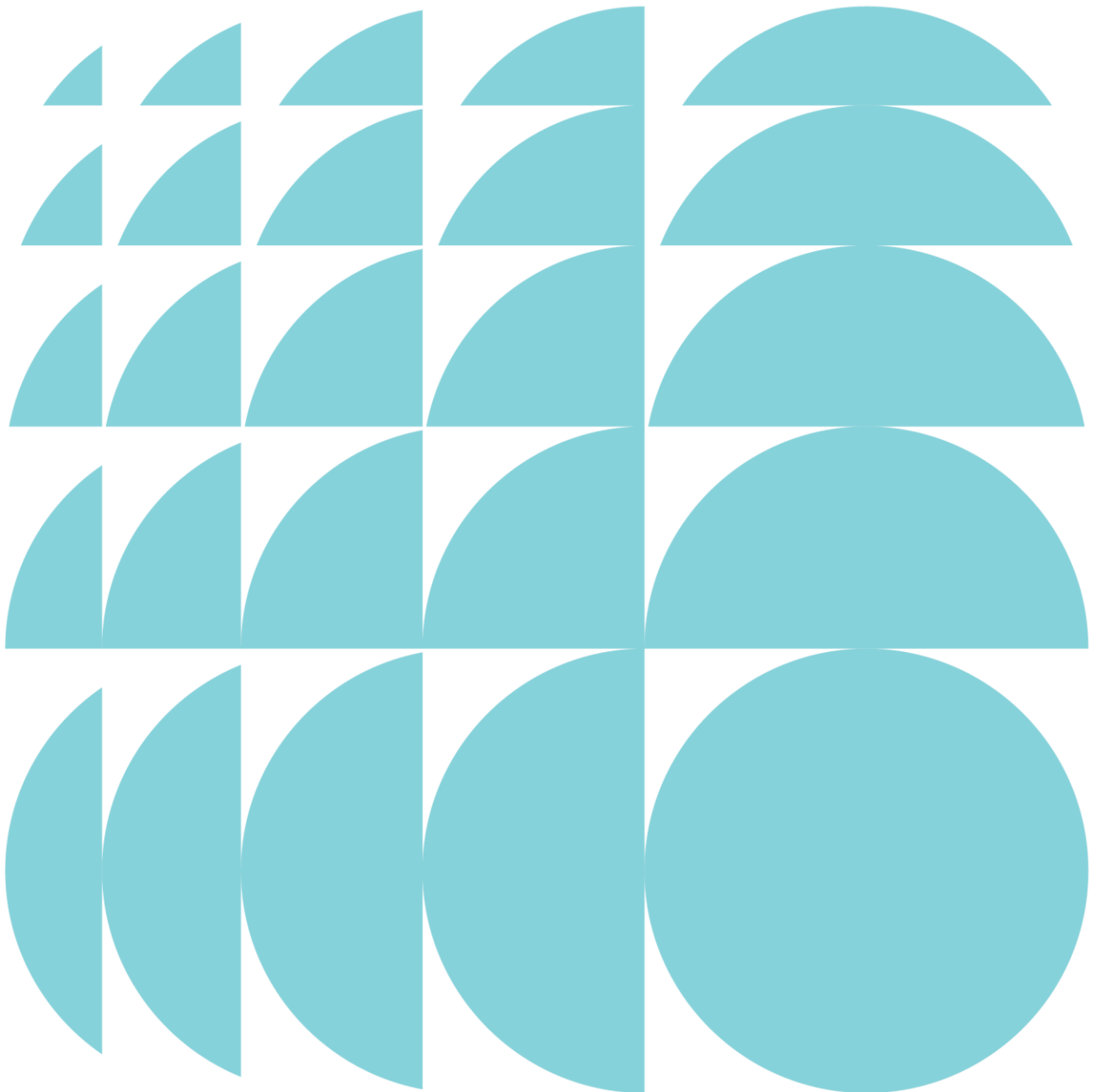


Statement of Environmental Effects

Homebush Bay Drive, Rhodes
Advertising Billboard Signage

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

1 December 2020 | 2200249



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1.0 Introduction

This Statement of Environmental Effects (SEE) is submitted to Department of Planning, Industry and Environment (DPIE) in support of a Crown Development Application (DA) under Part 4 Division 4.6 of the *Environmental Planning and Assessment Act 1979* (EP&A Act) for a monopole digital advertising billboard located at the Homebush Bay Drive overpass in Rhodes within the existing railway corridor. The railway corridor land is owned and operated by Sydney Trains.

The DA seeks approval for the installation of two digital advertising signs in the form of a monopole, with an area of approximately 39.936m². Signage supporting structure including monopole framework, wiring, electrical and communications is 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 EP&A Act. This DA is also pursuant to the provisions of *State Environmental Planning Policy No. 64 Advertising and Signage* (SEPP 64), DPIE's *Transport Corridor and Signage Guidelines* and the *Canada Bay Local Environmental Plan 2013* (CBLEP 2013).

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

- Signage Concept Plans prepared by Ethos Urban (**Appendix A**);
- Survey Plan prepared by CMS Surveyors (**Appendix B**);
- Road Safety Assessment prepared by TTPP (**Appendix C**);
- Visual Impact Assessment prepared by Ethos Urban (**Appendix D**);
- Structural Feasibility Statement prepared by Northrop (**Appendix E**);
- Lighting Report prepared by Lighting, Art and Science (**Appendix F**);
- Preliminary Geotechnical Assessment prepared by Douglas Partners (**Appendix G**); and
- Public Benefit Statement prepared by Sydney Trains (**Appendix 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 sign 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 Canada Bay) under Section 138 of the *Roads Act 1993*, due to the erection of the signs over a public road, being the Homebush Bay Drive.

2.0 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 the 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 St;
- Site 2: Pyrmont Western Distributor North (B);
- Site 21: Rhodes, Homebush Bay Dr (Southern Side);
- Site 10: Chatswood, Albert Ave (Eastern and Western Side): and
- Site 13: Chatswood, Help Street (Eastern and Western Side).

Each existing and proposed location is situated within 'Transport Corridor Land' as it is defined by Clause 16 of *State Environmental Planning Policy No 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 (now the Transport Asset Holding Entity, or TAHE), with maintenance and operation 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 Department of Planning and Environment, November 2017.

3.0 Site Analysis

3.1 Site Location and Context

The site is located at the north western boundary of the Homebush Bay Drive overpass. The site is specifically situated within the existing railway corridor which is located beneath the road overpass in Rhodes, within the Canada Bay Local Government Area.

On a broader scaled, the site forms part of the T9 Northern Line between Rhodes Railway Station in the north and Concord West Railway Station in the South.

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

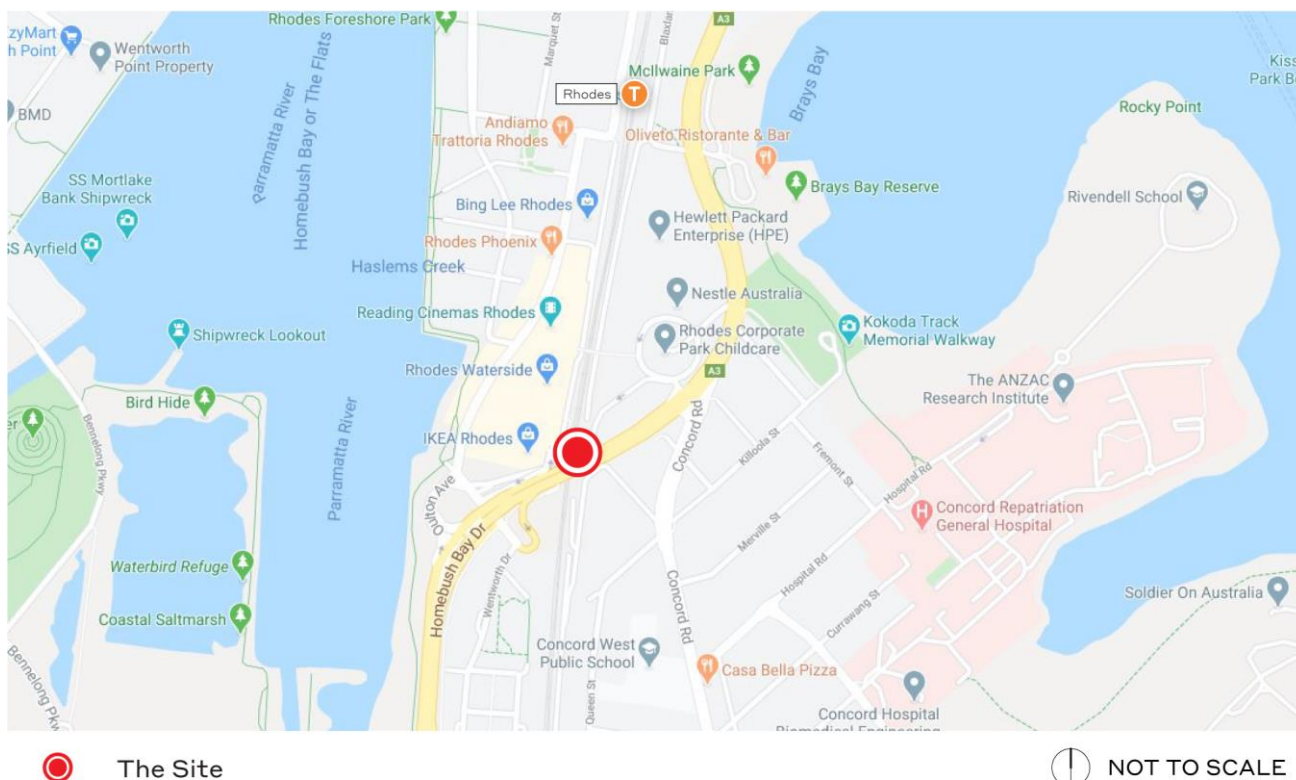


Figure 1 Site Context Map

Source: Google Maps / Ethos Urban

3.2 Site Description

The site itself is located within the existing railway corridor to the north west of the Homebush Bay Drive overpass. The railway corridor travels in a north/south direction and comprises of three separate railway tracks. The site makes up part of the T9 Northern Line, providing services to Sydney CBD and the northern suburbs. There are currently no advertising structures within the vicinity of the sign location. The site is owned by Rail Corp and is legally described as Lot 63 in DP 908653.

The Homebush Bay Drive overpass carries six vehicle lanes travelling in an east/west direction. The bridge overpass also comprises of footpaths on either side to accommodate for pedestrians. The overall dimensions of the overpass bridge is 45m in length and 30m in width.

The site located on the western boundary of the railway corridor, adjacent to the Homebush Bay Drive and is zoned SP2 Infrastructure under the Canada Bay Local Environmental Plan 2013. The vertical airspace of the subject site

can be viewed by travellers east and west bound along the Homebush Bay Drive as well as the surrounding public domain within the neighbouring streetscape and from nearby buildings.

A survey plan is located at **Appendix B**. An aerial photo of the site is shown at



● Proposed Signage Location

ⓘ NOT TO SCALE

Figure 2.



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

Source: Nearmap / Ethos Urban



Figure 3 View of the Signage Location from underneath the overpass bridge looking south

Source: Ethos Urban



Figure 4 View of the pedestrian bridge on the northern side of Homebush Bay Drive looking east

Source: Ethos Urban

3.3 Land ownership

The site is comprised of the railway corridor which is known to form part of the T9 Northern Line at Rhodes and is legally identified as Lot 63 in DP 908653. The land is owned by RailCorp (TAHE).

3.4 Road Environment

The Homebush Bay Drive is classified as a main road under the *Roads Act 1993*. The existing speed limit on the Homebush Bay Drive (at the subject site location) is signposted at 70km/hr. Homebush Bay Drive is a 3.1km road, part of A3, which is a major metropolitan road route in Sydney and forms a link between the northern and southern parts of the Sydney Orbital road network. The road starts in Sydney Olympic Park at the M4 on/off ramp and ends at Rhodes Corporate Park before turning into Concord Road. Homebush Bay Drive runs throughout both City of Canada Bay and City of Parramatta.

In the site's location, Homebush Bay Drive carried three lanes of traffic in each direction with footpaths on each side. The road includes an exit to the Rhodes Shopping Centre as well as a right turn onto Liberty Grove.

3.5 Surrounding Development

The site is located within a predominately mixed use setting with commercial, retail and business zones located north of the site and residential located south of the site. The site is not subject to any statutory heritage listing, nor is it within a heritage conservation area.

The following development surrounds the site.

North

The railway corridor travels in a north/south direction. To the north of the site is the Rhodes Railway station and the rail tracks that make up the corridor. The north of the site also comprises of the Rhodes Business Centre at 9-11 Blaxland Road.

East

The east of the site includes the Rhodes Corporate Park, which is owned by Frasers Property and provides over 90,000m² of office accommodation, including all basement works. The immediate east of the site is the Citi Bank headquarters, which is located within the Corporate Park. The Corporate Park also accommodates other tenants including, Nestle, Unisys, National Australia Bank, Hewlett Packard, Allied Mills, Hilti, DHL, Link Market Services, and Frasers Property Australia. The Corporate Park includes on site amenities including gym, pool, childcare, café, dry cleaning, etc.

South

The railway corridor travels in a north/south direction, therefore, the immediate south comprises of the existing rail tracks. The south of the site also includes the Homebush Bay Drive overpass. Further south beyond the overpass is occupied by residential land uses, predominantly low to medium density.

West

The immediate west of the site is the Rhodes Waterside Shopping Mall, which comprises a variety of tenants including IKEA. The existing IKEA sign is located directly west of the proposed sign location. Beyond the shopping centre is the Parramatta River.

4.0 Description of Proposed Development

This DA seeks approval for the installation of a double-side advertising monopole sign proposed within the rail cutting of the existing rail corridor along the T9 Northern Line. Signage supporting structures including framework, wiring, electrical and communications are also proposed to be installed.

The monopole structure is proposed to support the digital advertising billboard and will be supported by a reinforced concrete pad footing. The monopole will support a double-sided sign which will each incorporate a visual display board approximately 12.48m in width and 3.2m in height and will comprise an area of 39.936m² each. The visual display board will sit atop an aluminium composite material (ACM) skirt that will be affixed to the monopole structure.

The sign is also proposed to incorporate a cantilevered support system so that the sign can be angled towards east and westbound traffic flow along Homebush Bay Drive in this location. The proposed signage will comprise of a digital display board 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 **Appendix 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 also shown at **Figure 5**.

Table 1 Description of Proposed Signage

Type of Sign	Description	Dimensions	Location	Illumination
Digital advertising	Double sided digital advertising billboard supported by a monopole	<ul style="list-style-type: none"> 12.48m (w) x 3.2m (h) visual display board 12.58m (w) x 3.95m (h) ACM cladded backboard support 13.21m in pole height 	Northwest of the Homebush Bay Drive overpass, within the existing rail corridor of the T9 Northern Line.	Yes



Figure 5 View from Homebush Bay Drive looking North West

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 ensures 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.

5.0 Planning Assessment

Under Section 4.15(1) of the EP&A Act, in determining a development application the consent authority must take into account 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(A) of the EP&A Act.

5.1 Environmental Planning Legislation and Instruments

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

5.1.1 Environmental Planning and Assessment Act 1979

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

In particular, this application is to be considered as a Crown DA per Part 4 Division 4.6, being an application lodged by an authority that is prescribed as the Crown for the purposes of Division 4.6. Sydney Trains, through Transport for NSW, are identified as a public authority. The Minister for Planning is the consent authority for this application, under SEPP64 (**Section 5.1.3**).

5.1.2 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 Homebush Bay Drive 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(2), 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 the Homebush Bay Drive, the application will be referred to the RMS in accordance with Section 138(3) of the Roads Act.

5.1.3 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 along a classified road consideration has been given to the impact of the proposal on road safety and compliance with the Transport Corridor Advertising and Signage Guidelines (OASG). An assessment of the proposal in relation to road safety and the OASG is provided in **Section 5.3**.

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 SEPP64 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	Compliant
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 surrounding area is characterised by a mixed use setting with predominately commercial and retail sectors on the northern boundary of the overpass, as well as residential zones on the southern boundary. In light of this, the proposal has adopted an appropriate level of advertising signage for the existing and desired future character of the area. The proposal reflects the importance of providing high quality signage structures that is integrated appropriately with the asset on which its affixed to.	✓
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	✓
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 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, not in direct proximity to residential development.	✓
3 Views and Vistas		
Does the proposal obscure or compromise important views?	According to the photomontages, the proposal does not obscure or compromise important views, however, there is potential to reduce visibility of the existing IKEA building identification sign or create visual clutter as both the existing and proposed sign will be facing south-east to the same west-bound travel lane.	✓/x
Does the proposal dominate the skyline and reduce the quality of vistas?	Yes, the proposal will produce above the existing skyline, however, the extent and nature of this protrusion relative to its visual setting is not considered unacceptable as it will not reduce the quality of vistas.	✓
Does the proposal respect the viewing rights of other advertisers?	The design and scale of the proposed signage has been respectful of the adjacent IKEA building identification sign as seen in the photomontage, however, there is still potential for the	✓/x

Objective	Assessment	Compliant
	proposal to reduce visibility of the existing IKEA sign depending on angles and position of viewing.	
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.	✓
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 in an existing major transport corridor, consistent with other transport corridors throughout Greater Sydney.	✓
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	There is potential for the proposed signage to create visual clutter as it is located directly adjacent to the existing IKEA building identification sign facing south-east to the same west-bound travel lanes as the proposal. Although the photomontages prepared as part of this application have not displayed clutter or reduction of visibility of the sign, it may be dependant on angle and position of viewing.	✓/x
Does the proposal screen unsightliness?	The proposal does not screen unsightliness.	✓
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.	✓
Does the proposal require ongoing vegetation management?	The proposal does not require any ongoing vegetation management.	✓
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 Homebush Bay Drive overpass as well as the railway corridor. The scale of the proposal is considered to be appropriate for the context of the site and will support the mixed-use character of the area.	✓
Does the proposal respect important features of the site or building, or both?	The proposal is respectful in its design and will not dominate the surrounding locality or detract from any of the important features of the overpass.	✓
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. The proposal has been specifically designed to recognise the importance of displaying accurate information and events that will contribute to the area.	✓
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 supported by a monopole with the height of 13.21m ² which will be located along the northwest boundaries of the railway corridor and Homebush Bay Drive overpass.	✓
7 Illumination		
Would illumination result in unacceptable glare?	The proposed signage does not result in unacceptable glare. Refer to the Lighting Report at Appendix F .	✓
Would illumination affect safety for pedestrians, vehicles or aircraft?	The illumination will not affect safety for pedestrians, vehicles or aircraft. The visual display board will be static and non-moving.	✓
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.	✓
Can the intensity of the illumination be adjusted, if necessary?	Yes, the intensity of the illumination can be adjusted if it is found necessary.	✓

Objective	Assessment	Compliant
Is the illumination subject to a curfew?	The proposal does not include an illumination curfew.	✓
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 Homebush Bay Drive. It will be a static image that is illuminated only, consistent with other advertising signs along road corridors within the LGA.	✓
Would the proposal reduce safety for pedestrians/cyclists?	The proposal is not considered to reduce safety for pedestrians or cyclists as it is not positioned to interfere with any existing footpath or cycleway.	✓
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.	✓

It is important to note that the proposed signage location is consistent with Clause 10(1) of the SEPP 64 as it is not located within any of the zones or areas of high sensitivity as listed within the provisions. 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.

5.1.4 Canada Bay Local Environmental Plan 2013

The site is subject to the controls of the Canada Bay Local Environmental Plan 2013 (CBLEP 2013) and is located within the SP2 Infrastructure zone. The proposed sign is permissible with consent as it is considered ancillary to the existing railway corridor. The proposal is consistent with the objectives of SP2 zone in that it will 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 transport network in Sydney.

5.2 Canada Bay Development Control Plan

The proposed development is consistent with the objectives of Part H- Advertising and Signage as part of the Canada Bay 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.

Where alternate solutions to the provisions are proposed, they are identified in the following sections of this environmental assessment. The proposal has been assessed against the relevant controls below in **Table 3**.

Table 3 Assessment against Part H – Advertising and Signage of the Canada Bay DCP

Controls	Assessment	Compliance
H2 General Objectives and Standards applicable to all development		
C2. The following signs and advertising structures are not considered to be appropriate: <ul style="list-style-type: none"> - Signs erected or attached to the sides of buildings where such side is adjacent to residences or residential flat buildings - Signs or advertisements other than those relating to the occupier of the building - Flashing, moving, or video signs - More than one projecting wall sign, flush wall sign or painted wall sign per building, or any sign which is not exclusively for business or building identification purposes - Signs located on an awning or signs attached above the awning 	The proposed signage will be in the form of a monopole and is considered appropriate as it is consistent with the provisions. The proposed signage will be static digital boards and they will not include any movement or flashing.	✓

Controls	Assessment	Compliance
<ul style="list-style-type: none"> - Any sign or sign board exhibited on Council's footpath - Signs attached above the roof - Permanent inflatable signs - Flag pole signs - Signs of more than 20m² in area or 8m in height 		
H3 Sign Proliferation and Dominance		
C1. Signs, other than those relating to the occupier of the building are not permitted.	The proposed signage will be used for advertising and marketing purposes in order to generate revenue for Sydney Trains to use.	✓
C3. The number of advertisements displayed on any site should be minimised in order to avoid visual clutter and duplication of message.	The proposed signage includes two advertising digital boards, one to face each direction of traffic along Homebush Bay Drive. The proposal will not result in visual clutter or duplication of a particular message.	✓
C4. Signs should be designed to provide clear property and business identification without dominating the site or the streetscape.	The proposed signage is for advertisement purposes and will not be used for building or business identification.	✓
H4 Sign Dimensions		
C2. The supporting structure of free-standing advertisements should be of dimensions which provide good visual balance to the structure in addition to the necessary structural supports.	The proposed signage, which is supported by a monopole has been appropriately designed to provide good visual balance to the structure.	✓
C3. Supporting structures should not dominate the sign, the building or streetscape.	Noted. The supporting structure will not dominate the sign or surrounding environment.	✓
H5 Integration		
C1. Signs attached to buildings should be of appropriate colour, scale and proportion, and of an integrated design that is coordinated with the architectural form and design of the building upon which the advertisement or advertising display is located.	The proposed signage is not attached to a building.	✓
C2. Free-standing advertisements should not rely upon the removal of trees or lopping of branches in order to be visible.	The proposal does not include the removal of trees or branches.	✓
H6 Conservation Areas		
C1. Signs and advertising structures should be designed and located in a manner which conserves or enhances heritage places and buildings, and the appearance and character of conservation areas.	The proposed signage is not located within a heritage conservation area or within close proximity to any heritage items.	✓
C2. New signs should not be placed on the side of buildings.	The proposed signage will be in the form of a monopole and will not be placed on the side of any buildings.	✓
C3. Signs should observe traditional sign locations, and wherever possible original signs should be retained and conserved at the site.	There are no existing advertising signs within the area.	✓
C4. Signs should not break the historic parapet of roofline.	The proposed signage does not break the historic parapet of rooflines.	✓
C5. Signs should temper modern advertising styles with sympathetic design details (e.g. sympathetic colours, margins, type, style) without trying necessarily to recreate a "historic" theme.	N/A	✓
C6. Proponents should demonstrate through research that the advertising proposal is in keeping with the historic building or place.	N/A	✓

Controls	Assessment	Compliance
C7. Illuminated signs should not be placed on heritage items or in conservation areas.	The proposed signage is not located within a heritage conservation area or within close proximity to any heritage items.	✓
C8. Signs should be constructed with a high standard of materials and graphics.	The proposed signage will be constructed with high quality materials and graphics.	✓
C9. Signs should be minimalist in their scale and design	The proposed signage is minimalist in both scale and design.	✓
H8 Architectural Amenity and Residential Character		
C1. The scale of advertising signs should be compatible with the buildings they are on, nearby buildings, street widths and other existing signs.	The scale and design of the proposed signage has considered the surrounding environment, including buildings, street widths and other signs.	✓
C2. On buildings with decorative facades, signs should not be placed on the decorative forms or mouldings. Instead they should appear on the undecorated wall surfaces, unless architecturally designed sign panels are provided.	The proposed signage will be in the form of a monopole and will not be placed on the side of any buildings.	✓
C3. Where commercial areas adjoin residential areas, signs should not be permitted on walls facing adjoining dwellings.		✓

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 SP2 Infrastructure zone within the Canada Bay Local Environmental Plan 2013.	✓
<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 mixed use character of the area in which it is located.	✓
(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 will protrude above the existing skyline, however, the extent and nature of this protrusion relative to its visual setting is not considered unacceptable.	✓

Guideline	Assessment	Compliance
(iv) Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance	The proposed sign is not located within a heritage conservation area or is near local heritage items, therefore the sign will not result in any adverse impacts on heritage significance.	✓
(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 located within an existing Rail Corp asset in Rhodes. It is located within an urban setting that will grain exposure to vehicular and pedestrian traffic. The proposal does not screen unsightliness.	✓
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.	While the proposal will protrude above the existing skyline, the extent and nature of this protrusion relative to its visual setting is not considered unacceptable. .	✓
(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.	✓
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	✓
(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.	No message sequencing will be proposed. Each advertisement will be contained to one static slide only.	✓
(c) The image must not be capable of being mistaken: <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.	✓
(d) Dwell times for image display must not be less than: <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 transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.	The dwell time for image display will be limited to 15 seconds.	✓
(e) Luminance levels must comply with the requirements in Section 3 below.	Complies	✓
(f) 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.	Complies. Advertising content will be managed so that there will be no opportunity for driver distraction.	✓
(g) 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.	N/A	N/A

Guideline	Assessment	Compliance
(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> <i>i. 2.5m from lowest point of the sign above the road surface if located outside the clear zone</i> <i>ii. 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.</i> <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>	Noted. Concurrence with TfNSW will be sought as part of this DA.	✓
(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.	✓
(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.	✓

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 in **Appendix C**. The Road Safety Assessment provided by TTPP 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 signage will not overhand the roadway, as the monopole upon which the signage will be erected is located approximately 7.3m from the edge of the roadway. No risk of pedestrian, vehicle or cyclist movements will be obstructed as a result of the signage positioning.

- The proposed signage will be located approximately 0.8m behind an existing RMS-approved crash barrier. The signage will not be located within the clear zone and is located entirely within the Sydney Trains site boundary, which is a sufficient distance away from any public roadways.
- The signs will be designed in accordance with Australian Standards AS1170.1 and AS1170.2 to meet the requirements for wind loading.
- The signs will not limit any visibility of the broader Homebush Bay Drive road alignment to motorists as it is positioned beside the roadway.
- The proposed signage is located within a drivers line of sight for motorists travelling towards the signage on both approaches with visible distances of up to 260m. Therefore, a driver would 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 (80m respectively) at the eastern and western Homebush Bay Drive carriageways on either side of the monopole.
- 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 **Appendix C** 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.

In addition to a revenue stream, the digital screens will also be used to provide important information to customers 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 Assessment for the proposal has been undertaken by TTPP in relation to the proposed monopole digital advertising display signs on Homebush Bay Drive and is provided at **Appendix C**.

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 80km/h. The digital signage is proposed in an area that is zoned 70km/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 Homebush Bay Drive, the minimum dwell time proposed for these signs will be 15 seconds. The proposal maintains a sufficient height clearance and is located approximately 7.3m from the edge of the roadway,

therefore maintain visibility and sight lines for motorists of the broader Homebush Bay Drive road carriageway and will not impede on pedestrian, cyclist or motorist comfort.

Historically, there is a low number of crashes recorded in this section of Homebush Bay Drive, 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 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 D**) for the proposed advertising signage in accordance with SEPP 64 and the Guidelines.

The assessment finds that the proposal has a relatively small and localised viewshed, which is mainly being confined to Homebush Bay Drive itself and the immediate adjoining areas. Majority of the viewshed is highly urbanised and comprises a mixed-use character with both commercial and residential land uses. The viewshed is not designated as a heritage conservation area or a special character area under the City of Canada Bay planning framework.

The report highlights the sensitivity of three viewpoints including the north and south of Homebush Bay Drive, and Harrison Avenue. Given the nature of Homebush Bay Drive as an urban area, the visual impacts inflicted by the proposal are considered to be low as it is not introducing any new discordant elements to the area. Additionally, the proposal will not be visible from Harrison Avenue as it will be occluded by a combination of an acoustic wall and dense vegetation.

On this basis, the proposal will have a low visual impact to the surrounding environment and the viewpoints mentioned above, however, the key issue is the proposals potential to reduce visibility of the existing IKEA building identification sign facing south-east. While the visual impacts of the proposal are considered to be negligible to low, there is a slight potential for the proposed sign to impede the existing IKEA sign depending on the angle of viewing from Homebush Bay Drive.

As seen in the photomontage provided in **Figure 5**, the proposed signage has been carefully designed and positioned to reduce the obstruction and visibility of the IKEA sign from Homebush Bay Drive. Indeed, motorists travelling in a south westerly direction can still easily identify the IKEA building identification sign at viewing angle that is below the proposed advertising billboard sign. Therefore, the purpose of this sign to identify the business located in the building to motorists travelling on Homebush Bay Drive is not thwarted as a consequence of the proposed development.

5.6 Structural Design

A Structural Feasibility Statement has been prepared by Northrop (**Appendix E**), which assesses the structural details of the sign in the context of the railway corridor.

The report notes that the signage would consist of a structural steel walkway for maintenance and associated electrical services and lighting elements. The screen dead loads are estimated to be in the order of 55kg/m² with the total weight of the entire signage element to be approximately 10 tonnes.

The report assesses the proposal against the wind implications and the potential overturning moment. The report has provided two options that would mitigate any impacts, including:

- Bored piers to be socketed into rock approximately 2m; and
- Screw piles to be designed by subcontractor for provided loads.

Given the proposed height of the pole being 13.21m to service the Homebush Bay Drive overpass, the report concludes that the proposed signage is considered appropriate for the site subject to the engagement of a geotechnical engineer which has been undertaken.

5.7 Geotech

A Preliminary Geotechnical Assessment has been prepared by Douglas Partners (**Appendix G**) to provide a general overview of the subsurface geotechnical conditions likely to be encountered at the proposed monopole location.

Based on the available geotechnical information and site inspections, the interpreted subsurface profile at the proposed location of the monopole includes:

- Imported fill materials (e.g. asphalt, road base gravel, rail ballast) to above 0.5m depth;
- Residual clay soil, possibly with ironstone gravel, to about 1m depth;
- Very low to low strength shale to about 2m depth; over
- Medium or high strength shale.

The site of the proposed monopole is located above and between an existing rail cutting and an existing retaining wall. The impact of the project on the stability of both these features needs to be considered both during construction and in the long term. In addition, the capacity of the ground to resist both vertical and lateral forces will be reduced above the base of the cutting and wall. Ideally the monopole should be supported on footings taken to below the level of the base of the cutting and the wall. This would require drilling or excavation to depths of about 4m through soils, weathered shale and then medium or high strength shale.

The report concludes with recommendations for further investigation including boreholes at the monopole location, mapping of the existing rock cutting, review of construction drawings and a stability analysis of both the retaining wall and the rail cutting.

5.8 Lighting Impacts

An Evaluation of Lighting Impact has been prepared by Lighting, Art + Science (**Appendix F**) to assess the light obstruction 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.

5.9 Social and Economic Impacts

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.

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 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.

6.0 Conclusion

The proposed development seeks approval for two new digital advertising signs within an existing rail corridor along the T9 Northern Line, beneath the Homebush Bay Drive overpass in Rhodes.

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 Canada Bay 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 amenities as well as upgrades to essential public infrastructure and other rail programs;
- Supporting technical studies which accompany this DA confirm that the environmental impacts associate 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.

