

Statement of Environmental Effects

Sussex Street, Sydney
Advertising Billboard Signage

Submitted to Department of Planning, Industry
and Environment
On behalf of Sydney Trains

11 November 2020 | 2200249



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Introduction

This Statement of Environmental Effects (SEE) is submitted to Department of Planning, Industry and Environment (DPIE) in support of a Development Application (DA) for two digital advertising billboard signs at the existing pedestrian footbridge that traverses Sussex Street between Wynyard Walk and Barangaroo. The pedestrian footbridge asset is owned and operated by Sydney Trains.

The DA seeks approval for installation of two 'Super Site' digital advertising signs, each with an area of approximately 39m². Signage supporting structure including framework, wiring, electrical and communications are also proposed to be installed.

This SEE has been prepared by Ethos Urban on behalf of Sydney Trains. This report describes the site, its environs and the proposed development and provides an assessment of the proposal in terms of the matters for consideration under Section 4.15(1) of the *Environmental Planning and Assessment Act 1979* (EP&A Act). This DA is also pursuant to the provisions of, *State Environmental Planning Policy 64 Advertising and Signage* (SEPP 64), DPIE's *Transport Corridor Advertising and Signage Guidelines* and the *Sydney Local Environmental Plan 2012* (SLEP 2012).

This SEE should be read in conjunction with the following supporting documentation appended to the report:

- Signage Concept Plans prepared by Ethos Urban (**Attachment A**);
- Survey Plan prepared by CMS Surveyors (**Attachment B**);
- Heritage Impact Statement prepared by NGH (**Attachment C**);
- Road Safety Assessment prepared by AMWC RSA (**Attachment D**);
- Visual Impact Assessment prepared by Ethos Urban (**Attachment E**);
- Structural Design Statement prepared by Northrop (**Attachment F**);
- Lighting Plan prepared by Lighting, Art and Science (**Attachment G**); and
- Public Benefit Statement prepared by Sydney Trains (**Attachment H**).

Sydney Trains will own the advertising structure with revenue received from the sale of advertising time directed to maintaining the rail network. The project will provide a valuable on-going revenue stream to Sydney Trains, with the signs intended to be privately leased for display purposes, with the revenue then to be used to support a number of improvements and maintenance programs for Sydney Trains in accordance with the public benefit test provisions identified in SEPP 64 and the Transport Corridor Outdoor Advertising and Signage Guidelines.

The application is integrated development, requiring concurrence from RMS (delegated to the City of Sydney) under S138 of the *Roads Act 1993*, due to the erection of the signs over a public road, being Sussex Street.

Background

The overarching D/OOH Sydney Trains project will provide a valuable on-going revenue stream to Sydney Trains, with the signs intended to be privately leased for display purposes, with the revenue then to be used to support a number of improvements and maintenance programs for Sydney Trains in accordance with the public benefit test provisions identified in SEPP 64 and the Transport Corridor Outdoor Advertising and Signage Guidelines.

Digital advertising provides a further public benefit to Sydney Trains, TfNSW and emergency services to display instantaneous safety or public awareness messages. In addition to a revenue stream, the digital screens can also be used to provide important information to customers in the event of the following:

- Emergency situations;
- Sydney Trains and TfNSW promotions and events; and
- Threat-to-life alerts by NSW Government Emergency and Police Agencies.

This public benefit for Sydney Trains, TfNSW and emergency services to access digital screens to provide instantaneous messaging to road users passing under or by the sites, is a significant component of the digital signage program to provide a benefit to the public in certain locations around Sydney.

This application forms part of a broader tranche of works, with multiple sites being considered. Tranche 1 of the project includes the following sites:

- Site 1: Woolloomooloo – M1 Rail Bridge;
- Site 6: Epping M2 (Western Side) and Site 5: Epping M2 (Eastern Side);
- Site 3: Sydney CBD Sussex Street;
- Site 2: Pyrmont Western Distributor North (B);
- Site 21: Rhodes, Homebush Bay Drive (Southern side);
- Site 10: Chatswood, Albert Avenue (Eastern and Western Side); and
- Site 13: Chatswood, Help Street (Western and Eastern Side).

Each existing and proposed location is situated within 'Transport Corridor Land' as it is defined by Clause 16 of *State Environmental Planning Policy Number 64 – Advertising and Signage* (SEPP 64).

Clause 16(1)(a) of SEPP 64 allows the Minister to grant consent to an application for the display of an advertisement by or on behalf of Sydney Trains on a railway corridor.

Each site is situated within an existing railway corridor, owned by RailCorp, with maintenance and operational responsibilities by Sydney Trains.

Clause 16(3) of SEPP 64 also stipulates that the Minister may not grant consent to the display of an advertisement in such a case unless:

- (a) the relevant local council has been notified of the development application in writing and any comments received by the Minister from the local council within 28 days have been considered by the Minister, and*
- (b) the advice of any design review panel appointed by the Minister has been considered by the Minister, and*
- (c) the Minister is satisfied that the advertisement is consistent with the Guidelines.*

In this instance, the Guidelines are the 'Transport Corridor Outdoor Advertising and Signage Guidelines' (the Guidelines) prepared by the NSW Department of Planning and Environment, November 2017

Site Analysis

3.1 Site Location and Context

The site is located within an existing main road corridor known as Sussex Street, an unclassified 7000 series regional road that runs in a north-south direction through the Sydney CBD. The site is specifically located on an existing Sydney Trains pedestrian footbridge asset known more broadly as Exchange Place. On a broader scale, the site forms the link between Barangaroo in the east, to Wynyard (via Wynyard Walk) and the Sydney CBD in the west.

The site's locational context is shown at **Figure 1**.

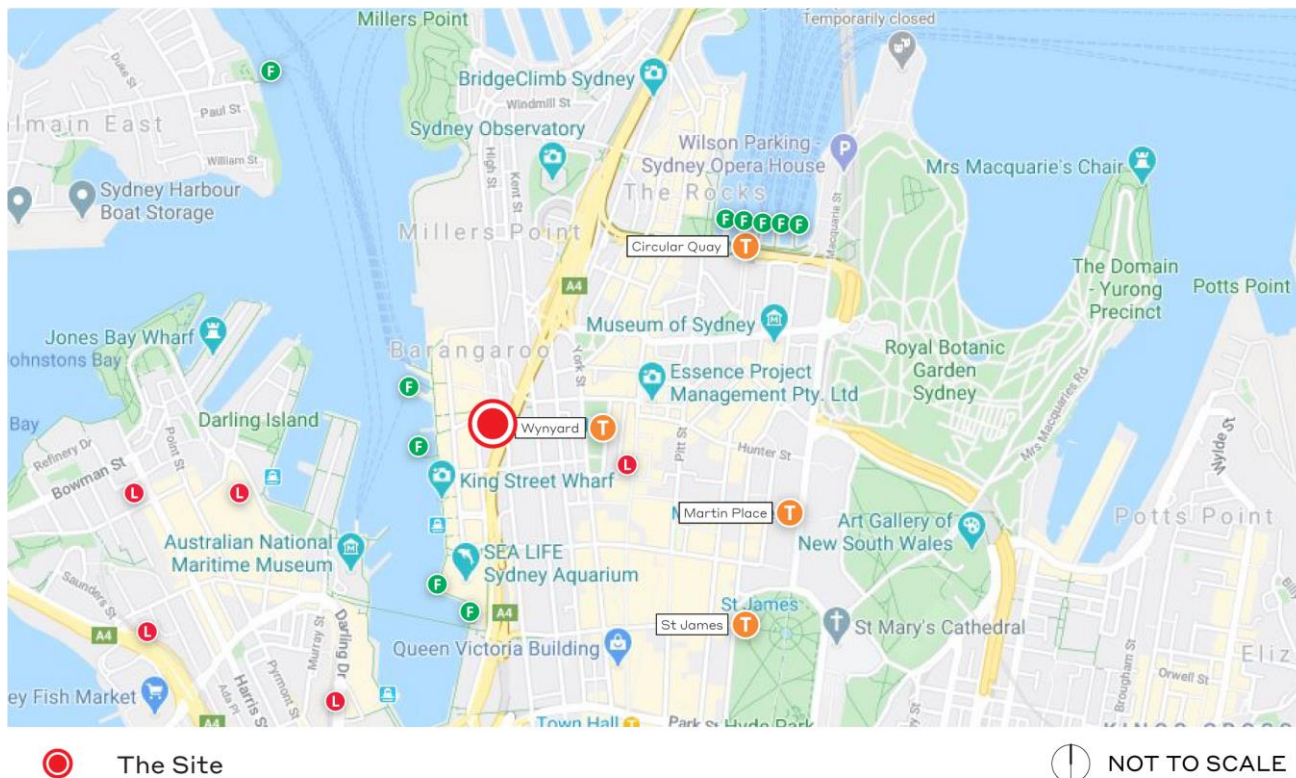


Figure 1 Site Context Map

Source: Google Maps / Ethos Urban

3.2 Site Description

The existing pedestrian bridge structure was constructed in circa 2016 for the purpose of connecting Kent Street and Wynyard Station with Barangaroo. The deck support consists of cantilevering, post tensioned concrete abutments which also support stairs and an escalator. The overall bridge span is 40m in length. Structural steel posts support a glass balustrade on both sides of the bridge as well as a cantilevered glass awning on the southern side of the bridge.

The pedestrian bridge asset itself is owned by Rail Corp, which sits within the airspace of Sussex Street, an unclassified 7000 series regional road which is managed by the City of Sydney on behalf of RMS. The area of the pedestrian bridge is 280m². It is rectangular in shape and facilitates pedestrian foot traffic only.

The actual development area on the site is limited to the external northern and southern elevations of the pedestrian bridge only. There are no existing signs or advertising display boards on the pedestrian bridge. An aerial photo of the site is shown at **Figure 2** and site photographs are shown as **Figures 3** and **4**.

The footbridge can be viewed by travellers south and north bound along Sussex Street as well as from the surrounding public domain as Barangaroo and from nearby buildings.

A survey plan is located at **Appendix B**.



Figure 2 Site Aerial Image showing the development area subject to this DA

Source: Nearmap / Ethos Urban

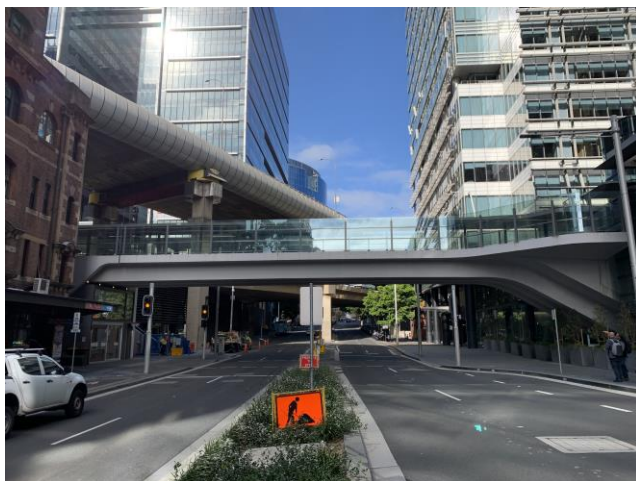


Figure 3 View of the pedestrian footbridge looking south

Source: Ethos Urban



Figure 4 View of the pedestrian footbridge looking north

Source: Ethos Urban

3.3 Land Ownership

The site is comprised of an existing pedestrian bridge which is known to form part of the pedestrian journey between Exchange Place in the west that leads to Wynyard Walk in the east. The bridge asset is owned by Rail Corporation NSW, as the Transport Asset Holding Entity (TAHE).

3.4 Road Environment

Sussex Street is classified as a main road under the Roads Act 1993. The existing speed limit on Sussex Street is signposted at 40km/hr and runs north-south between Hay Street at Haymarket, 1.6km south of the site and Napoleon Street, 167m north of the site. Sussex Street is a high pedestrian activity area characterised by the amount of signalised pedestrian crossings available. The site also sits approximately 12m below the A4 Western Distributor approach towards the Harbour Bridge.

Sussex Street carries two lanes of traffic in each direction with a landscaped median strip between north and southbound lanes in the vicinity of the site. The road is uniform for its length between Erskine Street and Napoleon Street with no driveways into private property and maintaining its two-lane carriageway. North of the site includes a taxi rank and south of the site includes dedicated motorcycle bays, both on the western side of the road carriageway. The road is generally flat in topography and is straight in travel direction, with sightlines maintained towards the site from Hickson Road in the north and Erskine Street in the south. Pedestrian access is afforded by an at-grade signalised crossing directly underneath the bridge, with lift access up to the bridge itself provided on both the eastern and western side of Sussex Street. Refer to **Figure 5** and **Figure 6**.



Figure 5 View from Erskine Street looking north

Source: Ethos Urban



Figure 6 View from the site looking north

Source: Ethos Urban

3.5 Surrounding Development

The Sydney CBD is an established active and vibrant mixed-use and commercial district known on a global scale. The area is not characterised by predominant use or building form as it contains a myriad of commercial and retail related uses, entertainment and tourism focused areas, high transport connectivity options and residential uses. The sites immediate surrounds include a range of building forms of both new and old natures, including Barangaroo to the west and the Sussex Hotel to the north-east. Refer to **Figures 7 to 10**.

The site is not subject to any statutory heritage listing, nor is it within a heritage conservation area. However, several heritage items are in the vicinity of the site, being:

- Trees and sandstone retaining walls (adjacent Napoleon Street) at Sussex Street (north of the Sussex Hotel). Sydney Local Environmental Plan 2012. Local Heritage Item No. I1952.
- Former MWS&B pumping station at 21-25 Sussex Street, Sydney. Sydney Local Environmental Plan 2012. Local Heritage Item No. I1954. Refer to **Figure 11**.

- Former “New Hunter River Hotel” including interiors at 20-26 Sussex Street, Sydney. Sydney Local Environmental Plan 2012. Local Heritage Item No. 11953. Refer to **Figure 8**.

The following development surrounds the site.

3.5.1 North

To the north of the site is the Sussex Street road carriageway which eventually transforms into Hickson Road, which provides access to Millers Point, The Rocks and the Walsh Bay Precinct beyond. North-west of the site comprises a public plaza and undercover forecourt area with Barangaroo Towers 1 above. North-east of the site comprises the Sussex Hotel, a 5 storey pub that is locally listed as a heritage item.



Figure 7 Development to the immediate north-west

Source: Google Maps



Figure 8 Development to the immediate north-east

Source: Ethos Urban

3.5.2 East

To the east of the site contains the Wynyard Walk, a new pedestrian link that connects Wynyard Railway Station in the east with Exchange Place, Barangaroo in the west via the subject site pedestrian bridge. Further east beyond Wynyard Station forms part of the Central Sydney precinct within the Sydney CBD, characterised by high-rise commercial and residential buildings with generally mixed-use retail at street level.

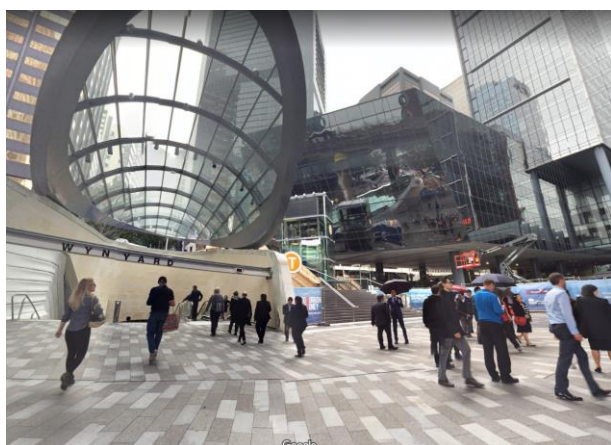


Figure 9 Entrance to Wynyard Walk

Source: Google Maps



Figure 10 Forecourt area looking south with the site in the east

Source: Google Maps

3.5.3 South

To the north of the site is the Sussex Street road carriageway which is characterised by commercial and mixed-use buildings at the south-east and south-west. At the south-west of the site lies a heritage item which was known as a former pumping station. The south-east of the site is a high-rise commercial building with a Wilson basement parking car park entrance at the Sussex Street ground floor level. Refer to **Figures 11 and 12**.



Figure 11 Heritage Item south-west of the site

Source: Ethos Urban



Figure 12 Existing commercial development south-east of the site

Source: Ethos Urban

3.5.4 West

To the west of the site is Exchange Place, in which the subject site forms part of. Exchange place is a pedestrian walkway that leads from the subject site to the Barangaroo foreshore and Darling Harbour beyond. It is characterised as a pedestrian street with ground floor retail and dining activating uses. It leads to the broader Barangaroo foreshore walk which is characterised by water view dining venues and connectivity to the Darling Harbour Ferry Wharf 1.

Description of Proposed Development

The DA seeks approval for installation of two digital advertising signs proposed at the northern and southern elevation of the existing pedestrian bridge. Signage supporting structure including framework, wiring, electrical and communications are also proposed to be installed.

The visual display boards will each be 12.4m in width and 3.2m in height and will comprise an area of 39.68m² each. The visual display boards will sit atop an aluminium composite material (ACM) cladded backing which is proposed to be 15.5m in width and 3.3m in height and will support the visual display board. The location of the signs is provided on the site aerial context map at **Figure 2**.

The proposed signage will comprise of digital display boards which will be used for the advertisement of third-party advertisers including Government bodies to display emergency information.

Signage Plans which identify the specifications of each sign have been prepared by Ethos Urban and are provided at **Attachment A**. A summary of the proposed signs and a numerical breakdown of each are provided in **Table 1** below. A photomontage of the proposed development is shown at **Figure 13** and **14**.

Table 1 Description of Proposed Signage

Location	Materiality and Construction	Proposed Dimensions	Illumination
Northern Elevation	Visual digital display board affixed onto an ACM cladded backboard	<ul style="list-style-type: none"> 12.4m (w) x 3.2m (h) visual display board 15.5m (w) x 3.3m (h) ACM cladded backboard support 	Yes
Southern Elevation	Visual digital display board affixed onto an ACM cladded backboard	<ul style="list-style-type: none"> 12.5m (w) x 3.3m (h) visual display board 15.5m (w) x 3.3m (h) ACM cladded backboard support 	Yes



Figure 13 Northern Elevation Photomontage

Source: Ethos Urban

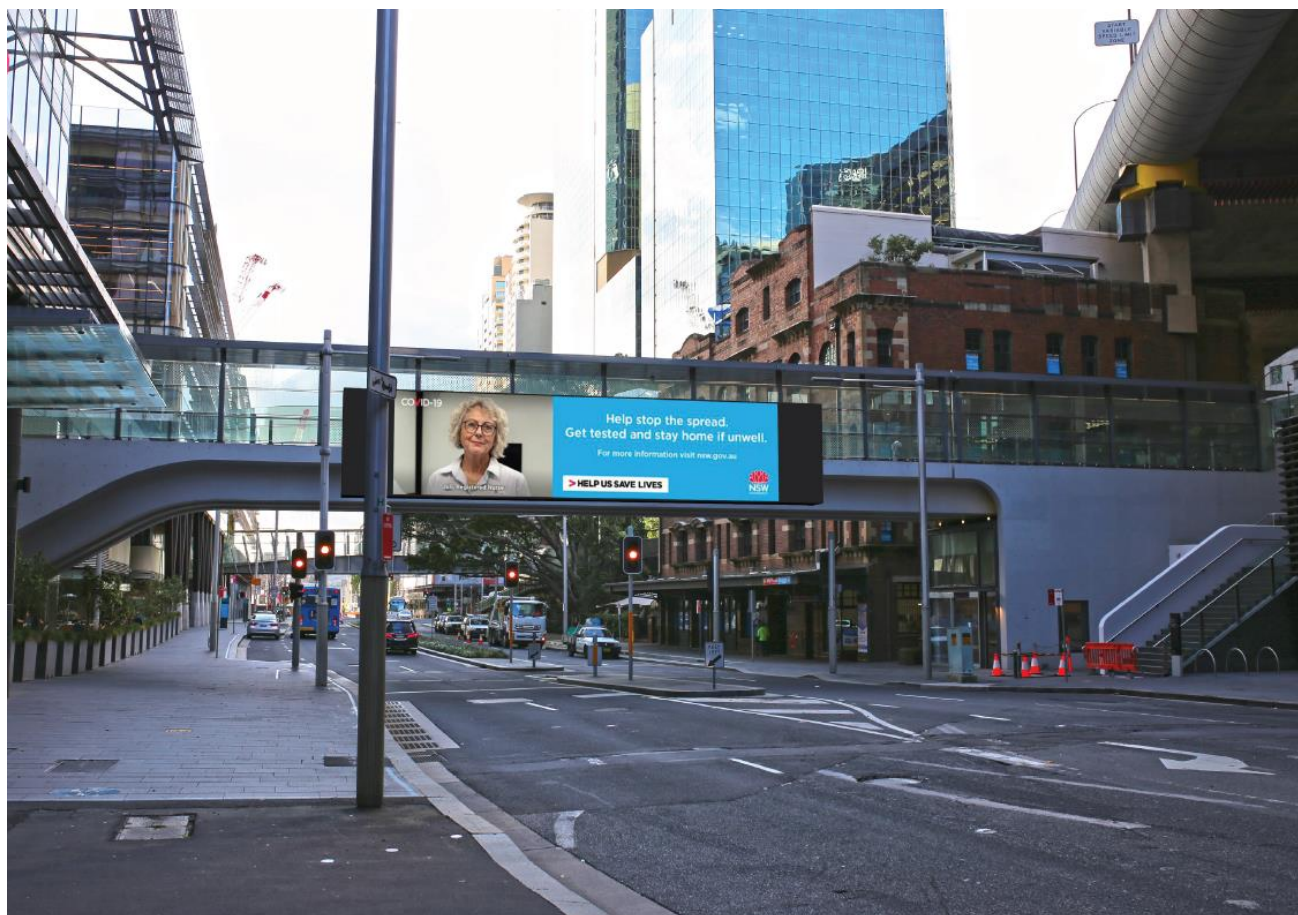


Figure 14 Southern Elevation Photomontage

Source: Ethos Urban

4.1 Digital Led Screen Operation and Content Management

A private operator will operate the content management system for the advertising signage. This management system will ensure that unapproved content is not downloaded either by mistake or without appropriate authorisation.

The visual display board will display content in feed cycles that are sequentially rotated on a loop cycle. Static digital advertisements will appear on the screen for a 15 second dwell time before changing to a new static digital image. There will be a 0.1 second transition time between images, which appears instantaneous. This is consistent with the Digital Guidelines formulated by TfNSW, DPIE and the Outdoor Media Association.

An operator will implement content controls for the proposed signage, including:

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

All advertising copy material will comply with the:

- Australian Advertising Industry Code of Conduct; and
- The Outdoor Media Association's Code of Conduct.

Assessment of Planning Matters

Under Section 4.15(1) of the EP&A Act, in determining a development application the consent authority must take into consideration a range of matters relevant to the development including the provisions of environmental planning instruments; impacts of the built and natural environment, the social and economic impacts of the development; the suitability of the site; and whether the public interest would be served by the development.

This section considers the planning issues relevant to the proposed development and provides an assessment of the relevant matters prescribed in section 4.15(1) of the (EP&A Act).

5.1 Environmental Planning Instruments

The DA's consistency and compliance with the relevant environmental planning instruments is considered in the sections below.

5.1.1 Roads Act 1993

The *Roads Act 1993* provides procedures for opening and closing public roads and establishes the authorities responsible for roads. Section 138 of the Act states that the consent of the appropriate roads authority is required to:

- erect a structure or carry out a work in, on or over a public road, or
- dig up or disturb the surface of a public road, or
- remove or interfere with a structure, work or tree on a public road, or
- pump water into a public road from any land adjoining the road, or
- connect a road (whether public or private) to a classified road.

As Sussex Street is a classified road, Section 138(2) states that a consent may not be given with respect to a classified road except with the concurrence of RMS. Under section 138(3), the RMS must consult with an applicant (who is a public authority) before deciding whether or not to grant concurrence.

Due to the erection of the signs over a public road, being Sussex Street, the application will be referred to the RMS in accordance with Section 138(3) of the Roads Act.

5.1.2 State Environmental Planning Policy No.64 – Advertising and Signage (SEPP 64)

SEPP 64 applies to all signage that under an environmental planning instrument can be displayed with or without development consent and is visible from any public place or public reserve.

The proposed signage is a type of advertisement signage since it will display third party advertising. As such, Part 3 of SEPP 64 relating to advertising applies to the proposal. Additionally, due to the nature of the proposed signage and its location fronting a classified road consideration has been given to the impact of the proposal on road safety and compliance with the Transport Corridor Outdoor Advertising and Signage Guidelines (OASG). An assessment of the proposal in relation to road safety and the OASG is provided at **Attachment D**.

Part 3, Clause 12 of SEPP 64 identifies the consent authority as the Minister for Planning, and that the consent authority must consider whether the proposal is consistent with the objectives of SEPP 64 as outlined in Clause 3(1a).

The proposed development is consistent with the aims and objectives of SEPP 64 in that it:

- the size and scale of the signage is appropriate for the broader context in which the sign is located;
- does not block any significant views and will not adversely impact the amenity or future character of the surrounding area;
- does not block any road signs or signals;

- is of a high-quality design and finish, in an orientation that is unusual and visually appealing for advertising signage; and
- will provide a public benefit through the revenue generated from the advertising sign which will contribute to improving services and rail infrastructure by Sydney Trains.

The proposal will have acceptable impacts and achieves compliance with the assessment criteria prescribed in Schedule 1 of SEPP 64, as detailed in **Table 2** below.

An assessment of the DA's consistency and compliance with Schedule 1 of SEPP 64 is in **Table 2** below.

Table 2 SEPP 64 Assessment

Objective	Assessment	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 Sydney CBD is characterised by a mix of commercial buildings and pedestrian infrastructure that incorporates high-quality signage and advertising situated on existing transport corridors. In light of this, the proposal has adopted an appropriate level of advertising signage for the existing and desired future character of this highly developed commercial centre. The proposal reflects the importance of providing high quality signage structures that is integrated appropriately with the asset on which its affixed to.	Yes
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	Yes, the proposal is considered consistent with particular themes for outdoor signage relating to outdoor advertising structures in that it will be able to be utilised for displaying emergency messages or threat-to-life alerts by NSW Government Emergency and Police Agencies.	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?	The proposal is consistent with the provision of advertising signage within the Sydney CBD and does not detract from the visual quality of the area and is not within any environmentally sensitive area, natural conservation area, open space areas, waterway, rural landscape, nor in direct proximity to residential development. The scale and design of the signage will ensure that it does not detract from heritage items within the wider precinct.	Yes
3 Views and Vistas		
Does the proposal obscure or compromise important views?	The proposal does not obscure or compromise important views. It does not protrude above any structure or block any existing vista.	Yes
Does the proposal dominate the skyline and reduce the quality of vistas?	No, the proposal is not protruding above any structure into the skyline.	Yes
Does the proposal respect the viewing rights of other advertisers?	The proposed signage is of a scale that will respect the viewing right of other signage noting there are no other advertisers in the vicinity.	Yes
4 Streetscape, setting or landscape		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the proposal is considered appropriate as it responds to the overall size of the pedestrian bridge in a manner that reflects the landscape setting of the site and its surrounds.	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposal will contribute to the visual interest of the roadway by facilitating high quality advertising signage that integrates with the architectural characteristics of existing pedestrian bridge.	Yes
Does the proposal reduce clutter by rationalising and	There is no existing signage at the subject site.	Yes

Objective	Assessment	Compliance
simplifying existing advertising?		
Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The advertising sign structure does not protrude above the pedestrian bridge on which it is affixed to.	Yes
Does the proposal require ongoing vegetation management?	The proposal does not require any ongoing vegetation management.	N/A
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 proposal has been carefully designed to be compatible with the scale, proportions, and presentation of the pedestrian bridge. The scale of the proposal is considered to be appropriate for the context of the site and will support the commercial character of the area.	Yes
Does the proposal respect important features of the site or building, or both?	The proposed sign has been sited in the centre of the bridge to provide an appropriate balance to respect the design of the bridge. Its design and scale is in proportion to the bridge structure.	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	Yes. The proposal is considered to exemplify innovation in regard to the digital display board allowing a reel of display advertisements and other important civic messages including emergency responses or tourism and events advertising such as Vivid etc. The proposal has been specifically designed to recognise the importance of displaying accurate information and events that contributes to the commercial character of the CBD and Sydney as a global city.	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?	The visual display screen is central to the design of the proposed advertising signs. The proposed signage will be mounted directly to the side elevations of the existing pedestrian bridge, affixed to an ACM clad backboard but does not rely on any additional external structures or platforms.	Yes
7 Illumination		
Would illumination result in unacceptable glare?	The proposed signage does not result in unacceptable glare. Refer to the Lighting Plan at Appendix G .	Yes
Would illumination affect safety for pedestrians, vehicles or aircraft?	The illumination is consistent with the relevant Australian Standards, with the display area to be static with consistent levels of illumination.	Yes
Would illumination detract from the amenity of any residence or other form of accommodation?	The illumination will not detract from the amenity of any residence or other form of accommodation.	Yes
Can the intensity of the illumination be adjusted, if necessary?	Yes, the intensity of the illumination can be adjusted if it is found necessary.	Yes
Is the illumination subject to a curfew?	No, no illumination curfew is proposed.	Yes
8 Safety		
Would the proposal reduce safety for any public road?	The proposed visual display board will not display any flashing, moving or distracting content to road traffic along Sussex Street. It will be a static image that is illuminated only, consistent with other advertising signs along road corridors within the LGA.	Yes

Objective	Assessment	Compliance
Would the proposal reduce safety for pedestrians/cyclists?	The proposal is unlikely to reduce safety for pedestrians or cyclists as it is not positioned to interfere with any existing footpath or cycleway. In addition, the lighting component of the signage is fully compliant with the relevant Australian Standard (refer Appendix H). The outcomes of the Road Safety Assessment also propose mitigation measures post development approval to confirm that pre-installed signage would not impact on pedestrian/cyclists.	Yes
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposal is unlikely to pose a safety threat for pedestrians or children as it does not block any significant sightlines from public areas of key importance.	Yes

Additionally, it is important to note that Clause 16(1) of SEPP 64 states that the display of an advertisement on transport corridor land is permissible with development consent if it is the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor. Or, if it is the display of an advertisement by or on behalf of RMS on a bridge constructed by or on behalf of RMS on any road corridor, or if it is on land that is owned, occupied or managed by RMS and that is within 250 metres of a classified road.

5.1.3 Sydney Region Environmental Plan (Sydney Harbour Catchment) 2005

The Sydney Regional Environmental Plan 2005 (SREP 2005) sets out the objectives and guiding principles for the Sydney Harbour Catchment to which SREP 2005 applies. The SREP 2005 sets out matters for consideration in the assessment of development relating to (amongst other things) views, scenic quality and public access.

The proposed signage is scaled appropriately, located on an existing Rail Corp asset and commensurate with the existing signage of the same type on road corridors throughout the LGA and Greater Sydney. In consequence, the proposal is unlikely to have any adverse impact on views, scenic quality or public access in and around Sydney Harbour.

5.1.4 Sydney Local Environmental Plan 2012

The site is subject to the controls of the Sydney Local Environmental Plan 2012 (Sydney LEP 2012) and is located within the B8 Metropolitan Centre zone. The proposed signage is permissible with consent and is consistent with the objectives of B8 zone in that it will:

- continue to allow opportunities for an intensity of land uses commensurate with Sydney's global status;
- recognise and provide for the pre-eminent role of commercial premises in Australia's participation in the global economy; and
- contribute to the display of advertising which will generate revenue used to maintain and enhance existing Sydney Train assets and services which form a key part of the network of the Sydney CBD.

5.2 Sydney Development Control Plan 2012

The proposed development is consistent with the objectives of the Sydney Development Control Plan (DCP). As required under Section 4.15(3A) of the EP&A Act, a consent authority is required to apply DCP provisions flexibly and allow reasonable alternative solutions that achieve the objects of those standards. The assessment below is provided for context in terms of providing a full assessment of the proposed signage.

Where alternate solutions to the provisions are proposed, they are identified in the following sections of this environmental assessment.

Table 3 Assessment against the Sydney DCP 2012

Assessment Criteria	Assessment	Compliance
3.16.3 – General Requirements for Signage		

Assessment Criteria	Assessment	Compliance
1. Signage is to be compatible with the architecture, materials, finishes and colours of the building and the streetscape.	The proposed signage is considered compatible with the architecture, materials, finishes and colours of the pedestrian bridge infrastructure.	Yes
2. Signage attached to a building is to be positioned in locations or on panels in between any architectural elements (such as awnings, windows, doors and parapet lines). Signs are not to conceal or detract from integral architectural features or cover any mechanical ventilation systems.	The proposed signage is proposed to be fixed to existing infrastructure at each elevation and will not obscure or detract from any integral architectural features or cover any mechanical ventilation systems.	Yes
3. Signage is to be installed and secured in accordance with relevant Australian Standards.	The proposed signage will be installed and secured in accordance with the appropriate Australian Standards.	Yes
4. Signage that will detract from the amenity or visual quality of heritage items, heritage conservation areas, open space areas, waterways or residential areas is not permitted.	The proposed signage will not detract from the amenity or visual quality of heritage items, heritage conservation areas, open space areas, waterways or residential areas (see Appendix C).	Yes
5. Signage should not create unacceptable visual clutter taking into account existing signs, neighbouring buildings, the streetscape and the cumulative effect of signs.	The proposed signage represents a high quality proposal in the context of its highly urbanised setting and will not create unacceptable visual clutter.	Yes
6. Signs should allow the main facades of buildings from the first floor to the rooftop or parapet to be uncluttered and generally free of signage.	N/A. The sign is not proposed to be affixed to the main façade of a building.	N/A
7. Signage is not to be supported by, hung from or placed on other signs or advertisements.	The proposed signage will not be supported by, hung from or be placed on other signs or advertisements.	Yes
8. Signage that will distract road users, or could be mistaken for a traffic control device, is not permitted.	The proposed signage is not expected to distract drivers as no flashing or moving images will be shown. No content will be shown that can support a distraction to the existing traffic lights in that it could be mistaken for a traffic control device.	Yes
9. Signage that will unduly obstruct the passage or sightlines of vehicles, cyclists or pedestrians is not permitted.	The proposed signage is will not obstruct the passage or sightlines of vehicles, cyclists or pedestrians as it will be affixed to an existing structure.	Yes
10. Advertisements, dynamic content signs and light projection signs on or within the vicinity and visible from a classified road are to be consistent with the road safety criteria in section 3 of the NSW Transport Corridor Advertising and Signage Guidelines.	Complies, refer to Table 4 .	Yes
11. Signage is not to contain reflective materials, colours and finishes	The proposed signage does not contain reflective materials, colours or finishes.	Yes
12. Signage is not to incorporate sound, vibration, odour or other emissions, unless the emission is necessary as part of a community message, an approved public artwork or to meet accessibility requirements.	The proposed signage will not incorporate sound, vibration, odour or other emissions.	Yes
13. Signage is not to result in the gathering of people in any manner that will limit the movement of motorists, cyclists or pedestrians along a public road, thoroughfare, footway or other access way.	The proposed signage is unlikely to result in the gathering of people that will limit the movement of cyclists, pedestrians or motorists along Sussex Street.	Yes
3.16.4 – Illuminated signage		
1. Any illuminated signage is to be designed to ensure that the illuminance and luminance from the sign or advertisement is, in the opinion of the consent authority, consistent with the existing light level of the streetscape or environment within which it is located and does not cause glare.	The proposed signage is considered compliant with the relevant Australian Standards, DPIE's Guidelines and the relevant CASA guidelines in that it will not cause glare. Refer to the Evaluation of Lighting Impact has been prepared by Lighting, Art + Science at Appendix G .	Yes
2. Unless otherwise provided for in this Section, the illuminance, luminance and threshold increment of illuminated signage is to comply with the	The proposed signage will comply with the recommended values of AS 4282-1997.	Yes

Assessment Criteria	Assessment	Compliance
<i>recommended values of AS 4282-1997. The maximum night time luminance of any sign is not to exceed 300 cd/sqm.</i>		
<i>3. Signage is only permitted to be illuminated while a premises is open and trading where the sign is on, or within 25m of and visible from, land zoned R1 General Residential or R2 Low Density Residential.</i>	The proposed signage is not within 25m of land zoned R1 General Residential or R2 Low Density Residential.	N/A
<i>4. Any externally illuminated signage is to have a downward facing light source focused directly on the display area. Upward facing light sources are not permitted.</i>	The proposed signage is to be illuminated from backlit LED light sources within the sign. No upward facing light sources will be used.	Yes
<i>5. Signs with flashing, chasing, pulsating or flickering lights are not permitted unless part of an approved public artwork.</i>	The proposed signage will not flash, pulsate, flicker, or have chasing lights.	Yes
<i>6. Where the consent authority is of the opinion that an illuminated sign or advertisement is expected to generate high levels of energy use based on size, hours of operation or illumination source, the signage is to be powered by:</i> <ul style="list-style-type: none"> <i>(a) onsite renewable energy of a capacity to provide the energy required to illuminate the sign; or</i> <i>(b) the purchase of a renewable energy product offered by an electricity supplier equivalent to the estimated annual amount of electricity used.</i> 	The proposed signage will not result in high levels of energy use.	N/A
3.16.7 – Advertising structures and third party advertisements		
<i>Generally, new advertising signs and third party advertisements are not permitted. The exceptional circumstances where advertising signs and third party advertisements are permitted shall be assessed against the following criteria:</i> <ol style="list-style-type: none"> <i>Whether the sign is advertising a civic or community event in the City of Sydney area;</i> <i>Whether the sign can be considered as public art in accordance with the City's policies in relation to public art;</i> <i>Whether the signs are consistent with the provisions for signage in this DCP;</i> <i>Whether part of the sign occupied by corporate markings, logos, branding or similar is not more than 5% of the total sign area;</i> <i>Whether the number of existing signs on the site and in the vicinity do not cumulatively create unacceptable visual clutter;</i> <i>Whether the sign is associated with the surrender of a consent for an existing sign on a heritage item or on a contributory building in a heritage conservation area.</i> 	SEPP 64 permits the advertising structure on site under Clause 16 of the SEPP. There will be an opportunity for City of Sydney to advertise civic matters or for the sign to comprise of displaying public art at times. Less than 5% of corporate markings will be displayed on the structure as it will be operated by a private operator, with their marking on the bottom corners of the structures as per other similar structures across NSW on transport corridors.	N/A

5.3 Transport Corridor Outdoor Advertising and Signage Guidelines

The Transport Corridor Outdoor Advertising and Signage Guidelines (the Guidelines) describes the necessary requirements and assessment criteria in which this development application must meet. As the site is not located on transport corridor land rather adjacent to a state-controlled road, this assessment is required to be considered by the TfNSW in granting their concurrence. The proposed development achieves general compliance with the requirements as to minimise any risks on the surrounding road network as a result of the proposed development.

An assessment of the proposed development against The Guidelines is assessed below in **Table 4**.

Table 4 Transport Corridor Outdoor Advertising Signage Guidelines Assessment

Guideline	Assessment	Compliance
Land Use Compatibility Criteria		
<i>The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP.</i>	Signage is permitted with consent under the B8 Metropolitan Centre zone within the SLEP 2012.	Yes
<p>(ii) Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:</p> <ul style="list-style-type: none"> • environmentally sensitive area • heritage area (excluding railway stations) • natural or other conservation area • open space (excluding sponsorship advertising at sporting facilities in public recreation zones) • Waterway • residential area (but not including a mixed residential and business zone, or similar zones) • scenic protection area • national park or nature reserve. 	The advertisement is not within visible proximity to the mentioned areas and is commensurate with the commercial character of the area in which it is located.	Yes
(iii) Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.	The proposed signs do not protrude above the skyline nor will they compromise any existing scenic views across the site.	Yes
(iv) Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance	A Heritage Impact Statement is provided at Appendix C and found that the overall impact is minor and that any significant heritage impact is unlikely.	Yes
(v) Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape. For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.	The signs are proposed to be affixed to an existing Rail Corp asset and is located within a highly urban setting that will gain exposure to foot traffic and vehicular traffic alike. The proposal does not screen unsightliness.	Yes
Free Standing Advertisements Criteria		
(a) The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies, when viewed from ground level within a visual catchment of 1km. Note: This impact should be measured from the vehicle approach location and any other critical viewpoints.	The proposed signs do not protrude above the skyline, infrastructure or any tree canopies.	Yes
(b) Where the sign is in a transport corridor a landscape management plan may be required as part of the DA approval for a freestanding advertisement. This may include requirements to provide appropriate vegetation behind and adjacent to the advertising structure to minimise unintended visual impacts. Landscaping should include trees, shrubs and ground covers to provide adequate screening, softening, colour, soil stabilisation and weed reduction.	N/A. No ongoing vegetation management is required.	Yes
Digital Signs		
(a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below.	Complies. The visual display board will not facilitate any moving, flashing or non-static advertisements. They will be static and illuminated only.	Yes

Guideline	Assessment	Compliance
(b) <i>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.</i>	No message sequencing will be proposed. Each advertisement will be contained to one static slide only.	Yes
(c) <i>The image must not be capable of being mistaken:</i> <ul style="list-style-type: none"> For a prescribed traffic control device because it has, for example, red amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device. As text providing driving instructions to drivers. 	No such imagery will be displayed as part of the advertising reel.	Yes
(d) <i>Dwell times for image display must not be less than:</i> <ol style="list-style-type: none"> 10 seconds for areas where the speed limit is below 80 km/h 25 seconds for areas where the speed limit is 80km/h and over. 	The dwell time for image display will be limited to 15 seconds.	Yes
<i>The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.</i>	Complies.	Yes
(e) <i>Luminance levels must comply with the requirements in Section 3 below.</i>	Complies.	Yes
(f) <i>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.</i>	Complies. Advertising content will be managed so that there will be no opportunity for driver distraction.	Yes
(g) <i>Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.</i>	N/A	N/A
(h) <i>Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.</i>	Noted.	
(i) <i>At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.</i>	Noted.	
(j) <i>Sign spacing should limit drivers' view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</i>	N/A.	N/A
(k) <i>Signs greater than or equal to 20sqm must obtain RMS concurrence and must ensure the following minimum vertical clearances;</i> <ol style="list-style-type: none"> 2.5m from lowest point of the sign above the road surface if located outside the clear zone 5.5m from lowest point of the sign 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><i>If attached to road infrastructure (such as an overpass), the sign must be located so that no portion of the advertising sign is lower than the minimum vertical clearance under the overpass or supporting structure at the corresponding location.</i></p>	Noted. Concurrence with TfNSW will be sought as part of this DA. A clearance distance of 5500mm will be adopted.	Yes

Guideline	Assessment	Compliance
(l) <i>An electronic log of a sign's operational 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 sign's activity in case of a complaint.</i>	Noted and will comply.	Yes
(m) <i>A road safety check which focuses on the effects of the placement and operation of all signs over 20sqm must be carried out in accordance with Part 3 of the RMS Guidelines for Road Safety Audit Practices after a 12 month period of operation but within 18 months of the signs installation. The road safety check must be carried out by an independent RMS-accredited road safety auditor who did not contribute to the original application documentation. A copy of the report is to be provided to RMS and any safety concerns identified by the auditor relating to the operation or installation of the sign must be rectified by the applicant. In cases where the applicant is the RMS, the report is to be provided to the Department of Planning and Environment as well.</i>	Noted and will comply.	Yes

Section 3: Advertisements and Road Safety

An assessment of the location of the proposed digital advertising sign has been prepared by TTPP and can be found at **Appendix D**. The Road Safety Assessment provided by TTPP at **Appendix D** includes an assessment of the proposed development against section 3.2 of the Guidelines. TTPP's assessment of the proposal in accordance with Section 3.2 of The Guidelines confirms the proposals compliance with Section 3.2 of The Guidelines in that:

- The signs will not protrude below the underside of the footbridge, and thus the vertical clearance will be maintained as per existing conditions. No risk of pedestrian, vehicle or cyclist movements will be obstructed as a result of the signage positioning. A minimum clearance of 5.5m is maintained.
- No RMS-approved crash barrier is necessary as the signs will be installed on both sides of the pedestrian footbridge which is positioned above the carriageway and outside of the clear zone.
- The signs will be designed in accordance with Australian Standards AS1170.2 and AS1170.2 to meet the requirements for wind loading.
- The signs will not limit any visibility of the broader Sussex Street road alignment to motorists as it is positioned wholly within the envelope of the existing bridge, it will not protrude below or above the existing bridge structure.
- The proposed signage is located within a driver's line of sight for both northbound and southbound movements on Sussex Street with visible distances of 130m and 115m respectively. As the signs are placed above the road therefore, a driver would not be required to turn away from the road in order to view the digital signage.
- The signs are not located within the calculated safe stopping sight distance (34m and 35m respectively) at the north and southern Sussex Street road carriageways on either side of the bridge.
- The Guidelines specify a minimum sign dwell time of 10 seconds, however this proposal seeks to propose a 15 second dwell time on the basis of the findings of the Land and Environment Court Case, *Outdoor Systems Pty Ltd v Georges River Council and Roads and Maritime Services [2017] NSWLEC 1505*.

Refer to **Attachment D** for further details and full assessment of the proposal against The Guidelines.

Section 4: Public Benefit Test for Advertisement Proposals

Outdoor advertising proposals along transport corridors must meet a public benefit test detailing the benefits that will result for a local community as a result of the advertising proposal.

Sydney Trains advise that advertising assets within transport and rail corridors generate revenue for the NSW Government that can be used to fund upgrades to essential public infrastructure and other rail programs. Refer to **Appendix H** for further detail

On 4 December 2013, the then Minister for Transport, released a statement advising that the income raised from advertising contracts will be spent on improvements to Sydney Trains services. The signs proposed under the wider program (explained in **Section 2.0**) will contribute substantial revenue to the improvement of Sydney Train services and infrastructure, benefitting all users of the Sydney Train network. Indeed, the subject pedestrian bridge was specifically constructed as part of the pedestrian link connecting Wynyard Station with Barangaroo, with a large proportion of the users of the bridge coming to or from Wynyard Station.

In addition to a revenue stream, the digital screens will also be used to provide important Sydney Trains, NSW Government and City of Sydney information to the community in the event of the following:

- Emergency or unplanned operations;
- Any other station emergency;
- Any major disruption which is likely to cause delays to train running times;
- Sydney Trains promotions and events; and
- Amber messaging alerts by NSW Government Emergency and Police Agencies.

The proposal is considered to comply with the public benefit test provisions.

5.4 Pedestrian and Road Safety

A Road Safety Report for the proposal has been undertaken by TTPP in relation to the proposed digital advertising display signs on each elevation of the pedestrian bridge and is provided at **Appendix D**.

The report assesses the potential risk to road users posed by the proposed signage, relative to the illuminated levels on road safety and location of the proposed signs in relation to the signalised traffic lights in this location. The Guidelines stipulate that the dwell time for an image display must not be less than 10 seconds for areas where the speed limit is below 80 km/h. The digital signage is proposed in an area that is zoned as 40 km/h, and thus, a minimum dwell time of 10 seconds is applicable. However, since the proposed digital signage is located within close proximity to traffic signals on Sussex Street in this location, the minimum dwell time proposed for these signs will be 15 seconds. The proposal maintains a sufficient height clearance of 5.5m above the road carriageway and will not protrude above or below the existing bridge structure which will maintain visibility and sight lines for motorists of the broader Sussex Street road carriageway and will not impinge on pedestrian, cyclist or motorist comfort.

Historically, there is a low number of crashes recorded in this section of Sussex Street, and therefore it is deemed to be a low risk area. Based on these findings of the assessment, the report generally concludes that no unacceptable road safety concerns have been identified with the installation of the proposed digital signs and that the proposal can be supported.

Subject to the implementation of the road safety recommendations, it is considered that the illumination levels from the proposed digital signs will not present an unacceptable level of risk to road users. The signs are located in an existing highly urbanised setting that is subject to existing illumination levels due to the surrounding high activity commercial and retail nature of the immediate vicinity. The signage will be operated in accordance with the Guidelines, or to stricter standards where required, and can therefore be supported.

5.5 Visual Impact

Ethos Urban has undertaken a visual impact assessment of potential visual impacts (**Appendix E**) for the proposed advertising signage in accordance with SEPP 64 and the Guidelines.

The assessment finds that the proposal has a largely localised viewshed, with its boundaries being contained to Sussex Street in the close range. The viewshed is not designated as a heritage conservation area or a special character area under the City of Sydney planning framework and there is no evidence of other relevant values such as tourist infrastructure. On this basis the overall value attached to the views is considered to be low.

A relatively high number of visual receptors will be exposed to views of the proposal. Most of these visual receptors will be people travelling through the viewshed on their way to other places either on foot or in private vehicles. Their level of attention or interest in views or visual amenity is likely to be relatively low.

The proposal will appear as a relatively small, new element in the assessed views. While as a sign it is designed to be inherently contrasting in nature, in particular in terms of colour, it will not result in change to any of the views composition and is of a scale, line and shape/form that integrates with the outline of the existing bridge. It is also readily capable of being reversed.

Consistent with much of Central Sydney, and in particular this part of Central Sydney, the existing visual environment does not comprise a single, intact, or cohesive built form. This creates a visually rich, complex and dynamic visual environment. The proposal is not out of character in such a visual environment. The key specific issue for consideration is impact on the visual values of the adjoining Sussex Hotel (refer to **Section 5.8**). It is considered that the robust nature of the hotel, including its prominent corner location, scale, materiality and colour, makes it capable to accommodating the proposal in its visual setting without compromising its legibility.

Combining value and visual receptors and sensitivity and magnitude, the significance of visual impact is low. For further analysis refer to the Visual Impact Assessment at **Appendix E**.

5.6 Structural Design

A Structural Feasibility Statement has been prepared by Northrop (**Appendix F**) which assesses the structural details of the sign in the context of the existing pedestrian bridge.

The report notes that the signage would consist of vinyl sheeting or similar with a printed display and associated lighting elements. The screen dead loads are estimated to be in the order of 10kg/m² with the overall weight of a singular sign (including additional fixings, supporting steelwork, access walkways etc) being approximately 15 tonnes.

The report notes that given that the bridge was constructed in 2017, the structure is in good condition and is able to comfortably support the additional loads imposed by a new signs.

5.7 Lighting Impacts

An Evaluation of Lighting Impact has been prepared by Lighting, Art + Science (**Appendix G**) to assess the light obtrusion of the proposed signage. The proposal has been assessed in accordance with the relevant Australian Standards (AS/NZS4282), DPIE's Guidelines and Section 9.21 of the CASA Manual of Standards Part 139- Aerodromes and confirms that the proposal is fully compliant with these standards and Guidelines.

5.8 Heritage

A Heritage Impact Statement has been prepared by NGH (**Appendix C**). The proposal site is located within proximity to three locally listed heritage items:

- Former "New Hunter River Hotel" including interiors / Big House Hotel;
- Trees and Sandstone Retaining Walls (adjacent Napoleon Street); and
- Former MWS&B Pumping Station.

The assessment of heritage impacts for the proposal found that the overall impact is minor and any significant heritage impact is unlikely. This is due to:

- No physical impacts on any heritage items.
- The proposed works being minor in nature and thus likely to only minimally impact on the aesthetic streetscape of the area.
- The adjacent heritage listed building will not be obscured by the proposed works and its imposing nature will counter impacts on its aesthetic presence and significance.
- The two heritage items sewerage and trees are located at a distance from the site that will mean there are no impacts on them from the proposed works.
- The work is consistent with the principles of The Burra Charter, including:

- to do as much as necessary but as little as possible: the work involves only the necessary works to mount signage and would not directly impact on any of the nearby heritage items identified in this report.

In summary, the cumulative impact of the proposed signage is assessed to be low.

5.9 Social and Economic Impact

Positive social and economic impacts are expected to result from the proposed development, including:

- direct and broader economic benefits from the capital investment associated with the development, namely the proposed revenue to Sydney Trains to enable upgrade and maintenance of other rail infrastructure;
- economic and social benefits arising from the development of new digital signage with the capability of delivering emergency messaging as required for motorists of the transport corridor;
- social benefits arising from the provision of improved safety for maintenance and deleting the need to replace signage; and
- the project is shovel ready, pending determination of applications, to generate jobs in the delivery of the signage structures which is of a strong importance in the current COVID-19 climate.

5.10 Suitability of the site for the development

The characteristics of the site, its land use context and its location are described in **Section 3** of this report. The site is suitable in accommodating the proposed redevelopment for the following reasons:

- it is of sufficient permissible size (as per Clause 17 of SEPP 64), configuration topography and is not environmentally constrained;
- it is compatible with the character of the transport corridor within the local context;
- investigations into traffic safety and lighting impact conclude the proposal will not give rise to any adverse environmental amenity and traffic safety impacts;
- it will not result in any significant unacceptable offsite impacts that limit the use or enjoyment of nearby or adjoining land;
- the proposal will deliver an effective income stream that will be used to fund the ongoing improvements to rail infrastructure and services being undertaken by Sydney Trains;
- the signs can provide service and public information announcements as required, close to a highly pedestrianised location in Barangaroo and Wynyard Walk;
- the proposal complies with the relevant statutory and policy provisions that govern outdoor advertising signage and LED technology;
- the proposed new digital advertising signboard on a monopole structure can occur without sterilising or diminishing the development potential of the rail corridor land in the medium to long term; and
- the proposal will not result in any adverse impacts on nearby heritage items.

Accordingly, it can be concluded that the site is entirely suitable to accommodate the nature and scale of the proposal.

5.11 Public Interest

The application has considered and satisfies the various public interest matters, in so far as it will result in:

- A development promoted by the permissible uses and objectives of the zone.
- The proposed sign would not impose any significant impacts on surrounding development and is generally consistent with the objectives and requirements of relevant planning instruments.
- The proposal satisfies the public benefit test requirements in the SEPP 64 as it would provide a public benefit by way of providing revenue that can be used to fund public amenities as well as upgrades to essential public infrastructure and other rail programs.

- The proposed sign is of high design quality and is compatible with the existing infrastructure on which it is affixed to as well as the surrounding commercial character.

Noting the above, the proposal provides a balanced outcome to the various public interests vested in the proposed development and the surrounding area. Accordingly, at this stage of the Development Application process it can be concluded that the proposed development is entirely in the public interest.

Conclusion

The proposed development seeks approval for two new digital advertising signs on an existing Rail Corp asset.

This SEE has provided a detailed assessment of the proposal against the relevant matters under section 4.15(1) of the EP&A Act. The application is recommended for approval given the following reasons:

- The proposed development is consistent with the aims and objectives of the Sydney LEP and is permissible with consent.
- The proposed signage has been designed in accordance with the relevant provisions outlined in SEPP 64 and DPIE's Transport Corridor Outdoor Advertising and Signage Guidelines;
- The proposal satisfies the public benefit test requirements in the SEPP 64 and Signage Guidelines as it would provide a public benefit by way of providing revenue that can be used to fund public services associated with Sydney Trains as well as upgrades to essential public infrastructure and other rail programs;
- Supporting technical studies which accompany this DA confirm that the environmental impacts associated with the proposal are generally positive and will not give rise to any adverse impacts; and
- The proposed development is suitable for the site and is in the public interest.