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Proposed digital advertising signage on new JUMP Electric Vehicle Charging Station

Statement of Environmental Effects

On behalf of
Jolt Charge Pty Ltd
March 2021



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Table of Contents

1	Introduction.....	5
1.1	Pre-Development Application Advice.....	8
1.2	Proponent and Project Team.....	8
2	The Sites	9
2.1.1	Site Context.....	9
3	The Proposal.....	10
3.1	Development Overview	10
3.1.1	Digital Signage Panel	10
4	Planning Assessment	13
4.1	State Environmental Planning Policy (Infrastructure) 2007	13
4.2	State Environmental Planning Policy No. 64 - Signage	14
4.2.1	Clause 3 - Aims and Objectives	14
4.2.2	Clause 10 Prohibited Development.....	15
4.2.3	Schedule 1 Assessment Criteria.....	15
4.3	Transport Corridor Outdoor Advertising and Signage Guidelines....	18
4.4	Strathfield Local Environmental Plan 2012	18
4.5	Strathfield Consolidated Development Control Plan 2005.....	18
5	Environmental Assessment	20
5.1	Context and setting.....	20
5.2	Bulk and scale	20
5.3	Visual Impacts	20
5.4	Illumination.....	21
5.5	Road Safety.....	21
5.6	Waste	23
5.7	Construction Management	23
5.8	Site Suitability	23
5.9	Social and Economic Impact	23
6	Section 4.15 Compliance	25
7	Conclusion	27

Schedule of Tables

Table 1 Project Team	8
Table 2 - Proposed site	9
Table 3 Relevant Signage Screen Luminance Levels (Zone 2)	11
Table 4 SEPP 64 Assessment Criteria	15
Table 6 - Section 4.15 Summary Assessment.....	25

Schedule of Figures

Figure 1 Typical existing Ausgrid transformer kiosk, as the basis for the JUMP charging stations	6
Figure 2 Typical JUMP charging station	7
Figure 3 Typical JUMP charging station, showing how kiosks are enclosed in the new casing.....	7
Figure 4 Typical Digital Signage panel details on JUMP charging station.....	11

Schedule of Appendices

Appendix 1: Site Details table

Appendix 2: Architectural Plans and Specifications

Appendix 3: Strathfield Consolidated DCP 2005 Compliance Table

Appendix 4: Cost Summary Report

Appendix 5: Maintenance Plan of Management

1 Introduction

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

The proposal relates to the installation of new advertising signage integrated with the installation of a new JUMP Electric Vehicle (EV) charging station located on existing Ausgrid kiosk substation in Homebush West, within Strathfield local government area (LGA).

Under Clause 41(2)(b) of *State Environmental Planning Policy (Infrastructure) 2007* (I-SEPP), the construction of the JUMP EV Charging Station can be carried out without consent by or on behalf of an electricity supply authority or public authority. As such, the new JUMP charging stations will be separately assessed under Part 5 of the Environmental Planning and Assessment Act 1979 (EP&A Act) and determined by Ausgrid. Further details are set out in Section 4.1.

However, new digital signage is proposed to be integrated as an ancillary component of the JUMP charging station to directly fund the delivery of the EV charging station infrastructure and roll-out of the EV charging network. This is only feasible with the revenue from third-party advertising. While the signage is permissible as an ancillary and integral component of the EV charging station, SEPP 64 requires assessment under Part 4 of the EP&A Act.

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

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

- A description of the proposal in context;
- Illustrations of the proposal;
- Explains and addresses the relevant statutory planning framework;
- Provides an assessment in respect of the statutory plans and policies insofar as relevant, including:
 - State Environmental Planning Policy No. 64 - Signage and Advertising (SEPP 64);
 - Transport Corridor Outdoor Advertising and Signage Guidelines;
 - Strathfield Local Environmental Plan 2012; and
 - Strathfield Consolidated Development Control Plan 2005
- Assessment of potential environmental impacts and identification of any appropriate mitigation measures.

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

- **Appendix 1:** Site Location Master Matrix Table
- **Appendix 2:** Architectural Plans and Specifications
- **Appendix 3:** Strathfield Consolidated DCP 2005 Compliance Table
- **Appendix 4:** Cost Summary Report
- **Appendix 5:** Maintenance Plan of Management

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

Background to the application

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

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

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



Figure 1 Typical existing Ausgrid transformer kiosk, as the basis for the JUMP charging stations
Source: Mecone

The creation of the JUMP charging stations involves installation of a casing over the kiosk which contains the equipment for the EV charging station, digital signage

panel(s) and a protective outer surface. Figure 2 and Figure 3 below show the typical design of the JUMP charging station.

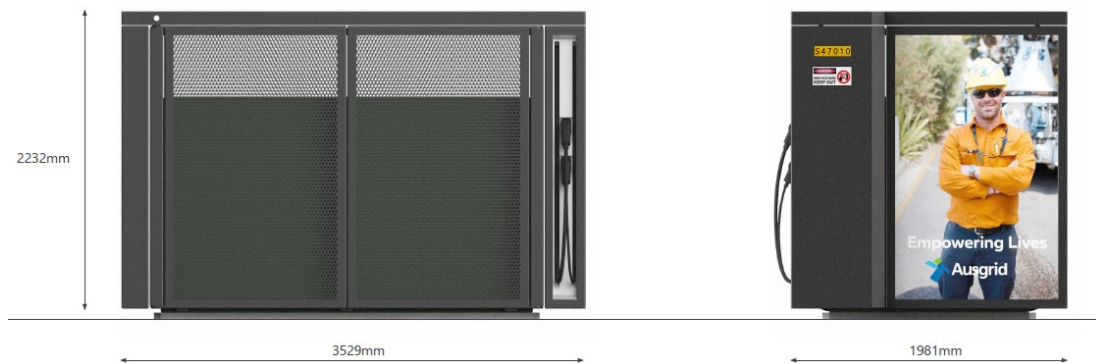


Figure 2 Typical JUMP charging station

Source: Jolt

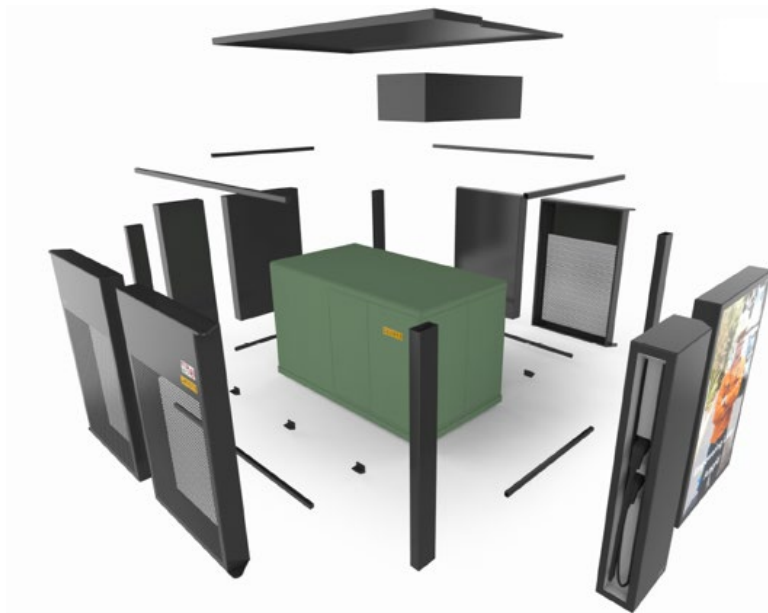


Figure 3 Typical JUMP charging station, showing how kiosks are enclosed in the new casing

Source: Jolt

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

Included on each casing are two digital signage panels. These have a number of purposes. The signage panels enable identification of the charging station so that drivers of EVs passing it can identify its location when their vehicle needs charging, and also provide some public information and emergency messaging on behalf of Ausgrid. In addition, the signage panels provide the necessary funding required to deliver the EV charging infrastructure to the public. The reliable funding source from the third-party advertisements will ensure Jolt can provide a viable EV charging network in Strathfield and other LGAs which would not otherwise be viable.

1.1 Pre-Development Application Advice

A Pre-Development Application meeting (DA/2021/01) was held with Strathfield Council on 18 February 2021. Various considerations were discussed in the meeting which have been adequately addressed in this SEE.

The Pre-DA Advice letter received from Strathfield Council following the Pre-Development Application meeting identifies that '*advertising structures*' are prohibited forms of development within the IN1 General Industrial land use zones. As outlined in section 4.4 of the SEE, it is recognised that advertising structures are in fact permissible as a form of 'signage'. As such, the proposed works are permissible with consent within the IN1 land use zone.

1.2 Proponent and Project Team

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

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

2 The Site

2.1.1 Site Context

The proposal is located within the general industrial of Homebush West (refer to Table 2 below). A range of industrial uses are present within the area, including a range and variety of signage and advertisements. The site is located within the road reserve to the west of Richmond Road directly in front of 19 Richmond Road, Homebush West.

The site is located in proximity to a number of industrial developments including wholesalers and supply businesses, specialist trade services as well as other industrial uses. The area generally consists of double storey industrial sheds and buildings with landscaping provided within road reserves and on adjacent properties fronting local roads. A variety of signage is evident in the area including business identification signs, pylon signs as well as a third-party billboard adjacent to Centenary Drive.

The site is approximately 630m south west of Flemington Station, and approximately 450m north west of Hudson Park, Strathfield. The nearest residential dwelling is 100 east of the site on Centenary Drive and unlikely to have clear line of site to the proposal given the existing built structures between the residential building and the site.

Table 2 - Proposed site				
Asset ID	Known As	Coordinates	Suburb	Nearest Property
8029	Richmond Tavistock No. 3)	33°51'57.8"S, 151°03'52.0"E	Homebush West	19 Richmond Road, Homebush West NSW 2140

3 The Proposal

3.1 Development Overview

This SEE report relates to a proposal for:

“The installation of ancillary signage panels associated with an electric vehicle charging station at existing Ausgrid transformer kiosks. Application only relates to signage”.

The proposal relates to the installation of new advertising signage integrated with the installation of a new JUMP Electric Vehicle (EV) charging station located on existing an Ausgrid kiosk substation in Homebush West, within the Strathfield LGA.

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

3.1.1 Digital Signage Panel

The JUMP charging station will include two digital signage panels. These have a number of purposes. The signage panels enable identification of the charging station so that drivers of EVs passing it can identify its location when their vehicle needs charging, and also provide some public information and emergency messaging on behalf of Ausgrid. In addition, the signage panels provide the necessary funding required to deliver the EV charging infrastructure to the public. The reliable funding source from the third-party advertisements will ensure Jolt can provide a viable EV charging network in the Strathfield LGA as well as other LGAs. The digital signage panels are 75 inches in their diagonal dimension (1650mm x 928mm) and will each comprise 14.5% of the outer surface of the JUMP charging station. Figure 4 illustrates the typical signage panels to be located on the JUMP station. Refer to **Appendix 2** for the Architectural Plans for further details.



Figure 4 Typical Digital Signage panel details on JUMP charging station
(Source: Jolt)

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

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

Table 3 Relevant Signage Screen Luminance Levels (Zone 2)	
Lighting Condition	Cd/sqm
Direct sun on face of panel	Not limited
Day time	6,000
Morning and evening, twilight and inclement weather	700
Night time	350

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

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

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

Maintenance and Cleaning

The signage screens will benefit from routine checks, maintenance and cleaning in accordance with a Plan of Management. In addition, should any damage or vandalism be identified or notified, target response times are intended to be met to address these in priority order. A maintenance plan of management is included in **Appendix 5** of this SEE.

4 Planning Assessment

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

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

4.1 State Environmental Planning Policy (Infrastructure) 2007

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

Clause 41(2) of ISEPP states:

In this clause, a reference to development for the purpose of an electricity transmission or distribution network includes a reference to development for any of the following purposes if the development is in connection with such a network—

...

*(d) establishment of a new substation or an increase in the area of existing substation yards or the **installation of equipment, plant or structures in existing substation yards or substation buildings.***

...

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

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

The signage component is necessary to enable users to identify the EV charging station. It is also necessary in providing the direct funding needed to deliver the EV charging infrastructure network to the public. The new JUMP charging station is only viable through the reliable revenue source generated from the third-party advertising. Therefore, in this instance the signage/advertising component is ancillary or incidental to the EV charging station. NSW Planning Circular *PS13-001 How to Characterise Development* (the Circular) notes that:

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

To put it simply:

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

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

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

4.2 State Environmental Planning Policy No. 64 - Signage

SEPP No. 64 – Advertising and Signage (SEPP 64) is the primary planning instrument covering all advertising and signage throughout New South Wales. The relevant clauses are addressed within this section.

4.2.1 Clause 3 - Aims and Objectives

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

- *Compatibility with desired amenity and visual character*
 - The proposed site location are located within an Industrial locality and is consistent with the visual character of the existing streetscape. Additionally, the new JUMP charging station and proposed digital signage will shroud the existing substation kiosk which will improve the visual character of the area, since many kiosks are weathered or vandalised.
- *Provision of effective communication in suitable locations*
 - The signage panels have been suitably located on the JUMP charging station and used to enable EV owners to easily identify the location of the JUMP charging stations. The signage panels will also enable the effective communication of advertising including public and emergency messaging without compromising road safety or resulting in unacceptable visual impacts.
- *High quality design and finish*
 - The advert/signage panels will be constructed of high-quality resilient materials, with finishes which are non-reflective, have a long life-span and will be resistant to weathering. A high-resolution digital display will ensure images displayed are clear and legible.
- *Public benefit*
 - The advertisement signage panels are necessary to provide the necessary funding to deliver the EV charging station. Additionally, the

signage will provide public and emergency messaging and enable EV owners to easily identify the JUMP charging stations and access up to 15 minutes of free charging per day.

4.2.2 Clause 10 Prohibited Development

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

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

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

4.2.3 Schedule 1 Assessment Criteria

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

Table 4 SEPP 64 Assessment Criteria	
<p><i>(1) Character of the area</i></p> <p>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</p> <p>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</p>	<p>Complies</p> <p>The proposed digital signage panels are located within an industrial locality which include a number of other industrial developments with various signage types which vary in form and size. The proposed signage is consistent with surrounding development and compatible with the existing and desired character of the area.</p>
<p><i>(2) Special areas</i></p> <p>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space</p>	<p>Complies</p> <p>The new digital signage panels will not detract from the visual amenity or visual quality of identified special areas. There are no sensitive or heritage areas in the vicinity.</p>

Table 4 SEPP 64 Assessment Criteria

<p>areas, waterways, rural landscapes or residential areas?</p>	
<p>(3) Views and vistas</p> <p>Does the proposal obscure or compromise important views?</p> <p>Does the proposal dominate the skyline and reduce the quality of vistas?</p> <p>Does the proposal respect the viewing rights of other advertisers?</p>	<p>Complies</p> <p>The proposed signage will not obscure or compromise any important views, nor will it dominate the skyline or quality of vistas.</p> <p>The proposed signage panels will not protrude from the new JUMP station which are to be located on existing Ausgrid kiosk substation, therefore they will respect the viewing rights of other advertisers.</p>
<p>(4) Streetscape, setting or landscaping</p> <p>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</p> <p>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</p> <p>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</p> <p>Does the proposal screen unsightliness?</p> <p>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</p> <p>Does the proposal require ongoing vegetation management?</p>	<p>Complies</p> <p>The proposed digital signage panels will be integrated as part of the JUMP charging station structure. The proposed scale, proportion and form of the advertising panels are considered consistent with and appropriate to the streetscape.</p> <p>The proposal are considered to contribute positively to the visual interest of the streetscape.</p> <p>The structures are of a clean modern design, will cover the existing substation kiosk (so do not add to visual clutter) and do not protrude above buildings or trees. They will integrate into the public domain by covering on existing structure.</p> <p>The proposed signage will not require any vegetation management.</p>
<p>(5) Site and building</p> <p>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?</p> <p>Does the proposal respect important features of the site or building, or both?</p>	<p>Complies</p> <p>The size, design and materials of proposed signs will be integrated into the new JUMP charging station. The proposal is considered compatible within the public domain and the broader locality and result in a design which will improve the overall appearance of the existing kiosks.</p>

Table 4 SEPP 64 Assessment Criteria

<p>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</p>	
<p><i>(6) Associated devices and logos</i> 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?</p>	<p>Complies The proposed signage will be integrated into the new JUMP charging station. Safety and the method and control of illumination have been considered as part of the design. Regular checking, maintenance and cleaning will be conducted.</p>
<p><i>(7) Illumination</i> Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation? Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew?</p>	<p>Complies As specified in this SEE, the proposed signage will be in accordance with Australian Standard 'Control of the Obtrusive Effects of Outdoor Lighting'. The screen brightness will be regulated in response to ambient lighting levels and time of day. Lower brightness settings will be used during lower ambient light periods and this will manage glare and prevent harm to residential or other amenity. The illumination effects of the signage will not generate an unacceptable level of glare to pedestrian, cyclists and motorists.</p>
<p><i>(8) Safety</i> Would the proposal reduce the safety for any public road? Would the proposal reduce the safety for pedestrians or bicyclists? Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>Complies Several studies have been undertaken by the Outdoor Media Association (OMA) into the impacts of advertising, including digital advertising on driver behaviour and safety. No evidence has been identified of a clear link between the provision of digital advertisements and adverse impact on driver and road safety. Refer to further details in Section 5 below. There will be no change to sightlines as a result of the signage; whether for pedestrians, children or others.</p>

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

4.3 Transport Corridor Outdoor Advertising and Signage Guidelines

The *Transport Corridor Outdoor Advertising and Signage Guidelines* ('the Guidelines') outline best practice for the planning and design of outdoor advertisements in transport corridors. A number of clauses within SEPP 64 require that consideration be given to the Guidelines, which are intended to complement the provisions of SEPP 64. The proposed signage panels are located within the road reserve of a local road known as Richmond Road. Section 3.11 above explains that the key provisions of the Guidelines are complied with.

4.4 Strathfield Local Environmental Plan 2012

The *Strathfield Local Environmental Plan 2012* (SLEP 2012) is the principal EPI guiding land use within Strathfield LGA. This DA relates only to the provision of digital advertising signage structures ancillary to the dominant EV charging purpose.

Signage is identified as being permitted with consent within the IN1 General Industrial land use zone. Under the SLEP 2012, signage is defined as;

signage means any sign, notice, device, representation or advertisement that advertises or promotes 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 any of the following—

- (a) an advertising structure,
- (b) a building identification sign,
- (c) a business identification sign,

As such, the proposed advertising structure, is permissible with consent within the IN1 land use zone in the Strathfield LEP.

While the proposed structure is located within the IN1 General Industrial land use zone and is a permissible land use, its permissibility in this circumstance derives from the signage panels being ancillary to the dominant purpose of installing EV charging equipment in association with an existing substation forming part of an electricity transmission and distribution network (see section 4.1 of this SEE).

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

4.5 Strathfield Consolidated Development Control Plan 2005

The *Strathfield Consolidated Development Control Plan 2005* outlines key controls applicable to advertising structures in the LGA. A DCP compliance assessment is provided in **Appendix 3**. A summary of the key points are provided below.

Part J of Strathfield Consolidated DCP

Schedule 2 - Item 6 Flush Wall Signs

The proposed digital screens will be less than 2.6m above the ground, as they will be integrated within the JUMP station which stands at a height less than 2.3 metres.

Additionally, the proposed signage will be greater than 4.6 times (and 3 times in area) the distance between the lowest part of the sign and the ground. As such, adherence to this control is not possible without raising the signage above the structure which is not an appropriate solution within the locality or for the proposed EV structure itself.

The proposed signage will be integrated within the JUMP charging station and will not extend laterally or above the EV structure.

5 Environmental Assessment

5.1 Context and setting

Structures containing advertising signage are a common feature of the Strathfield LGA – and wider Sydney area. The proposed signage panels are located within the industrial locality of Homebush West.

The proposed digital signage panels will be integrated within the new JUMP station to be installed on the existing Ausgrid substation kiosks located within existing road reserves in Strathfield and other LGAs.

The proposed signage is considered to be consistent with the context and setting of the area where a variety of signage is already evident within the area.

5.2 Bulk and scale

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

5.3 Visual Impacts

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

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

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

Whilst the Proposal is not located within an identified transport corridor under the *Transport Corridor and Signage Guidelines*, the digital signs will be specified and operated in accordance with the *Guidelines for 'Static Electronic Displays (variable Message Signs)'* so that the display does not use or contain:

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

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

Furthermore:

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

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

5.4 Illumination

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

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

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

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

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

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

5.5 Road Safety

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

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

- In exploring the relationship between drivers' viewing behaviour towards outdoor advertising signs and their subsequent driving performance, a 2015 study of Brisbane drivers¹ found that:
 - Drivers maintain their eyes on the road 78–79% of the time, regardless of what signage is present;
 - 99% of fixations at advertising signs last less than 750 milliseconds, the minimum time needed by a driver to perceive and react to an unexpected event;
 - There was no significant difference in the fixation duration between third party and on-premise signage;
 - There was no significant difference in the fixation durations on digital and static signage; and
 - There was evidence that drivers will look for longer at signage in road conditions that required less attentional demands – for example while the vehicle was stationary.
- Replicating a world-first study in 2017 in Western Australia, in 2018 OMA² investigated the behaviour of Brisbane drivers in the presence of two digital billboards at complex intersections in Queensland. The study found that:
 - Lane drift either improved or was unaffected by the presence of billboards;
 - Stopping over the line improved at five of the six dwell time-site combinations;
 - There were no incidents (crashes or red light running).

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

In addition:

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

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

² See <https://www.oma.org.au/road-safety-research>

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

5.6 Waste

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

5.7 Construction Management

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

5.8 Site Suitability

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

In summary, suitability of the site is as follows:

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

5.9 Social and Economic Impact

The proposed signage panels are a required element of the new JUMP station which will provide the necessary funding to deliver the EV charging station. Without third-party advertisement on the JUMP stations, the new JUMP stations would not be viable for Jolt to deliver an EV charging network to motorists in the Strathfield LGA. Additionally, EV owners will be able to charge their EVs for up to 15 minutes of free charging per day – equivalent to seven kilowatt hours – which could power a typical car for about 45 kilometres.

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

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

6 Section 4.15 Compliance

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

Table 5 - Section 4.15 Summary Assessment		
Clause No.	Clause	Assessment
(1)	Matters for consideration—general In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development the subject of the development application:	
(a)(i)	The provision of: Any environmental planning instrument, and	This SEE has assessed the proposed application against the relevant planning instruments, and it has been found that the proposal is compliant with relevant controls.
(ii)	Any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Director-General has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and	Not applicable, there are no known draft environmental planning instruments of relevance for the subject application.
(iii)	Any development control plan, and	An assessment against the provisions of the Strathfield Development Control Plan 2005 has been provided as part of this application.
(iiia)	Any planning agreement that has been entered into under Section 7.4, or any draft planning agreement that a developer has offered to enter into under Section 7.4, and	Not applicable.
(iv)	The regulations (to the extent that they prescribe matters for the purposes of this paragraph), and	The proposed DA is consistent with the regulations applying to DAs of this type of development.
(v)	Any coastal zone management plan (within the meaning of the Coastal Protection Act 1979), that apply to the land to which	The proposed signage panels will not give rise to no issues of concern related to any coastal zone management plan.

Table 5 - Section 4.15 Summary Assessment

Clause No.	Clause	Assessment
	the development application relates,	
(b)	The likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	The likely environmental, social and economic impacts of the development have been discussed throughout this SEE and have been shown to be acceptable.
(c)	The suitability of the site for the development,	The application is generally consistent with the relevant SEPP, Guidelines and DCP controls and no unacceptable adverse environmental impacts have been identified which make the site unsuitable for the development. The integrated signage is necessary for the operation of new JUMP stations.
(d)	Any submissions made in accordance with this Act or the regulations,	This is a matter to be addressed following the notification of the application.
(e)	The public interest.	The proposal is in the public interest as: <ul style="list-style-type: none"> • It is consistent with the relevant environmental planning instruments; • The environmental impacts have been considered and have been found to be acceptable or negligible; • Third party advertising on the signage panels is necessary to fund the delivery of the EV charging infrastructure for the public; • The signage will enable EV motorists to easily identify JUMP stations; and • The signage panels will display some public and emergency messaging.

7 Conclusion

This SEE is prepared by Mecone on behalf of Jolt in respect of a DA for digital signage panels ancillary to the installation of EV charging equipment on existing Ausgrid substation kiosk. The proposed signage will be integrated within the new JUMP EV charging station and is necessary to fund the delivery of the EV charging station.

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

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

The assessment shows the proposal is generally consistent with the requirements of the relevant State Environmental Planning Policies (including SEPP 64), the relevant land use zone objectives in the SLEP 2012 and relevant details set out in the Strathfield Consolidated DCP 2005.

The proposal is in the public interest:

- It is consistent with the relevant environmental planning instruments;
- The environmental impacts have been considered and have been found to be acceptable or negligible;
- The proposed signage is consistent with the context of the industrial locality;
- Third party advertising on the signage panels is necessary to fund the delivery of the EV charging infrastructure network for the public; and
- The signage will enable EV motorists to easily identify the JUMP station;

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



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