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Glossary

Abbreviation	Definition
Applicant	Sydney Trains
Consent	Development Consent
Council	Parramatta and Cumberland Councils
Consent	Development Consent
DA	Development Application
DCP	Development Control Plan
Department	Department of Planning, Industry and Environment
EPI	Environmental Planning Instrument
EP&A Act	<i>Environmental Planning and Assessment Act 1979</i>
EP&A Regulation	<i>Environmental Planning and Assessment Regulation 2000</i>
EPBC Act	<i>Environment Protection and Biodiversity Conservation Act 1999</i>
HELP 2013	Holroyd Local Environment Plan 2013
LEP	Local Environmental Plan
LGA	Local Government Area
LIR	Lighting Impact Report
Minister	Minister for Planning and Public Spaces
PLEP 2011	Parramatta Local Environmental Plan 2011
RMS (Land Use)	NSW Roads and Maritime Services (Land Use Assessment North West Precinct) within Transport for New South Wales
RtS	Response to Submissions
Secretary	Secretary of the Department of Planning, Industry and Environment
SEE	Statement of Environmental Effects
SEPP	State Environmental Planning Policy
SEPP 64	State Environmental Planning Policy No. 64 – Advertising and Signage
Site	Woodville Road Railway Overpass, Granville
SRD SEPP	<i>State Environmental Planning Policy (State and Regional Development) 2011</i>
SSA	Signage Safety Assessment
TfNSW	Transport for New South Wales
the Guidelines	Transport Corridor Outdoor Advertising and Signage Guidelines 2017
VIA	Visual Impact Assessment



Executive Summary

Sydney Trains (the Applicant) seek development consent for the installation of two new digital advertising signs on the Woodville Road overpass in Granville (DA 10661).

Engagement

The Department of Planning, Industry and Environment (Department) publicly exhibited the development application (DA) from 22 January 2021 to 5 February 2021 (15 days) and sought advice from Parramatta Council, Cumberland Council and Transport for NSW (RMS).

Parramatta Council commented on the Applicant's assessment, the safety of the proposed signage and compliance with the Transport Corridor Outdoor Advertising and Signage Guidelines (the Guidelines). Cumberland Council commented on landowners' consent and RMS approval regarding the road reserve adjacent to Woodville Road.

The Department also received one submission from a member of the public who objected to the proposed development.

Assessment

The Department has assessed the proposal against the requirements of SEPP 64 and considered the issues raised in the submissions. The Department considers the DA is acceptable as it:

- would not result in any significant visual impacts to surrounding properties as the proposed signs are located on a main road, with no adjoining properties being screened or impacted by the proposal.
- would not result in any significant amenity impacts as the illumination levels would be set to comply with the maximum levels outlined in the Guidelines.
- would not detract from the architecture of the bridge as the signs would be wholly located within the physical boundaries of the bridge.
- would not result in any adverse pedestrian or road safety impacts as the proposal complies with the Guidelines and the Department has recommended a suite of conditions to appropriately mitigate and manage safety impacts.
- is permissible development in an existing transport corridor.

Conclusion

The Department's assessment concludes the proposed development is appropriate as it would not result in any unacceptable amenity, visual or safety impacts and it complies with the requirements of SEPP 64. It is therefore recommended that the application be approved, subject to conditions.



Contents

Glossary	iii
Executive Summary	iv
1. Introduction	1
1.1 Background.....	1
1.2 The site	1
2. Project	4
2.1 Description of proposal	4
3. Statutory Context	7
3.1 Consent authority.....	7
3.2 Permissibility.....	7
3.3 Mandatory matters for consideration.....	7
4. Engagement	10
4.1 Department's engagement	10
4.2 Summary of submissions.....	10
4.3 Key Issues – Government Agencies	10
4.4 Key Issues – Council/Community	10
4.5 Response to submissions	11
5. Assessment	12
5.1 Key assessment Issues.....	12
5.2 Assessment	12
6. Evaluation	24
7. Recommendation.....	25
8. Determination.....	26
Appendices.....	27
Appendix A – List of Documents	27
Appendix B – Community Views	28
Appendix C – Environmental Planning Instruments.....	29
Appendix D – Recommended Instrument of Consent.....	54



1. Introduction

1.1 Background

This report provides an assessment of a Development Application (DA 10661) lodged by Sydney Trains (the Applicant) under Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

The Applicant seeks consent for the construction of two new digital advertising signs on Woodville Road overpass in Granville, in both the Parramatta and Cumberland local government areas (LGA). The northern side of the railway bridge is located within the Parramatta LGA and the southern side of the bridge is located within the Cumberland LGA.

1.2 The site

The two proposed signs would be located on the northern and southern elevations of the Woodville Road overpass and would be visible to northbound and southbound motorists using Woodville Road (**Figure 1**). The site is legally defined as Lot 1 in DP 1185001 and is owned by Rail Corp.

Woodville Road is classified as a main road under the *Roads Act 1993* which travels in a general north-south alignment between The Great Western Highway and Church Street (to the north) and Henry Lawson Drive (to the south). Woodville Road is a State Controlled Road and is under the management and ownership of TfNSW.

It is a dual carriageway with three lanes of traffic in both directions. The Woodville Road and Crescent Street intersection and the off ramp from the M4 Motorway are situated north of the railway bridge. The legal speed limit is 60km/hr on approach to the Woodville Road overpass in both directions.



Figure 1 | Local context map (Source: Applicant)

The site is located on the boundary between Granville and Holroyd in an area characterised by residential and business use, predominately zoned as R2 Low Density Residential, B5 Business Development and B6 Enterprise Corridor.

The site is surrounded by business and commercial land uses to the north, including a liquor store, car and motorcycle dealership, mechanic, pub and local heritage item known as the Railway Memorial (No. I23). To the east, the site is surrounded by the railway tracks which extend towards Granville Station 800m to the east, Railway Parade, residential dwellings, a church, education centre and commercial premises. To the south, the site is surrounded mostly by residential premises, as well as a car wash, petrol station, mechanic and retail services. Located further south is 9-11 and 15 Woodville Road, which are listed as local heritage items (No. I214 and No. I215). To the west of the site is the Parramatta Train Terminus Memorial Park and Statue located along Crescent Street, identified as local heritage item (No. I23).

The site is shown in **Figure 2** and **Figure 3**.



Figure 2 | The existing Woodville Road overpass north facing sign location
(Source: Applicant)



Figure 3 | The existing Woodville Road overpass south facing sign location
(Source: Applicant)



2. Project

2.1 Description of proposal

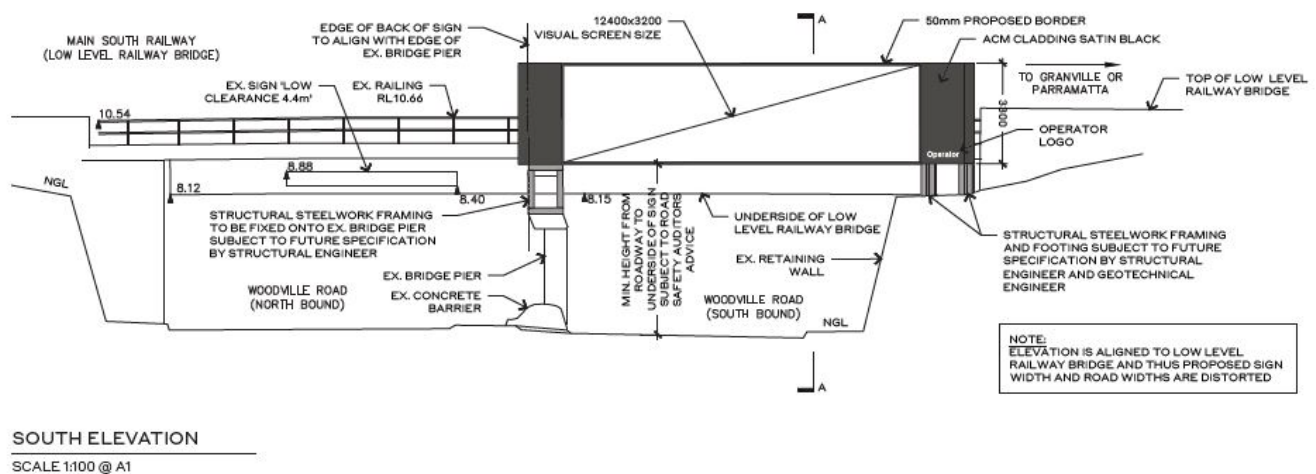
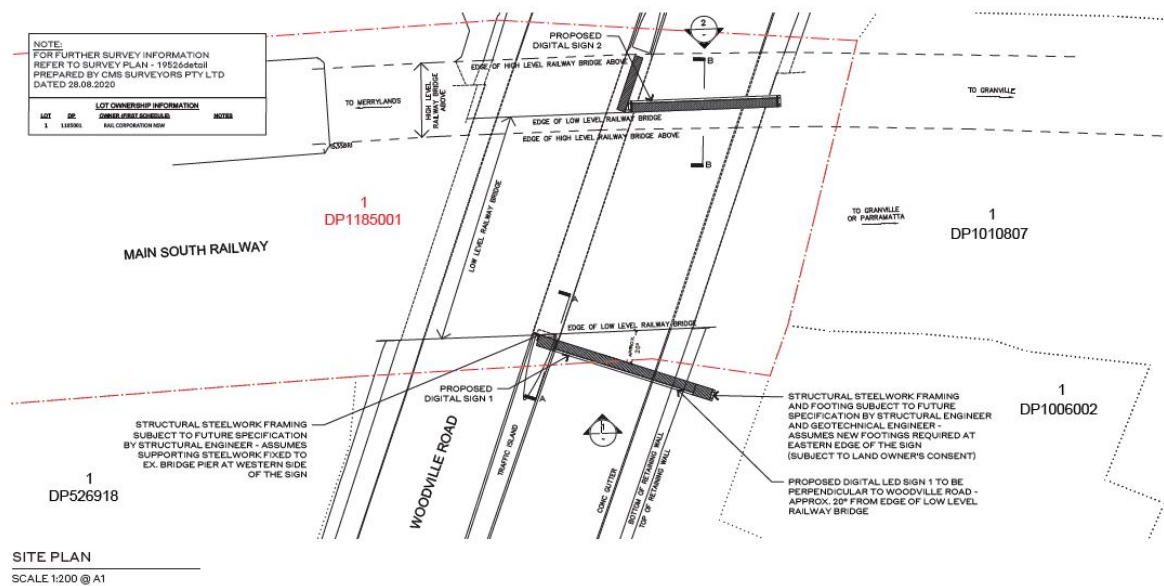
The DA (10661) seeks consent for the installation and display of digital advertising signs proposed at both the northern and southern elevations of the existing railway overpass across Woodville Road in Granville. The application, as revised by the Response to Submissions (RtS), seeks one digital advertising sign above the northbound lanes (Sign 1) and one digital advertising sign above the southbound lanes (Sign 2). The proposed design and operation specifications of the signage is outlined in **Table 1**. The proposed signage details are shown at **Figure 4** to **Figure 6**.

Table 1 | Details of the proposed signage

Aspect	Northbound sign (Sign 1)	Southbound sign (Sign 2)
Advertising display area	49.691 m ² (12.58 m x 3.95 m)	41.25 m ² (12.5 m x 3.3 m)
Active digital display area	39.68 m ² (12.4 m x 3.2 m)	39.68 m ² (12.4 m x 3.2 m)
Total Height (including the frame)	3.95 m	3.3 m
Road clearance from ground level to the sign	5.5m	5.4m
Signage display	Digital LED Screen	Digital LED Screen
Dwell time	30 seconds	30 seconds
Maximum illuminance limit during post night-time period	174 cd/m ² (pre-curfew) 114 cd/m ² (curfew)	348 cd/m ²

The proposed digital signage would be programmed to operate 24-hours-a-day, 7-days-per-week. The advertisements displayed would be static in their content but designed to automatically change every 30 seconds (0.1 second transition time). The estimated cost of the works is \$1,157,817.10.

The Department notes the application does not seek to amend the existing road clearance height of the Woodville Road overpass.



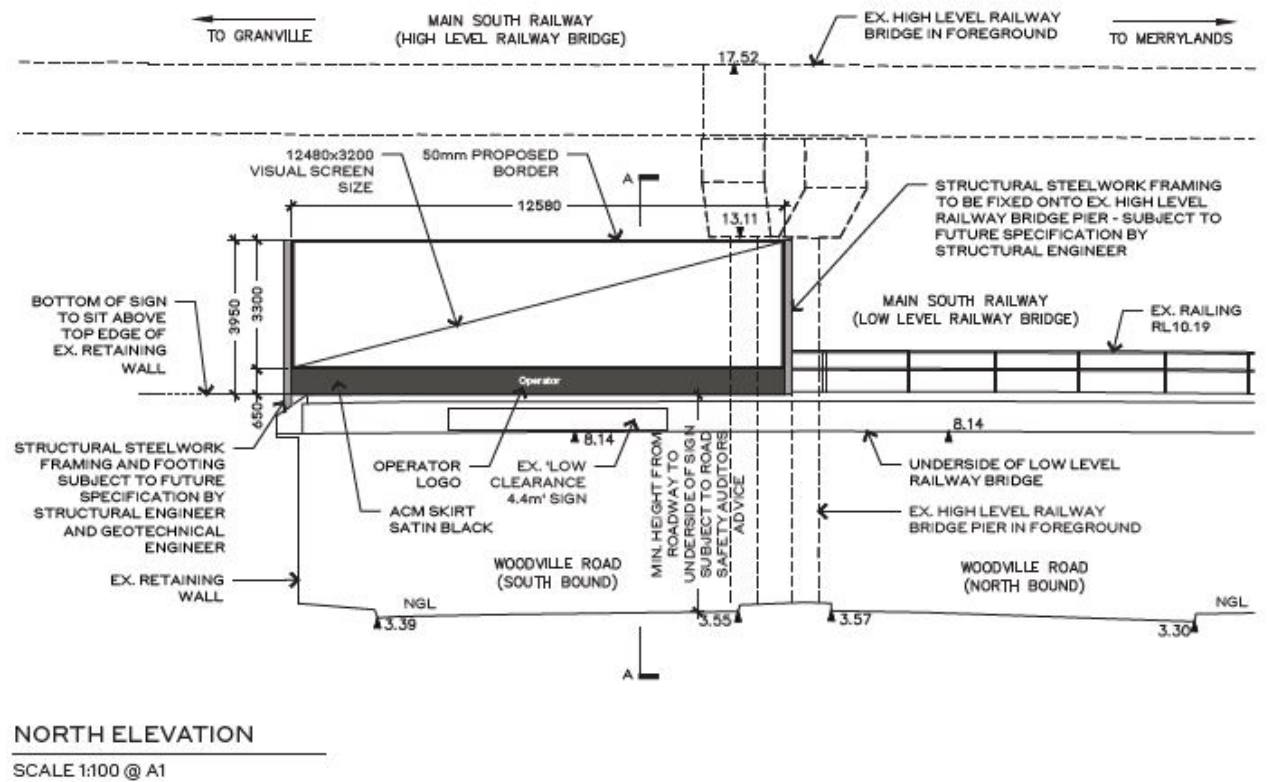


Figure 6 | An elevation of the proposed southbound sign known as Sign 2 (Source: Applicant)



3. Statutory Context

3.1 Consent authority

The Minister for Planning and Public Spaces is the consent authority for the application in accordance with clause 12(c) of State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64). The DA has been submitted by TfNSW (Sydney Trains) and relates to an advertisement displayed by or on behalf of TfNSW (Sydney Trains) on a road corridor.

In accordance with the Minister’s delegation of 26 April 2021, the Director, Regional Assessments, may determine this application as:

- the relevant Council has not made an objection
- there are ten or less public submissions in the nature of objection
- a political disclosure statement has not been made.

3.2 Permissibility

The Woodville Road overpass traverses the LGA boundary between Parramatta on the northern side and Cumberland on the southern side.

The site is zoned SP2 – Classified Road under the Parramatta Local Environmental Plan 2011 (PLEP 2011) and SP2 - Infrastructure under the Holroyd Local Environmental Plan 2013 (HLEP 2013). Signage is a prohibited use in the SP2 zone under the PLEP 2011 but permitted with consent under the HLEP 2013.

However, clause 16(1) of SEPP 64 states that, despite the provisions of any EPI or clause 10 (1) of the SEPP, the display of an advertisement by or on behalf of Sydney Trains, is permissible with development consent.

The application is therefore permissible with consent.

3.3 Mandatory matters for consideration

The following are the relevant mandatory matters for consideration:

- the matters in section 4.15(1) of the EP&A Act
- relevant Environmental Planning Instruments (EPIs)
- objects of the EP&A Act
- Ecological Sustainable Development
- Environmental Planning and Assessment Regulation 2000 (EP&A Regulation).

3.3.1 Section 4.15(1) Matters for consideration

The matters for consideration under section 4.15 of the EP&A Act have been addressed in **Table 2**.

Table 2 | Section 4.15 matters for consideration

Section 4.15 Evaluation	Consideration
(a)(i) any environmental planning instrument	The proposal complies with the relevant legislation as addressed in Section 3.3.2 and Appendix C .
(a)(ii) any proposed instrument	Not applicable.
(a)(iii) any development control plan	The proposal complies with the Parramatta Development Control Plan 2011 and the Holroyd Development Control Plan 2013 as addressed in Appendix C .
(a)(iii) any planning agreement	Not applicable.
(a)(iv) the regulations	The application satisfactorily meets the relevant requirements of the EP&A Regulation, including the procedures relating to applications, the requirements for notification, and fees (refer to Section 3.3.5).
(a)(v) any coastal zone management plan	Not applicable.
(b) the likely impacts of that development	The Department has assessed the likely impacts of the development and concludes they are acceptable and can be addressed by the recommended conditions (refer to Section 5 and Appendix D).
(c) the suitability of the site for the development	The site is suitable for the development as addressed in Section 5 .
(d) any submissions	Consideration has been given to the submissions received during the exhibition period (refer to Section 4 , Section 5 and Appendix B).
(e) the public interest	The Department considers the proposal to be in the public interest (refer to Section 5).

3.3.2 Environmental Planning Instruments

The relevant environmental planning controls and guidelines that apply to the proposal include:

- State Environmental Planning Policy No. 64 – Advertising Structures and Signage (SEPP 64)
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines)
- State Environmental Planning Policy (Infrastructure) 2007 (ISEPP)
- Parramatta Local Environmental Plan 2011 (PLEP 2011)
- Holroyd Local Environmental Plan 2013 (HLEP 2013)

The Department is satisfied the DA is consistent with the relevant requirements of the EPIs, development control plans and guidelines, as detailed in **Appendix C** of this report.

3.3.3 Objects of the EP&A Act

In accordance with the EP&A Act, the Department considers the proposal is satisfactory in regard to the objects of the EP&A Act.

3.3.4 Ecologically sustainable development

The EP&A Act adopts the definition of ecologically sustainable development (ESD) found in the *Protection of the Environment Administration Act 1991*. Section 6(2) of that Act states that ESD requires the effective integration of economic and environmental considerations in decision-making processes. The Department has considered the project in relation to ESD principles. The precautionary and inter-generational equity principles have been implemented throughout the decision-making process and assessment of the development application's environmental impacts are detailed in **Section 5** of this report.

3.3.5 Environmental Planning and Assessment Regulation 2000 (EP&A Regulation)

Subject to any other references to compliance with the EP&A Regulation cited in this report, the requirements for notification (Part 6, Division 7) and fees (Part 15, Division 1) have been complied with.



4. Engagement

4.1 Department's engagement

In accordance with Schedule 1 of clause 9 of the EP&A Act, the EP&A Regulation and clauses 16 and 17 of SEPP 64, the Department publicly exhibited the application for 14 days from 22 January 2021 until 5 February 2021. The application was exhibited on the Department's website and the Department notified adjoining landholders, Parramatta Council, Cumberland Council and TfNSW in writing.

4.2 Summary of submissions

The Department received four submissions in relation to the DA, comprising:

- a submission from Parramatta Council providing comments on the proposal
- a submission from Cumberland Council providing comments on the proposal
- a submission from TfNSW providing comments and suggested conditions
- one public submission objecting to the DA.

4.3 Key Issues – Government Agencies

TfNSW did not object to the proposed signage and provided concurrence subject to the proposal complying with the Transport Corridor Advertising and Signage Guidelines (Guidelines), SEPP 64, driver sightlines, maintenance of existing bridge elements and vertical clearance from the roadway to the top of the bridge.

The matters raised by TfNSW have been considered and addressed in **Section 5** and the recommended conditions have been incorporated into the draft development consent (**Appendix D**).

4.4 Key Issues – Council/Community

4.4.1 Council Submission

Parramatta Council and Cumberland Council did not object to the proposal, however advised the Department to consider the following:

- Compliance with SEPP 64 and the Guidelines
- Potential to distract drivers from directional signs and traffic signals
- Landowners consent of elevated road reserve adjacent to eastern side of Woodville Road where plans indicate the footing of the northbound sign would be located
- RMS approval in relation to the retaining walls located within abovementioned road reserve.

4.4.2 Community Submissions

One submission was received from a local resident objecting to the proposal. The submission raised concerns relating to driver safety, bridge clearance height, road maintenance, heritage impacts, amenity impacts, site suitability, health impacts, road safety, public benefit, and noise pollution.

The Department has considered the issues raised in the submission in its assessment of the proposal (**Section 5**).

4.5 Response to submissions

On 1 March 2021, the Applicant submitted an RtS (**Appendix A**) addressing the matters raised in the submissions. The Applicant also provided an Addendum Lighting Report and an Addendum Heritage Response.

The RtS addressed the following:

- Traffic and road safety concerns
- Structural support concerns
- Visual impacts
- Landowner consent
- Heritage impacts
- Illumination impacts
- Sound impacts
- Security concerns



5. Assessment

5.1 Key assessment Issues

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

- design and suitability of the site
- visual impact
- illumination
- road safety
- public benefit
- heritage
- noise.

Each of these matters are addressed separately below.

5.2 Assessment

5.2.1 Design and suitability of the site

The proposal seeks approval for two new digital advertising screens with an overall display area of 49.691 m² for Sign 1 and 41.25 m² for Sign 2. The Department notes the proposed signage would be installed in a location where there is no current digital advertising signage.

The Department considers the design and location of the proposed signage to be suitable for the following reasons:

- the proposed signs satisfactorily comply with the design criteria of SEPP 64, the Guidelines and AS4282 (1997 Control of obtrusive effects of outdoor lighting). Refer to **Section 4** and **Appendix C**.
- the proposed signage would not extend beyond the existing physical boundaries of the Woodville Road overpass and adjacent road reserve and therefore would not diminish or detract from the architectural integrity of the structure.
- the proposed signs would not adversely impact on the existing or future character of land uses surrounding the Woodville Road overpass as the proposed signs would be not visible by most sensitive receivers or effectively screened by the existing vegetation, fencing and retaining walls.
- the location of the signage within a roadway corridor is suitable for digital advertising and consistent with signage on other bridges on major roads.

The Department is therefore satisfied the design and location of the site is suitable and would not result in adverse amenity impacts to surrounding residents.

5.2.2 Visual Impact

The Applicant provided a Visual Impact Assessment (VIA) to consider the potential visual impacts of the signage on the residential properties located on the southern side of the Woodville Road overpass and light industrial uses

located to the north. The VIA concluded the main visual receptors will be people travelling in vehicles, with reduced level of interest or attention in views and visual amenity, as well as residential premises to the south.

The locations considered in the VIA are shown in **Figure 7**. The potential visual impacts to these properties are shown in **Figure 8** to **Figure 11**.



Figure 7 | The locations considered in the VIA (Source: Applicant)



Figure 8 | View from Viewpoint 1 (Woodville Road Southern Side) (Source: Applicant)



Figure 9 | View Viewpoint 2 (Wallace Street) (Source: Applicant)



Figure 10 | View from Viewpoint 3 (Woodville Road – Northern Side) (Source: Applicant)



Figure 11 | View from Viewpoint 4 (Tram terminus Memorial Park) (Source: Applicant)

One public submission and Cumberland Council raised concerns relating to potential visual impacts.

In response, the Applicant provided an Addendum Lighting Report and further justification of the minimal visual impact of the proposal.

Cumberland Council raised concerns regarding the potential for visual impacts on residents south of the overpass. The Applicant noted that the proposal does not directly face any residential properties within 50m and the orientation of other dwellings south of the overpass will not have a direct interface with the signage. Further, the Department is satisfied that the illumination levels will be compliant with the relevant standards for outdoor lighting and SEPP 64.

The public submission raised concerns regarding the views and vistas of Parramatta Road from residential properties, as well as the proposed dwell time of 15 seconds. The Applicant noted that TfNSW have provided that the signage dwell time would be no less than 30 seconds, and have amended the proposal to comply, further reducing the potential visual impact. In regard to obstructing important views and vistas, the Department notes the SEPP 64 assessment criteria under Schedule 1 'Views and Vistas'. The Department is satisfied that the proposal would not obscure or compromise any important views as it is located in a road corridor, would not dominate the skyline or reduce the quality of vistas as it is contained within the existing overpass, and respects the viewing rights of other advertisers with no existing advertising within close proximity.

The Department has reviewed the VIA, the public and council submissions and the Addendum Lighting Report and considers the proposed signs are acceptable as:

- the location of the signage within a road corridor, the dominance of the retaining walls and the mature vegetation alongside the Woodville Road overpass significantly obscures views towards the proposed signs from the majority of surrounding properties
- the existing retaining wall largely restricts views towards the proposed signage from the ground level of the residential properties on the southern side of the road corridor
- the signs will not extend outside the physical boundaries of the Woodville Road overpass
- the signs would not obscure or compromise important views, would not dominate the skyline or reduce the quality of vistas of any environmentally sensitive areas, heritage areas or open space (a full assessment of the signage under SEPP 64 is included at **Appendix C**).

The Department therefore concludes the visual impacts of the proposal on surrounding residential properties would be negligible.

5.2.3 Illumination

Public submissions raised concern about illumination impacts on surrounding residential receivers, particularly at night.

The proposed digital signage would be illuminated with LEDs and operated 24-hours-a-day, 7-days-per-week but would be dimmed during the night-time period. An Evaluation of Lighting Impact Report was provided with the SEE to assess the proposal against the relevant luminance criteria. The report confirmed the proposed signage

would comply with the SEPP 64 Guidelines and Australian Standard 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting.

Under the Guidelines, the Lighting Impact Report categorised the site as ‘Zone 3’. This zone is assigned to areas of generally medium levels of off-street ambient lighting. In this zone, the Guidelines stipulate a maximum luminance level of digital signage of 6000 cd/sqm during the daytime, 700 cd/sqm during morning and evening twilight and inclement weather and 350 cd/sqm during night time. The proposed signage is therefore compliant with the Guidelines, as per the dimming levels in **Table 3**. The Department has recommended a condition of consent to restrict the luminance of the signage to these levels to ensure any potential lighting impacts on neighbouring properties is appropriately minimised.

Table 3 | Luminance Levels

Lighting Conditions	Permitted Luminance (Sign 1)	Permitted Luminance (Sign 2)
Full Sun on Face of LED Advertising Screen	No limit	No limit
Day time	6000 cd/m ²	6000 cd/m ²
Morning and Evening Twilight and Inclement Weather	700 cd/m ²	700 cd/m ²
Night time	174 cd/m ² (pre-curfew) 114 cd/m ² (curfew)	348 cd/m ²

Under Australian Standard 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting, Sign 1 is categorised as Zone A3 and Sign 2 as Zone A4. Under Zone A3, Sign 1 has a recommended maximum luminance of 250 cd/sqm, however the recommended maximum luminance level by the Lighting Impact Report is 174 cd/sqm for the pre-curfew period and 114 cd/sqm for curfew periods to conform to the thresholds increment levels. Sign 2 is subject to a recommended maximum luminance of 350 cd/sqm at all times, however a level of 348 cd/sqm is recommended to comply with the threshold increment levels.

The Applicant also provided an Addendum Lighting Report to consider the illumination impact at residential properties to the south of the overpass, the potential impact of glare on drivers, and provide justification as to why there is a potential public preconception as to the apparent illumination of the proposed signage. The Addendum Lighting Report confirmed the DA would remain compliant with the Guidelines and Australian Standards. The Department has recommended a condition of consent to restrict the luminance of the signage to these levels to ensure any potential lighting impacts on neighbouring properties is appropriately minimised.

The Department has reviewed the Lighting Report and the Addendum Lighting Report and considers the illumination impacts associated with the proposed signage to be acceptable on the basis the signage would be programmed to comply with the maximum luminance stipulated in the Guidelines, and the lux limit in the Australian Standards can be automatically dimmed to ensure luminance levels remain compliant.

The Department also notes that most of the adjoining properties are shielded by mature vegetation. This effectively minimises the light spill of the signage.

The Department therefore concludes the DA has demonstrated compliance with the Guidelines, the relevant Australian Standards and would not result in any adverse illumination impacts to residents in proximity to the site.

5.2.4 Road safety

The public submission raised concern the proposal would potentially result in road safety impacts.

The Applicant provided a Road Safety Assessment (RSA) that assessed the proposal against the Guidelines, SEPP 64 and Austroads Guide to Road Design. The RSA assessed the signage exposure distance, sight stopping distance and road accident history in proximity to the site. The RSA concluded the road environment along the Woodville Road overpass presents a low risk environment for the proposed signage.

The Department notes that the proposed signage will be visible to traffic travelling on Woodville Road both northbound and southbound.

Travelling southbound on Woodville Road, high volumes of traffic travel through the intersections with Parramatta Road and the M4 Motorway off ramp and on ramp. The RSA has determined that the likely readable distance of the sign in the southbound lanes would be 110m and would be out of driving view approximately 10m north of the signage. Travelling northbound on Woodville Road, high volumes of traffic travel through the intersections with Parramatta Road and the M4 Motorway off ramp and on ramp. The Road Safety Assessment has determined that in congested traffic conditions the signage would likely be visible 90m from the signage and in non-congested traffic would be 175m from the signage. The likely readable distance of the signage would be 140m and would be out of driving view 10m south of the signage.

Parramatta Council raised concerns regarding the potential for rear end collisions due to the impact of the proposed signage. The Applicant addressed crash history in the Road Safety Assessment as well as responding to these concerns in the Supplementary Traffic Response. The crash history of the area is consistent with data of major roads with high traffic volumes. The majority of crashes that have occurred within the visible distance of the proposed signage have been between moderate to minor severity or resulted in no injury with a vehicle being towed away (32 out of 36 crashes). The most common incident to occur is a rear-end type crash (16 out of 36 crashes).

The signage would not be located within the safe stopping distance of the intersection with Wallace Street on the north approach (70m), however it would be located within the safe stopping distance of the intersection on the south approach (60m). The signage is located at approximately the 60m mark and will not be visible to drivers at this point due to the height and angle of the overpass and signage (Figures 12 and 13).

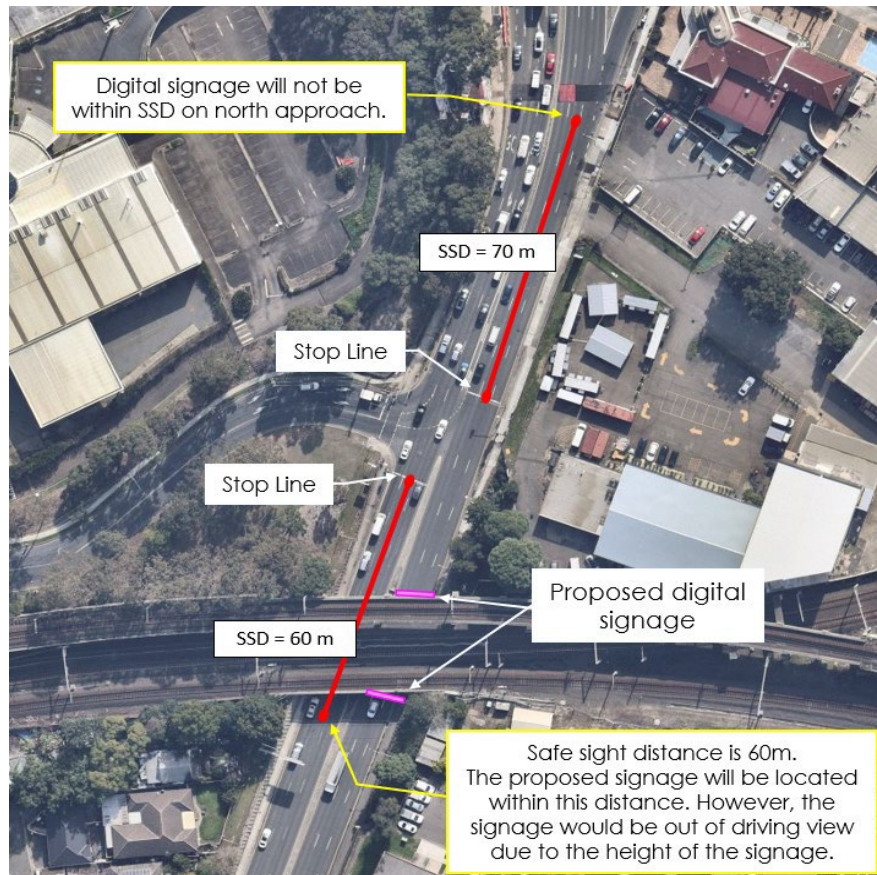


Figure 12 | Safe Stopping Distances (Source: Applicant)



Figure 13 | View at 60m safe stopping distance of south approach (Source: Applicant)

The Department notes that whilst the signage is not in a location distracting to drivers within the safe stopping distance, an increase in dwell time has been adopted due to TfNSW concerns regarding the proximity to traffic signals. The Department is satisfied that the proposed location and increased dwell time of 30 seconds is appropriate and will not impact on road safety.

The Department has assessed the proposal against Section 3, Advertisements and Road Safety of the NSW Guidelines. The Department notes the RSA and considers the proposed signage is acceptable in regard to road safety as the proposed signage:

- is not located in any school zones or clear zones
- would not physically obstruct any vehicle, pedestrian and cyclist movements

- would not indicate misleading information or information contrary to the existing roadway
- would be positioned away from traffic signals
- would not reduce existing driver sightlines
- would display static images only
- would comply with the dwell times outlined in the Guidelines with a proposed dwell time greater than required by the Guidelines
- is positioned within the building envelope of the bridge and road reserve and would therefore not obstruct any vehicle.

The Department also referred the proposal to TfNSW for comment and TfNSW confirmed the proposal would not affect road safety, subject to conditions, including a 30 second dwell time.

Parramatta Council raised concerns regarding the interchange sequence signs in proximity to the proposed signage. The Applicant provided a Supplementary Traffic Response to address the concerns. The response provides imagery demonstrating that the proposed signage will not obstruct the interchange sequence signs or be located within the direct view of the interchange signs (**Figure 14**).

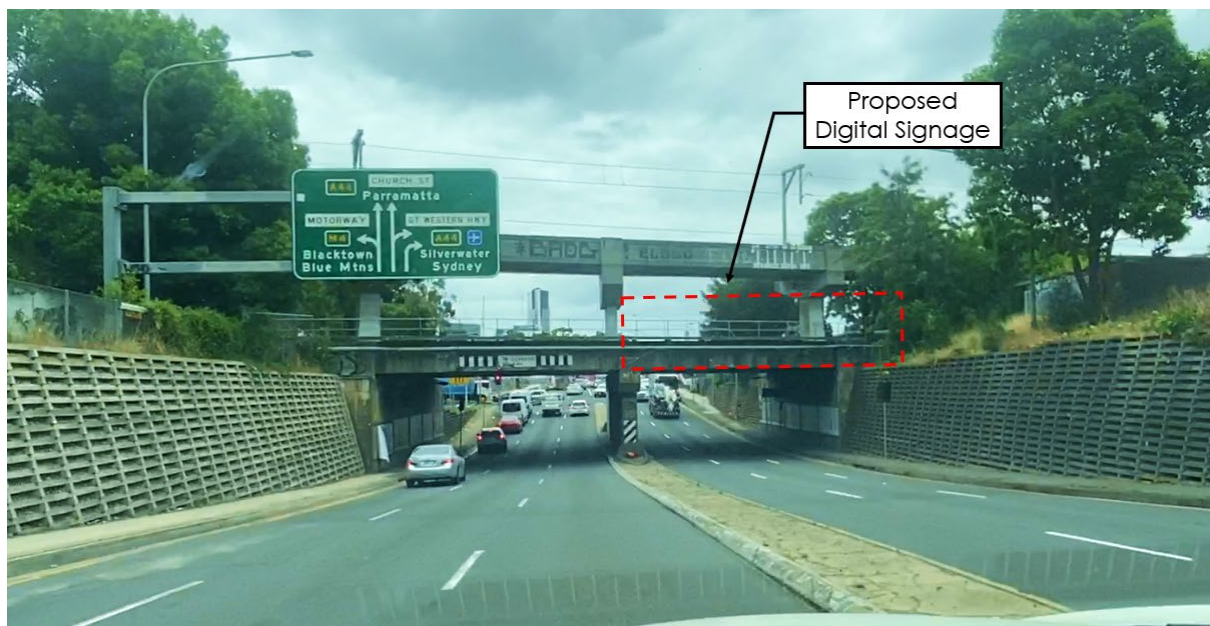


Figure 14 | View of proposed signage in context of interchange sequence sign on south approach (Source: Applicant)

The Department has recommended conditions of consent to ensure the signage does not contain or use any method of illumination that distracts or dazzles drivers. This would ensure the sign complies with the requirements of SEPP 64 and the Guidelines and would not result in any adverse traffic safety impacts.

Subject to the recommended conditions, the Department is satisfied the proposal complies with the Guidelines and concludes the proposed signage would not have a negative impact on road safety.

5.2.5 Public benefit

The Guidelines require proposals for certain outdoor advertisements on classified roads and bridges to meet a public benefit test to ensure that the advertising would result in a positive gain or benefit for the local community. This matter was also raised in the public submission.

The Applicant has provided a Public Benefit Statement which identifies the proposed signs would generate revenue which Sydney Trains allocates to improvements and maintenance programs, assisting in upgrades to essential public infrastructure and other rail programs.

Further, the digital advertising will provide benefit to Sydney Trains, TfNSW and emergency services, with instantaneous safety or public awareness messages able to be displayed. These messages could include; station emergency situations, major disruptions to train running times, Sydney Trains and TfNSW promotions and events or threat-to-life alerts by NSW Government Emergency and Police Agencies.

The proposed signs would also display road safety messages for a minimum of 5% of all advertising time and will be made available for use by RMS/TfNSW in the event of a 'threat to life' emergency.

The Department is satisfied the proposal would result in sufficient public benefits as it would contribute to the maintenance and management of the train network and play an important role in helping to address road safety problems, consistent with the Guidelines.

5.2.6 Noise

The Department received one public submission in relation to acoustic impacts resulting from the proposed signage. The Department notes the proposed signage would not emit any audible noise.

5.2.7 Heritage

The public submission raised concerns regarding the potential impact of the proposal on heritage items in proximity to the site. Two local heritage listed residences are in close proximity to the proposal site (I214 and I215 under Parramatta LEP). They are located 41m south and 65m south from the project site respectively.

The Applicant has provided a Statement of Heritage Impact (SOHI) which assesses the potential impacts of the proposal on these residences. Item I215 is of aesthetic significance as an example of a single storey Victorian residence and I214 has no identified aesthetic significance. These heritage items will not be impacted by the proposal and will not encounter any physical or visual impacts. The proposal will also not visually dominate the surrounding area and the ability for the public to view and appreciate the aesthetic significance and heritage value of the items will not be changed.

The Department has also considered the impact of the proposal on the heritage value of the Granville (Woodville Road) Underbridge (S170 SHI Listing), the Railway Memorial (Holroyd and Parramatta LEP Listing I23) and the Granville Archaeological Site of Original 1855 Parramatta Railway Station & Year (S170 SHI Listing).

The key concern is the impact of the proposal on the Granville Underbridge. The construction methodology for mounting has yet to be determined but will likely include drilling into the bridge and attachment via brackets. The SOHI determines that the works expected will have a low and reversible impact on the Granville Underbridge. The proposal could also have an impact on the aesthetic significance of the underbridge, however with the

significant presence of graffiti, industrial buildings and major infrastructure, it is considered that the signage will have minimal impact. The Department recommends a condition requiring the construction methodology be designed to be easily reversible.

The SOHI has also determined that the proposed works will have no impact on the Granville Archaeological site as there will be no works within the curtilage of the former rail terminus. Additionally, the proposal will also have no impact on the Railway Memorial as the memorial itself is located within a 20m buffer which extends onto the road and into the project area and therefore the item will not be impacted.

Therefore, the Department is satisfied that the proposal will not have significant physical or visual impacts on heritage items in the area, subject to the recommended conditions.



6. *Evaluation*

The Department has assessed the development application and supporting information in accordance with the matters for consideration under Part 4 of the EP&A Act, including SEPP 64 and other relevant environmental planning instruments. The Department's assessment concludes that the proposed modification is appropriate as it:

- meets the relevant statutory requirements and is consistent with SEPP 64
- would not result in any significant visual impacts to surrounding properties as the proposed signs would be largely screened by existing vegetation and is located within a major road corridor
- would operate during the night-time hours at a brightness compliant with the Guidelines and the Australian Standards
- would not detract from the architecture of the bridge as the signs would be wholly located within its physical boundaries
- has demonstrated the signs comply with the relevant road safety standards and requirements.

The Department concludes the impacts of the development are acceptable and the proposal is in the public interest. The Department recommends the application be approved, subject to conditions (**Appendix D**).



7. Recommendation

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

- **considers** the findings and recommendations of this report;
- **accepts and adopts** all of the findings and recommendations in this report as the reasons for making the decision to approve the application;
- **agrees** with the key reasons for approval listed in the notice of decision;
- **grants consent** for the application in respect of DA 10661, subject to the conditions in the attached development consent;
- **signs** the attached development consent and recommended conditions of consent.

Recommended by:

Tahlia Sexton

Planning Officer

Regional Assessments

Recommended by:

Teresa Gizzi

Team Leader

Regional Assessments



8. Determination

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

Keiran Thomas

Director

Regional Assessments



Appendices

Appendix A – List of Documents

The following supporting documents and supporting information to this assessment report can be found on the Department of Planning, Industry and Environment's website as follows.

1. Statement of Environmental Effects

http://www.majorprojects.planning.nsw.gov.au/index.pl?action=view_job&job_id=10661

2. Submissions

http://www.majorprojects.planning.nsw.gov.au/index.pl?action=view_job&job_id=10661

3. Response to Submissions

http://www.majorprojects.planning.nsw.gov.au/index.pl?action=view_job&job_id=10661

Appendix B – Community Views

The Department received 1 submission from a member of the public. This submission is included in **Table 4** below.

Table 4 | Community Views

<i>Issue</i>	<i>Consideration</i>
<i>Visual Impact</i>	<ul style="list-style-type: none"> • The Visual Impact Assessment confirmed the location within a major road corridor, distance and indirect interfaces from residential properties and the presence of mature vegetation results in the signage being obscured or of negligible visual impact to surrounding residents. • The Department also notes the signage meets the criteria under Schedule 1 of SEPP 64 as the signs would not obscure important views, dominate the skyline or reduce the quality of vistas. • The Department therefore concludes the proposed signage would not result in any adverse visual impacts to residential properties near the site.
<i>Road Safety</i>	<ul style="list-style-type: none"> • The Applicant provided a Road Safety Assessment that assessed the proposal against the NSW Government Signage Guidelines, SEPP 64 and Austroads Guide to Road Design. • The RSA assessed the signage exposure distance, sight stopping distance and road accident history in proximity to the site. • The RSA concluded the road environment along Woodville Road presents a low risk environment for the proposed signage. • The Department has imposed a condition of consent to restrict flashing lights, complex/moving displays, display imitating traffic control devices and dazzling illumination. • The Department is satisfied the proposal complies with the Guidelines and concludes the proposed signage would not have a negative impact on road safety.
<i>Heritage</i>	<ul style="list-style-type: none"> • The Applicant provided a Statement of Heritage Impact and Addendum Heritage Response that assessed the proposal's heritage significance against the relevant LEP clauses and guidelines set out by the NSW Office of Environment and Heritage. • The SOHI concluded that the proposal would only have minimal impact on the Granville Underbridge. • The Department has imposed a condition of consent to ensure the design of the construction methodology includes the ability to reverse the works. • The Department is satisfied the proposal would not have a negative impact on heritage.
<i>Illumination</i>	<ul style="list-style-type: none"> • The digital signage would be illuminated with LEDs and operated 24-hours-a-day, 7-days-per-week. • An Evaluation of Lighting Impact was provided with the SEE to assess the proposal against the relevant luminance criteria. The LIR confirmed the proposed signage would comply with the relevant Guidelines and Australian Standard 4282-1997 Control of the Obtrusive Effects of Outdoor Lighting. • The Department notes the proposed luminance is below the maximum luminance and lux limit required by the Guidelines and the Australian Standard.
<i>Sound</i>	<ul style="list-style-type: none"> • The Department notes the proposed signage would not emit any audible noise.
<i>Air Pollution</i>	<ul style="list-style-type: none"> • The Department notes the proposed signage would not adversely impact fresh airflow.
<i>Electromagnetic Radiation</i>	<ul style="list-style-type: none"> • The Department notes that the proposed signage will operate via an industry standard connectivity system to enable uploading of display imagery as required.
<i>Security</i>	<ul style="list-style-type: none"> • The Department notes that the proposed signage would not be accessible to members of the public.

Appendix C – Environmental Planning Instruments

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

- State Environmental Planning Policy No. 64 – Advertising Structures and Signage (SEPP 64)
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines)
- State Environmental Planning Policy (Infrastructure) 2007 (ISEPP)
- Parramatta Local Environmental Plan 2011 (PLEP 2011)
- Parramatta Development Control Plan 2011 (PDCP 2011)
- Holroyd Local Environmental Plan 2013 (HLEP 2013)
- Holroyd Development Control Plan (HDCP 2013).

State Environmental Planning Policy No 64 – Advertising and Signage

SEPP 64 applies to all signage that can be displayed with or without development consent and is visible from any public place or public reserve. The proposed digital signage has been assessed against the requirements of SEPP 64 in **Table 5** and the specific assessment criteria of Schedule 1 of SEPP 64 in **Table 6**.

Table 5 | SEPP 64 Compliance Assessment

Clause	Criteria	Comments	Compliance
Part 2 Signage generally			
8 Granting of consent to signage	The signage is to be consistent with the objectives of this Policy.	The proposed development is compatible with the desired amenity and visual character of the area, provides effective communication and is of a high quality finish and is therefore consistent with the objectives of SEPP 64.	Yes
	The signage is to satisfy the assessment criteria in Schedule 1.	See relevant assessment in Table 6 .	Yes
Part 3 Advertisements			
12 Consent authority	The consent authority is the Minister for Planning and Public Spaces in the case of an advertisement displayed by or on behalf of RMS on:	The proposal is for a sign located on a bridge within a railway corridor on behalf of Sydney Trains, therefore the	Yes

	<ul style="list-style-type: none"> i. a road that is a freeway or tollway (under the <i>Roads Act 1993</i>) or associated road use land that is adjacent to such a road, or ii. a bridge constructed by or on behalf of RMS on any road corridor, or iii. land that is owned, occupied or managed by RMS. 	Minister for Planning and Public Spaces is the consent authority.	
13 Matters for consideration	<p>The advertisement or advertising structure is to be:</p> <ul style="list-style-type: none"> i. consistent with the objectives of this Policy ii. assessed in accordance with the assessment criteria in Schedule 1 and the Guidelines iii. satisfies any other relevant requirement of this Policy. 	<p>The objectives are considered above.</p> <p>The proposal has been assessed in accordance with the assessment criteria in Schedule 1 in Table 6 and the Guidelines in Table 7.</p> <p>All other relevant requirements are addressed in this table.</p>	Yes
	Arrangements for the provision of the public benefits to be provided in connection with the display of the advertisement.	The proposal has adequately demonstrated it will provide for public benefit (refer to Section 5 of this report).	Yes
14 Duration of consents	A consent granted under this Part ceases to be in force on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act.	The Department recommends a condition of consent to limit the approval for a maximum period of 15 years from the date of operation.	Yes

16 Transport corridor land	The display of an advertisement on transport corridor land is permissible with development consent when the display of an advertisement is by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor.	The proposal is for a sign located on a bridge within a railway corridor on behalf of Sydney Trains and therefore is considered permissible with consent.	Yes
	<p>The Minister must not grant consent to the display of an advertisement unless:</p> <ul style="list-style-type: none"> i. the relevant local council has been notified of the development application in writing and any comments received by the Minister from the local council have been considered by the Minister, and ii. the advice of any design review panel has been considered by the Minister, and iii. the Minister is satisfied that the advertisement is consistent with the Guidelines. 	<p>Parramatta and Cumberland Councils were notified in writing and did not object to the proposal (refer to Section 5 of this report).</p> <p>There was no design review panel for this application.</p> <p>An assessment of the proposal against the Guidelines is provided in Table 7.</p>	Yes
17 Advertisements with display area greater than 20 square metres or	<p>For an advertisement with a display area greater than 20 square metres:</p> <ul style="list-style-type: none"> i. the applicant has provided the consent 	<p>The proposed signage has an area greater than 20 square metres.</p> <p>The Applicant's SEE addresses the assessment criteria in</p>	N/A

higher than 8 metres above ground	<p>authority with an impact statement that addresses the assessment criteria in Schedule 1 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</p> <p>ii. the application has been advertised in accordance with section 79A of the Act, and</p> <p>iii. the consent authority gave a copy of the application to RMS at the same time as the application was advertised in accordance with section 79A of the Act if the application is an application for the display of an advertisement to which clause 18 applies.</p>	<p>Schedule 1. The Department is satisfied that the proposal is acceptable in terms of its impacts as detailed in Section 5 of this report.</p> <p>The application has been advertised in accordance with Schedule 1 of the Act as detailed in Section 5 of this report.</p> <p>The Department provided a copy of the application to TfNSW during the exhibition period.</p>	
19 Advertising display area greater than 45 square metres	<p>The consent authority must not grant consent to the display of an advertising display area of greater than 45 square metres unless:</p> <p>i. a development control plan is in force that has been prepared on the basis of an</p>	<p>Sign 1 has a proposed area greater than 45 square metres and therefore this clause does apply.</p> <p>The proposal is to display an advertisement on transport corridor land and the Department is satisfied that the</p>	N/A

	<p>advertising design analysis for the relevant area or precinct, or</p> <p>ii. in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.</p>	advertisement is consistent with the Guidelines.	
20 Location of certain names and logos	<p>The name or logo of the person who owns or leases an advertisement or advertising structure must:</p> <p>i. appear only within the advertising display area</p> <p>ii. not be greater than 0.25 square metres</p> <p>iii. be included in calculating the size of the advertising display area.</p>	Logos will be included in the detailed design to be addressed by a future contractor. The Department has recommended conditions to ensure this is done in accordance with the requirements in SEPP 64 and the Guidelines.	Yes
24 Advertisements on bridges	The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.	The proposal is consistent with the Guidelines as detailed in Table 7 .	Yes

Table 6 | SEPP 64 Schedule 1 Compliance Table

Assessment Criteria	Comments	Compliance
1 Character of the area		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed signs are to be mounted to the Woodville Road overpass. The proposed signs are compatible with the character of the road corridor.	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposed signs are consistent with other digital signs associated with other major roads in the locality.	Yes
2 Special areas		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	<p>The proposed signs are not located within, nor detracts from, any environmental sensitive, natural, conservation, open space, waterway or rural landscapes.</p> <p>The proposed signs are located adjacent to a residential area. However, the proposed signs are acceptable as they are effectively screened by existing vegetation and have an indirect interface with the signage, as discussed in Section 5.</p>	Yes
3 Views and vistas		
<p>Does the proposal:</p> <ul style="list-style-type: none"> • obscure or compromise important views? • dominate the skyline and reduce the quality of vistas? • respect the viewing rights of other advertisers? 	The proposed signs are affixed to the Woodville Road overpass and are contained within the envelope of the existing bridge and adjacent road reserve. As the signs do not project beyond that of the existing outline of the Woodville Road overpass, the proposal does not compromise any important views, the skyline or interfere with other advertisers.	Yes
4 Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The installation of digital signage is appropriate for the streetscape and transport corridor setting of the Woodville Road overpass.	Yes

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The signage will contribute to the visual interest of the setting by incorporating digital advertising on the Woodville Road overpass.	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	Currently no advertising exists within the area that will be consolidated by the proposed signs.	No
Does the proposal screen unsightliness?	The proposed signs partly screen the existing Woodville Road that are considered to be aesthetically neutral.	Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The proposed signs do not protrude above the structure of the bridge.	Yes
Does the proposal require ongoing vegetation management?	The proposed signs do not require any ongoing vegetation management.	Yes
5 Site and building		
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The proposed signs are contained within the Woodville Road overpass and adjacent road reserve and are appropriately integrated within the physical boundaries of the bridge.	Yes
Does the proposal respect important features of the site or building, or both?	The proposed signs are appropriately integrated with the architecture of the Woodville Road overpass.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal is innovative in creating the capacity to display digital road safety advertising in this area.	Yes
6 Associated devices and logos with advertisements and advertising structures		
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	Logos and safety devices will be included in the detailed design to be addressed by a future contractor. The Department has recommended conditions to ensure this is done in accordance with the requirements in SEPP 64 and the Guidelines.	Yes
7 Illumination		

<p>Would illumination: result in unacceptable glare?</p> <p>affect safety for pedestrians, vehicles or aircraft?</p> <p>detract from the amenity of any residence or other form of accommodation.</p>	<p>The proposed illumination complies with the Guidelines and is contained within the screening and would not result in unacceptable glare, affect safety for pedestrians, vehicles or aircraft, or detract from the amenity of any residents (refer to Section 5 of this report).</p>	<p>Yes</p>
<p>Can the intensity of the illumination be adjusted?</p> <p>Is the illumination subject to a curfew?</p>	<p>The illumination complies with the Guidelines and the intensity of the illumination can be adjusted.</p>	<p>Yes</p>
<p>8 Safety</p>		
<p>Would the proposal reduce safety for:</p> <p>pedestrians, particularly children, by obscuring sightlines from public areas?</p> <p>for any public road?</p>	<p>The proposal would not adversely impact on road safety for pedestrians or vehicles or obscure sightlines (refer to Section 5 of this report).</p>	<p>Yes</p>

Transport Corridor Outdoor Advertising and Signage Guidelines

The *Transport Corridor Outdoor Advertising and Signage Guidelines* outline best practice for the planning and design of outdoor advertisements in transport corridors. The Guidelines supplement the provisions of SEPP 64 by providing detailed information in relation to signage within transport corridors, including design criteria and road safety considerations. The proposal has been assessed against the Guidelines in **Table 7**.

Table 7 | Assessment of the Guidelines design criteria

Assessment Criteria	Comments	Compliance
Land Use Compatibility Criteria		
Outdoor advertising should not be inconsistent with the LEP land use objectives for the area.	The site is zoned SP2 Infrastructure under the PLEP 2011 and HLEP 2013 Signage is a prohibited use in the SP2 zone under the PLEP 2011 but permitted with consent under the HLEP 2013. However, clause 16(1) of SEPP 64 states that, despite the provisions of any EPI or clause 10 (1) of the SEPP, the display of an advertisement by or on behalf of Sydney Trains, is permissible with development consent.	Yes
Advertisements must not be placed on land where signage is visible from the following areas if it is likely to create significant amenity impacts: <ul style="list-style-type: none"> • Environmentally sensitive area • Heritage area • Natural or other conservation area • Open space • Waterway • Residential • Scenic protection area • National park or nature reserve. 	<p>The proposed digital signs would not create adverse amenity impacts on any environmentally significant area, natural/other conservation areas, open space area, waterway, scenic protection area, national park or nature reserve.</p> <p>The signs are located in a transport corridor and an assessment of potential impacts to surrounding residences are considered in Section 5.</p>	Yes

Assessment Criteria	Comments	Compliance
Advertising signage should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant views or views that add to the character of the area.	The proposed signs are within the existing envelope and do not protrude above the skyline or obscure/compromise significant views or views that add character to the area.	Yes
Advertising signage should not be located to diminish the heritage values of items or areas of local, regional or state heritage significance.	The Department is satisfied that the proposal will not have significant impacts on heritage items, subject to the recommended conditions (see Section 5.2 of this report).	Yes
Advertising signage should be placed within the context of other built structures in preference to non-built areas. Signage should be used to enhance the visual landscape.	The proposed signs are consistent within the context of the Woodville Road overpass and the road transport corridor.	Yes
Site-Specific and Structural Criteria		
General Criteria		
(a) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The proposed signs are of a contemporary standard that is suitable for the road corridor.	Yes
(b) The advertising structure should be compatible with the scale, proportion, and other characteristics of the site, building or structure on which the proposed signage to be located.	The proposed signs are confined to the envelope of the existing Woodville Road overpass and are considered to be compatible with the scale of the bridge on which the proposed signage will be located.	Yes
(c) The advertising signage should be in keeping with important features of the site, building or bridge structure.	The proposal does not detract from any important features of the site or bridge.	Yes

Assessment Criteria	Comments	Compliance
(d) The placement of the advertising signage should not require the removal of significant trees or other native vegetation.	The proposal does not require the removal of any vegetation.	Yes
(e) The advertisement proposal should incorporate landscaping that complements the advertising signage and is in keeping with the landscape and character of the transport corridor.	The proposed signs will not incorporate landscaping but will continue to be in character of the transport corridor.	Yes
(f) Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	Logos and safety devices will be included in the detailed design to be addressed by a future contractor. The Department has recommended conditions to ensure this is done in accordance with the requirements in SEPP 64 and the Guidelines.	Yes
(g) Illumination of advertisements must comply with the requirement in Section 3.3.3 in the Guidelines.	The illumination of the advertising signage does not result in unacceptable light spill (refer to Section 5 of this report).	Yes
(h) Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The proposal does not result in unacceptable light spillage to nearby residential properties, national parks or nature reserves (refer to Section 5 of this report).	Yes
Bridge Criteria		
Architecture of the bridge must not be diminished.	The proposed signs will be fully incorporated into the structure of the bridge and will not diminish the architecture of the bridge.	Yes

Assessment Criteria	Comments	Compliance
<p>The advertisement must not</p> <ul style="list-style-type: none"> extend laterally outside the structural boundaries of the bridge extend below the base of the bridge structure unless it is contained wholly into a pylon or abutment or meet RMS's minimum road clearance protrude above the top of the structural boundaries of the bridge block significant views for pedestrians or other bridge users. create a tunnel effect, impede passive surveillance or in any other way reduce safety for drivers or pedestrians or other bridge users. 	<p>The proposed signs do not extend laterally, below or above the structural boundaries of the bridge.</p> <p>The proposed signs will not block significant views for pedestrians or other bridge users.</p> <p>The proposed signs will not reduce passive surveillance or reduce safety for drivers, pedestrians or bridge users.</p>	Yes
<p>A development application must include a statement demonstrating how the advertisement will contribute to a public benefit.</p>	<p>The Applicant has provided a statement of public benefit. This is addressed in Section 5 of this report.</p>	Yes
<p>Any advertising sign proposed for development on a bridge over a classified road requires the construction drawings to be submitted for review and approval by RMS bridge engineers, prior to construction, to ensure all road safety requirements are met.</p>	<p>The application has included construction drawings which will be submitted to the satisfaction of the RMS bridge engineers as a condition of consent.</p>	Yes
<p>Any advertising sign proposed for development on a bridge over a road requires provision of a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of impact by an over-high vehicle.</p>	<p>The proposed signs include a fall arrest system to prevent the sign falling to the carriageway if struck by an overheight vehicle.</p> <p>As a condition of consent, details of the 'fall arrest' system are to be provided prior to the issue of any Construction Certificate.</p>	Yes
Digital sign criteria		

Assessment Criteria			Comments	Compliance
(a)	Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.		The proposal is for the display of static digital advertisements with a dwell time of 30 seconds in accordance with criterion (d) below.	Yes
(b)	Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.		The proposed signs are not seeking consent for message sequencing.	Yes
(c)	The image must not be capable of being mistaken: (i) For a prescribed traffic control (ii) device as text providing driving instructions to drivers.		The proposed digital signage would not be capable of being mistaken for a prescribed traffic control device and/or text providing driving instructions.	Yes
(d)	Dwell times for image display are: i. 10 seconds for areas where the speed limit is below 80km/h; and ii. 25 seconds for areas where the speed limit is 80km/h and over.		A 30 second dwell time is proposed as the speed limit at the site is 60 km/h, however TfNSW have recommended an increased dwell time.	Yes
(e)	The transition time between messages must be no longer than 0.1 second.		The proposed transition time between messages is 0.1 second.	Yes
(f)	Luminance levels comply with the following requirements			
Lighting Conditions		Maximum Zone 3 Luminance Levels	Proposed Luminance Levels (Sign 1)	Proposed Luminance Levels (Sign 2)
Full sun on face of signage		Maximum Output cd/m ²	No limit	No limit
Day-time luminance		6000 cd/m ²	6000 cd/m ²	6000 cd/m ²
Morning and Evening Twilight and Inclement Weather		700 cd/m ²	700 cd/m ²	700 cd/m ²

Assessment Criteria			Comments	Compliance
Nighttime	350 cd/m ²	348 cd/m ²	174 cd/m ² (pre-curfew) 114 cd/m ² (curfew)	

The proposed digital sign would operate in accordance with the proposed luminance levels of Zone 3 (refer to **Section 5** of this report) and would comply with the luminance criteria.

(g) The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	The images would not dazzle or distract drivers. A condition of consent is included to ensure that the signs images comply with requirements to not contain flickering or flashing content.	Yes
(h) The amount of text and information supplied on a sign should be kept to a minimum. Text should preferably be displayed in the same font and size.	The advertisements would primarily display images with information/text kept to a minimum. A condition of consent will be included to ensure that text and information is kept to a minimum.	Yes
(i) Any sign that is within 250 m of a classified road and is visible from a school zone must be switched to fixed display during school zone hours.	A condition of consent is not required as the sign is not visible from a school zone.	Yes
(j) Each sign must be assessed on a case by case basis, including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	The Department has undertaken detailed assessment of the design and location of the proposal (refer to Section 5 of this report).	Yes
(k) At any time, including where the speed limit in the areas of the sign is changed, if detrimental effect is identified on road safety post installation of a	RMS may reassess the signs if road safety circumstances change and increase the dwell time or remove	Yes

Assessment Criteria	Comments	Compliance
digital sign, RMS reserves the right to re-assess the site which may result in a change to the dwell time or removal of the sign.	the signs, as appropriate. The Minister's approval would be required for any reduction in dwell time.	
(l) Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150 m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.	There is not another sign within 150 m of the proposed signage.	Yes
(m) Signs greater than 20 m ² must obtain RMS concurrence and must ensure the following minimum vertical clearances: <ul style="list-style-type: none"> i. 2.5 m from lowest point of the sign above the road surface if located outside the clear zone. ii. 5.5 m from lowest point of the site above the road surface if located within the clear zone (including shoulders and traffic lanes) or the deflection zone of a safety barrier if a safety barrier is installed. 	<p>Although not required as the Minister is the consent authority, RMS has reviewed the application and raised no concerns.</p> <p>The vertical clearance between the road surface and the lowest point of the proposed signage will be 5.5 m for sign 1 and 5.4 m for sign 2. The proposed signage would not result in any change to the vertical clearance between the underside of the signage structure and the road surface.</p> <p>The proposed signage will not protrude below the bridge structures.</p>	Yes
(n) An electronic log of a sign's activity must be maintained by the operator for the duration of the development consent and be available to the consent authority and/or RMS to allow a review of the signs activity in case of complaint.	This matter will be included as a condition of consent.	Yes
(o) A road safety check which focuses on the effects of the placement and operation of all signs over 20 m ²	A condition of consent will require a road safety check would be	Yes

Assessment Criteria	Comments	Compliance
must be carried out after 12 month period of operation but within 18 months of the sign's installation.	carried out after the first 12 months of operation (but within 18 months of the signage installation).	
Road Safety Assessment Criteria – 3.2.1 Road clearance		
The advertisement must not create a physical obstruction or hazard.	The proposed signs are to be affixed to the existing Woodville Road overpass and would not result in any physical obstruction or hazard.	Yes
b. Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone. Where a sign is proposed within the clear zone but behind an existing RTA-approved crash barrier, all its structures up to 5.3m in height (relative to the road level) are to comply with lateral clearances as specified by Section 6 of the RTA's Road Design Guide with respects to dynamic deflection and working width.	The proposed signs will utilise the existing Woodville Road overpass as a support structure. Therefore, the signs do not require sign supports within the clear zone and no roadside hazards are introduced.	N/A
d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.	The proposed signs are located on a bridge and a condition has been included requiring the proposal to comply with AS 1170.1 and AS 1170.2.	Yes
Digital signs greater than 20 m ² must ensure a minimum clearance of 5.5 m from the lowest point of the sign.	The proposed signs have a minimum clearance of 5.5 m (Sign 1) and 5.4 m (Sign 2) from the lowest point of the sign. The sign does not protrude beneath the existing bridge structure and is therefore considered appropriate.	Yes

Assessment Criteria	Comments	Compliance
An advertisement must not obstruct the driver's view of the road particularly of other vehicles, bicycle riders or pedestrians at crossings. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	The proposed digital signage is confined to the envelope of the existing Woodville Road overpass and will not obstruct views beyond that of the existing bridge.	Yes
The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road.	The proposal will not give incorrect information on the alignment of the road.	Yes
The advertisement should not distract a driver away from the road environment for an extended length of time.	The proposed signs are located front-on and will not require the drivers to direct their attention away from the road.	Yes
<p>The sign should not be located:</p> <ul style="list-style-type: none"> i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment iii. so that it is visible from the stem of a T-intersection. 	The proposed signage would comply with the road safety requirements (refer to Section 5 of this report).	Yes
The placement of a sign should not distract a driver at a critical time.	The placement of the sign will not distract drivers at critical times as it is not visible within the safe sight distance of any intersection.	Yes
3.3.1 Advertising signage and traffic control devices		
a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic	The proposal will not distract drivers or reduce the visibility and effectiveness of directional signs, traffic signals, traffic control devices, regulatory signs or	Yes

Assessment Criteria	Comments	Compliance
control devices, regulatory signs or advisory signs or obscure information about the road alignment.	advisory signs or obscure information about the road alignment.	
b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device.	The proposal will not interfere with stopping sight distance for the road's design speed and would not interfere with the effectiveness of the existing traffic control devices.	Yes
c. The image must not be capable of being mistaken for traffic signals or driving instructions.	The application does not provide specific detail for sign content. Due to the nature of the digital signage display, the advertising content of the signs will change. Furthermore, consent is not required for a change in the content of signage in accordance with SEPP 64. Therefore, a condition of consent will be applied to ensure the sign content is not mistaken for traffic signals or driving instructions.	Yes
d. Digital signs must not contain animated or video/movie style advertising or messages, including live television, satellite, Internet or similar broadcasts.	A condition of consent will be applied to ensure the sign does not contain animated or video/movie style advertising or messages, including live television, satellite, internet or similar broadcasts.	Yes
3.3.4 Interaction and sequencing		
The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or	The proposed sign does not incorporate technology that will	Yes

Assessment Criteria	Comments	Compliance
technology that enables opt-in direction communication with road users.	interact with in-vehicle electronic devices or mobile devices.	
Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	No message sequencing is proposed.	Yes
Public Benefit		
As proponents of outdoor advertising, RMS must demonstrate that revenue raised from outdoor advertising is directly linked to a public benefit.	The proposal has adequately demonstrated the public benefit (refer to Section 5 of this report).	Yes
RMS must record the total amount of outdoor advertising revenue received each year in their financial accounts and their Annual Reports. The Annual Reports must also outline investments made in the year on transport safety, amenity improvements or other public works, listing specific works to which the funds have been or are to be applied.	This is recommended to be included as a condition of consent.	Yes

State Environmental Planning Policy (Infrastructure) 2007

The Infrastructure SEPP (ISEPP) aims to facilitate the effective delivery of infrastructure across the State by improving regulatory certainty and efficiency, identifying matters to be considered in the assessment of development adjacent to particular types of infrastructure development, and providing for consultation with relevant public authorities about certain development during the assessment process.

Clause 101 of the Infrastructure SEPP requires the consent authority to be satisfied that new development with a frontage to a classified road would not compromise the operation and function of the road. The proposed digital signage would be affixed to the existing Woodville Road overpass. The proposed digital signage is similar in nature to other digital signs which are typically found in road corridors. In consideration of the above, the proposal would not compromise the operation and function of the road.

Parramatta Local Environmental Plan 2011 and Holroyd Local Environmental Plan 2013

The site is zoned SP2 Infrastructure under the PLEP 2011 and HLEP 2013. Signage is a prohibited use in the SP2 zone under the PLEP 2011 but permitted with consent under the HLEP 2013. However, clause 16(1) of SEPP 64 states that, despite the provisions of any EPI or clause 10 (1) of the SEPP, the display of an advertisement by or on behalf of Sydney Trains, is permissible with development consent.

Holroyd Development Control Plan 2013

Part F of the HDCP 2013 outlines Council's desired objectives and measures for the installation of signage.

The proposed signs are consistent with the relevant desired controls of the HDCP 2013 (refer to **Table 8**).

Table 8 | Assessment of compliance with HDCP 2013 signage objectives

DCP Signage Control	Comments	Compliance
General Signage Controls		
<p>All signs must:</p> <ul style="list-style-type: none"> be compatible with the scale, proportion and other characteristics of the site and/or building on which they are to be located; respect important features of the site and/or building; <p>not reduce safety for road vehicles, cyclists or pedestrians by obscuring sightlines.</p>	<p>The proposal is compatible with the character of the area and has been designed to respect surrounding heritage items.</p>	Yes
<p>Where signs include illumination, they must:</p> <ul style="list-style-type: none"> not result in unacceptable glare; not affect safety for pedestrians, vehicles or aircraft; not detract from the amenity of any residence or other form of accommodation; permit the level of illumination to be varied according to time of day. 	<p>The proposal will not result in any unacceptable glare, or affect safety for pedestrians, vehicles or aircraft (refer to Section 5.2 of this report).</p> <p>The proposal will not detract from the amenity of any residence or accommodation and will be illuminated in accordance with the guidelines (refer to Section 5.2 of this report).</p>	Yes
<p>Advertising signs and structures are to conform to the relevant design specifications contained in Section 7.0 of this Part of the DCP.</p>	<p>The Department is satisfied that the proposed signage is consistent with the signage specifications outlined in Section 7 of the HDCP 2013.</p>	Yes

DCP Signage Control	Comments	Compliance
<p>Signs must not:</p> <ul style="list-style-type: none"> be attached to a vehicle, where the vehicle remains stationary primarily for the purpose of advertising. “Vehicle” means a registered or unregistered vehicle and includes a trailer; be a temporary poster and sticker affixed to the exterior of the building, power poles, fences, construction hoardings or the like; be of a portable nature, such as a sandwich board, placed in, on or over a public place, except in special circumstances specified in the Plan; include flashing lights, regardless of whether these are for illumination of a fixed sign, to attract attention to an otherwise illuminated sign or as part of an illuminated sign; include inflatable signs or structures, other than temporary signs (see Section 6 of this Part of the DCP); be located on or above awnings, except within business zones; and be located on or above rooftops 	<p>The proposal does not propose any of the items listed in the control.</p>	<p>Yes</p>
<p>With regard to streetscape and local visual character, the proposed sign must:</p> <ul style="list-style-type: none"> be compatible with the existing or desired future character of the area or locality; not detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural 	<p>The proposal is appropriate in regard to scale and proportion with the existing character of the area.</p>	<p>Yes</p>

DCP Signage Control	Comments	Compliance
<p>or other conservation areas, open space areas, waterways, rural landscapes or residential areas;</p> <ul style="list-style-type: none"> • have a scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape; • contribute to the visual interest of the streetscape, setting or landscape; • not protrude above buildings, structures or tree canopies in the area or locality. 		
<p>With regard to views and vistas, the proposed sign must:</p> <ul style="list-style-type: none"> • not obscure or compromise important views; • not dominate the skyline or reduce the quality of vistas; and • respect the viewing rights of other advertisers. 	<p>The proposal will not obscure any important views or dominate the skyline (refer to Section 5.2 of this report).</p>	Yes
<p>With regard to existing advertising, the proposed sign must:</p> <ul style="list-style-type: none"> • be consistent with a particular theme for outdoor advertising in the area or locality; and • reduce clutter by rationalising and simplifying existing advertising. 	<p>The proposal is not visible from other advertising and is consistent with other advertisement in the area and other areas of the same character.</p>	Yes
Signs in Open Space and Infrastructure Zones		
<p>The location of advertising signs in open space zones must minimise their visual and other impacts on the amenity of the open space and any adjoining residential land.</p>	<p>The Department is satisfied that the proposal achieves this (refer to Section 5.2 of this report).</p>	Yes

DCP Signage Control	Comments	Compliance
Signs on land within the SP2 Infrastructure Zone must be located to minimise their visual impact when viewed from adjoining residential land or open space.	The Department is satisfied that the proposal achieves this (refer to Section 5.2 of this report).	Yes
Signs on land within the SP2 Infrastructure Zone must address the relevant roadway or railway and not address adjoining land.	The Department is satisfied that the proposal achieves this (refer to Section 5.2 of this report).	Yes
Signs on land within the SP2 Infrastructure Zone must not impair drivers' vision or distract drivers' attention. Animated, rotating or mechanised signs for the purpose of moving displays or variable messages must not be used other than for the provision of road information to drivers.	The proposed signage will be static and will not result in any adverse impacts on road safety along Woodville Road (refer to Section 5.2 of this report).	Yes
Sign Specifications		
The maximum luminance for illuminated advertising signs must not exceed the following levels:	The illumination levels of the proposed signage are consistent and compliant with the Australian Standards.	Yes
Where a sign is externally illuminated by flood or concealed lighting, such lighting must be directed solely on the advertisement, and its surrounds, and shielded so that glare does not extend beyond the advertisement.	The proposed signage will not result in any unacceptable glare.	Yes
<p>Illuminated signs or signs of a reflective nature must:</p> <p>a) be displayed and located in a manner that does not cause glare;</p> <p>b) not otherwise dazzle or distract drivers of vehicles; and</p>	The proposed signage will not result in any adverse impacts to the amenity of the surrounding area and the illumination of the signage has been designed accordingly.	Yes

DCP Signage Control	Comments	Compliance
c) not adversely affect the amenity the surrounding area		
Illuminated signs on land adjacent to residential zones, or on existing non-conforming uses in residential zones, must not unduly affect the amenity of adjoining residences.	The illumination of the sign will not cause any significant visual impacts to the surrounding sensitive receivers, particularly the residence to the south of the site.	Yes
Advertisements attached to bridges must:		
a) be located on or contained within the main horizontal span of the bridge or, in the case of a railway bridge, on an abutment to the bridge;	The proposed signage is located on a railway bridge and is consistent with the provisions in that it has been designed horizontally with an appropriate form and scale so that it does not result in any obstruction of sightlines and views.	
b) not protrude below the structure of the bridge; and		
c) in the case of a pedestrian or road bridge –		
i) not protrude more than 1.0 metres above the road level of the bridge, and	The proposed signage is also consistent with the existing architectural features of the bridge and will not detract from the existing aesthetic value of the site.	Yes
ii) not obstruct the sightlines of people using the bridge;		
iii) in the case of a rail bridge –		
iv) not protrude above the top of any solid part of the bridge, and		
v) not cover any part of the bridge that is open, or		
vi) be displayed on an abutment of the bridge;		
d) in the case of a bridge built before the commencement of SEPP 64, not adversely impact upon the original architecture of the bridge.		

Parramatta Development Control Plan 2011

Part 5.6.4.6 of the PDCP 2011 outlines Council's desired objectives and measures for the installation of signage. The proposed signs are consistent with the desired controls of the PDCP 2011 (refer to **Table 9**).

Table 9 | Assessment of compliance with PDCP 2011 signage objectives

DCP Signage Objective	Comments	Compliance
The advertising sign is to be limited in size to 0.3 x 0.6 metres (or other dimensions, but of equivalent surface area of 0.18m ²).	The proposal has dimensions greater than this, however, is consistent with Clause 17 of SEPP 64 which prevails over the DCP.	N/A
Signs may be illuminated, but flashing signs are not permitted, provided this would not result in adverse impacts upon the environmental or amenity of the area. Illuminated signs are to be extinguished between 2am and 7am.	The visual display board will not facilitate any moving, flashing or non-static advertisements. They will be static and illuminated only. The signage is not proposed to have a curfew.	Yes
The sign shall not display words or images, where are in the opinion of the consent authority sexually explicitly, lewd or otherwise offensive.	The advertising content will be managed to ensure no inappropriate content will be displayed on the billboards.	Yes

Appendix D – Recommended Instrument of Consent