



STATEMENT OF ENVIRONMENTAL EFFECTS (BUS SHELTER ADVERTISING)

Digital Advertising Signage

DA1 (Signs B1, B3 and B4)

Former Pittwater Council

Prepared for: oOh! Media Street Furniture Pty Ltd

REF: M240481

DATE: 14 July 2025



BUS
SHELTER
ADVERTISING

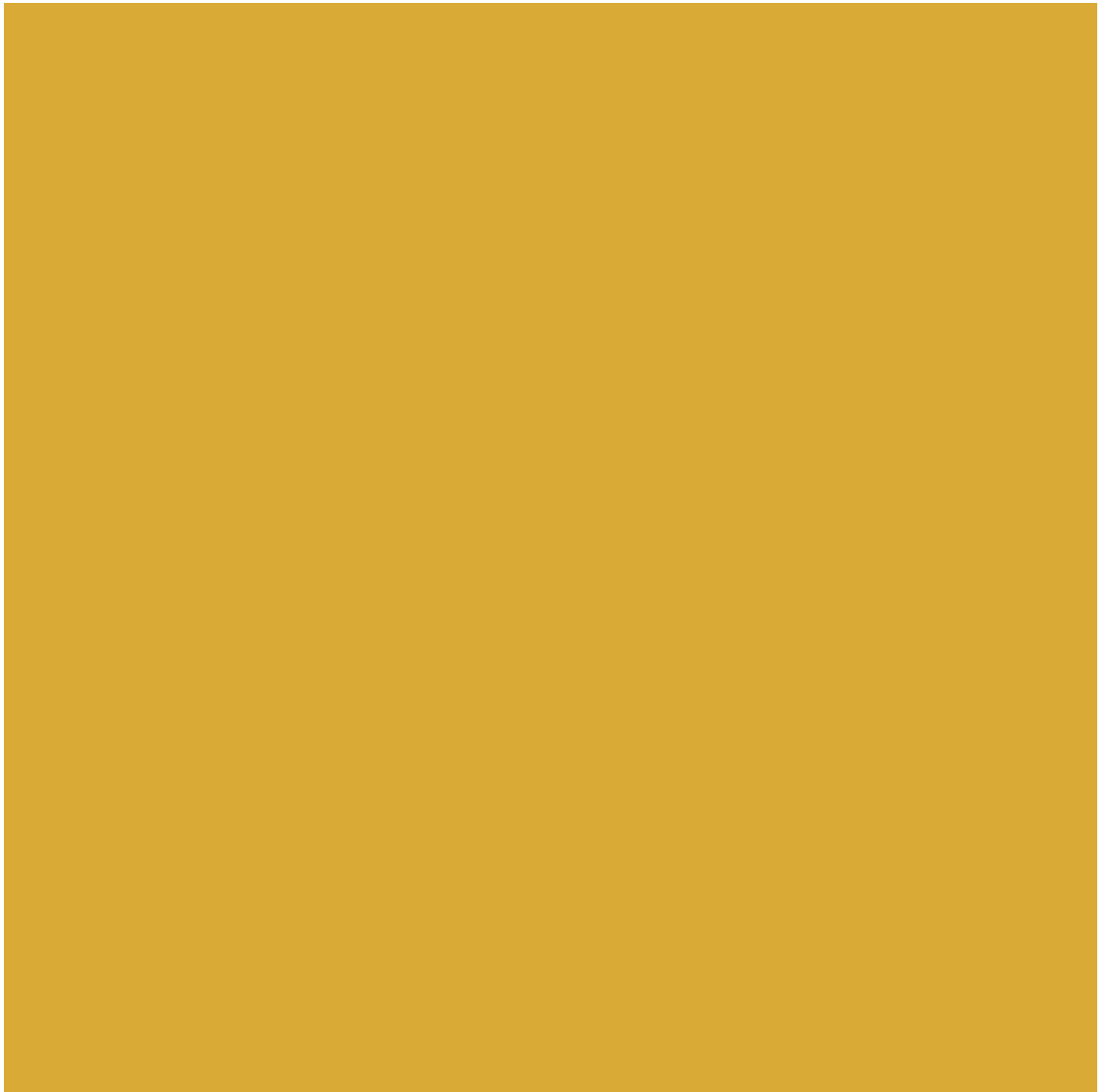


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1. Introduction

This Statement of Environmental Effects has been prepared by Planning Ingenuity Pty Ltd for oOh! Media Street Furniture Pty Ltd as part of a development application for the proposed replacement of bus shelter advertising panels across three (3) select public bus stop shelters within the Pittwater LEP area, in accordance with Section 4.15 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

This application seeks to upgrade the existing advertising signs on the bus shelters to a newer digital or static format signs which will be determined by the Northern Beaches Local Planning Panel as Council is the landowner in this instance. The proposed development does not seek to alter the bus shelters with the exception of the new advertising signage.

This application includes an assessment of the signage in accordance with *State Environmental Planning Policy (Industry and Employment) 2021* and the *Transport Corridor Outdoor Advertising and Signage Guidelines* prepared by the Department of Planning, Industry and Environment (2017). Detailed assessment of each sign against the relevant planning provisions occur within **Annexures A-C**.

The purpose of this Statement is to address the planning issues associated with the development proposal and specifically to assess the likely impact of the development on the environment in accordance with the requirements of S.4.15 of the Environmental Planning & Assessment (EP&A) Act, 1979.

This Statement is divided into six sections. The remaining sections include a background, locality and site analysis; a description of the proposal; an environmental planning assessment; and a conclusion.



“Alterations to selected use of bus stop shelter panels (87) of electronic advertising screens – “signage”, “advertising” an “advertising structure”.

Table 1 Pre DA- meeting discussions

Issue/Comments	How the application has responded
----------------	-----------------------------------

The shelters are owned by Council but provided and maintained by the contractor in exchange for advertising rights. The type of advertising permitted to be displayed would be detailed in the contract arrangements in place with Council.

Noted. The content displayed in the digital or static advertising panels will be in accordance with the contract arrangements. Refer to Section 4.1.4 of this Statement for details on signage content.

The proposed digital or static advertising signage, including illumination has been designed in accordance with the relevant requirements of the TfNSW Transport Corridor Outdoor Advertising Signage Guidelines. Refer to Section 4.1.3 of this Statement for details on illumination.

The digital signage for B1 will have a dwell time of 10 seconds.
Signs B3 and B4 are static signs.

None of the bus stops identified in the list are themselves heritage items, we are flagging that some sit within heritage listed parks. Flagging it now so the applicant can properly address that in any future DA.

Bus stop B1 is located within proximity to a local heritage item. This is addressed in Section 5.2.3.1 of this Statement. The signage is of a modest scale and is not considered to adversely impact the heritage significance of the items. As confirmed by Council, a Heritage Impact Statement is not necessary in this instance.

Table 1 Pre DA- meeting discussions

- ITS05098 – Merrit Reserve I174 in MLEP
- ITS05088, ITS05089, ITS05091 – Park I251 in MLEP

Additionally, some will sit within road reserves that are heritage listed for their street trees – ie Balgowlah Road, Condamine Street (ITS05072, ITS05097)

I would not require a heritage impact statement for these works, but the applicant should confirm their requirements depending on what approval pathway they require and what they are required to do (ie if they go under the Infrastructure SEPP)

Applicant should also check all bus stops identified to confirm if others are sitting within heritage reserve.

Documentation to accompany the development application

- | | |
|---|---|
| <ul style="list-style-type: none"> • Owners consent. TfNSW / Council – Transport assets. (Note: may be suitable to allocate the 3 DA's to the council buildings at 1 Belgrave St Manly , 725 Pittwater Road Dee Why and 1 Park Street Mona Vale because the various road reserves (bus shelters) have no collective lot / DP identifier or specific address reference. | <p>Noted. The relevant Owners Consent will be obtained and submitted with the Development Application.</p> |
| <ul style="list-style-type: none"> • Statement of Environmental Effects | <p>This document.</p> |
| <ul style="list-style-type: none"> • Details addressing SEPP (Industry and Employment) 2021 – Chapter 3 | <p>Refer to Section 5.2.1 of this Statement and Annexures A to C.</p> |
| <ul style="list-style-type: none"> • Details addressing Planning Circular PS 21-008 (including existing use rights as applicable/as relevant to the existing shelter locations and use for advertising signage.) | <p>All signs are permissible within their respective zones; existing use rights are not applicable to this application. Planning Circular PS21-008 is addressed in Section 5.2.6 of this Statement.</p> |
| <ul style="list-style-type: none"> • Scaled and dimensioned plans: <ul style="list-style-type: none"> ○ Site Plan/s – area and specific; ○ Elevations; and ○ Signage details (generic) ○ Details of LUX and rotation time / scrolling interval of advertisements | <p>Site cards have been prepared by <i>Ooh! Media</i> and are included in Annexure D of this Statement.</p> |
| <ul style="list-style-type: none"> • Cost of works estimate | <p>A cost of works estimate has been prepared and is submitted with the application.</p> |
| <ul style="list-style-type: none"> • Site location plan for each bus stop | <p>Noted.</p> |
| <ul style="list-style-type: none"> • Closest property address included for each shelter | <p>Noted.</p> |
| <ul style="list-style-type: none"> • Waste Management Plan (minimal if disposal of old sign boards only) | <p>Noted.</p> |
| <ul style="list-style-type: none"> • See also the provisions of the publication titled 'Transport Corridor Outdoor Advertising and Signage Guidelines approved by the Minister for the | <p>Noted.</p> |

Table 1 Pre DA- meeting discussions

purposes of the State Environmental Planning Policy	
<u>Concluding Comments</u>	
Schedule 5 of SEPPEI contains the principal assessment criteria however the LEP and DCP provisions are required to be addressed.	An assessment of each sign against the relevant planning provisions are provided at Annexures A to C of this Statement.
The SEE will need to address permissibility between the zones with reference to previous or original adverting consent granted. It should be noted that the SEPP limits advertising signage to 15 years or less. This has relevance if 'existing use rights' apply for prohibited development along SP2 land or residential land for advertising.	Each of the three (3) signs are permissible with consent within the zones.
The DAs will be referred to Transport for NSW where the shelters are on classified road	None of the bus shelters subject to this application are located on classified road.

It was resolved that sixteen (16) development applications appropriately grouped across the former Pittwater, Manly and Warringah LEP areas would be accepted by Council for notification and assessment of the works.

This application specifically relates to three (3) permissible advertising structures at various bus shelters within the Pittwater LEP area, known as B1, B3 and B4. Each of these sites are described in detail below.

2.2 PLANNING HISTORY

The existing advertising shelters at the bus stop sites have been in operation for a number of years, as evidenced by the longstanding commercial agreement between oOh! Media and Northern Beaches Council. Previous consents, where available for the bus shelter sites are detailed below.

2.2.1 Bus Shelter B1 on Park Street, in front of 10 Park St, Mona Vale

On 1 September 1999, former Pittwater Council granted consent to DA0666/99 for *the instillation of 33 bus shelters, with signage panels at existing bus stops* at various locations in Pittwater LEP Area. The shelter is identified on the stamped site plan as "B2" (**Figure 1**).

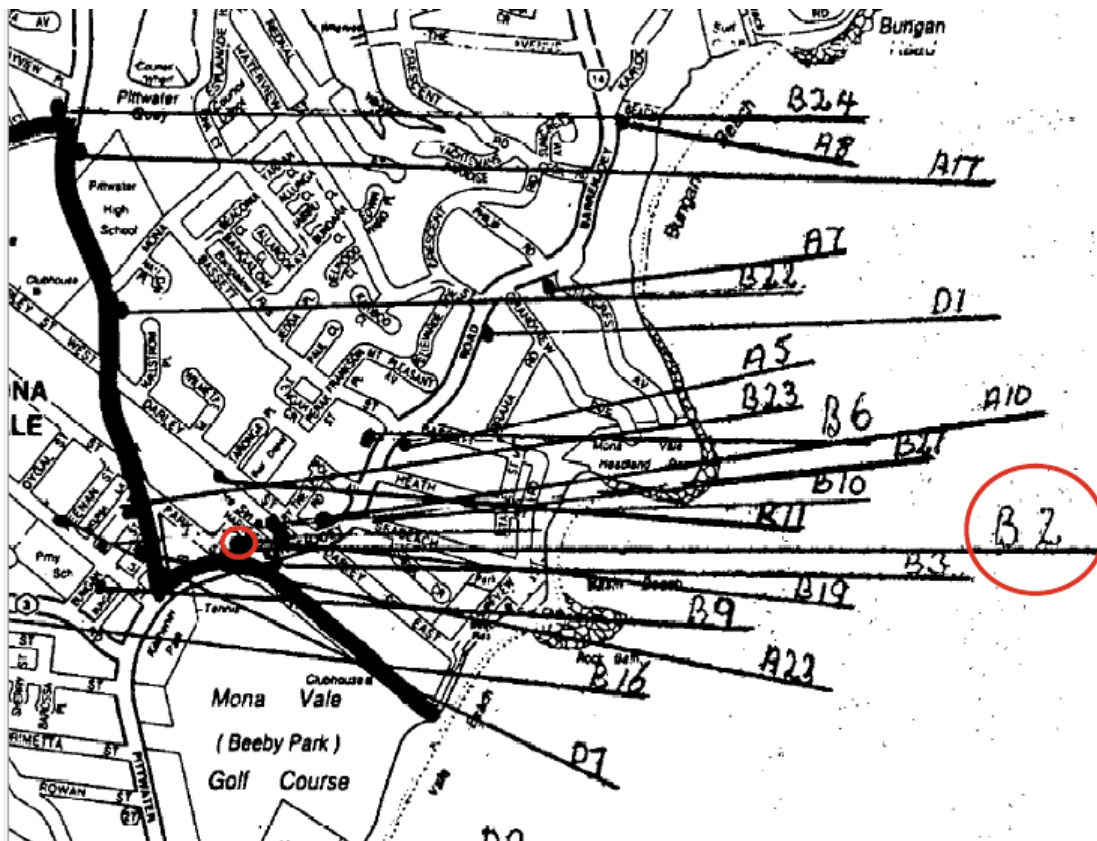


Figure 1 Extract from stamped site plan DA0666/99 shelter circled red

No previous consents exist for signs B3 and B4, nor are they required given the signs are permissible in the zone.

3. Site Analysis and Context

3.1 THE SITES

This application relates to the upgrade of three (3) existing bus shelter advertisements to include new digital and static signage in various locations throughout the Northern Beaches LGA. The signage is proposed at the following locations:

- Bus Stop B1 on Park Street, in front of 10 Park St, Mona Vale
- Bus Stop B3 on Kalang Road, in front of 48 Kalang Road, Elanora Heights
- Bus Stop B4 on Jacksons Road, in front of 12 Jacksons Road, Warriewood

These three (3) signs are part of DA1 due to the fact that each of the above signs are permissible in the zone, rather than being grouped geographically as applicable for the other development applications.

A context plan, depicting the location of the proposed sites is provided in **Figure 2** below.

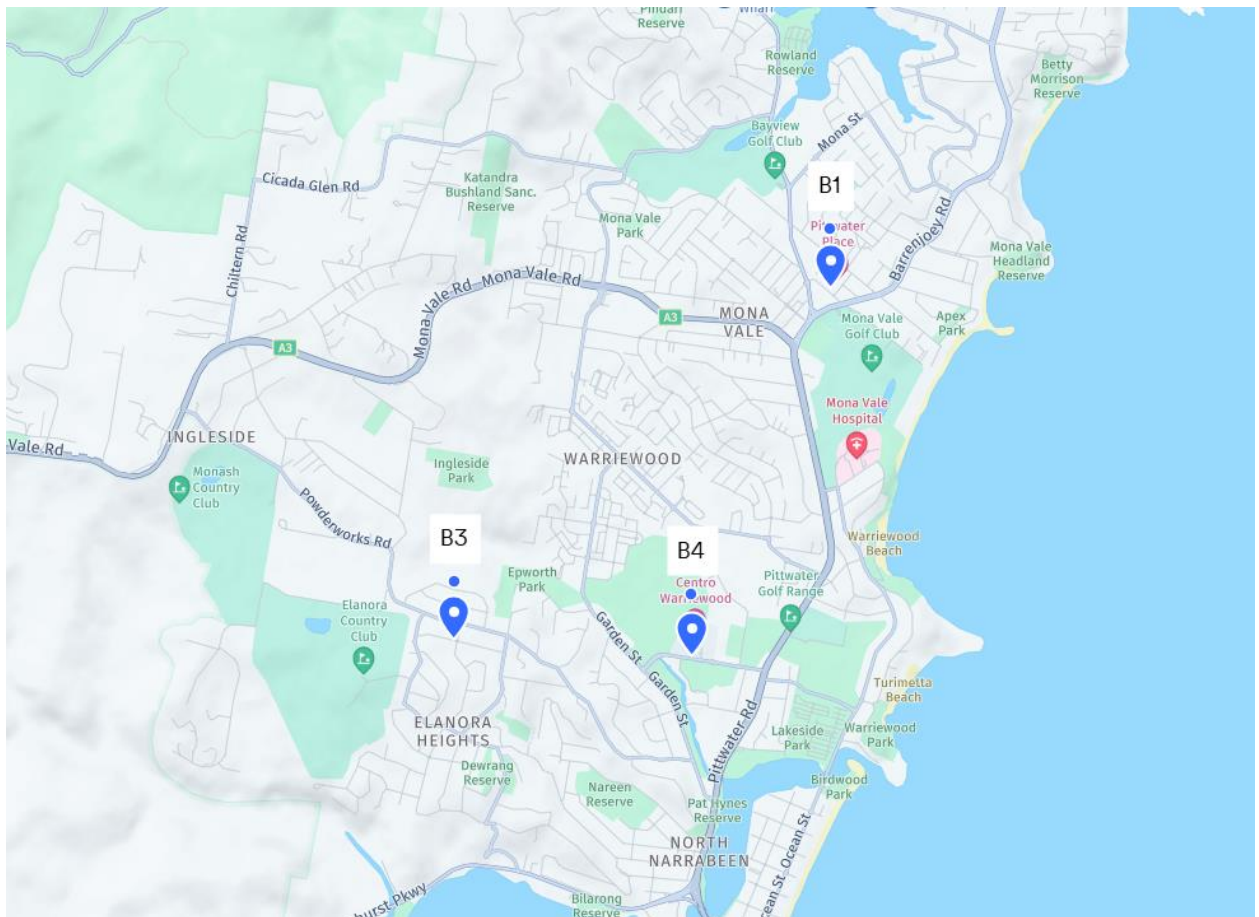


Figure 2 Site context plan (Source: Nearmap)

Images of the existing bus shelters are provided in **Figures 3 to 5** below.



Figure 3 Existing B1 Bus Stop and Shelter on Park Street



Figure 4 Existing B3 Bus Stop and Shelter on Kalang Road



Figure 5 Existing B4 Bus Stop and Shelter on Jacksons Road

4. Description of the proposal

4.1.1 Proposed Signage

It is proposed to replace the current static (paper) advertising panels, with new digital and static advertising panels that will be affixed to the existing bus shelters. There are no changes proposed to the existing bus shelters, which are to be retained as part of this application. The new signage will provide new advertising panels. Of these new panels:

- Two (2) will contain Double Sided Static (DSS) signage (B3 and B4) and;
- One (1) will contain Double Sided Digital (DSD) signage (B1).

A breakdown of the proposed signage and details of each stop is provided in **Table 2** below.

Table 2 Detailed Site and Signage Data						
Council Asset #	Reference	Location	Suburb	Commercial Agreement	Proposed Signage Format	Zone
ITS06052	B1	Park Street, in front of 10 Park St, Mona Vale	Mona Vale	Pittwater Council	DSD	MU1
ITS06040	B3	Kalang Road, in front of 48 Kalang Road	Elanora Heights	Pittwater Council	DSS	E1
ITS06089	B4	Jacksons Road, in front of 12 Jacksons Road	Warriewood	Pittwater Council	DSS	E1

4.1.2 Type of Signage

As detailed above, the proposal involves the replacement of existing advertising panels with digital and static panels.

Digital Signage

Digital signage uses digital technology to display electronic images, a key feature of this signage type is that it uses Light Emitting Diode (LED) technology to control luminance automatically. This form of signage can rotate multiple advertisements in a specific dwell time. Digital signage is a form of Digital Out of Home Advertising (DOOH).

Static Illuminated Signage

Static signage incorporates fixed images, symbols or text that is printed on paper or other materials such as acrylic fibre or vinyl. This signage display does not comprise changing content with multiple advertising messages, compared to digital signage. This type of signage is not intended to be updated often and can be illuminated or backlit internally.

The specifications of each signage type proposed are outlined in **Table 3** below.

Table 3 Signage Specifications

Static/Static						
Advertising structure type	Display format	Display area	Brightness	Power	Consumption	Communications
Universal MK3	Rear illuminated poster	1750 x 1150mm	300nits (illuminated night only)	240 VAC, 0.25A (max)	60W (max)	N/A
Digital /Digital						
E-Box DS75DD	75" Portrait, LED digital display	1650 x 945mm	300nits (night) 3500nits (day)	240 VAC, 6.25A (max)	1500W (max), 500W (ave)	Managed by on-board 4G Broadband router

Site cards for each bus stop have been prepared by *Ooh! Media* and are submitted with this development application. Refer **Annexure D**.

The existing bus shelters are in the style *Pittwater*. **Figures 6** and **7** below illustrates the standard design details and elevations of the new static (Figure 6) and digital (Figure 7) advertising panels.

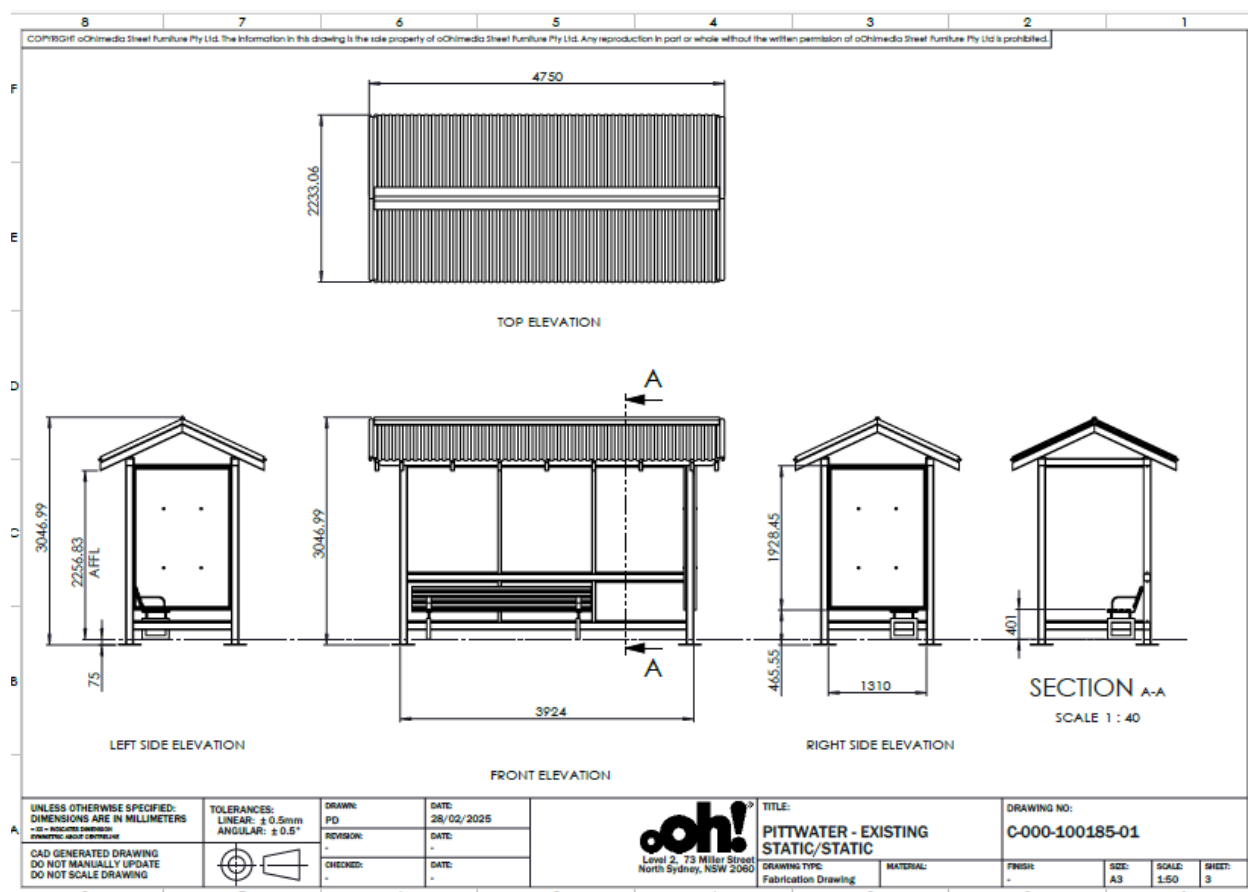


Figure 6 Proposed Static/Static Signage Elevation

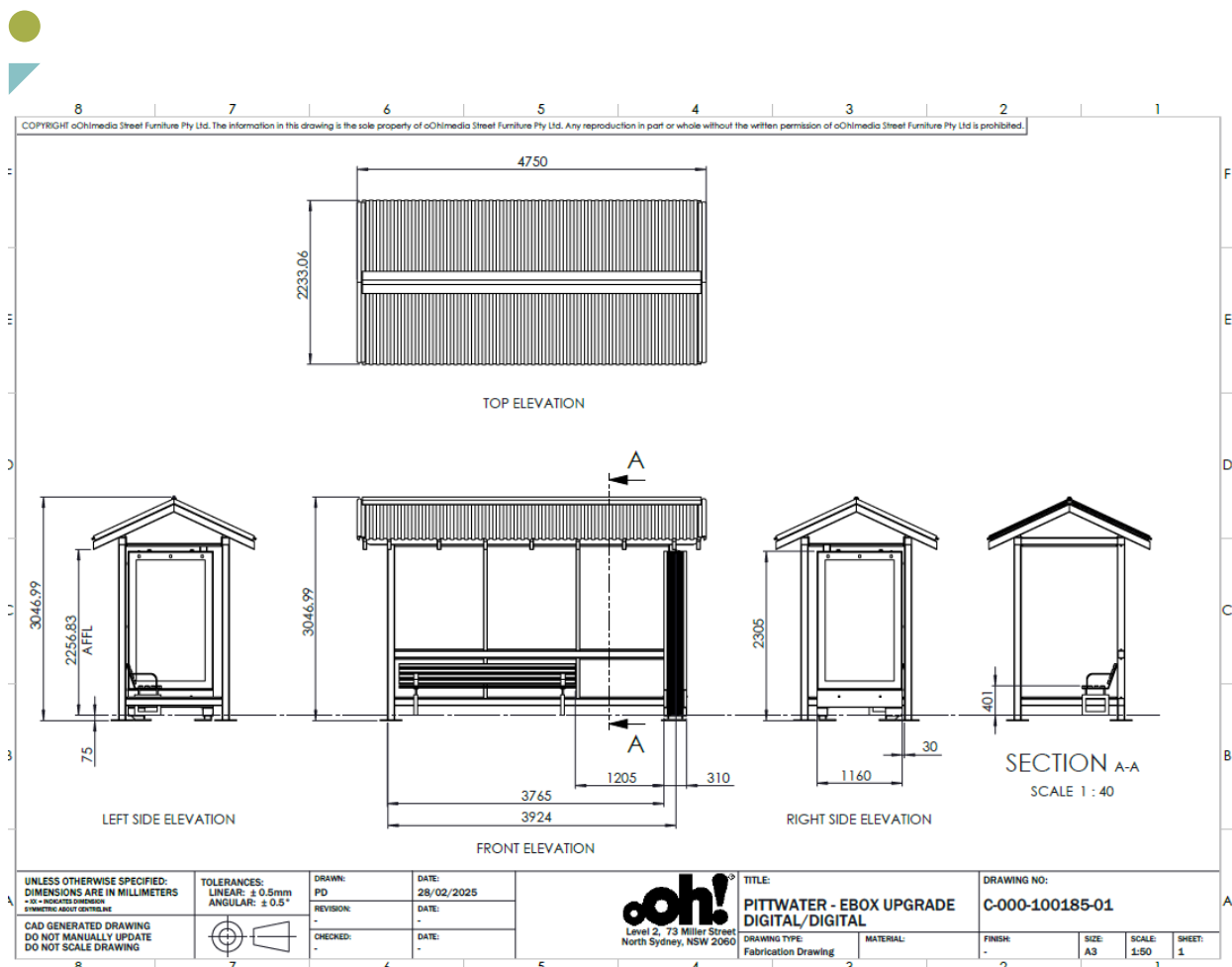


Figure 7 Proposed Digital/Digital Signage Elevation

4.1.3 Illumination

The proposed bus shelter advertising will be illuminated. The proposed illumination has been designed to comply with the *Transport Corridor Outdoor Advertising and Signage Guidelines 2017*. Each digital sign will be equipped with sensors to ensure luminance is only as bright as necessary to be clearly legible and would not result in unacceptable glare. It is noted that illumination at bus shelters is not subject to an existing curfew.

In accordance with the *Transport Corridor Outdoor Advertising and Signage Guidelines 2017*, the proposed signage will have maximum luminance levels as follows:

Table 4 Illumination details

Lighting Condition	Zone 1	Zone 2	Zone 3	Zone 4
Full sun on face of signage	Maximum Output	Maximum Output	Maximum Output	Maximum Output
Daytime	6000 -7000 cd/m ²	6000 -7000 cd/m ²	6000 -7000 cd/m ²	600 cd/m ²
Dawn/Dusk and inclement weather	1000 cd/m ²	700 cd/m ²	600 cd/m ²	500cd/m ²
Night	500 cd/m ²	350 cd/m ²	300 cd/m ²	200cd/m ²
Zone 1	Covers areas with generally very high off-street ambient lighting, e.g. display centres similar to Kings Cross, central city locations.			

Table 4 Illumination details

Zone 2	Covers areas with generally high off-street ambient lighting e.g. some major shopping/commercial centres with a significant number of off-street illuminated advertising devices and lights.
Zone 3	Covers areas with generally medium off-street ambient lighting e.g. small to medium shopping/ commercial centres
Zone 4	Covers areas with generally low levels of off-street ambient lighting e.g. most rural areas, or areas that have residential properties nearby.

The bus shelters are located within the following illumination Zones:

- Bus Stop B1 – Zone 3
- Bus Stop B3 – Zone 3
- Bus Stop B4 – Zone 2

An assessment of the proposed illumination for each sign against the criteria contained in Schedule 5 of the State Environmental Planning Policy (Industry and Employment) 2021 and Transport Corridor Outdoor Advertising and Signage Guidelines 2017 is provided in **Annexures A to C**.

4.1.4 Content Management

The digital advertising signage proposed is a form of Out of Home (OOH) advertising. OOH advertising is regulated by the Australian Association of National Advertisers (AANA) Code of Ethics. The signage to be displayed by oOh! Media at the subject sites will adhere to the AANA Code of Ethics, and will refrain from displaying advertisements that:

- *“Discriminate against or vilify a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness, or political belief.*
- *Employ sexual appeal:*
 - *in a manner which is exploitative or degrading of any individual or group; or*
 - *where images of Minors, or people who appear to be Minors, are used.*
- *Present or portray violence that is not justifiable in the context of the product or service being advertised, or that is inappropriate for a broad audience.*
- *Fail to treat sex, sexuality, and nudity with sensitivity to a broad audience.*
- *Use language that is strong, obscene, or inappropriate for a broad audience.*
- *Depict material contrary to prevailing community standards on health and safety.*
- *Are not clearly distinguishable as advertisements to the relevant audience.”*

Additionally, content will not include images or displays that dazzle, flash or represent traffic control devices.

4.1.5 Maintenance

A Maintenance Plan has been prepared oOh! Media in relation to the servicing and maintenance of oOh! Media assets within the Northern Beaches Local Government Area (LGA). oOh! Media will be responsible for the ongoing maintenance and servicing of all shelters.

Standard operational and preventative maintenance activities include:

- Visual Inspection and Standard Cleaning - Weekly
- Quick Cleaning and Roof/Gutter Clean – As required
- Illumination Inspections – Monthly
- RCD Inspection & Filter Clean – Bi-Annual
- Filter Change – Annually
- Electrical Inspection – Annually
- Structural & Condition Inspection – Annually
- Line of site Tree Trimming – As required
- Digital Inspection, Monitoring & Measurement – Real time monitoring by oOh! Media Team



Reactive and fault response activities include:

- Emergency Danger/Safety – 3 Hours from Notification and Traffic Permitting
- Damaged Component – 3 Hours from Notification
- Graffiti Obscene – 24 Hours from Notification
- Graffiti Standard – Next Scheduled Site Visit
- Bill-posting – Urgent – 24 Hours from Notification
- Bill-posting Standard – Next Scheduled Site Visit
- Removal of Contentious Digital Copy / Breach of Standards – 1 Hour from Notification
- Electrical / Illumination Fault – Inspection, Diagnosis & Triage – 24 Hours from Notification.
- Electrical / Illumination Fault – Repair – 24 Hours from Notification.
- Broken Glass – Clean-up – 3 Hours from Notification
- Broken Glass – Replacement - 24 Hours from Notification.



5. Environmental Planning Assessment

5.1 PREAMBLE

This section of the Statement provides a planning assessment of the proposed development covering all relevant heads of consideration under Section 4.15 of the EP&A Act, 1979.

5.2 STATUTORY AND POLICY COMPLIANCE

The relevant matters for consideration under Section 4.15 (1) (a) of the EP&A Act, 1979, are identified in **Table 5**

Table 5 Section 4.15 Matters for Consideration				
EP & A Act, 1979.	Matters for Consideration	OK	See Comments	N/A
S.4.15(1)(a)(i)	State Environmental Planning Policy (Industry and Employment) 2021	✓	✓	
"	State Environmental Planning Policy (Transport and Infrastructure) 2021	✓	✓	
"	Pittwater Local Environmental Plan 2014	✓	✓	
S.4.15(1)(a)(ii)	Draft Northern Beaches Local Environmental Plan	✓	✓	
S.4.15(1)(a)(iii)	Pittwater Development Control Plan 2004	✓	✓	
S.4.15(1)(a)(iv)	Any other prescribed matter: - - Planning Circular PS 21-008 - TFNSW Transport Corridor Outdoor Advertising Signage Guidelines	✓	✓	

The matters identified in **Table 5** as requiring specific comment are discussed below. The primary statutory documents that relate to the subject site and the proposed development are the State Environmental Planning Policy (Industry and Employment) 2021 and the *Pittwater Local Environmental Plan 2014*. The primary non-statutory plan relating to the subject site and proposed development is the *Pittwater Development Control Plan 2004*. The relevant provisions of these documents and other relevant planning controls are summarised below and the proposal's compliance with each assessed.

An individual assessment of each bus stop against the applicable planning controls is provided at Annexure **A** to **C** of this statement.

5.2.1 State Environmental Planning Policy (Industry and Employment) 2021

The *State Environmental Planning Policy (Industry and Employment) 2021* was gazetted on 1 March 2022, repealing, and replacing two former SEPPs related to employment in Western Sydney and advertising and signage. The SEPP applies to the whole state and Chapter 3 Advertising and Signage applies to the subject development.

Chapter 3 Advertising and Signage

The objectives of the SEPP are to encourage signage that is compatible with the desired amenity and visual character of an area, provide effective communication, and is of high-quality design and finish. Schedule 5 of the SEPP contains assessment criteria for signage in relation to the character of the area, views and vistas, the streetscape and the building to which it relates.

The proposed digital advertising structures fall within the definition of 'Signage', which is defined by the SEPP as follows (our underline):

"signage means all signs, notices, devices, representations and advertisements that advertise or promote any goods services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage and includes—

(a) building identification signs, and

(b) business identification signs, and

(c) advertisements to which Part 3.3 applies.

but does not include traffic signs or traffic control facilities."

The subject application includes the provision of three (3) advertising structures. Specifically, proposal seeks to provide a total of three (3) digital or static signs, all of which replace the existing static signage to each bus shelter. It is to be noted that specific content for advertising signage is to be decided at a later stage.

Part 3.3 to the SEPP applies to Advertisements. Advertisements are defined in Section 3.2 of the SEPP as follows:

"advertisement means signage to which Part 3.3 applies and includes any advertising structure for the advertisement."

Part 3.3 applies to advertisements except:

"(a) business identification signs,

(b) building identification signs,

(c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,

(d) signage on vehicles."

This development application relates a digital and static advertising signs fixed and integrated with the bus shelter sites. Therefore, the relevant provisions of Part 3.3 have been considered below.

Section 3.8 lists signs that are prohibited and these criteria do not apply to this application.

Section 3.11 lists the matters for consideration in which advertising signage is to be assessed. Refer to **Annexures A to C** of this statement which provides detailed consideration of the requirements.

Section 3.12 allows for time limitations on consent and allows the consent authority to specify a period beyond which the consent will lapse if it was issued under the provisions of the SEPP. We accept that Council will likely impose a condition stipulating a duration of the consent being for 15 years. There are no circumstances that would warrant a reduction from the 15 year consent required by s3.12 of the SEPP.

Division 3 contains provisions for 'Particular advertisements'.

Section 3.14 of the SEPP specifies provision on "Transport Corridor Land". The proposed signage is not "by or on behalf" of Railcorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW nor is it located on or adjacent the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road. As such, the provisions of Section 3.14 are not relevant in this instance.

Section 3.18 of the SEPP specifies the provisions relating to the location of certain names and logos. The proposed sign is consistent with the provisions of this clause, the *oOh Media!* logo is located within the strip below the sign that extends the full length of the sign and is smaller than 0.25m² identified as the maximum size under this clause.

Section 3.20 of the SEPP applies to the granting of consent to a wall advertisement. Under the SEPP a *Wall Advertisement* is given the following definition:

wall advertisement means an advertisement that is painted on or fixed flat to the wall of a building, but does not include a special promotional advertisement or building wrap advertisement.

The proposed sign will not be painted on or fixed flat to the wall of the building but rather is to be integrated into the bus shelter structure. **Figures 8 and 9** below provide a comparison between a typical wall sign and typical bus shelter signage.



Figure 8 Typical wall sign as per the *Transport Corridor Outdoor Advertising and Signage Guidelines*



Figure 9 Typical bus shelter sign as per the *Bus Stop Urban Design Guideline*

As depicted above, a wall sign and signage on a bus shelter are materially and functionally different. Therefore, the SEPP definition of a *wall sign* does not account for *signage* on bus shelter structures, nor are the provisions intended to apply to bus shelters.

This statement is reiterated by a recent Land and Environment Court judgement in May of 2025 in *BARR Property and Planning Pty Ltd v Tamworth Regional Council* [2025] NSWLEC 113, which was also for digital signage, the Commissioner said (at [25-27]) that:

“25 In support of its position, Barr Property notes the total area of the Proposed Sign is below the area to which ss 3.15, 3.16 and 3.17 of the Industry SEPP are directed, and that as the Proposed Sign is not displayed on or above the parapet of the Shopping Centre, it does not answer the description of a roof or sky sign to which s 3.19 of the Industry SEPP is directed. Such a conclusion is supported by examples of roof or sky advertisements found within the Transport Corridor Outdoor Advertising and Signage Guidelines published by the Department of Planning and Environment (Advertising Guide) (Exhibit 1, folio 254).

26 Next, as the Proposed Sign is not painted on, or fixed flat to the wall of the Shopping Centre, it cannot be described as a wall advertisement to which s 3.20 is directed.

27 Instead, the Proposed Sign is advertising, and is not signage of a kind excluded from the Chapter by s 3.7 of the Industry SEPP, nor is it proposed in a location prohibited by 3.8 of the Industry SEPP.”

It can therefore be concluded that the proposed signage is **not** a wall sign but rather it is signage generally and captured by s3.7 of the SEPP. Accordingly, it is considered that the proposal is best characterised as ‘advertising signage’ in a general sense, and not more specifically under Division 3 “Particular advertisements” as it does not fit the specific definitions. This is consistent with Transport Corridor Outdoor Advertising and Signage Guidelines where Part 1.2(f) of the Guideline considers bus shelter advertising differently to other “Particular advertisements”.

The applicable assessment criteria specified in Section 3.11 – Matters for Consideration include Schedule 5 of the SEPP which has been assessed against each sign proposed. This is contained within **Annexure A to C** of this statement.

5.2.2 State Environmental Planning Policy (Transport and Infrastructure) 2021

State Environmental Planning Policy (Transport and Infrastructure) 2021 commenced on 1 March 2022, repealing several SEPPs including SEPP (Infrastructure) 2007. Of relevance to the proposed development is the following chapter:

Chapter 2 Infrastructure

This chapter enables certain infrastructure types as well as requires potential impacts on existing infrastructure to be taken into consideration. There are no specific provisions under Division 17, Subdivision 2 – Development in or adjacent to road corridors and road reservations that apply to the proposed bus shelter advertising in this instance. Specifically, the bus shelter advertising is not on unzoned land, is a service centre, on a proposed classified road or has frontage to a classified road, rather the bus shelter advertising is within a classified road where no specific provisions apply.

Section 2.48 – Development likely to affect an electricity transmission or distribution network

Shelter site B3 is located within 5m to an existing power pole and overhead powerline adjacent to the footpath along Kalang Road. Whilst power poles are in the vicinity of other bus shelters, the proposed advertisements will be setback greater than 5m from the power poles.

The advertisement at bus shelter B3 is located approximately 0.575m away from the existing power pole. The proposed works, being confined to the replacement of the signage panel is not considered to affect the existing power pole or overhead powerline, as such no further consideration is required.

5.2.3 Pittwater Local Environmental Plan 2014

The *Pittwater Local Environmental Plan (PLEP2014)* applies to the three (3) bus shelter sites. Under the LEP, the subject sites are located within the following zones:

- Bus Stop B1 – MU1 Mixed Use
- Bus Stop B3 – E1 Local Centre
- Bus Stop B4 – E1 Local Centre

Signage, including advertising signage are identified as **permitted with consent** in all the above zones. The proposed application seeks to replace the existing bus shelter advertisements with digital and static advertisements. Therefore, there will be no increase to the scale or height of the bus shelters.

A Compliance Table which considers each of the proposed signs against the provisions of PLEP 2014 is provided at **Annexure A to C** of this statement. The proposed development satisfies all relevant provision of PLEP 2014.

5.2.3.1 Heritage

The subject sites are not located within a heritage item, or a heritage conservation area. However, sign B1 is located in proximity to Local Heritage Item No.2270020 *Great War Memorial*. Given the separation distance, minor scale of the proposed signage (which replaces existing signage) and its design to be integrated into the panel of the existing bus shelter, it is not considered that the proposed digital signage at Sites B1 will significantly impact the heritage value of the adjoining items. Council has confirmed that a Heritage Impact Statement is not required and the proposal satisfies the requirements of Clause 5.10 of PLEP 2014.

5.2.4 Planning Proposal - Northern Beaches Local Environmental Plan

On 17 June 2024, Council resolved to proceed with a planning proposal for the Northern Beaches Local Environmental Plan. The planning proposal seeks to consolidate the current Manly, Pittwater and Warringah LEPs into a singular '*Northern Beaches Local Environmental Plan*'. The planning proposal is currently in the post Gateway Determination

Stage and has yet to proceed to public exhibition and assessment. Therefore, the planning proposal is given minimal weight against this application and no further consideration is required at this stage.

5.2.5 Pittwater 21 Development Control Plan

The *Pittwater 21 Development Control Plan* (PDCP) applies to all land to which the Pittwater Local Environmental Plan 2014 applies, including the subject sites. The proposal relates to the replacement of existing advertising signage with digital or static panels. Chapter 5.9 of the PDCP outlines controls for signage and advertisements. An assessment of each sign against the core signage controls under the PDCP are provided in **Annexures A to C**. As concluded in Section 5.2.1 above, the proposed signage is not a wall sign and the definition in C5.9 of PDCP contains similar wording. As such, an assessment of the proposal against the PDCP controls for wall signs have not been provided. Even if we are wrong on the definition of a wall sign under PDCP, s4.15(3A) of the EPA Act compels Council to apply the provisions of a DCP flexibly.

The proposal has demonstrated that it meets the planning controls within the PDCP for signage, noting that the provisions under Chapter 3 of the Industry and Employment SEPP prevail in the event of any inconsistency.

5.2.6 Planning Circular 21-008: How to characterise development

Planning Circular 21-008 was issued on 2 December 2021 and provides guidance on characterising development for the purpose of determining permissibility. The Planning Circular refers to three kinds for which development can be characterised: for a purpose, as an ancillary use, or for a principal purpose.

With regards to the above characterised, the proposed advertising signage is best characterised as an *ancillary use*. The proposed advertising signage is ancillary to the existing bus shelters located on each site, as the signage, which is integrated into the wall of the shelter cannot be severed or exist without the bus shelter. Whilst the advertisements are permissible with development consent, the characterisation of development is given little weight in this instance.

5.2.7 Transport Corridor Outdoor Advertising and Signage Guidelines 2017

The NSW Department of Planning's *Transport Corridor Outdoor Advertising and Signage Guidelines* were published in November 2017 and provides guidelines for the assessment of outdoor advertising in conjunction with the assessment criteria specified in Schedule 5 of the TI SEPP. The guidelines seek to advance road safety and reduce driver distraction where advertising signage is proposed within transport corridors.

For completeness, an assessment of each sign against the relevant criteria of the Transport Corridor Outdoor Advertising and Signage Guidelines is provided in **Annexures A to C**, even though the three (3) signs are not located on a classified road and would not be relevant in this instance.

5.3 IMPACTS ON NATURAL & BUILT ENVIRONMENT

5.3.1 External Appearance & Design

The proposed advertising signage has been designed to relate to the scale and form of the existing signage fixed to each bus shelter. As stated throughout this statement the paper advertisements are approved and existing and therefore will not result in any new scenic impacts, other than the new digital advertising panels, which are not considered to substantially alter the external appearance of the bus shelters when views from the public domain.

A perspective of the typical instillation for each shelter type is provided in **Figures 10 and 11** below.



Figure 10 Typical Digital/Digital shelter installation



Figure 11 Typical Static/Static shelter installation

5.3.2 Traffic

There are no changes to the location or placement of the advertising panels proposed as part of this application. As such, considerations relating to road clearance, line of sight, safe sight distances from an intersection and placement of the sign will not change and therefore there are no new issues to evaluate in this regard. The proposed digital advertising panels introduce the element of illumination. As detailed in Section 4.1.3 of this Statement, the proposed levels of illumination are consistent with those standards contained within the *Transport Corridor Outdoor Advertising and Signage Guidelines*. Luminance levels will be adjusted in accordance with lighting conditions; this will ensure illumination will not negatively affect vehicles.

5.4 ECONOMIC & SOCIAL IMPACTS

The social impacts of the proposed development including those related to traffic, safety and visual amenity have been assessed and are considered to be acceptable. There are no adverse social impacts expected from the proposed development and the provision of additional illumination in the area will provide for improved public safety around public infrastructure.

The proposed development will maintain the orderly and economic use and development of land for the purpose of the display of third party advertising. This will continue to provide commercial and economic opportunities for businesses wishing to advertise their content and will provide effective communication along a key public transport corridor. The benefit of upgrading the existing approved signage will provide economic benefits to Northern Beaches Council through the commercial agreements to facilitate economic growth in the Northern Beaches LGA.

Accordingly, it is considered that the proposed development is likely to have only positive economic and social impacts.

5.5 THE SUITABILITY OF THE SITES

The proposed advertising structures will maintain the current use of the existing bus shelters, including the current signage panels. Each of the proposed advertising structures are permissible with consent in their respective zones. The proposal is for the removal and replacement of existing bus shelter advertisements, as such will not result in the intensification of the use of the bus shelters.

The proposed advertising structures will further satisfy the current contract between oOh! Media and Northern Beaches Council for the provision and maintenance of bus shelters in the Northern Beaches LGA.



5.6 THE PUBLIC INTEREST

The development is considered in the public interest as it is consistent with the desired future character of the Pittwater LEP Area, as evidenced by the existing bus shelter advertisements. The proposed digital and static advertising panels will not result in adverse environmental impacts and will contribute to economic activity and new employment growth opportunities.





6. Conclusion

This Statement has assessed the development against the requirements of Clause 4.15 of the EP&A Act and found that the development is consistent with the applicable policies and plans and is permissible with consent. The proposal maintains the existing sign in terms of size, location, mounting height and orientation and the only change is converting the sign to a new digital or static format with illumination.

Signage is a key characteristic of the Northern Beaches LGA, as evidenced by abundance of existing bus shelter advertisements. The removal of the existing and replacement with new digital and static signage will improve the quality and appearance of each bus shelter site as well as the experience for passing motorists and public transport patrons.

Based on our assessment, it is concluded that the proposed advertising signage will be consistent with similar digital and static signs in similar locations and should be supported.



ANNEXURE A

Planning Assessment – Compliance Tables – Sign B1



SEPP (Industry and Employment) Assessment – SIGN B1

Criteria	Requirement	Discussion
1 Character of the area	• Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed signage is compatible with the existing and desired future character of the Mona Vale locality. The proposal is consistent with the existing character of the area as the advertising signage, subject to this application currently exists on the subject site. Therefore, replacement of existing signage with new signage is compatible with the existing and desired future character of this area within the Northern Beaches LGA.
	• Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The design of the proposed panel is consistent with the general size and shape of bus shelter advertisements existing across the Northern Beaches LGA.
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 subject site is not situated within an environmentally sensitive area, heritage conservation area, open space area, or the like. Notwithstanding, the proposed signage is modest, is not overbearing with regards to size, scale and materials and within the confines of an existing bus shelter.
3 Views and vistas	• Does the proposal obscure or compromise important views?	The advertising sign is to be installed into the signage panel within the existing bus shelter. There are no significant views obtained from or through the bus shelter site and therefore the signage, which is positioned below the maximum height of the building in any case, will not obscure views.
	• Does the proposal dominate the skyline and reduce the quality of vistas?	As noted above, the signage proposed will be situated below the maximum height of the bus shelter and will not impact the skyline in any significant way.
	• Does the proposal respect the viewing rights of other advertisers?	The proposed signage will not compromise the viewing rights of other advertisers as it has been designed in a sympathetic manner which is non-obtrusive and does not unreasonably obscure lines of sight from the adjoining roads and footpaths to any signs on neighbouring properties. As detailed, the proposal includes the replacement of existing signage with digital signage, which will not change the scale or location of signage with respect to viewing rights.
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 appropriate for the streetscape as it is to be installed within an existing bus shelter. The proposal will not result in the removal of any landscaping.
	• Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed advertising signage will enhance the visual interest of the streetscape at the shelter site in much the same way as the existing signage to be replaced.

SEPP (Industry and Employment) Assessment – SIGN B1

	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal involves replacement of existing signage, as such will not increase visual clutter.
	Does the proposal screen unsightliness?	The signage affixed to the bus shelter is situated below the maximum building height and will not extend above any buildings, structures or trees in the locality. It does not, nor is it required, to screen unsightliness.
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The signage does not extend above the height of bus shelter, let alone surrounding buildings, structures or tree canopies.
	Does the proposal require ongoing vegetation management?	The proposed signage will 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 signage proposed is compatible with surrounding building in terms of its scale and proportion. The signage is designed to integrate with the existing bus shelter on site, as such will not overwhelm the surrounding buildings.
	Does the proposal respect important features of the site or building, or both?	The signage scheme will enhance the aesthetic qualities of the bus shelter site. There are no important site features that are required to be preserved.
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The digital signage scheme is of a contemporary design and will provide for an upgrade to the existing static (paper) signage on site.
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?	Lighting has been designed as an integral part of the signage, being illuminated internally. Safety devices in the sense of scaffolding and rails are not required for the proposed signage
7 Illumination	Would illumination result in unacceptable glare?	The illumination level of the proposed signage complies with the Outdoor Media Association's OMA Model Advertising Code in regard to industry accepted performance criteria. The new digital signage will be equipped with a sensor to ensure luminance levels are only bright enough to be clearly legible and would not result in unacceptable glare.

SEPP (Industry and Employment) Assessment – SIGN B1

	• Would illumination affect safety for pedestrians, vehicles or aircraft?	Luminance for signs and courtesy lights provide visibility and safety for pedestrians and transport users. As detailed above, oOh! Media follows the best practice illumination levels as set out by the Outdoor Media Association. These illumination levels would not negatively affect the pedestrians, vehicles or aircraft.
	• Would illumination detract from the amenity of any residence or other form of accommodation?	The sign is less than 2sqm and is to be integrated within the existing bus shelter on the site. The site is sufficiently separated from residential properties, as to not interfere with residences.
	• Can the intensity of the illumination be adjusted, if necessary?	The brightness of digital sign can be adjusted in response to changes in surrounding light levels. This will ensure the sign is not unreasonably bright.
	• Is the illumination subject to a curfew?	As above. The lighting is not proposed to be extinguished overnight however will have a moderate luminosity. If considered necessary, the consent authority may choose to impose a condition of consent requiring that illumination is extinguished during certain hours but the applicant would prefer to maintain illumination of the signs given the lack of amenity impacts.
8 Safety	• Would the proposal reduce the safety for any public road?	The proposed signage is modest in terms of scale, design and illumination will not comprise the safety of the adjacent public roads.
	• Would the proposal reduce the safety for pedestrians or bicyclists?	As above, the proposed signage scheme is not likely to compromise safety of pedestrians or cyclists either through causing a distraction or a physical obstruction.
	• Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage will have no impact to the sightlines for pedestrians (including children) or vehicles.



Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B1

Part 2 Design

2.4 Sign clutter controls

a. Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter	Not proposed. The location of the existing signage panels do not change as part of this application. The proposed replacement will not contribute to visual clutter.
b. Where there is advertising clutter, consideration should be given to reducing the overall number of individual advertisements on a site. Replacement of many small signs with a larger single sign is encouraged if the overall advertising display area is not increased.	As above.
c. In rural areas, and along freeways and tollways, no more than one advertising structure should be visible along a given sightline.	The sign is not located in any of the mentioned areas.

2.5.1 General criteria

a. The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The advertising structure and the bus shelter is retained as part of this application. As such no further consideration is required.
b. The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located	As above.
c. The advertising structure should be in keeping with important features of the site, building or bridge structure	As above.
d. The placement of the advertising structure should not require the removal of significant trees or other native vegetation.	The proposed development will involve the replacement of the existing advertising panel as such will not require the removal of trees or vegetation at the site.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B1

e. The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor.	Not applicable.
• The development of a landscape management plan may be required as a condition of consent. • Landscaping outlined within the plan should require minimal maintenance.	
f. Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	Lighting has been designed as an integral part of the signage, being illuminated internally. Safety devices in the sense of scaffolding and rails are not required for the proposed signage.
g. Illumination of advertisements must comply with the requirements in Section 3.3.3.	Noted. Refer to Section 4.1.3 of this statement for compliance with illumination levels.
h. Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The proposed illumination will not result in light spillage.

2.5.8 Digital Signs

a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	Conditions can be imposed by the consent authority to ensure that the sign is completely static for the specified dwell time.
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.	Conditions can be imposed by the consent authority to ensure there is no message sequencing that creates driver anticipation for the next message on the proposed sign or with any other signs.
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	Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers. For example, advertisements must not instruct drivers to perform an action such as 'Stop'. Refer to Section 4.1.4 of this statement for content management.

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result in the advertisement being mistaken for a prescribed traffic control device.

ii. as text providing driving instructions to drivers.

d. Dwell times for image display must not be less than:

- i. 10 seconds for areas where the speed limit is below 80km/h
- ii. 25 seconds for areas where the speed limit is 80km/h and over.

The minimum allowed dwell time is 10 seconds based on the posted speed limit of 40km/h along Park Street for Sign B1. Conditions can be imposed by the consent authority to ensure this minimum dwell time.

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.

Conditions can be imposed by the consent authority to ensure that the sign has a transition time of no more than 0.1 seconds and a black screen in the event of image failure.

f. Luminance levels must comply with the requirements in Section 3 below:

This area is Zone 3 as categorised in Section 3.3 of the *Signage Guidelines*. Acceptable luminance levels for this zone as specified in Table 6 of the *Signage Guidelines* are: no limit (full sun on face of signage), 6000cd/m² (daytime), 700cd/m² (twilight and inclement weather) and 350cd/m² (night-time). Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.

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.

Advertising content will not include images or displays that dazzle, flash or represent traffic control devices. Conditions can be imposed by the consent authority to ensure that the sign's images comply with requirements to not contain flickering or flashing content.

h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).

Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.

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.

N/A – The sign is not visible from a school zone.

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

All relevant traffic directions have been assessed on their own merits

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instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.

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.

2.5.10 Residential amenity

Where it can be demonstrated that there will be a negative impact on residential amenity from a proposed digital sign, a consent authority may specify a higher dwell time, or restrict the dwell time hours (i.e. its operation) as a condition of consent to minimise the impacts. Dwell times must not be less than those in d) i) and ii) in Section 2.5.8 above.

Sign B1 is located within Zone MU1 Mixed Use, and there are no residential uses within the immediate vicinity of the site.

2.5.11 Video and animated electronic signs

Video and animated electronic signs containing animated or video/movie style advertising, or messages including; live television, satellite, internet or similar broadcast; either permanent or portable; that face the road reserve and are visible to drivers are prohibited

Not proposed.

Part 3 Advertisements and Road Safety

3.2 Sign location criteria

3.2.1 Road clearance

a. The advertisement must not create a physical obstruction or hazard. For example:

The location of the signage panel, inset within the bus shelter remains the same as part of this application. As such will not change road clearances.

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- i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?
- ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?
- iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?

b. Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.

No change to location of sign supports.

c. Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.

Not proposed.

d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.

Not proposed. Signs will be inset into the bus shelter panel, as existing.

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Digital signs greater or equal to 20sqm must ensure the following clearances:

Sign B1 is less than 2sqm.

a. 2.5m from lowest point of the sign above the road surface if located outside the clear zone

b. 5.5m from lowest point of the sign above the road surface if located within the clear zone or the deflection zone of a safety barrier, if installed

As above.

3.2.2 Line of sight

a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.

The location of the signage will not change. Located within the panel of the existing bus shelter, the sign is not considered to obstruct driver views.

b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.

The sign will not obstruct pedestrian or cyclist view.

c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.

The sign is well separated from the road and road verge. There is no element of the proposed signage that could result in driver confusion in the road alignment.

d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time.

The proposed sign will not result in driver distraction.

3.2.3 Proximity to decision making points and conflict points

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B1

- a. The sign should not be located:
- The location of the sign does not change.
- i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves
- ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment
- iii. so that it is visible from the stem of a T-intersection.

- b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view: i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher
- As above.

3.2.4 Sign spacing

- A highly cluttered visual field makes it difficult to locate and prioritise driving-critical information, e.g. regulatory and advisory signs and traffic control devices. The proposed site should be assessed to identify any road safety risk in relation to visual clutter and the proximity to other signs.
- Noted.

- Additional criteria for digital signs:
- a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.
- Noted.

3.3 Sign design and operation criteria

3.3.1 Advertising signage and traffic control devices

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B1

a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.

The location of the sign remains unchanged, as such no new traffic impacts arise.

b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device.

As above.

Additional criteria for digital signs and moving signs:

Sign B1 is a digital sign. Refer to Section 4.1.4 of this statement for details on content management. Conditions of consent can be imposed in this regard.

a. The image must not be capable of being mistaken:

i. for a rail or traffic sign or signal because it has, e.g. red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal

ii. as text providing driving instructions to drivers.

b. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).

3.3.2 Dwell time and transition time

Dwell time criteria for digital signs:

a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.

b. Dwell times for image display must not be less than:

i. 10 seconds for areas where the speed limit is

Sign B1 is a digital sign. The proposed dwell time is 10 seconds. A condition of consent can be imposed to ensure appropriate dwell times.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B1

- | | |
|--|---------------|
| below 80km/h. | |
| ii. 25 seconds for areas where the speed limit is 80km/h and over. | |
| c. Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours. | Noted. |
| d. Digital signs must not contain animated or video/movie style advertising or messages including live television, satellite, Internet or similar broadcasts. | Not proposed. |
| 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. | Noted. |

3.3.3 Illumination and reflectance

- | | |
|---|--|
| <p>Illumination and reflectance criteria for non-digital signs: The following criteria apply to non-digital illuminated signs, including conventional billboards illuminated by fluorescent and/or incandescent bulbs whether internally illuminated or lit from the exterior:</p> <p>a. Advertisements must comply with the luminance requirements in Table 5 below.</p> <p>b. For night time use, the sign (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings.</p> <p>c. The light sources for illuminated signs must focus solely on the sign and:</p> <p>i. be shielded so that glare does not extend beyond the sign</p> <p>ii. with the exception of back lit neon signs,</p> | <p>Refer to Section 4.1.3 for compliance with illumination guidelines.</p> |
|---|--|

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B1

have no light source visible to passing motorists with a light output greater than that of a 15W fluorescent/LED bulb. d. The level of reflectance of an advertisement, and its content, is not to exceed the 'Minimum coefficients of Luminous intensity per unit area for Class 2A Material', as set out in Australian Standard AS/NZS 1906.1:2007. Flashing illuminated advertisements will not be approved.

3.3.4 Interaction and sequencing

a. The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.

Not proposed. A condition can be implied in this regard.

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

As above.

3.4 Road safety review of new or modified signs

RMS may review the crash history of any new or modified advertising signs after a three-year period to determine whether the sign has had an adverse effect on road safety. If RMS is of the opinion that a sign is a traffic hazard, RMS may direct the owner or occupier of the land on which the sign is situated or the person who erected the sign to screen, modify or remove the sign, regardless of whether or not the sign is the subject of a development consent under the Act or a consent under the Roads Act 1993.

Noted.

3.6 Road safety guidelines for sign content



Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B1

SEPP 64 does not regulate the content of advertisements and signs, and does not require consent for a change in content. It is recommended that advertisers follow RMS advisory guidelines with respect to sign content of advertisements to be displayed along road corridors.

Noted.

Pittwater Local Environmental Plan 2014 Assessment – SIGN B1			
Clause/ Control	Requirement	Proposal	Complies?
Part 2 Permitted or Prohibited development			
2.2 Zone objectives and Land Use Table	<u>MU1 Mixed Use</u> • To encourage a diversity of business, retail, office and light industrial land uses that generate employment opportunities. • To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces. • To minimise conflict between land uses within this zone and land uses within adjoining zones. • To encourage business, retail, community and other non-residential land uses on the ground floor of buildings. • To provide an active day and evening economy encouraging, where appropriate, weekend and night-time economy functions. • To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces.	The proposed advertising signage does not affect the use and intensity of development on the bus shelter site, or surrounding areas. The replacement of existing signage with digital advertising panels will continue to the vibrancy of the public domain. The proposal is not antipathetic to the objectives of the zone.	Yes
Part 4 Principal development standards			
4.3 Height of buildings	(2) The height of a building on any land is not to exceed the maximum height shown for the land on the Height of Buildings Map. <i>Maximum building height – 8.5m</i>	The proposed application seeks to replace the existing bus shelter advertisement with a digital screen. Therefore, there will be no increase to the height of the bus shelter, which remain below 8.5m.	Yes

Pittwater Local Environmental Plan 2014 Assessment – SIGN B1

4.4 Floor Space Ratio	(2) The maximum floor space ratio for a building on any land is not to exceed the floor space ratio shown for the land on the Floor Space Ratio Map.	No FSR control prescribed for the site.	N/A
Part 5 Miscellaneous provisions			
5.10 Heritage Conservation	(5) Heritage assessment The consent authority may, before granting consent to any development— (a) on land on which a heritage item is located, or (b) on land that is within a heritage conservation area, or (c) on land that is within the vicinity of land referred to in paragraph (a) or (b), require a heritage management document to be prepared that assesses the extent to which the carrying out of the proposed development would affect the heritage significance of the heritage item or heritage conservation area concerned.	Bus Stop B1 is located adjacent to Heritage Item No. 2270020 <i>Great War Memorial</i> . Given The minor scale of the proposed signage, and its design to be integrated into the panel at the existing shelter, it is not considered the proposed development will significantly impact the heritage value of the adjoining item.	Yes.

Pittwater 21 Development Control Plan Assessment – SIGN B1

Clause/ Control	Requirement	Proposal	Complies?
C5 Design Criteria for Other Development			
C5.9 Signage	Any signage erected within a residential, environmental or rural zone shall not be visually obtrusive or have dimensions greater than 0.75sqm in area (other than for bed and breakfast accommodation). The following signage shall not be permitted in Pittwater: - where erected on or above the roof, canopy, or parapet of a building; - where attached to the upper side of an awning; - where attached to the wall of a building and projecting more than 300mm from that wall; - where illuminated at frequent intervals (i.e. flashing); - where capable of movement by source of power or wind; - where illuminated (within a residential zone); - where the proposal incorporates bill/fly posters, bunting, and airborne signage, including hot air balloons, blimps, and the like; - where located on motor vehicles and which renders the motor vehicle stationary	Not applicable. N/A. Signage will be incorporated into the footprint of the existing bus shelter. Not proposed. As above. Signage will be illuminated however will not comprise flashing elements. Signage will be securely fixed to the bus shelter. The sign is located within the MU1 Mixed Use Zone. Not applicable. The proposal is for digital advertising panels. As above.	N/A N/A N/A Yes Yes Yes Yes N/A -

ANNEXURE B

Planning Assessment – Compliance Table – Sign B3



SEPP (Industry and Employment) Assessment – SIGN B3

Criteria	Requirement	Discussion
1 Character of the area	• Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed signage is compatible with the existing and desired future character of the Elanora Heights locality. The proposal is consistent with the existing character of the area as the advertising signage, subject to this application currently exists on the subject site. Therefore, replacement of existing signage with new signage is compatible with the existing and desired future character of this area within the Northern Beaches LGA.
	• Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The design of the proposed panel is consistent with the general size and shape of bus shelter advertisements existing across the Northern Beaches LGA.
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 subject site is not situated within an environmentally sensitive area, heritage conservation area, open space area, or the like. Notwithstanding, the proposed signage is modest, is not overbearing with regards to size, scale and materials and within the confines of an existing bus shelter.
3 Views and vistas	• Does the proposal obscure or compromise important views?	The advertising sign is to be installed into the signage panel within the existing bus shelter. There are no significant views obtained from or through the bus shelter site and therefore the signage, which is positioned below the maximum height of the building in any case, will not obscure views.
	• Does the proposal dominate the skyline and reduce the quality of vistas?	As noted above, the signage proposed will be situated below the maximum height of the bus shelter and will not impact the skyline in any significant way.
	• Does the proposal respect the viewing rights of other advertisers?	The proposed signage will not compromise the viewing rights of other advertisers as it has been designed in a sympathetic manner which is non-obtrusive and does not unreasonably obscure lines of sight from the adjoining roads and footpaths to any signs on neighbouring properties. As detailed, the proposal includes the replacement of existing signage with digital signage, which will not change the scale or location of signage with respect to viewing rights.
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 appropriate for the streetscape as it is to be installed within an existing bus shelter. The proposal will not result in the removal of any landscaping.
	• Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed advertising signage will enhance the visual interest of the streetscape at the shelter site in much the same way as the existing signage to be replaced..

SEPP (Industry and Employment) Assessment – SIGN B3

	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal involves replacement of existing signage, as such will not increase visual clutter.
	Does the proposal screen unsightliness?	The signage affixed to the bus shelter is situated below the maximum building height and will not extend above any buildings, structures or trees in the locality. It does not, nor is it required, to screen unsightliness.
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The signage does not extend above the height of bus shelter, let alone surrounding buildings, structures or tree canopies.
	Does the proposal require ongoing vegetation management?	The proposed signage will 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 signage proposed is compatible with surrounding building in terms of its scale and proportion. The signage is designed to integrate with the existing bus shelter on site, as such will not overwhelm the surrounding buildings. .
	Does the proposal respect important features of the site or building, or both?	The signage scheme will enhance the aesthetic qualities of the bus shelter site. There are no important site features that are required to be preserved.
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The signage scheme is of a contemporary design and will provide for an upgrade to the existing static (paper) signage on site.
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?	Lighting has been designed as an integral part of the signage, being illuminated internally. Safety devices in the sense of scaffolding and rails are not required for the proposed signage
7 Illumination	Would illumination result in unacceptable glare?	The illumination level of the proposed signage complies with the Outdoor Media Association's OMA Model Advertising Code in regard to industry accepted performance criteria. The new digital signage will be equip with a sensor to ensure luminance levels are only bright enough to be clearly legible and would not result in unacceptable glare.

SEPP (Industry and Employment) Assessment – SIGN B3

	• Would illumination affect safety for pedestrians, vehicles or aircraft?	Luminance for signs and courtesy lights provide visibility and safety for pedestrians and transport users. As detailed above, oOh! Media follows the best practice illumination levels as set out by the Outdoor Media Association. These illumination levels would not negatively affect the pedestrians, vehicles or aircraft.
	• Would illumination detract from the amenity of any residence or other form of accommodation?	The sign is less than 2sqm and is to be integrated within the existing bus shelter on the site. The site is sufficiently separated from residential properties, as to not interfere with residences.
	• Can the intensity of the illumination be adjusted, if necessary?	The brightness of digital sign can be adjusted in response to changes in surrounding light levels. This will ensure the sign is not unreasonably bright.
	• Is the illumination subject to a curfew?	As above. The lighting is not proposed to be extinguished overnight however will have a moderate luminosity. If considered necessary, the consent authority may choose to impose a condition of consent requiring that illumination is extinguished during certain hours but the applicant would prefer to maintain illumination of the signs given the lack of amenity impacts.
8 Safety	• Would the proposal reduce the safety for any public road?	The proposed signage is modest in terms of scale, design and illumination will not comprise the safety of the adjacent public roads.
	• Would the proposal reduce the safety for pedestrians or bicyclists?	As above, the proposed signage scheme is not likely to compromise safety of pedestrians or cyclists either through causing a distraction or a physical obstruction.
	• Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage will have no impact to the sightlines for pedestrians (including children) or vehicles.



Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B3

Part 2 Design

2.4 Sign clutter controls

a. Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter	Not proposed. The location of the existing signage panels do not change as part of this application. The proposed replacement will not contribute to visual clutter.
b. Where there is advertising clutter, consideration should be given to reducing the overall number of individual advertisements on a site. Replacement of many small signs with a larger single sign is encouraged if the overall advertising display area is not increased.	As above.
c. In rural areas, and along freeways and tollways, no more than one advertising structure should be visible along a given sightline.	The sign is not located in any of the mentioned areas.

2.5.1 General criteria

a. The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The advertising structure, the bus shelter is retained as part of this application. As such no further consideration is required.
b. The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located	As above.
c. The advertising structure should be in keeping with important features of the site, building or bridge structure	As above.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B3

d. The placement of the advertising structure should not require the removal of significant trees or other native vegetation.	The proposed development will involve the replacement of the existing advertising panel as such will not require the removal of trees or vegetation at the site.
e. The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor. • The development of a landscape management plan may be required as a condition of consent. • Landscaping outlined within the plan should require minimal maintenance.	Not applicable.
f. Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	Lighting has been designed as an integral part of the signage, being illuminated internally. Safety devices in the sense of scaffolding and rails are not required for the proposed signage.
g. Illumination of advertisements must comply with the requirements in Section 3.3.3.	Noted. Refer to Section 4.1.3 of this statement for compliance with illumination levels.
h. Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The proposed illumination will not result in light spillage.

2.5.8 Digital Signs

a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	Sign B3 is a static sign.
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.	Sign B3 is a static sign.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B3

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.	Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers. For example, advertisements must not instruct drivers to perform an action such as 'Stop'. Refer to Section 4.1.4 of this statement for content management.
d. Dwell times for image display must not be less than: i. 10 seconds for areas where the speed limit is below 80km/h ii. 25 seconds for areas where the speed limit is 80km/h and over.	Sign B3 is a static sign.
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.	Sign B3 is a static sign.
f. Luminance levels must comply with the requirements in Section 3 below:	This area is Zone 3 as categorised in Section 3.3 of the Signage Guidelines. Acceptable luminance levels for this zone as specified in Table 6 of the Signage Guidelines are: no limit (full sun on face of signage), 6000cd/m2 (daytime), 700cd/m2 (twilight and inclement weather) and 350cd/m2 (night-time). Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.
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.	Advertising content will not include images or displays that dazzle, flash or represent traffic control devices. Conditions can be imposed by the consent authority to ensure that the sign's images comply with requirements to not contain flickering or flashing content.
h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).	Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.
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.	N/A – The sign is not visible from a school zone.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B3

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.

All relevant traffic directions have been assessed on their own merits

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.

2.5.10 Residential amenity

Where it can be demonstrated that there will be a negative impact on residential amenity from a proposed digital sign, a consent authority may specify a higher dwell time, or restrict the dwell time hours (i.e. its operation) as a condition of consent to minimise the impacts. Dwell times must not be less than those in d) i) and ii) in Section 2.5.8 above.

Sign B3 is located within Zone E1 Local Centre, and will not impact any nearby residential uses.

2.5.11 Video and animated electronic signs

Video and animated electronic signs containing animated or video/movie style advertising, or messages including; live television, satellite, internet or similar broadcast; either permanent or portable; that face the road reserve and are visible to drivers are prohibited

Not proposed.

Part 3 Advertisements and Road Safety

3.2 Sign location criteria

3.2.1 Road clearance

a. The advertisement must not create a physical obstruction or hazard. For example:

- i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?
- ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?

iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?

The location of the signage panel, inset within the bus shelter remains the same as part of this application. As such will not change road clearances.

b. Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.

No change to location of sign supports.

c. Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.

Not proposed.

d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified

Not proposed. Signs will be inset into the bus shelter panel, as existing.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B3

above are regarded as being the height of the sign when under maximum vertical deflection.

Digital signs greater or equal to 20sqm must ensure the following clearances:

Sign B3 is less than 2sqm.

a. 2.5m from lowest point of the sign above the road surface if located outside the clear zone

b. 5.5m from lowest point of the sign above the road surface if located within the clear zone or the deflection zone of a safety barrier, if installed

As above.

3.2.2 Line of sight

a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.

The location of the signage will not change. Located within the panel of the existing bus shelter, the sign is not considered to obstruct driver views.

b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.

The sign will not obstruct pedestrian or cyclist view.

c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.

The sign is well separated from the road and road verge. There is no element of the proposed signage that could result in driver confusion in the road alignment.

d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time.

The proposed sign will not result in driver distraction.

3.2.3 Proximity to decision making points and conflict points

- | | |
|---|--|
| <p>a. The sign should not be located:</p> <ul style="list-style-type: none"> i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment iii. so that it is visible from the stem of a T-intersection. | <p>The location of the sign does not change.</p> |
|---|--|

- | | |
|---|------------------|
| <p>b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view: i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher</p> | <p>As above.</p> |
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3.2.4 Sign spacing

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| <p>A highly cluttered visual field makes it difficult to locate and prioritise driving-critical information, e.g. regulatory and advisory signs and traffic control devices. The proposed site should be assessed to identify any road safety risk in relation to visual clutter and the proximity to other signs.</p> | <p>Noted.</p> |
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3.3 Sign design and operation criteria

3.3.1 Advertising signage and traffic control devices

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| <p>a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.</p> | <p>The location of the sign remains unchanged, as such no new traffic impacts arise.</p> |
|--|--|

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B3

- b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device.
- As above.

3.3.3 Illumination and reflectance

Illumination and reflectance criteria for non-digital signs: The following criteria apply to non-digital illuminated signs, including conventional billboards illuminated by fluorescent and/or incandescent bulbs whether internally illuminated or lit from the exterior:

- a. Advertisements must comply with the luminance requirements in Table 5 below.
- b. For night time use, the sign (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings.
- c. The light sources for illuminated signs must focus solely on the sign and: i. be shielded so that glare does not extend beyond the sign ii. with the exception of back lit neon signs, have no light source visible to passing motorists with a light output greater than that of a 15W fluorescent/LED bulb. d. The level of reflectance of an advertisement, and its content, is not to exceed the 'Minimum coefficients of Luminous intensity per unit area for Class 2A Material', as set out in Australian Standard AS/NZS 1906.1:2007. Flashing illuminated advertisements will not be approved.

Refer to Section 4.1.3 for compliance with illumination guidelines.

3.3.4 Interaction and sequencing

- a. The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.

Not proposed. A condition can be implied in this regard.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B3

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| 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 | As above. |
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3.4 Road safety review of new or modified signs

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| RMS may review the crash history of any new or modified advertising signs after a three-year period to determine whether the sign has had an adverse effect on road safety. If RMS is of the opinion that a sign is a traffic hazard, RMS may direct the owner or occupier of the land on which the sign is situated or the person who erected the sign to screen, modify or remove the sign, regardless of whether or not the sign is the subject of a development consent under the Act or a consent under the Roads Act 1993. | Noted. |
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3.6 Road safety guidelines for sign content

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| SEPP 64 does not regulate the content of advertisements and signs, and does not require consent for a change in content. It is recommended that advertisers follow RMS advisory guidelines with respect to sign content of advertisements to be displayed along road corridors. | Noted. |
|---|--------|

Pittwater Local Environmental Plan 2014 Assessment – SIGN B3

Clause/ Control	Requirement	Proposal	Complies ?
Part 2 Permitted or Prohibited development			
2.2 Zone objectives and Land Use Table	<u>E1 Local Centre</u> • To provide a range of retail, business and community uses that serve the needs of people who live in, work in or visit the area. • To encourage investment in local commercial development that generates employment opportunities and economic growth. • To enable residential development that contributes to a vibrant and active local centre and is consistent with the Council's strategic planning for residential development in the area. • To encourage business, retail, community and other non-residential land uses on the ground floor of buildings. • To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse, and functional streets and public spaces. • To create urban form that relates favourably in scale and in architectural and landscape treatment to neighbouring land uses and to the natural environment..	The proposed advertising signage does not affect the use and intensity of development on the bus shelter site, or surrounding areas. The proposal will continue to provide commercial and economic opportunities for businesses wishing to advertise their content, therefore encouraging investment in local commercial development.. The advertising display will continue to promote local businesses and/or events which in turn will facilitate economic growth in the Northern Beaches LGA. The replacement of existing signage with digital advertising panels will continue to the vibrancy of the public domain and surrounding street frontages. The proposal is not antipathetic to the objectives of the zone.	Yes
Part 4 Principal development standards			
4.3 Height of buildings	(2) The height of a building on any land is not to exceed the maximum height shown for the land on the Height of Buildings Map. <i>Maximum building height – 11m</i>	The proposed application seeks to replace the existing bus shelter advertisement with a static screen. Therefore, there will be no increase to the height of the bus shelter, which remains below 11m	Yes
4.4 Floor Space Ratio	(2) The maximum floor space ratio for a building on any land is not to exceed the floor space ratio shown for the land on the Floor Space Ratio Map.	No FSR control prescribed for the site.	N/A

Pittwater 21 Development Control Plan Assessment – SIGN B3			
Clause/ Control	Requirement	Proposal	Complies?
C5 Design Criteria for Other Development			
C5.9 Signage	Any signage erected within a residential, environmental or rural zone shall not be visually obtrusive or have dimensions greater than 0.75sqm in area (other than for bed and breakfast accommodation).	Not applicable.	N/A
	The following signage shall not be permitted in Pittwater:		
	9. where erected on or above the roof, canopy, or parapet of a building;	N/A. Signage will be incorporated into the footprint of the existing bus shelter.	N/A
	10. where attached to the upper side of an awning;	Not proposed.	N/A
	11. where attached to the wall of a building and projecting more than 300mm from that wall;	As above.	Yes
	12. where illuminated at frequent intervals (i.e. flashing);	Signage will be illuminated however will not comprise flashing elements.	Yes
	13. where capable of movement by source of power or wind;	Signage will be securely fixed to the bus shelter.	Yes
	14. where illuminated (within a residential zone);	The sign is located within the E1 Local Centre Zone.	Yes
	15. where the proposal incorporates bill/fly posters, bunting, and airborne signage, including hot air balloons, blimps, and the like;	Not applicable. The proposal is for digital advertising panels.	N/A
	1. where located on motor vehicles and which renders the motor vehicle stationary	As above.	-

ANNEXURE C

Planning Assessment – Compliance Tables – Sign B4



SEPP (Industry and Employment) Assessment – SIGN B4

Criteria	Requirement	Discussion
1 Character of the area	• Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The proposed signage is compatible with the existing and desired future character of the Warriewood locality. The proposal is consistent with the existing character of the area as the advertising signage, subject to this application currently exists on the subject site. Therefore, replacement of existing signage with new signage is compatible with the existing and desired future character of this area within the Northern Beaches LGA.
	• Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The design of the proposed panel is consistent with the general size and shape of bus shelter advertisements existing across the Northern Beaches LGA.
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 subject site is not situated within an environmentally sensitive area, heritage conservation area, open space area, or the like. Notwithstanding, the proposed signage is modest, is not overbearing with regards to size, scale and materials and within the confines of an existing bus shelter.
3 Views and vistas	• Does the proposal obscure or compromise important views?	The advertising sign is to be installed into the signage panel within the existing bus shelter. There are no significant views obtained from or through the bus shelter site and therefore the signage, which is positioned below the maximum height of the building in any case, will not obscure views.
	• Does the proposal dominate the skyline and reduce the quality of vistas?	As noted above, the signage proposed will be situated below the maximum height of the bus shelter and will not impact the skyline in any significant way.
	• Does the proposal respect the viewing rights of other advertisers?	The proposed signage will not compromise the viewing rights of other advertisers as it has been designed in a sympathetic manner which is non-obtrusive and does not unreasonably obscure lines of sight from the adjoining roads and footpaths to any signs on neighbouring properties. As detailed, the proposal includes the replacement of existing signage with digital signage, which will not change the scale or location of signage with respect to viewing rights.
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 appropriate for the streetscape as it is to be installed within an existing bus shelter. The proposal will not result in the removal of any landscaping.
	• Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The proposed advertising signage will enhance the visual interest of the streetscape at the shelter site in much the same way as the existing signage to be replaced..

SEPP (Industry and Employment) Assessment – SIGN B4

	Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The proposal involves replacement of existing signage, as such will not increase visual clutter.
	Does the proposal screen unsightliness?	The signage affixed to the bus shelter is situated below the maximum building height and will not extend above any buildings, structures or trees in the locality. It does not, nor is it required, to screen unsightliness.
	Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The signage does not extend above the height of bus shelter, let alone surrounding buildings, structures or tree canopies.
	Does the proposal require ongoing vegetation management?	The proposed signage will 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 signage proposed is compatible with surrounding building in terms of its scale and proportion. The signage is designed to integrate with the existing bus shelter on site, as such will not overwhelm the surrounding buildings. .
	Does the proposal respect important features of the site or building, or both?	The signage scheme will enhance the aesthetic qualities of the bus shelter site. There are no important site features that are required to be preserved.
	Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The signage scheme is of a contemporary design and will provide for an upgrade to the existing static (paper) signage on site.
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?	Lighting has been designed as an integral part of the signage, being illuminated internally. Safety devices in the sense of scaffolding and rails are not required for the proposed signage
7 Illumination	Would illumination result in unacceptable glare?	The illumination level of the proposed signage complies with the Outdoor Media Association's OMA Model Advertising Code in regard to industry accepted performance criteria. The new digital signage will be equip with a sensor to ensure luminance levels are only bright enough to be clearly legible and would not result in unacceptable glare.

SEPP (Industry and Employment) Assessment – SIGN B4

	• Would illumination affect safety for pedestrians, vehicles or aircraft?	Luminance for signs and courtesy lights provide visibility and safety for pedestrians and transport users. As detailed above, oOh! Media follows the best practice illumination levels as set out by the Outdoor Media Association. These illumination levels would not negatively affect the pedestrians, vehicles or aircraft.
	• Would illumination detract from the amenity of any residence or other form of accommodation?	The sign is less than 2sqm and is to be integrated within the existing bus shelter on the site. The site is sufficiently separated from residential properties, as to not interfere with residences.
	• Can the intensity of the illumination be adjusted, if necessary?	The brightness of digital sign can be adjusted in response to changes in surrounding light levels. This will ensure the sign is not unreasonably bright.
	• Is the illumination subject to a curfew?	As above. The lighting is not proposed to be extinguished overnight however will have a moderate luminosity. If considered necessary, the consent authority may choose to impose a condition of consent requiring that illumination is extinguished during certain hours but the applicant would prefer to maintain illumination of the signs given the lack of amenity impacts.
8 Safety	• Would the proposal reduce the safety for any public road?	The proposed signage is modest in terms of scale, design and illumination will not comprise the safety of the adjacent public roads.
	• Would the proposal reduce the safety for pedestrians or bicyclists?	As above, the proposed signage scheme is not likely to compromise safety of pedestrians or cyclists either through causing a distraction or a physical obstruction.
	• Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The proposed signage will have no impact to the sightlines for pedestrians (including children) or vehicles.

Part 2 Design

2.4 Sign clutter controls

a. Multiple advertisements on a single block of land, structure or building should be discouraged as they contribute to visual clutter	Not proposed. The location of the existing signage panels do not change as part of this application. The proposed replacement will not contribute to visual clutter.
b. Where there is advertising clutter, consideration should be given to reducing the overall number of individual advertisements on a site. Replacement of many small signs with a larger single sign is encouraged if the overall advertising display area is not increased.	As above.
c. In rural areas, and along freeways and tollways, no more than one advertising structure should be visible along a given sightline.	The sign is not located in any of the mentioned areas.

2.5.1 General criteria

a. The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The advertising structure, the bus shelter is retained as part of this application. As such no further consideration is required.
b. The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located	As above.
c. The advertising structure should be in keeping with important features of the site, building or bridge structure	As above.
d. The placement of the advertising structure should not require the removal of significant trees or other native vegetation.	The proposed development will involve the replacement of the existing advertising panel as such will not require the removal of trees or vegetation at the site.
e. The advertisement proposal should incorporate landscaping that complements the advertising structure and	Not applicable.

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is in keeping with the landscape and character of the transport corridor.

- The development of a landscape management plan may be required as a condition of consent.
- Landscaping outlined within the plan should require minimal maintenance.

f. Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	Lighting has been designed as an integral part of the signage, being illuminated internally. Safety devices in the sense of scaffolding and rails are not required for the proposed signage.
g. Illumination of advertisements must comply with the requirements in Section 3.3.3.	Noted. Refer to Section 4.1.3 of this statement for compliance with illumination levels.
h. Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The proposed illumination will not result in light spillage.

2.5.8 Digital Signs

a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.	Sign B4 is a static sign.
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.	Sign B4 is a static sign.
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.	Conditions can be imposed by the consent authority to ensure that sign content, design, imagery and messages neither replicate nor can be mistaken for a prescribed traffic control device or instruction to drivers. For example, advertisements must not instruct drivers to perform an action such as 'Stop'. Refer to Section 4.1.4 of this statement for content management.

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ii. as text providing driving instructions to drivers.

d. Dwell times for image display must not be less than: i. 10 seconds for areas where the speed limit is below 80km/h ii. 25 seconds for areas where the speed limit is 80km/h and over.	Sign B4 is a static sign.
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.	Sign B4 is a static sign.
f. Luminance levels must comply with the requirements in Section 3 below:	This area is Zone 2 as categorised in Section 3.3 of the <i>Signage Guidelines</i> . Acceptable luminance levels for this zone as specified in Table 6 of the <i>Signage Guidelines</i> are: no limit (full sun on face of signage), 6000cd/m ² (daytime), 700cd/m ² (twilight and inclement weather) and 350cd/m ² (night-time). Conditions can be imposed by the consent authority specifying maximum allowable luminance levels.
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.	Advertising content will not include images or displays that dazzle, flash or represent traffic control devices. Conditions can be imposed by the consent authority to ensure that the sign's images comply with requirements to not contain flickering or flashing content.
h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).	Conditions can be imposed by the consent authority to ensure that minimal text and information is supplied on a sign no more than a driver can read at a short glance.
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.	N/A – The sign is located within a school zone, however is 450m from the nearest classified road.
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.	All relevant traffic directions have been assessed on their own merits

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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.

2.5.10 Residential amenity

Where it can be demonstrated that there will be a negative impact on residential amenity from a proposed digital sign, a consent authority may specify a higher dwell time, or restrict the dwell time hours (i.e. its operation) as a condition of consent to minimise the impacts. Dwell times must not be less than those in d) i) and ii) in Section 2.5.8 above.

Sign B4 is located within Zone E1 Local Centre, and there are no residential uses within the immediate vicinity of the site.

2.5.11 Video and animated electronic signs

Video and animated electronic signs containing animated or video/movie style advertising, or messages including; live television, satellite, internet or similar broadcast; either permanent or portable; that face the road reserve and are visible to drivers are prohibited

Not proposed.

Part 3 Advertisements and Road Safety

3.2 Sign location criteria

3.2.1 Road clearance

a. The advertisement must not create a physical obstruction or hazard. For example:

- i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?

The location of the signage panel, inset within the bus shelter remains the same as part of this application. As such will not change road clearances.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B4

ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?

iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?

b. Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.

No change to location of sign supports.

c. Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.

Not proposed.

d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.

Not proposed. Signs will be inset into the bus shelter panel, as existing.

Digital signs greater or equal to 20sqm must ensure the following clearances:

Sign B4 is less than 2sqm.

a. 2.5m from lowest point of the sign above the road surface if located outside the clear zone

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B4

- b. 5.5m from lowest point of the sign above the road surface if located within the clear zone or the deflection zone of a safety barrier, if installed
- As above.

3.2.2 Line of sight

- a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.
- The location of the signage will not change. Located within the panel of the existing bus shelter, the sign is not considered to obstruct driver views.
- b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.
- The sign will not obstruct pedestrian or cyclist view.
- c. The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.
- The sign is well separated from the road and road verge. There is no element of the proposed signage that could result in driver confusion in the road alignment.
- d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time.
- The proposed sign will not result in driver distraction.

3.2.3 Proximity to decision making points and conflict points

- a. The sign should not be located:
- i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves
- ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle
- The location of the sign does not change.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B4

crossing, cycleway facility or hazard within the road environment

iii. so that it is visible from the stem of a T-intersection.

b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view: i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher

As above.

3.2.4 Sign spacing

A highly cluttered visual field makes it difficult to locate and prioritise driving-critical information, e.g. regulatory and advisory signs and traffic control devices. The proposed site should be assessed to identify any road safety risk in relation to visual clutter and the proximity to other signs.

Noted.

3.3 Sign design and operation criteria

3.3.1 Advertising signage and traffic control devices

a. The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.

The location of the sign remains unchanged, as such no new traffic impacts arise.

b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device.

As above.

3.3.3 Illumination and reflectance

Illumination and reflectance criteria for non-digital signs: The following criteria apply to non-digital illuminated signs,

Refer to Section 4.1.3 for compliance with illumination guidelines.

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B4

including conventional billboards illuminated by fluorescent and/or incandescent bulbs whether internally illuminated or lit from the exterior:

- a. Advertisements must comply with the luminance requirements in Table 5 below.
- b. For night time use, the sign (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings.
- c. The light sources for illuminated signs must focus solely on the sign and:
 - i. be shielded so that glare does not extend beyond the sign
 - ii. with the exception of back lit neon signs, have no light source visible to passing motorists with a light output greater than that of a 15W fluorescent/LED bulb.
- d. The level of reflectance of an advertisement, and its content, is not to exceed the 'Minimum coefficients of Luminous intensity per unit area for Class 2A Material', as set out in Australian Standard AS/NZS 1906.1:2007. Flashing illuminated advertisements will not be approved.

3.3.4 Interaction and sequencing

- a. The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.

Not proposed. A condition can be implied in this regard.

- 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

As above.

3.4 Road safety review of new or modified signs

RMS may review the crash history of any new or modified advertising signs after a three-year period to determine

Transport Corridor Outdoor Advertising and Signage Guidelines Assessment – SIGN B4

whether the sign has had an adverse effect on road safety. If RMS is of the opinion that a sign is a traffic hazard, RMS may direct the owner or occupier of the land on which the sign is situated or the person who erected the sign to screen, modify or remove the sign, regardless of whether or not the sign is the subject of a development consent under the Act or a consent under the Roads Act 1993.

3.6 Road safety guidelines for sign content

SEPP 64 does not regulate the content of advertisements and signs, and does not require consent for a change in content. It is recommended that advertisers follow RMS advisory guidelines with respect to sign content of advertisements to be displayed along road corridors.

Noted.

Pittwater Local Environmental Plan 2014 Assessment – SIGN B4

Clause/ Control	Requirement	Proposal	Complies?
Part 2 Permitted or Prohibited development			
2.2 Zone objectives and Land Use Table	<u>E1 Local Centre</u> • To provide a range of retail, business and community uses that serve the needs of people who live in, work in or visit the area. • To encourage investment in local commercial development that generates employment opportunities and economic growth. • To enable residential development that contributes to a vibrant and active local centre and is consistent with the Council's strategic planning for residential development in the area. • To encourage business, retail, community and other non-residential land uses on the ground floor of buildings. • To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse, and functional streets and public spaces. • To create urban form that relates favourably in scale and in architectural and landscape treatment to neighbouring land uses and to the natural environment..	The proposed advertising signage does not affect the use and intensity of development on the bus shelter site, or surrounding areas. The proposal will continue to provide commercial and economic opportunities for businesses wishing to advertise their content, therefore encouraging investment in local commercial development. The advertising display will continue to promote local businesses and/or events which in turn will facilitate economic growth in the Northern Beaches LGA. The replacement of existing signage with digital advertising panels will continue to the vibrancy of the public domain and surrounding street frontages. The proposal is not antipathetic to the objectives of the zone.	Yes
Part 4 Principal development standards			
4.3 Height of buildings	(2) The height of a building on any land is not to exceed the maximum height shown for the land on the Height of Buildings Map. <i>Maximum building height – 8.5m</i>	The proposed application seeks to replace the existing bus shelter advertisement with a static screen. Therefore, there will be no increase to the height of the bus shelter, which remain below 8.5m	Yes
4.4 Floor Space Ratio	(2) The maximum floor space ratio for a building on any land is not to exceed the floor space ratio shown for the land on the Floor Space Ratio Map.	No FSR control prescribed for the site.	N/A



Pittwater 21 Development Control Plan Assessment – SIGN B4			
Clause/ Control	Requirement	Proposal	Complies?
C5 Design Criteria for Other Development			
C5.9 Signage	Any signage erected within a residential, environmental or rural zone shall not be visually obtrusive or have dimensions greater than 0.75sqm in area (other than for bed and breakfast accommodation).	Not applicable.	N/A
	The following signage shall not be permitted in Pittwater:		
	16. where erected on or above the roof, canopy, or parapet of a building;	N/A. Signage will be incorporated into the footprint of the existing bus shelter.	N/A
	17. where attached to the upper side of an awning;	Not proposed.	N/A
	18. where attached to the wall of a building and projecting more than 300mm from that wall;	As above.	Yes
	19. where illuminated at frequent intervals (i.e. flashing);	Signage will be illuminated however will not comprise flashing elements.	Yes
	20. where capable of movement by source of power or wind;	Signage will be securely fixed to the bus shelter.	Yes
	21. where illuminated (within a residential zone);	The sign is located within the E1 Local Centre Zone.	Yes
	22. where the proposal incorporates bill/fly posters, bunting, and airborne signage, including hot air balloons, blimps, and the like;	Not applicable. The proposal is for digital advertising panels.	N/A
	1. where located on motor vehicles and which renders the motor vehicle stationary	As above.	-

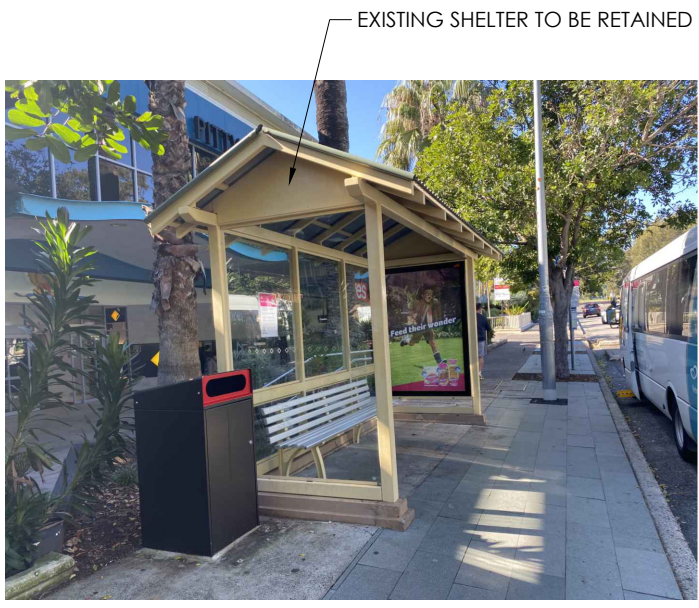
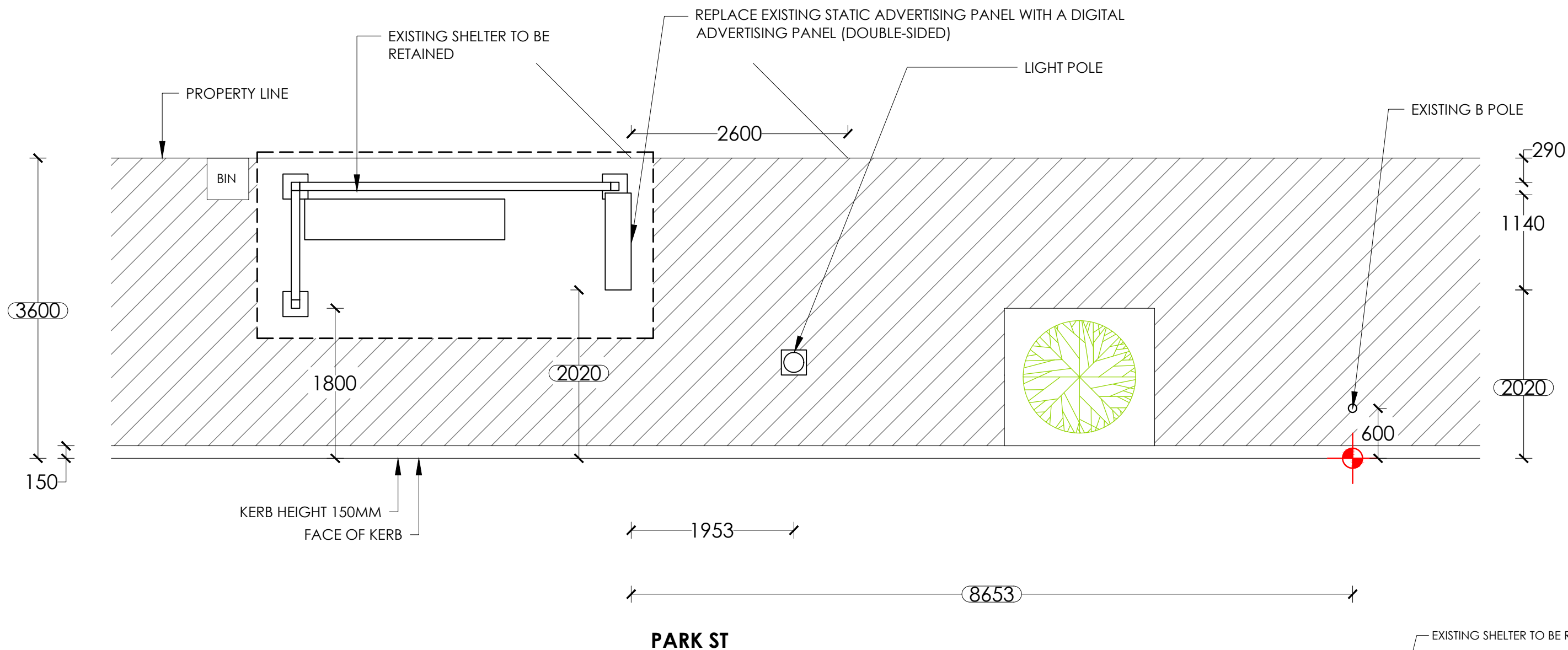


ANNEXURE D

Site Cards –
Bus Stops B1, B3 & B4



NO. 10 PARK STREET, MONA VALE



PROPOSED
SCALE 1:50

- NOTES:**
- 1. Retrofit digital screen
 - 2. Existing shelter to remain.
 - 3. Reinstate all disturbed areas to match existing, refer hatch legend.

NOTE:
PROPOSED CONFIG - DIGITAL/DIGITAL

SURVEY		TRANSITION TABLE	
1	4.1		
2	1.0		
3	0.5		

LEGEND:

- EXISTING PAVERS/CONCRETE
- GRASS
- NEW PAVERS/CONCRETE
- SET OUT POINT

SITE ADDRESS : IN FRONT OF NO. 10 PARK STREET, MONA VALE

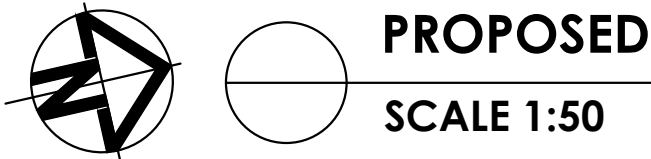
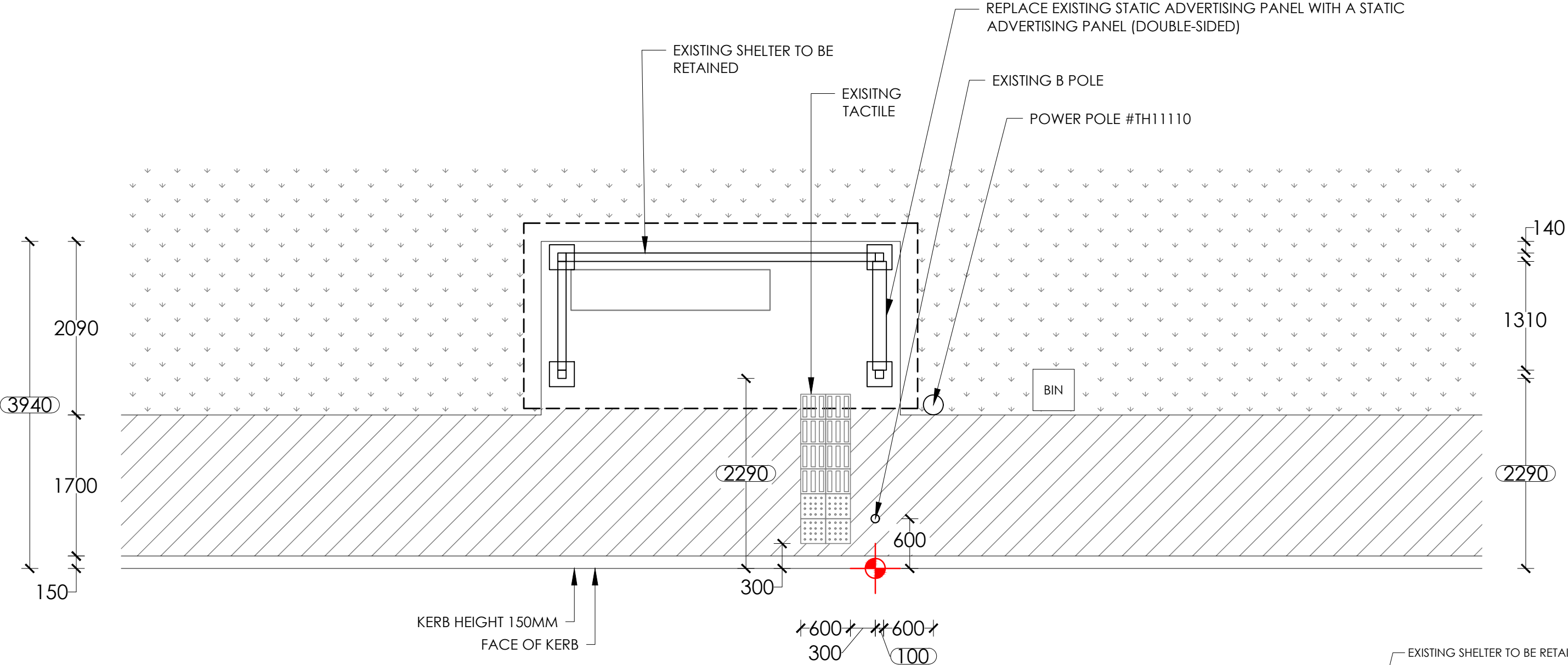
SITE # : 22840

BUS STOP: B1 (209716)



PAPER SIZE: A3				SCALE	DRAWING NO.
				1:50	101
	A	19/03/25	AL	REV NO.	DATE
	REV.	DATE	INT.	A	19/03/25

NO. 48 KALANG ROAD, ELANORA HEIGHTS



PROPOSED
SCALE 1:50

- NOTES:**
1. Retrofit static screen
 2. Existing shelter to remain.
 3. Reinststate all disturbed areas to match existing, refer hatch legend.

NOTE:
PROPOSED CONFIG - STATIC/STATIC

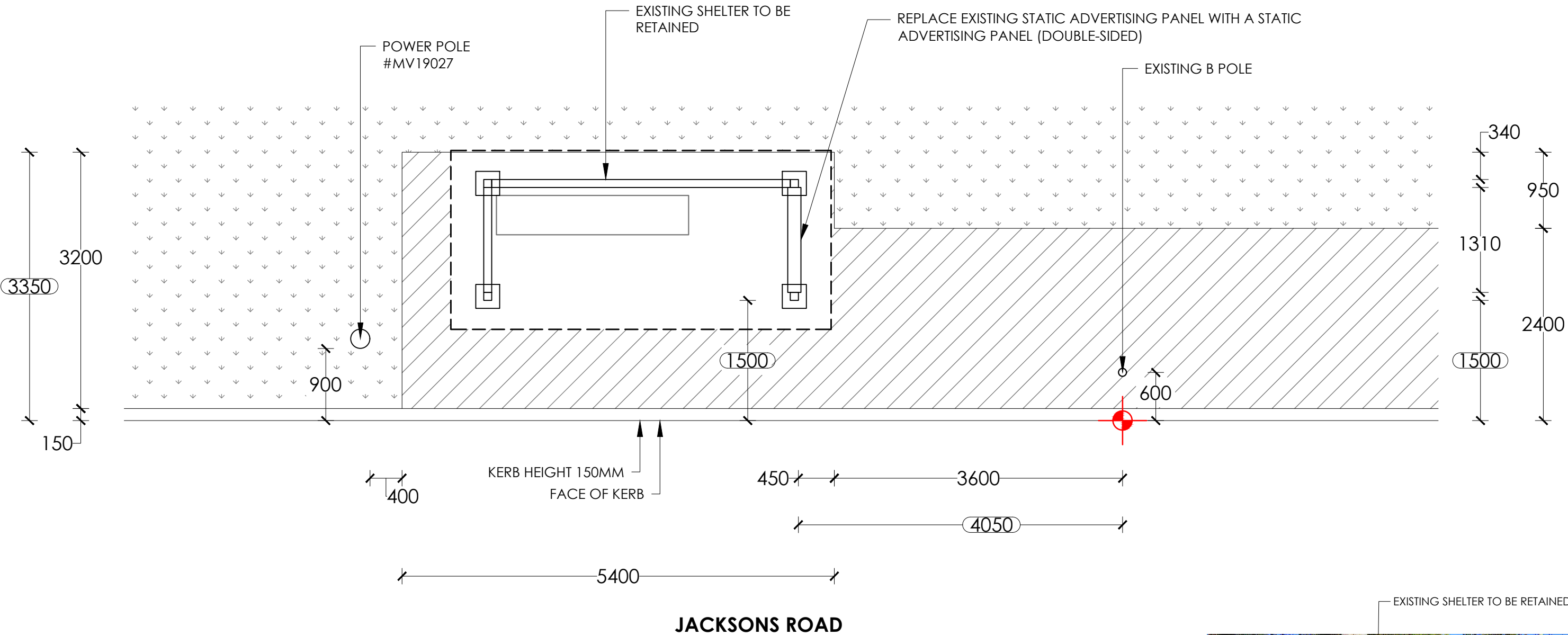
SURVEY		TRANSITION TABLE	
1	3.7		
2	9.6		
3	0.3		

LEGEND:

- EXISTING PAVERS/CONCRETE
- GRASS
- NEW PAVERS/CONCRETE
- SET OUT POINT



NO. 12 JACKSONS ROAD, WARRIEWOOD



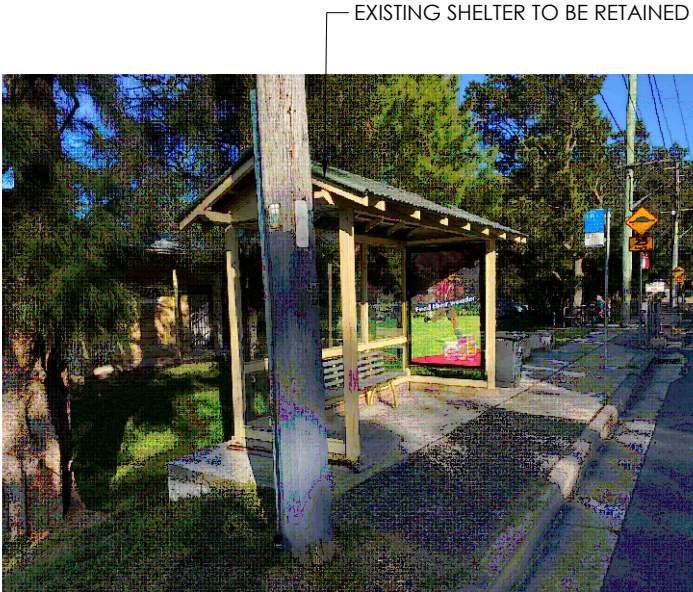
- NOTES:**
1. Retrofit static screen
 2. Existing shelter to remain.
 3. Reinstate all disturbed areas to match existing, refer hatch legend.

NOTE:
PROPOSED CONFIG - STATIC/STATIC

SURVEY		TRANSITION TABLE	
1	1.2		
2	0.8		
3	0.5		

LEGEND:

- EXISTING PAVERS/CONCRETE
- GRASS
- NEW PAVERS/CONCRETE
- SET OUT POINT



PROPOSED
SCALE 1:50

SITE ADDRESS : IN FRONT OF NO. 12 JACKSONS ROAD, WARRIEWOOD			PAPER SIZE: A3				SCALE	DRAWING NO.
							1:50	101
SITE # : 22870	BUS STOP: B4 (210122)			A	20/03/25	SYN	REV NO.	DATE
				REV.	DATE	INT.	A	20/03/25