Proposed digital advertising signage on new Jump EV Charging Stations

Statement of Environmental Effects

On behalf of
Jolt Charge Pty Ltd
December 2020

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1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by Mecone for a Development Application (DA) lodged by Jolt Charge Pty Ltd (Jolt).

The proposal relates to the installation of new advertising signage integrated with the installation of two new JUMP Electric Vehicle (EV) charging stations located on existing Ausgrid kiosk substations at Pittwater Park and Bungan Pittwater, within Northern Beaches local government area (LGA).

Under Clause 41(2)(b) of *State Environmental Planning Policy (Infrastructure) 2007* (I-SEPP), the construction of the JUMP EV Charging Stations can be carried out without consent by or on behalf of an electricity supply authority or public authority. As such, the new Jump charging stations will be separately assessed under Part 5 of the Environmental Planning and Assessment Act 1979 (EP&A Act) and determined by Ausgrid.

However, new digital signage is proposed to be integrated as an ancillary component of the JUMP charging station to directly subsidise the offer of free car charging for the public, which is only feasible with the revenue gained from the advertising. While this is permissible as an ancillary and integral component of the EV charging station, SEPP 64 requires assessment under Part 4 of the EP&A Act.

Therefore, this development application relates only to the digital signage panels associated with the provision of the new EV charging stations, rather than the EV charging stations themselves.

This SEE undertakes an assessment of the proposed digital signage panels with regard to the matters for consideration under Section 4.15 of the Environmental Planning and Assessment Act 1979. Specifically, the SEE includes the following information:

- A description of the proposals in context;
- Illustrations of the proposal;
- Explains and addresses the relevant statutory planning framework;
- Provides an assessment in respect of the statutory plans and policies insofar as relevant, including:
    - State Environmental Planning Policy No. 64 - Signage and Advertising (SEPP 64);
    - Transport Corridor Outdoor Advertising and Signage Guidelines;
    - Pittwater Local Environmental Plan 2014; and
    - Pittwater Development Control Plan 21
- Assessment of potential environmental impacts and identification of any appropriate mitigation measures.

The SEE is supported by the following documents which are provided separately:

- **Appendix 1**: Site Location Master Matrix Table
- **Appendix 2**: Architectural Plans and Specifications

- **Appendix 3**: Pittwater DCP 21 Compliance Table - Signage
- **Appendix 4**: Cost Summary Report

The cost of works related to each digital signage structure has been estimated to be $26,510 (inc. GST), as per the Cost Summary Report appended to this SEE.

Background to the application

At present the coverage of publicly available EV charging stations in and around the Sydney region is limited. As ownership of EVs increases, the need for owners to charge their vehicles as part of a journey or whilst parked will also increase.

The benefits of EVs in terms of reduced usage of fossil fuels and low or zero emissions travel are well-established. The resulting benefit to air quality, for the environment and for health – particularly in congested areas and corridors – is a significant positive aspect of the growing shift to EVs.

Jolt has entered into an agreement with Ausgrid to install and operate the JUMP charging stations on existing Ausgrid substation kiosks within NSW. Figure 1 shows an example of a typical substation kiosk.

Figure 1 *Typical existing Ausgrid transformer kiosk, as the basis for the JUMP charging stations*

Source: Mecone

In each location the creation of the JUMP charging stations involves installation of a casing over the kiosk which contains the equipment for the EV charging station, digital signage panel(s) and a protective outer surface. Figure 2 and Figure 3 below show the typical design of the JUMP charging station.

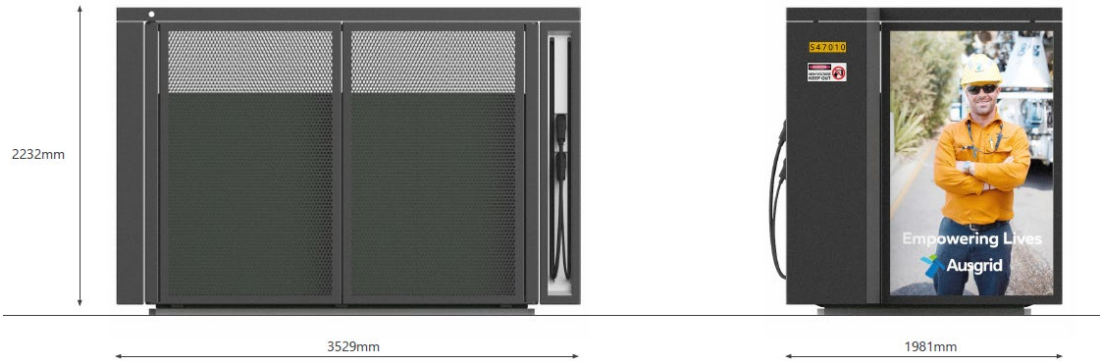

Figure 2 *Typical JUMP charging station*

Source: Jolt

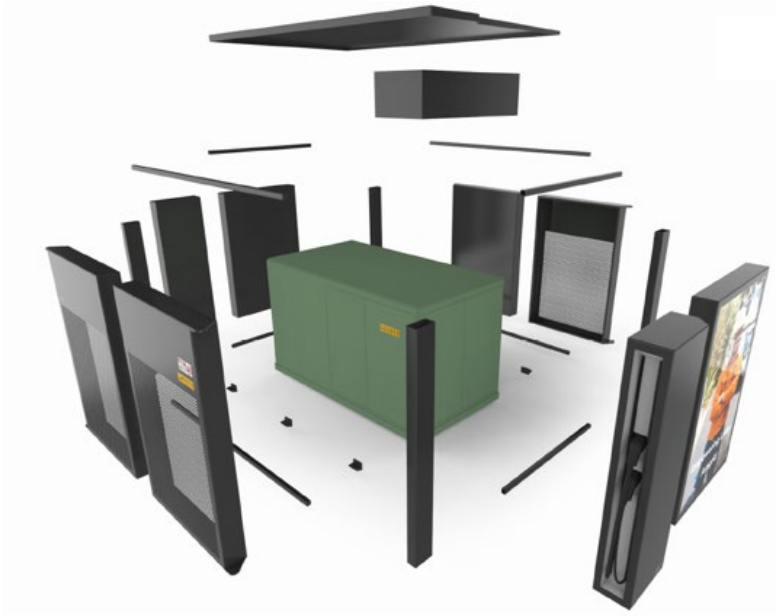

Figure 3 *Typical JUMP charging station, showing how kiosks are enclosed in the new casing*

Source: Jolt

Each JUMP charging station will provide an EV charging station enabling 15 minutes of free charging per day – equivalent to seven kilowatt hours – which could power a typical car for about 45 kilometres.

Included on each casing two digital signage panels. These have a number of purposes. Predominately, the signage panels enable identification of the charging station so that drivers of EVs passing it can identify its location when their vehicle needs charging. In addition, there will be some public information and emergency messaging on behalf of Ausgrid and paid advertising for Ausgrid and third parties which is necessary to provide the free service for motorists.

1.1 Proponent and Project Team

The Development Application documents and SEE report have been prepared by Jolt and the project team, as outlined in the table below.

Table 1 - Project Team	
Item	Description
Urban Planning	Mecone
Architectural Plans	Jolt
Cost Summary Report	Jolt

2 The Sites

2.1.1 Site Context

The proposed digital signage panel locations are located within the local business centre of Mona Vale which forms a mixed use residential and commercial locality (refer to Table 2 below). A range of commercial uses are present within the centre, including a range and variety of signage and advertisements. It is a popular and busy centre, with vehicles moving through the centre and with car parking provided on-street and off-street in marked bays.

2.1.2 Site Location

This application relates to the following two sites, with further details provided in the matrix at **Appendix 1**:

Table 2 - Proposed sites				
Asset ID	**Known As**	**Coordinates**	**Suburb**	**Nearest Property**
16388	Pittwater Park	33°40'33.9"S 151°18'13.5"E	Mona Vale	1 Park Street, Mona Vale NSW 2103
16460	Bungan Pittwater	33°40'34.1"S 151°18'11.2"E	Mona Vale	5 Bungan Street Mona Vale NSW 2103

1. Pittwater Park

The signage location of new JUMP charging station at the site known as Pittwater Park is located at the existing Ausgrid substation kiosk site within the road reserve along Pittwater Road adjacent to the existing car park servicing the Northern Beaches Council Mona Vale building. Across Pittwater Road are existing commercial buildings which vary between one to three storeys in height. The Mona Vale memorial hall and village park are also located to the south of the site. Various commercial signage is also evident within the locality which varies in form and size including third party signage, such as that provided on the nearby bus shelter.

2. Bungan Pittwater

The new JUMP charging station at the site known as Bungan Pittwater is located at an existing Ausgrid kiosk site along Bungan Street within the road reserve near 5 Bungan Street, Mona Vale. The kiosk is located within the planting and infrastructure strip of the public domain area on Bungan street directly adjacent to existing parallel parking along Bungan street. The surrounding area includes existing commercial buildings as well as some shop top housing. The built form of the surrounding area is generally between two to four storeys in height. Various commercial signage in form and size is also evident within the locality.

Figure 3: Aerial Map of proposed charging stations and digital signage panels

(Source: Mecone)

3 The Proposal

3.1 Development Overview

This SEE report relates to a proposal for:

"The installation of ancillary signage panels associated with 2 electric vehicle charging stations at existing Ausgrid transformer kiosks. Application only relates to signage'.

The proposal relates to the installation of new advertising signage integrated with the installation of two new JUMP Electric Vehicle (EV) charging stations located on existing Ausgrid kiosk substations at Pittwater Park and Bungan Pittwater, within Northern Beaches LGA.

Under Clause 41(2)(b) of I-SEPP, the construction of the JUMP EV charging stations can be carried out without consent by or on behalf of an electricity supply authority or public authority. As such, the new Jump charging stations will be separately assessed under Part 5 of the Environmental Planning and Assessment Act 1979 (EP&A Act) and determined by Ausgrid. The changes to the road markings to denote the parking space for charging of EVs is also dealt with separately under the Roads Act 1993.

3.1.1 Digital Signage Panel

Each JUMP charging station will comprise of two digital signage panels. The main purpose of the signage is to enable EV owners to easily identify the charging station. Additionally, the signage panels will display public and emergency messaging as well as some paid third-party advertising, which is necessary to provide the free service for motorists.

The digital signage panels are 75 inches in their diagonal dimension (1650mm x 928mm) and will each comprise 14.5% of the outer surface of the JUMP charging station. Figure 4 illustrates the typical signage panels to be located on the JUMP stations. Refer to **Appendix 2** for the Architectural Plans for further details.

Figure 4 *Typical Digital Signage panel details on JUMP charging station*

(Source: Jolt)

The proposed digital signage panels on each structure proposed by this DA are state-of-the-art low-energy usage LED screens. The screens can display multiple images – at a rate of up to six per minute (a minimum of 10 seconds per image). The images themselves will be static (i.e. no video or moving content). The transition time from one advert image to another is 0.1 seconds.

In accordance with relevant Australian Standard AS 4282 *Control of the Obtrusive Effects of Outdoor Lighting* the screen brightness will be regulated in response to ambient lighting levels and time of day. Lower brightness during lower ambient light periods – e.g. during overcast or poor weather or at night-time enables less energy to be used. The luminance levels will be as specified at Table 6: *Luminance Levels for Digital Advertisements* within the *Transport Corridor Outdoor Advertising and Signage Guidelines, DPIE 2017* (the Guidelines). The table and pages 33-34 of the Guidelines refer to different luminance levels for digital signage in different notional 'zones' in urban areas, (Zones 1-4). The character of the location of the proposed signage in this DA will be most in line with that described as Zone 2. The stated luminance levels are as follows:

Table 3 -Relevant Signage Screen Luminance Levels (Zone 2)

Lighting Condition	**Cd/sqm**
Direct sun on face of panel	Not limited
Day time	6,000
Morning and evening, twilight and inclement weather	700
Night time	350

Each digital panel conforms to the luminance levels through the provision of two features called GeoVu and WeatherVu, which provide location-based screen optimisation, including;

- GPS location and weather data algorithm used to modify luminance parameters;
- Uses historical and real-time data to modify decision parameters (weather, time of day, sun position, etc).
- Eliminates false readings by physical light sensors that may see shadows from nearby objects (trees, buildings, vehicles, etc.)

4G connectivity enables the signage to be monitored remotely and checks undertaken to verify that the parameters set are being met. Remote diagnostics can also trigger alerts to problems or outputs outside the set parameters so these can be resolved, or the screen temporarily turned to a black display pending maintenance or repair.

Maintenance and Cleaning

The signage screens will benefit from routine checks, maintenance and cleaning. In addition, should any damage or vandalism be identified or notified, target response times are intended to be met to address these in priority order.

4 Planning Assessment

This SEE includes an assessment of the proposed works in terms of the matters for consideration as listed under Section 4.15 of the Environmental Planning and Assessment Act 1979 and should be read in conjunction with information annexed to this report, as outlined in the Table of Contents.

Mecone has undertaken an overarching assessment of the scope of works for the proposed digital signage panels against the relevant planning and environmental legislation and guidelines to identify potential environmental impacts and any appropriate mitigation measures.

4.1 State Environmental Planning Policy (Infrastructure) 2007

Clause 41 (Part 3, Division 5, Subdivision 1) of *State Environmental Planning Policy (Infrastructure) 2007* (I-SEPP) enables the development for the purpose of an *electricity transmission or distribution network* which may be carried out by or on behalf of an electricity supply authority or public authority without consent on any land.

Clause 41(2) of I-SEPP states:

> *In this clause, a reference to development for the purpose of an electricity transmission or distribution network includes a reference to development for any of the following purposes if the development is in connection with such a network—*
>
> *…*
>
> *(d) establishment of a new substation or an increase in the area of existing substation yards or the* ***installation of equipment, plant or structures in existing substation yards or substation buildings****,*
>
> ***…***

Substations are defined by Ausgrid network standards as "*an assemblage of equipment at one place, including any necessary housing, for the conversion or transformation of electrical energy and for connection between two or more circuits*".

The JUMP charging stations are recognised as part of the kiosk substation and are therefore permitted without consent. An environmental assessment for the Jump charging stations will be carried out under Part 5 of the EP&A Act and determined by Ausgrid, as an electricity supply authority. As such, the JUMP charging station component is not relevant to be assessed as part of this DA.

The signage component is used for identification of the EV charging facility, in addition to some advertising necessary to directly subsidise the offer of free charging as a public benefit. The free charging is only feasible with the revenue gained from the advertising. Therefore, in this instance the signage/advertising component is ancillary or incidental to the EV charging station. NSW Planning Circular *PS13-001 How to Characterise Development* (the Circular) notes that:

> *"An ancillary use is a use that is subordinate or subservient to the dominant purpose. The concept is important when a development involves multiple components on the same land.*

To put it simply:

- *if a component serves the dominant purpose, it is ancillary to that dominant purpose".*

The signage is not for an independent purpose and subserves the dominant (EV charging) purpose. Therefore, the EV charging and signage components are not independent elements and can both be installed under I-SEPP and Part 5 of the Act.

Notwithstanding, the signage component nevertheless requires Part 4 assessment under SEPP 64.

4.2 State Environmental Planning Policy No. 64 - Signage

SEPP 64 – Advertising and Signage (SEPP 64) is the primary planning instrument covering all advertising and signage throughout New South Wales. The relevant clauses are addressed within this section.

4.2.1 Clause 3 - Aims and Objectives

The objectives of SEPP 64 are provided below. The proposed digital signage panel component of the proposals is consistent with the objectives, as outlined below:

- *Compatibility with desired amenity and visual character*
    - The proposed site locations are located within the local business centre of Mona Vale and are consistent with the visual character of the existing streetscape. Additionally, the new JUMP charging station and proposed digital signage will shroud existing substation kiosks which will improve the visual character of the area, since many kiosks are weathered or vandalised.

- *Provision of effective communication in suitable locations*
    - The signage panels have been suitably located on the JUMP charging stations and used to enable EV owners to easily identify the location of the JUMP charging stations. The signage panels will also enable the effective communication of advertising including public and emergency messaging without compromising road safety or resulting in unacceptable visual impacts.

- *High quality design and finish*
    - The advert/signage panels will be constructed of high-quality resilient materials, with finishes which are non-reflective, have a long life-span and will be resistant to weathering. A high-resolution digital display will ensure images displayed are clear and legible.

- *Public benefit*
    - The public benefit of the advertisement signage panels is to enable motorists to easily identify the JUMP charging stations. EV owners will also be able to access up to 15 minutes of charging, free of charge per day. Additionally, the signage panels will provide public and emergency messaging as well as some third-party advertisement, necessary to provide the free charging service.

4.2.2 Clause 10 Prohibited Development

Despite the provisions of the PLEP 2014 and other EPIs, clause 10 of SEPP 64 stipulates that the display of an advertisement may be prohibited in the following instances:

1. *Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:*
    - *environmentally sensitive area*
    - *heritage area (excluding railway stations)*
    - *natural or other conservation area*
    - *open space*
    - *waterway*
    - *residential (but not including a mixed residential and business zone, or similar zones)*
    - *scenic protection area*
    - *national park*
    - *nature reserve*

While the proposed digital signage panels in this DA are not located within the zones prohibited by SEPP 64, in any event they are permissible as ancillary to the dominant purpose of EV charging (see Section 4.1).

4.2.3 Schedule 1 Assessment Criteria

An assessment of the proposal against the criteria listed in Schedule 1 of SEPP 64 is provided in the table below:

Table 4 - SEPP 64 Assessment Criteria	
(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? Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	**Complies** The proposed digital signage panels are located within the Mona Vale local business area which includes a number of other businesses, restaurants and cafes with various signage types. The proposed signage is considered to be consistent with surrounding development and compatible with the existing and desired future character of the area.
(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?	**Complies** The new digital signage panels will not detract from the visual amenity or visual quality of identified special areas. There are no sensitive or heritage areas in the vicinity.
(3) Views and vistas	**Complies**

Table 4 - SEPP 64 Assessment Criteria	
Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers?	The proposed signage will not obscure or compromise any important views, nor will it dominate the skyline or quality of vistas. The proposed signage panels will not protrude from the new JUMP stations which are to be located on existing Ausgrid kiosk substations, therefore they will respect the viewing rights of other advertisers.
(4) Streetscape, setting or landscaping Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? Does the proposal require ongoing vegetation management?	**Complies** The proposed digital signage panels will be integrated as part of the JUMP charging station structure. The proposed scale, proportion and form of the advertising panels are considered consistent with and appropriate to the streetscape. The proposals are considered to contribute positively to the visual interest of the streetscape. The structures are of a clean modern design, will cover existing substation kiosks (so do not add to visual clutter) and do not protrude above buildings or trees. They will integrate into the public domain by covering existing structures. The proposed signage will not require any 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? Does the proposal respect important features of the site or building, or both? Does the proposal show innovation and imagination in its relationship to the site or building, or both?	**Complies** The size, design and materials of proposed signs will be integrated into the new JUMP charging station. The proposals are considered compatible within the public domain and the broader locality and result in a design which will improve the overall appearance of the existing kiosks.
(6) Associated devices and logos Have any safety devices, platforms, lighting devices or logos been	**Complies** The proposed signage will be integrated into the new JUMP charging stations. Safety and the method

Table 4 - SEPP 64 Assessment Criteria	
designed as an integral part of the signage or structure on which it is to be displayed?	and control of illumination have been considered as part of the design. Regular checking, maintenance and cleaning will be conducted.
(7) Illumination Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation? Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew?	**Complies** As specified in this SEE, in accordance with Australian Standard '*Control of the Obtrusive Effects of Outdoor Lighting*' the screen brightness will be regulated in response to ambient lighting levels and time of day. Lower brightness settings will be used during lower ambient light periods and this will manage glare and prevent harm to residential or other amenity. The illumination effects of the replacement signage are considered to not generate an unacceptable level of glare to pedestrian, cyclists and motorists.
(8) Safety Would the proposal reduce the safety for any public road? Would the proposal reduce the safety for pedestrians or bicyclists? Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	**Complies** Several studies have been undertaken by the Outdoor Media Association (OMA) into the impacts of advertising, including digital advertising on driver behaviour and safety. No evidence has been identified of a clear link between the provision of digital advertisements and adverse impact on driver and road safety. Refer to further details in Section 5 below. There will be no change to sightlines as a result of the signage; whether for pedestrians, children or others.

The SEPP 64 assessment has shown the proposed works are consistent with the applicable criteria and result in little or no impact on character, streetscape, special areas, safety or the surrounding environment.

4.3 Transport Corridor Outdoor Advertising and Signage Guidelines

The *Transport Corridor Outdoor Advertising and Signage Guidelines* ('the Guidelines') outline best practice for the planning and design of outdoor advertisements in transport corridors. A number of clauses within SEPP 64 require that consideration be given to the Guidelines, which are intended to complement the provisions of SEPP 64. The proposed signage panels are located within or adjacent to transport corridor land and require consideration against the Guidelines.

An assessment with regard to the relevant guidelines is provided in the table below.

Table 5 - Transport Corridor Guidelines Criteria Assessment	
Criteria	**Assessment**
Land Use Compatibility Criteria – Transport Corridor Advertising	
Outdoor advertising should not be inconsistent with the land use objectives outlined in the relevant environmental plan.	**Complies.** The permissibility of the proposed signage panels with regard to SEPP 64 has been assessed and is established in this SEE.
Advertisements must not be placed on land where signage is visible from the following areas if it is likely to significantly impact on amenity of those areas. • Environmentally sensitive area • Heritage area • Natural or conservation area • Open space • Waterway • Residential area • Scenic protection area • National park or nature reserve	**Complies.** The new signage panels are not located on land which would be visible from sensitive areas. It is not anticipated that adverse impacts will arise upon the amenity of these areas.
Advertising structures should not be located so as to dominate or protrude significantly above the skyline or obscure or compromise significant scenic views or views that add to the character of the area.	**Complies.** The proposed signage will be integrated into the new JUMP charging stations. The signage will not dominate or protrude above the skyline or obscure or compromise any important views.
Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.	**Complies.** The proposed signage will be integrated into the new JUMP charging station which is anticipated to result in an improved visual appearance to the existing kiosk substations. The proposed signage panels will not diminish the heritage values of items or areas within proximity to the sites.
Where possible, advertising structures should be placed in the context of other built structures in preference to non-built areas. Signage should be used to enhance the visual landscape where possible (e.g. through the screening of unsightly aspects of a landscape).	**Complies.** The proposed signage will be integrated into the new JUMP stations and will screen existing kiosk substations and provide visual interest.
Site Specific Structural Criteria	

Table 5 - Transport Corridor Guidelines Criteria Assessment	
General	
(a) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure	**Complies.** The digital signage structures will constitute high quality design and finishes of appropriate scale and proportion which integrates well into the new JUMP stations.
(b) Compatibility with scale, proportion and other characteristics of the site, building or structure on which signage is to be located.	
(c) The advertising structure should be in keeping with important features of the site, building or bridge structure.	**Complies.** The proposal will be integrated into the new JUMP charging stations with no additional effects on any important features of each locality.
(d) Avoids the removal of significant trees or other native vegetation.	**Complies.** No removal of significant trees or native vegetation is necessary or proposed.
(e) Incorporates landscaping that complements the advertising and is in keeping with the landscape and character of the transport corridor.	**Complies.** The advertising signage will be integrated into the new JUMP stations which are located on existing kiosk substations. The site area is limited to the area of the JUMP charging station, which would be unable to incorporate landscaping.
(f) Details of any safety devices, platforms, lighting devices or logos designed as an integral part of the signage or structure on which it is to be displayed.	**Complies.** The digital signage will incorporate control and safety devices and systems to manage illuminance depending on ambient lighting and time of day. They will comply with the relevant Australian Standards, the Building Code of Australia and other statutory requirements.
(g) Illumination must not result in unacceptable glare or reduce safety for pedestrians, vehicles or aircraft.	The screen brightness will be regulated in response to ambient lighting levels and time of day. Lower brightness settings will be used during lower ambient light periods. This will manage glare and avoid light spillage which might otherwise harm residential amenity. There are no national parks or nature reserves in the locality.
(h) Illumination must not cause light spillage, into nearby residential properties, national parks or nature reserves.	
Digital Sign Criteria	

Table 5 - Transport Corridor Guidelines Criteria Assessment	
(a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below	**Able to comply.** There will be no moving images in the advertisement displays. This operational requirement can be complied with.
(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	**Able to comply.** This operational requirement can be complied with.
(c) The image must not be capable of being mistaken: i. for a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a prescribed traffic control device ii. as text providing driving instructions to drivers.	**Able to comply.** This operational requirement can be complied with.
(d) Dwell times for image display must not be less than: i. 10 seconds for areas where the speed limit is below 80 km/h ii. 25 seconds for areas where the speed limit is 80km/h and over	**Able to comply.** The proposed signage panels will comply with these requirements.
(e) The transition time between messages must be no longer than 0.1 seconds, and in the event of image failure, the default image must be a black screen.	**Able to comply.** This operational requirement can be complied with.
(f) Luminance levels must comply with the requirements in Section 3 of the Guidelines.	**Complies.** Section 3 luminance levels as specified in Table 6 (Luminance Levels for Digital Advertisements) of the Guidelines have been assessed and will be complied with. Refer to Table 2 of the SEE for further details.
(g) The images displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.	**Complies.** As a result of luminance and other controls on operation, no adverse road safety impacts are expected from the proposal. Refer also to Section 5 of this SEE.
(h) The amount of text and information supplied on a sign should be kept to a	**Able to comply.**

Table 5 - Transport Corridor Guidelines Criteria Assessment	
minimum (e.g. no more than a driver can read at a short glance).	This operational requirement can be complied with.
(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.	**Able to comply.** This operational requirement can be complied with where it is applicable.
(j) Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	**Noted.** This Development Application has considered the locations of the proposed signage. Location plans are provided for each. The assessment concludes that no adverse road safety or illumination impacts are expected.
(k) At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.	**Noted.**

Part 4 of the Guidelines outlines how proposals for certain outdoor advertisements along railway corridors, classified roads and on bridges must meet a public benefit test to ensure that the advertising will result in a positive gain or benefit for the community.

Part 4.1 outlines the following criteria for which a public benefit must be applied:

a. The display of the advertisement is by or on behalf of RMS or TfNSW, Sydney Trains and NSW Trains;
b. The advertisement is to be displayed along a tollway;
c. The advertisement is to be displayed on a bridge; or
d. The advertisement requires RMS concurrence under SEPP 64.

The proposal does not trigger any of the above criteria points, and as such, is not required to provide for a public benefit. Notwithstanding, the proposed signage panel will also display public and emergency messaging on behalf of Ausgrid.

In conclusion, the *Transport Corridor Outdoor Advertising and Signage Guidelines* assessment has shown the proposed works are consistent with the applicable criteria and there are no notable items of non-compliance.

4.4 Pittwater Local Environmental Plan 2014

The *Pittwater Local Environmental Plan 2014* (PLEP 2014) is the principal EPI guiding land use within the former Pittwater LGA, which is now part of the Northern Beaches LGA. This DA relates only to the provision of digital advertising signage structures ancillary to the dominant EV charging purpose.

While the proposed structures are located within the B4 Mixed Use zone and the proposed signage panels are permissible within this land use zone, their permissibility in this circumstance derives from their being ancillary to the dominant purpose of installing EV charging equipment in association with an existing substation forming part of an electricity transmission and distribution network (see above).

There are no development standards relevant to the proposed development in this case.

4.5 Pittwater Development Control Plan 21

The *Pittwater Development Control Plan 21* outlines key controls applicable to advertising structures in the LGA. A DCP compliance assessment is provided in **Appendix 3**. A summary of the key issues is provided below.

C2.11 Signage

Whilst located on the side of the new JUMP charging stations to be installed and will not protrude beyond the new JUMP station structure. Each signage panel will not cover any existing windows or architectural projections and are less than 4.5 sqm in area.

The proposed digital screens will be less than 2.6m above the ground, as they will be integrated within the JUMP station which stands at a height less than 2.3 metres. As such, adherence to this control is possible without raising the signage above the structure which is not an appropriate solution within the locality.

As discussed in above in the assessment against the Transport Corridor Outdoor Advertising and Signage Guidelines and SEPP 64, the proposed signage complies or is able to comply with the Guidelines ensuring a design that does not pose safety risk for pedestrians and drivers and will result in an improved visual appearance of the existing kiosk substations.

The proposed signage is integral to the delivery of the new JUMP stations which will provide public benefit in enabling EV vehicle owners to charge their vehicles free of charge.

5 Environmental Assessment

5.1 Context and setting

Structures containing advertising signage are a common feature of the Northern Beaches LGA – and wider Sydney area. The proposed signage panels are located within the local business centre of Mona Vale which includes a mix of commercial and other uses where a variety of signage is already evident within the area.

The proposed digital signage panels will be integrated within the new JUMP stations to be installed on the existing Ausgrid substation kiosks located within the road reserve of Pittwater Road and Bungan street.

The proposed signage is considered to be consistent with the context and setting of the area being a mixed use locality. Business identification signage and third-party signage are already evident within the area, such as on existing bus shelters.

5.2 Bulk and scale

The proposed signage will be integrated within the new JUMP stations proposed on existing Ausgrid substation kiosks. The signage will not materially increase the overall bulk and scale of the kiosks and is appropriate in the locality.

5.3 Visual Impacts

The digital signage panels will enable the provision of advertising via digital displays. There will be no moving or animated elements to the advertising. As the digital displays cycle through several advertisements, the variety of colour schemes will result in a change in how the structures visually relate to their contexts.

The proposed JUMP stations and integrated signage panels will shroud existing substation kiosks which are often viewed by the public as unsightly elements within the streetscape. The new JUMP station and signage panels will be an improvement to visual appearance of the existing kiosk substations. The proposals are also considered to contribute positively to the visual interest of the public domain without compromising existing visual amenity of the streetscape.

The potential of any adverse visual impact resulting from the proposed signage panel can be adequately mitigated or managed through the following means.

In keeping with *Transport Corridor Advertising and Signage Guidelines*, each digital sign (defined in the Guidelines as 'Static Electronic Displays (Variable Message Signs)') is to be specified and operated so that the display *does not* use or contain:

- Flickering or flashing lights;
- Animated displays, video or simulated movements;
- Implied motion such as vertical or horizontal scrolling, fade, dissolve or animation within the message itself;
- Displays of a complexity that holds drivers' attentions beyond "glance appreciation";
- Sequencing designed to make a driver anticipate the next message across images presented on a single sign and across a series of signs;

- Any designs that resemble traffic signs or signals by the use of colour, shape or words that can be interpreted as giving instruction to traffic; and,
- Any image or illumination that distracts or dazzles.

Furthermore:

- Each display is to have a minimum dwell time of 10 seconds;
- The transition time between messages is to be no longer than 0.1 seconds, with a default black image in the event of image or screen failure;
- Each display will adjust the screen brightness relative to daylight and twilight hour conditions;
- Luminosity and dwell times can be controlled or amended electronically;
- The visible light reflectivity from materials used on the structure will not exceed 20% and will be otherwise designed so as not to result in glare that causes discomfort or threatens safety of pedestrians or drivers.

The above are considered appropriate management and mitigation measures with regard to the potential visual impacts associated with the proposed signage and its operation.

5.4 Illumination

The proposed digital signage will operate 24 hours a day. As such, the level of illumination and potential impacts on adjoining properties, drivers, cyclists and pedestrians is considered.

It is proposed that, in keeping with *Transport Corridor Advertising and Signage Guidelines*, the signage will

- Ensure appropriate luminance levels;
- Have a minimum dwell time of 10 seconds; and,
- Not display a sign that would dazzle or distract drivers or contain flickering, animated or flashing displays.

Further, glare impacts on adjacent properties and users is to be minimised through appropriate design, external finishes and operation of the display so that:

- The visible light reflectivity from materials used will not exceed 20%. It will be designed so as not to result in glare that causes discomfort or threatens safety of pedestrians or drivers;
- At no time will the intensity, period of intermittency and hours of illumination of the signs cause objectionable glare or injury to the amenity of the neighbourhood; and,
- The screen is to have a default black display when the signage is off or malfunctioning.

The above are appropriate management and mitigation measures with regard to the potential illumination impacts associated with the proposed digital signage panels installed as part of the EV charging stations.

5.5 Road Safety

As the digital displays cycle through several images, it is appropriate to consider further the potential for pedestrian and driver distraction.

Several studies have been undertaken by the Outdoor Media Association (OMA) into the impacts of advertising, including digital advertising on driver behaviour and safety. The following provides a high level summary of the studies' findings.

- In exploring the relationship between drivers' viewing behaviour towards outdoor advertising signs and their subsequent driving performance, a 2015 study of Brisbane drivers[1] found that:
    - Drivers maintain their eyes on the road 78–79% of the time, regardless of what signage is present;
    - 99% of fixations at advertising signs last less than 750 milliseconds, the minimum time needed by a driver to perceive and react to an unexpected event;
    - There was no significant difference in the fixation duration between third party and on-premise signage;
    - There was no significant difference in the fixation durations on digital and static signage; and
    - There was evidence that drivers will look for longer at signage in road conditions that required less attentional demands – for example while the vehicle was stationary.
- Replicating a world-first study in 2017 in Western Australia, in 2018 OMA[2] investigated the behaviour of Brisbane drivers in the presence of two digital billboards at complex intersections in Queensland. The study found that:
    - Lane drift either improved or was unaffected by the presence of billboards;
    - Stopping over the line improved at five of the six dwell time-site combinations;
    - There were no incidents (crashes or red light running).

Despite no evidence of a clear link between the provision of digital advertisement and adverse impact on driver and road safety – and in keeping with *Transport Corridor Advertising and Signage Guidelines,* each proposed digital sign is to be specified and operated as per the measures specified under Visual Impacts above.

In addition:

- The proposed digital signage panels will be integrated into the new JUMP charging stations and will not change any sightlines or increase obstruction to driver's, pedestrians' or cyclists' views of the road;
- Each display is to have a minimum dwell time of 10 seconds per image;
- The transition time between messages is to be no longer than 0.1 secs, with a default black image in the event of image failure.

[1] https://www.oma.org.au/resources/driver-behaviour-peer-reviewed-paper

[2] See https://www.oma.org.au/road-safety-research

Overall, there is no evidence to indicate there will be any harm or additional risks caused to road safety from the signage proposals.

5.6 Waste

As the signage of the proposed signage panels is to be digital in nature, no waste will be generated as a result in their operation. It therefore compares favourably to many existing paper-based street furniture signs, which are replaced at frequent intervals – generating significant cumulative paper waste.

5.7 Construction Management

The proposed signage panels will be installed in accordance with the relevant Australian Standards. It is not expected that the construction will require a detailed construction management plan, rather it will be guided by good practice and effective management. Measures will be undertaken to minimise the extent and duration of any disruption or obstruction arising from the works to install the integrated signage.

5.8 Site Suitability

The proposal is suitable for the site locations and will not result in any unacceptable impacts or detrimental effects. The proposed signage will be integrated into new JUMP stations on existing Ausgrid kiosk substations and will provide attractive, modern and efficient electronic format signage.

In summary, suitability of each site is as follows:

- The proposal will be integrated as part of the new JUMP station which will result in an improved visual appearance to the existing kiosk substations;
- The proposed new JUMP station and signage panels are contemporary and well-designed, that does not dominate the streetscape or negatively affect the character of the areas where they are located;
- The proposals do not impact or inhibit publicly accessible space, pedestrian movement paths, circulation areas or cause any traffic safety impacts; and
- The proposals have no harmful impacts on the natural and built environment, or any negative social or economic impacts on the locality.

5.9 Social and Economic Impact

The proposed signage panels are a required element of the new JUMP stations which will provide an EV charging station enabling 15 minutes of free charging per day – equivalent to seven kilowatt hours – which could power a typical car for about 45 kilometres.

The proposed signage panels are important to allow EV vehicle owners to easily identify the location of the JUMP stations. Additionally, the signage panels will provide some public and emergency messaging which will ensure the community are kept up to date with important community and emergency messaging via Ausgrid.

Third-party advertisements are necessary to provide the free EV charging service. Without third-party advertisement on the JUMP stations, the free EV charging would not be viable for Jolt to deliver to EV motorists in the Northern Beaches LGA.

There are therefore a number of strong public benefits arising from the proposal and no identified negative social or economic impacts.

6 Section 4.15 Compliance

The table below provides a summary assessment of the development application in respect of all relevant provisions under Section 4.15 of the Act.

Table 6 -Section 4.15 Summary Assessment

Clause No.	Clause	Assessment
(1)	Matters for consideration—general In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development the subject of the development application:	
(a)(i)	The provision of: Any environmental planning instrument, and	This SEE has assessed the proposed application against the relevant planning instruments, and it has been found that the proposal is compliant with relevant controls.
(ii)	Any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Director-General has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	Not applicable, there are no known draft environmental planning instruments of relevance for the subject application.
(iii)	Any development control plan, and	An assessment against the provisions of the Pittwater Development Control Plan 21 has been provided as part of this application.
(iiia)	Any planning agreement that has been entered into under Section 7.4, or any draft planning agreement that a developer has offered to enter into under Section 7.4, and	Not applicable.
(iv)	The regulations (to the extent that they prescribe matters for the purposes of this paragraph), and	The proposed DA is consistent with the regulations applying to DAs of this type of development.
(v)	Any coastal zone management plan (within the meaning of the Coastal Protection Act 1979), that apply to the land to which	The proposed signage panels will not give rise to no issues of concern related to any coastal zone management plan.

Table 6 -Section 4.15 Summary Assessment		
Clause No.	Clause	Assessment
	the development application relates,	
(b)	The likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The likely environmental, social and economic impacts of the development have been discussed throughout this SEE and have been shown to be acceptable.
(c)	The suitability of the site for the development,	The application is generally consistent with the relevant SEPP, Guidelines and DCP controls and no unacceptable adverse environmental impacts have been identified which make the sites unsuitable for the development. The integrated signage is necessary for the operation of the new JUMP stations.
(d)	Any submissions made in accordance with this Act or the regulations,	This is a matter to be addressed following the notification of the application.
(e)	The public interest.	The proposal is in the public interest as: • It is consistent with the relevant environmental planning instruments; • The environmental impacts have been considered and have been found to be acceptable or negligible; • The signage will enable EV motorists to easily identify the JUMP stations; • The signage panels will display some public and emergency messaging; and • Third party advertising on the signage panels is necessary to provide free EV charging for the public.

7 Conclusion

This SEE is prepared by Mecone on behalf of Jolt in respect of a DA for digital signage panels ancillary to the installation of EV charging equipment on existing Ausgrid substation kiosks. The proposed signage will be integrated within the new JUMP EV charging stations and will provide 15 minutes of free car EV charging per day.

The proposed digital signage will enable EV vehicle owners to easily identify the location of the JUMP stations, as well as displaying important community and emergency messaging on behalf of Ausgrid. Third-party advertisements will also be displayed on the proposed signage panels. Without third-party advertisements on the JUMP stations, the free EV charging would not be viable for Jolt to deliver to EV motorists in the Northern Beaches LGA.

An assessment of the proposals has been carried out in terms of the matters for consideration as listed under Section 4.15 of the Environmental Planning and Assessment Act 1979.

The assessment shows the proposals are generally consistent with the requirements of the relevant State Environmental Planning Policies (including SEPP 64 and the associated *Transport Corridor Outdoor Advertising and Signage Guidelines*), the relevant land use zone objectives in the PLEP 2014 and relevant details set out in the PDCP 21.

The proposal is in the public interest:

- It is consistent with the relevant environmental planning instruments;
- The environmental impacts have been considered and have been found to be acceptable or negligible;
- The proposed signage is consistent with the context of the mixed use locality;
- The signage will enable EV motorists to easily identify the JUMP stations; and
- The signage panels are necessary to provide free EV charging for the public.

Overall, the proposals are consistent with the relevant statutory framework. The environmental impacts have been considered. It is therefore concluded that the proposed development is in the public interest, and it is requested that this DA be approved.

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