
Parking	<ul style="list-style-type: none"> Both kerbside lanes are clearways from 6am-7pm on weekdays and from 9am-6pm on the weekend and public holidays, with a 'No Parking' restriction enforced at all other times
Stopping sight distance (SSD)	<ul style="list-style-type: none"> Warringah Road – 83m

Table 10: Existing road environment

6.1.2 Road accident history

In determining the road accident history in proximity to the site, the SSA has relied upon crash data provided by TfNSW from 1 January 2019 to 31 December 2023. The SSA confirms that, during this period, 6 crashes occurred in visible distance of the sign.

A summary of the crashes and incident severity is provided in Figure 20 below.

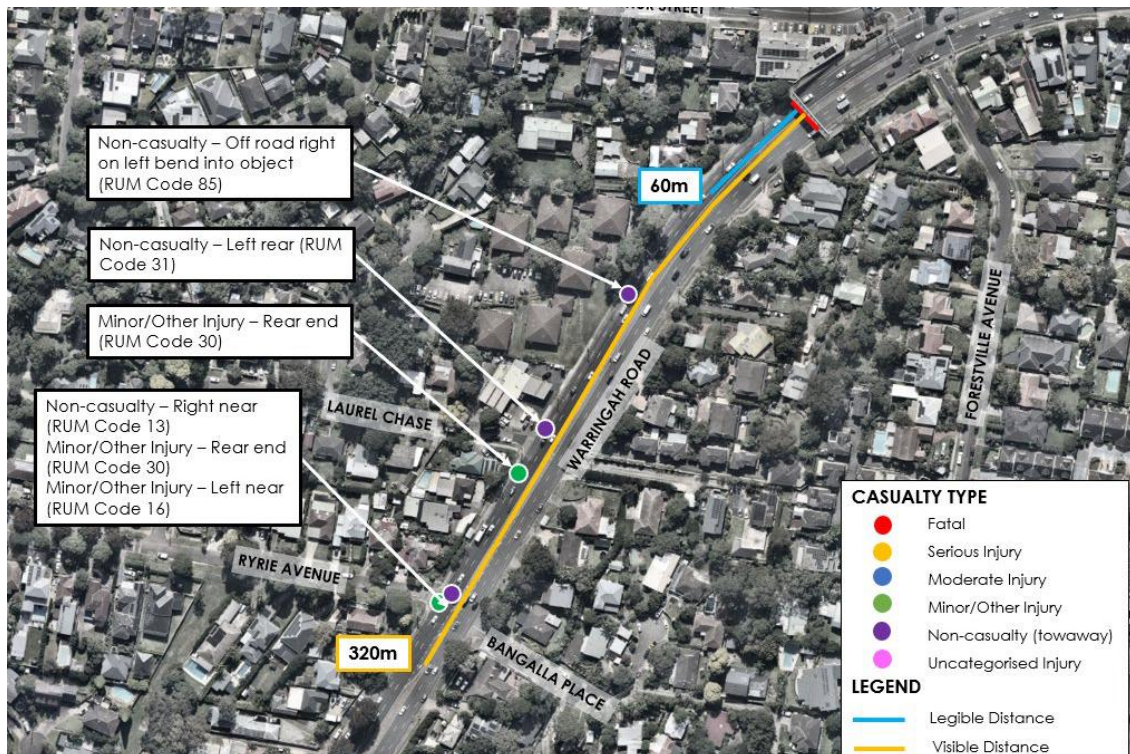


Figure 20: Crash history – westbound approach (Source: TTPP)

The SSA found the above crash history not unusual for an arterial road in this setting given the high volume of traffic and highly urbanised road environment.

The crash data does not indicate that the existing sign has had a negative impact on road safety, nor resulted in any decrease in road safety in the immediate vicinity of the site.

6.1.3 Stopping sight distance

Stopping Sight Distance (SSD) is defined in the *Guide to Road Design, Part 3: Geometric Design* (Austroads, 2021) as the distance required to enable a normally alert driver travelling at the design speed on wet pavement to perceive, react and brake to a stop before reaching a hazard on the road ahead. The SSD along Warringah Road is calculated to be 83m.

The SSA identifies that the sign is located 60m prior to the signalised intersection between Warringah Road and Forestville Avenue, which is technically within the SSD. However, given the location of sign is attached to the pedestrian overpass above the road, motorists are not able to see the sign while within the SSD.



Figure 21: Minimum visible distance (Source: TTPP)

The minimum visible distance of the sign is located outside of the safe stopping distance, meaning that the sign would not be visible to drivers while within the SSD. Despite the technical non-compliance of the sign being within the SSD, the sign still achieves the objectives of the SSD.

6.1.4 Road safety criteria – Signage Guidelines

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

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

Signage Guidelines - Section 3.3.1 Sign Location Criteria

Sign Location Criteria	Response provided by TTPP	Complies
Road clearance		
<p>a. <i>The advertisement must not create a physical obstruction or hazard. For example:</i></p> <p>i. <i>Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?</i></p> <p>ii. <i>Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet</i></p>	<p><i>The existing sign does not physically obstruct any vehicle, pedestrian and cyclist movements as it is placed on the pedestrian bridge above Warringah Road. The sign does not protrude below the underside of the overhead bridge and hence the vertical clearance from the roadway to the bridge is maintained.</i></p>	<p>Yes</p>

Sign Location Criteria	Response provided by TTPP	Complies
<p><i>appropriate road standards for that particular road?</i></p> <p>iii. <i>Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</i></p>		
<p>b. <i>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.</i></p>	<p><i>The sign is installed on the pedestrian bridge, which is positioned above the carriageway and outside of the clear zone. Hence, it would not require an RMS-approved crash barrier.</i></p>	Yes
<p>c. <i>Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.</i></p>	<p><i>The sign is not located within the clear zone. The available vertical clearance between the road surface and the underside of the pedestrian bridge would be maintained.</i></p>	Yes
<p>d. <i>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.</i></p>	<p><i>The existing sign has been approved and designed in accordance with Australian Standards AS1170.1 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for the height of the sign board when under maximum vertical deflection. An assessment of the existing sign against the current codes is included in Appendix C which demonstrates the sign structure is in accordance with current codes (AS1170.1:2002 and AS1170.2:2021).</i></p>	Yes
Line of sight		
<p>a. <i>An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.</i></p>	<p><i>The sign is positioned on the pedestrian bridge above Warringah Road completely within the structure of the bridge. Therefore, the sign does not obstruct the drivers' view of the road or pedestrians and cyclists.</i></p>	Yes
<p>b. <i>An advertisement must not obstruct a pedestrian or cyclist's view of the road.</i></p>		
<p>c. <i>The advertisement should not be located in a position that has the</i></p>	<p><i>The position of the existing static advertising sign would not change.</i></p>	Yes

Sign Location Criteria	Response provided by TTPP	Complies
<p><i>potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.</i></p>	<p><i>The proposed static advertising sign would remain at the same height as the existing overhead bridge which would not impede a driver's visibility on the alignment of the road. The sign does not indicate misleading information or information contrary to the existing roadway.</i></p>	
<p>d. <i>The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</i></p> <p>i. <i>The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/ or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view.</i></p> <p>ii. <i>The sign should be oriented in a manner that does not create headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</i></p>	<p><i>The sign is located above the road and well within a driver's peripheral vision whilst travelling eastbound on Warringah Road. Motorists are not required to turn their heads when observing the sign, and all motorists are able to see the road simultaneously when viewing the sign.</i></p> <p><i>The positioning and angle of the sign is not expected to result in headlight reflection or glare.</i></p>	Yes
Proximity to decision making points and conflict points		
<p>a. <i>The sign should not be located:</i></p> <p>i. <i>less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</i></p>	<p><i>As per Austroads Guide to Road Design Part 4A, the minimum safe stopping distance (SSD) is based on the travel speed and gradient of the road. At this location, the posted speed limit is 70km/h.</i></p>	Yes

Sign Location Criteria	Response provided by TTPP	Complies
<p>ii. <i>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</i></p>	<p><i>For the purpose of this assessment, an operating speed of 70 km/h has been used to calculate the safe stopping sight distance which is the sign posted speed limit on Warringah Road. Also, it is the speed at which motorists were observed to be driving during the site inspection.</i></p> <p><i>Table 5.2 of the Austroads Guide to Road Design Part 3 provides the typical road conditions and driver reaction times. A reaction time of 1.5 seconds is used for road conditions in “high expectancy of stopping due to traffic signals” and with “built up areas – high traffic volumes”. Therefore, a reaction time of 1.5 seconds is deemed appropriate. The SSD for a 70km/h road with a reaction time of 1.5 seconds is 83m.</i></p> <p><i>The primary decision making and conflict point located in vicinity of the sign is the signalised intersection of Warringah Road and Forestville Avenue. On the eastbound approach to the intersection there is an approximate 8% up-grade as measured using NearMap Aerial imagery. Applying the grade correction factor, the resulting SSD required to the signals is 73m.</i></p> <p><i>The proposed static sign is located 60m prior to the traffic signals, technically within the SSD of the signalised intersection of Warringah Road and Forestville Avenue. However, given that the sign is installed above the road, motorists would need to be further back to view the sign. Figure 21 presents the view of a motorist at the start of the required SSD of the signals.</i></p> <p><i>As evident from Figure 21, although the sign would be located within the safe stopping sight</i></p>	

Sign Location Criteria	Response provided by TTPP	Complies
	<p><i>distance of the traffic signals, the sign would not be visible to drivers within the safe stopping distance as the minimum visible distance is located beyond this point, therefore the intent of this criteria is satisfied.</i></p> <p><i>Lastly, the crash history presented in Section 2.4 indicates that there are no existing road safety issues on approach to the sign, with no casualty incidents recorded in the last 5 years within 200m of the sign. This suggests that the sign has not had a detrimental impact on road safety</i></p>	
<p><i>iii. so that it is visible from the stem of a T-intersection</i></p>	<p><i>The sign would be visible to motorists waiting to turn left from Laurel Chase onto Warringah Road. The view from Laurel Chase is shown in Figure 3. At this point the sign is well beyond the legible distance and therefore the sign is not expected to impact driver behaviour. Further, drivers turning left onto Warringah Road would be looking over their right shoulder to select a suitable gap in traffic, and therefore the sign would not be visible whilst drivers are making their decision to turn onto Warringah Road.</i></p>	<p>Yes</p>
<p><i>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</i></p> <ul style="list-style-type: none"> <i>i. of a road hazard</i> <i>ii. to an intersection</i> <i>iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs)</i> <i>iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.</i> 	<p><i>A "critical time" is understood to refer to a point in time when a driver's decision is required implying that a road safety implication could occur if a driver was distracted at this time.</i></p> <p><i>The sign is fixed on the pedestrian bridge and is completely within the structure of the bridge, therefore, the sign does not obstruct a motorist's view of any traffic signals, signage, and other traffic hazards when travelling on Warringah Road in the eastbound direction.</i></p>	<p>Yes</p>
Sign spacing		
<p><i>a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any</i></p>	<p><i>There are no other large format static or digital signs within 150 m of the static sign.</i></p>	<p>Yes</p>

Sign Location Criteria	Response provided by TTPP	Complies
<i>one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</i>		

Table 11: Sign location criteria – Section 3.2 of the Signage Guidelines
Signage Guidelines – Section 3.3.2 Sign Design & Operation Criteria

Sign Design and Operation Criteria	Response provided by TTPP	Capable of compliance
Advertising signage and traffic control devices		
a. <i>The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.</i>	<i>The existing static sign is located above the carriageway and therefore, it does not distract motorists nor obstruct or reduce the visibility and effectiveness of any directional signs, traffic signals, traffic control devices, regulatory signs or advisory signs.</i> <i>The sign does not obscure information about the road alignment.</i>	Yes
b. <i>The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example:</i> i. <i>Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</i> ii. <i>Does the advertisement imitate a prescribed traffic control device?</i> iii. <i>If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?</i>	<i>Details of the advertisement/s would remain consistent with the existing advertising sign. It is noted that the sign would not display colours and shapes which could be mistaken for traffic signals.</i> <i>Notwithstanding this, it is recommended that the content of the sign be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device.</i>	Yes

Table 12: Sign design and operation criteria – Section 3.3 of the Signage Guidelines (Source: TTPP)

6.1.5 Road safety summary

Road safety impacts have been comprehensively assessed as part of the application and the SSA concludes that the existing static signage would satisfy the traffic safety criteria, requirements and guidelines in the Industry and Employment SEPP and NSW Guidelines as summarised below:

- In the past 5 years, there have been only six incidents within the legible distance of the signage.
- The signage is appropriately located (within the existing bridge structure) so not to obstruct or reduce visibility of traffic control devices, signage, pedestrians or cyclists, or require motorists to turn their head away from the road.
- The signage is controlled and managed so as not to display incorrect information on the alignment of the road.
- Although the existing sign is located within the SSD, it has been assessed that the sign’s position above the road corridor ensures that it is not visible to motorists while within the SSD, achieving the objectives of the provision.

In summary, based on the findings of the SSA, the existing signage on the pedestrian bridge above Warringah Road is considered acceptable from a road safety perspective.

6.2 Illumination

The existing sign is internally illuminated at night with fluorescent lights fixed to the inside back of the signage box.

A Lighting Impact Assessment (LIA) has been prepared by Electrolight (Appendix 4) to outline the maximum permitted luminance for the sign pursuant to the Australian Standards, Industry and Employment SEPP and Signage Guidelines. As physical testing has not been conducted, the LIA does not confirm compliance with these standards, rather outlines the operational requirements to which the sign should operate within. These operational requirements could form part of a condition of consent, to ensure the sign operates in accordance with the LIA.

The LIA assessed the impact of the sign’s maximum allowable vertical illuminance, which is assessed against the following criteria based on surrounding context:

	Max Vertical Illuminance (lx) (Post-curfew)	Description
A4	5	High district brightness e.g. Town and city centres and other commercial areas, residential areas abutting commercial areas, industrial and Port areas and Transport Interchanges
A3	2	Medium district brightness e.g. Suburban areas in towns and cities, generally roadways with streetlighting through suburban, rural or semi-rural areas

Table 13: Australian Standards for maximum values of vertical illuminance based on context

The criteria was assessed against 11 surrounding dwellings, as listed below:

Address	Zone
684 Warringah Road	A3
686 Warringah Road	A3
779 Warringah Road	A3
781 Warringah Road	A3
783 Warringah Road	A3
785 Warringah Road	A3
791 Warringah Road	A3
9 Aldinga Place (1)	A3
9 Aldinga Place (2)	A3
9 Aldinga Place (3)	A4

Table 14: Identified surrounding receivers and relevant luminance zone

It was found that the maximum illuminance for properties in Zone A4 is 0.11 lux at 9 Aldinga Place (3), and for Zone A3 properties the maximum illuminance is 1.85 lux at 781 Warringah Road. As such, the LIA concludes that if the existing signage operates in accordance with the maximum permitted luminance, it is expected to comply with all relevant guidelines and legislation. The sign will not result in:

- unacceptable glare, nor shall it adversely impact the safety of pedestrians, residents or vehicular traffic.
- any unacceptable amenity impact to nearby residential dwellings, or accommodation or environmental receivers.

In summary, the existing signage is considered acceptable from a lighting perspective as confirmed in the supporting LIA.

6.3 Structural Integrity

A Structural Feasibility and Safety Report has been prepared by Dennis Bunt Consulting Engineers (Appendix 5). The report notes that steel frames connecting the sign box to the bridge are generally in good condition with some minor surface corrosion and has recommended maintenance and repair works. Planning for these works has commenced under the existing maintenance and inspection program and the works will be carried out separate to the proposal.

6.4 Visual Impacts

The existing signage is located in close proximity to residential areas and is likely to be visible from a number of properties. An assessment of the visual impacts of the existing sign on all dwellings possibly affected is provided below.

In addition to the justification provided for each property, the following points should also be considered in regard to the nature of the proposal and any visual impacts:

- No physical changes are proposed to the existing sign, and it is proposed to remain attached to the existing pedestrian bridge. The sign has already been in place at the site for 15 years.
- The immediate environment is highly urbanised and consists of a busy transport corridor; the proposal to extend the duration of the existing sign will not change the current context within which each property is located.
- The existing signage is only internally illuminated during the evening (is not a digital sign) and has been found to be compliant with the relevant Australian Standards and Signage Guidelines if the maximum permitted luminance is complied with as outlined in the LIA at Appendix 4.

6.4.1 Methodology

The visual impact assessment has been informed by the following best practice guidelines and our extensive experience specialising in visual impact assessment across many advertising signage applications and other state significant development:

- Land & Environment Court Planning Principles relating to visual impacts
- Transport for NSW's Guideline for Landscape Character and Visual Impact Assessment, Environmental Impact Assessment Practice Note EIA-N04

The visual impacts have been assessed for the closest sensitive receivers identified within the visual catchment of the proposal. These receivers represent the most impacted properties with views of the existing sign.

A separate visual impact assessment report is not submitted given the nature of the proposal.

In this assessment, each identified sensitive receiver has been assessed in accordance with the following criteria:

1. Establish the existing visual character and likely extent of change to locality and surrounds.
2. Identify the visual sensitivity, based on existing visual character, key views and other significant visual features.
3. Consider visual exposure of site under current situation and following development of the site and surrounding area
4. Consider the likely visibility of proposed development.
5. Determine level of impact (low, moderate or high).

Our assessment follows Landscape character and visual impact rating matrix by TNSW in relation to the effects and impacts of the proposed development on each receiver.

		Magnitude			
		High	Moderate	Low	Negligible
Sensitivity	High	High	High-Moderate	Moderate	Negligible
	Moderate	High-Moderate	Moderate	Moderate-low	Negligible
	Low	Moderate	Moderate-low	Low	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible
	Negligible	Negligible	Negligible	Negligible	Negligible

Figure 22: Landscape character and visual impact rating matrix (Source: TfNSW)

The following limitations have been identified while preparing this assessment:

- no private properties were accessed, all assessments are based on judgements made from public spaces outside of the properties. The angles of some views do not perfectly represent the view from inside the associated dwelling, noting differences in elevation, distance and angles.
- The photographs do not replicate the experience of viewing the proposal with the human eye.

6.4.2 Visual Catchment

The extent of the visual catchment is shown in the figure below. The visual catchment is based on a site visit undertaken by Keylan Consulting on 26 May 2025. It is noted that the topography is highly variable in the surrounding area, which limits the visibility of the sign.



Figure 23: Visual catchment (Base source: Nearmap)

6.4.3 Selection of Viewpoints

Our assessment concludes that the 6 viewpoints on the visual catchment map represent the closest receivers with direct views towards the sign.

These properties have been assessed in accordance with the matrix at Figure 22 and provided at Section 6.4.4.

6.4.4 Assessment

684 Warringah Road, Forestville

This property is located approximately 30m west of the existing signage. The figures below provide photographs of this property as well as views from this property towards the sign. It is noted that this viewpoint also represents the visual impacts for the properties at 686 and 688 Warringah Road, which have been judged to have similar view lines towards the sign, with increased distance and vegetative screening.

Although this property is located in close proximity to the existing signage, **low-moderate** visual impacts are anticipated as a result of the proposal for the following reasons:

- The visual sensitivity of the receiver is considered **low-moderate** based on the existing visual context of the receiver. The property is a residential dwelling that is fronting a state classified road. This receiver is one of the receivers in closest proximity to the sign.
- The existing sign is only visible from the front of the property, with a view that is partially obstructed by dense vegetation on the property.
- The existing sign does not directly face the property, as the property is oriented east, and the sign is facing south west.
- The sign provides an element of visual interest as opposed to looking at a blank concrete/metal elevation.
- The LIA confirms that the illumination of the sign reaches a maximum of 1.72lux, confirming the development will not result in adverse lighting impacts to the receiver.
- Considering the above factors and the lack of works proposed under the application, the magnitude of the proposal is considered **low**.



Figure 24: Photo of front of 684 Warringah Road as viewed from pedestrian overpass (Source: Keylan)



Figure 25: Looking west towards 684 Warringah Road from adjacent footpath (Source: Keylan)



Figure 26: Looking north-east towards the existing sign. Photo taken from the footpath in front of 684 Warringah Road (Source: Keylan)

North-eastern dwellings within 9 Aldinga Place

This property is located approximately 100m south west of the existing signage. The figures below provide photographs of this property as well as views from this property towards the sign. It is noted that 9 Aldinga Place hosts a number of buildings, all of which are residential flat buildings (RFBs).

The visual impacts experienced at this receiver is considered to be **low** for the following reasons:

- The receiver is considered to have a **low-moderate** sensitivity based on the receiver being a residential flat building fronting a state classified road. The key existing views of the site are towards Warringah Road.
- The windows and balconies from the dwelling are orientated eastward, the sign is not directly in sight unless looking at an acute angle.
- The existing sign is only partially visible due to vegetation at the north-eastern corner of the property, which acts as a screen.
- There is a downward slope from Warringah Road to the homes, which further reduces any sight lines to the sign, particularly from lower levels.
- The lighting impact of the sign on this property is minimal and will not cause adverse impacts.
- Since there are no physical works proposed to the sign and the existing views are largely obscured, the magnitude of the proposal is considered **low**



Figure 27: Looking west towards the façade of the RFB in the north-eastern corner of 9 Aldinga Place (Source: Keylan)



Figure 28: Looking north-east towards the existing sign. Photo taken from in front of 9 Aldinga Place (Source: Keylan)

Southern dwellings at 9 Aldinga Place

This viewpoint represents the line of sight from dwellings located in the south-eastern corner of 9 Aldinga Place, fronting Warringah Road.

Negligible adverse visual impacts are anticipated as a result of the proposal for the following reasons:

- The receiver is considered to be **low-moderate** sensitivity, as the development is a residential flat building, but the visual setting and character is defined by the major road corridor that the site is fronting.
- The windows are oriented away from the sign, primarily looking east, rather than north-east
- There is dense vegetation that almost completely screens any view of the sign from the property
- The steepness of the slope from the dwellings up to Warringah Road further reduces any direct sightlines to the sign.
- Considering the development application is solely seeking the continued use of the sign, the magnitude of the proposal is **low**.



Figure 29: Looking north-east from 9 Aldinga Road towards the sign (Source: Keylan)



Figure 30: Looking west at the façade of one of the RFBs at the south-eastern corner of 9 Aldinga Place, Forestville (Source: Keylan)



Figure 31: Looking north-west towards 9 Aldinga Place (Source: Keylan)

706 Warringah Road

This property is located approximately 230m south west of the existing signage. The figures below provide photographs of this property as well as views from this property towards the sign.

The impacts of the proposal are considered to be **negligible** for the following reasons:

- The site has a **low** visual sensitivity. The receiver is a detached dwelling on a corner lot fronting Warringah Road. The views from the site are primarily shielded by vegetation, however there is a view line to the north directly looking towards a petrol station.
- The site is located beyond the legible distance of the sign.
- The petrol station at the corner of Laurel Chase and Warringah Road partially obscures the view of the sign from all north facing windows.
- There are only two windows which are oriented towards the sign as shown in Figure 33. As per the above, the view from these windows looks on to the adjoining petrol station which screens view lines to the signage.
- The effects of light spillage are expected to be minimal towards this receiver as confirmed in the LIA at Appendix 4.
- Due to the distance of the receiver from the sign and the visual barriers screening the display, the magnitude of the proposal is **low**.



Figure 32: Photo looking north-east towards the subject site from 706 Warringah Road (Source: Keylan)



Figure 33: Looking south toward the façade of 706 Warringah Road (Source: Keylan)

781 Warringah Road, Forestville

This site is located approximately 20m south of the sign. The receiver is a medium density residential building primarily orientated to the west.

Low-moderate adverse visual impacts are anticipated as a result of the proposal for the following reasons:

- The receiver is considered to be of **moderate** sensitivity, based on the medium density nature of the building and the undisrupted view lines towards the sign, although the setting along a main road prevents the rating from being any higher.
- Despite the receiver being a boarding house, only one apartment is expected to have any sightlines from their windows.
- The sign is only visible from two windows, one of which is a clerestory window with an increased sill height, which likely doesn't service a principal living space.
- The dwelling is primarily oriented west, with a balcony completely shielded from the sign by dense vegetation as shown in Figure 34.
- It is acknowledged that the larger window would have direct view lines to the sign but only if the viewer were to orientate themselves toward the sign itself when standing at the window.
- It is noted that this boarding house was approved in 2013, after the approval and erection of the existing sign.
- This receiver is the most affected by illuminance, with a maximum reading of 1.85lux, noting this continues to comply with the relevant guidelines. The LIA states:

...Under AS4282, the maximum allowable vertical illuminance to dwellings is 2 lux for Zone A3...It can be seen from the lighting model that the maximum illuminance for Zone A3 properties is 1.85 lux at 781 Warringah Road...

- Due to the above reasoning and the nature of the project which seeks to continue the use of an existing sign and no physical works are proposed, the magnitude of the proposal is **low**.



Figure 34: Looking towards 781 Warringah Road from the pedestrian overpass (Source: Keylan)



Figure 35: Looking north towards the sign from 781 Warringah Road (Source: Keylan)



Figure 36: View towards the sign from the street in front of 781 Warringah Road (Source: Keylan)

783 Warringah Road, Forestville

This site is located approximately 60m south of the sign. The receiver is a detached residential dwelling primarily oriented towards the north north east. It is noted that it is impossible to accurately assess what the views of this receiver will be from public spaces, due to the set back and elevation of the property compared to the public footpath.

Negligible visual impacts are anticipated as a result of the proposal for the following reasons:

- The sensitivity of the receiver is considered **low**, as the house is set back from Warringah Road and its primary views towards the road are limited.
- The dwelling is screened by dense vegetation.
- The building is barely visible from the pedestrian overpass on which the sign is located, indicating that the sign is equally invisible from the dwelling.
- The house is not oriented towards the sign, it is oriented perpendicular to the road corridor.
- Considering the existing dense, mature vegetative screen between the receiver and the subject site, the magnitude of the sign's continued use on the receiver is **low**.



Figure 37: Looking towards the front façade of 783 Warringah Road from the opposite side of Warringah Road (Source: Keylan)



Figure 38: Looking north towards the sign from the pedestrian footpath at the front of 783 Warringah Road (Source: Keylan)



Figure 39: View towards 783 Warringah Road from the pedestrian overpass above the sign – 783 Warringah Road outlined (Source: Keylan)

6.5 Site suitability

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

- the proposal is compatible with the existing and desired future character of the area;
- the sign is located in an appropriate location for advertising signage, being located on an overpass above a major thoroughfare, servicing commuters travelling to the Northern Beaches from Roseville;
- there will be minimal visual impacts on the surrounding sensitive residential receivers;
- the impacts of the sign's illumination are consistent with all guidelines and legislation;
- the sign has been deemed to not adversely affect the road conditions along Warringah Road, and surrounding streets;
- the sign largely complies with the relevant statutory and policy provisions that govern outdoor advertising signage in NSW; and
- the proposal is seeking the continued use of an existing sign that has been in place for 15 years.

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

6.6 Public benefit

In accordance with the Signage Guidelines, an application for advertising that is proposed by TfNSW is to demonstrate how the revenue raised from outdoor advertising is directly linked to a public benefit, such as road upgrades or amenity improvements along road corridors including landscaping, litter removal or vandalism and graffiti management.

A Public Benefit Statement prepared by TfNSW is included as part of the application (Appendix 6). The statement confirms that all revenue generated by the proposal will help fund essential TfNSW services to the benefit of the whole of NSW, including:

- road infrastructure maintenance
- network management
- road user compliance activities
- road safety programs

In addition to the above, the advertising sign provides affordable advertising space for road safety messages in a prime location, contributing to the reduction in the number of deaths on NSW roads.

Accordingly, the application addresses the public benefit test outlined in the Signage Guidelines through the provision of funding toward improvements to the TfNSW network and direct messaging to the community.

7 Conclusion

This SEE supports a DA to continue the operation of the existing approved static advertising signage on the Warringah Road pedestrian bridge for a further 15-year period.

The sign is visible to motorists travelling eastbound along Warringah Road. The sign comprises an advertising display area of approximately 31.42m². No physical works are proposed to the advertising structures.

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

- will have minimal impact on the locality, including residential properties, as:
 - the application does not seek any physical works to the existing signage;
 - the immediate environment is highly urbanised and consists of a busy transport corridor, which is an appropriate environment for an advertising sign;
 - the proposal will not change the current context in which the properties are located;
 - the existing signage is only internally illuminated during the evening (not digital sign), and is compliant with the relevant Australian Standards and Signage Guidelines; and
 - properties with views towards the existing sign have limited sightlines and are mostly orientated towards the road (rather than the sign) and are often screened by mature vegetation.
- meets the objectives and criteria of Chapter 3 of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area;
- demonstrates compliance with the assessment criteria set out in Schedule 5 of the Industry and Employment SEPP;
- demonstrates compliance with the majority of the signage criteria set out in the Signage Guidelines in regard to land use compatibility, bridge signage, road safety and illumination requirements and the public benefit test; and meets all the objectives of the controls,
- will not adversely impact on any items of European or Aboriginal heritage;
- is of high quality design and finish and will provide visual interest along Warringah Road; and
- will be in the public interest as the revenue that is generated by the advertising signage will be used by TfNSW to improve the network through projects such as road upgrades or amenity improvements along road corridors including landscaping, litter removal or vandalism and graffiti management

In consideration of the above, it is considered that the continued use of the existing advertising sign will not have an adverse impact on the environment or on the safety of road users and therefore warrants approval.