

Proposed digital advertising signage on new Jump EV Charging Station

Statement of Environmental Effects



On behalf of
Jolt Charge Pty Ltd
July 2023



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1 Introduction

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

The proposal relates to the installation of a new JUMP Electric Vehicle (EV) charging station with associated digital advertising signage panels, in agreement with Ausgrid, at an existing Ausgrid kiosk substation located within the road reserve of Cambridge Street, outside 22-28 Cambridge Street, Epping.

The JUMP EV charging station will be publicly available to provide fast electric vehicle charging for EV owners including 15 minutes of free charging per day – equivalent to seven kilowatt hours – which could power a typical EV car for about 45 kilometres.

The proposed JUMP EV charging station is positioned to service users of an existing on-street car park. The use of the car space as an EV charging space is subject to separate local traffic committee approval with Council which will be undertaken concurrently with this Development Application.

Two integrated digital signs will be installed on the JUMP EV charging station. The digital signage panels have three purposes:

- (i) They are required to enable identification of the EV charging station for EV motorists,
- (ii) They provide public information and emergency messaging on behalf of Ausgrid, and
- (iii) They provide for an element of commercial advertising, which is required to directly fund the delivery of the EV charging station infrastructure and roll-out of the EV charging network. Without the reliable funding source provided by the advertising at the JUMP charging station, Jolt's JUMP EV charging network would not be viable.

This SEE undertakes an assessment of the EV charging station component and proposed digital signage panels with regard to the relevant matters for consideration under Section 4.15 of the *Environmental Planning and Assessment Act 1979*. **The proposal is located within a B2 Local Centre land use zone and the assessment demonstrates that the EV charger and signage are permissible with consent.**

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 (Industry and Employment) 2021*,
 - Transport Corridor Outdoor Advertising and Signage Guidelines,
 - Hornsby Local Environmental Plan 2013, and
 - Hornsby Development Control Plan 2013

- 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:** Architectural Plans and Specifications
- **Appendix 2:** Cost Summary Report
- **Appendix 3:** Maintenance Plan of Management
- **Appendix 4:** DA/14/2021 Notice of Determination

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 grow. 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 road corridors – is a significant positive aspect of the growing shift to EVs.

The City of Parramatta is fuelling the change locally by implementing a holistic approach that will make Parramatta future-ready. Specifically, Council's Local Strategic Planning Statement identifies a commitment *"to investigate ways to promote greater use of renewable energy and low emissions transport (including electric vehicles) in its planning controls for new buildings"*.

In support of the growing EV transition, JOLT has entered into an agreement with Ausgrid to install and operate the JUMP charging stations on a number of existing Ausgrid substation kiosks within NSW.

Previous JUMP installations

Since 2021, JUMP EV charging stations have been installed across multiple LGAs within the Greater Sydney, including but not limited to, Northern Beaches Council, Randwick Council, Burwood Council, Strathfield Council and Canada Bay.

Most notably for this Development Application, development consent was granted by Hornsby Shire Council at 60A Pacific Highway, Waitara for the *installation of digital signage on an existing electricity substation kiosk' (DA/14/2021)*. The Notice of Determination is provided in **Appendix 4**.

1.1 Proponent and Project Team

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

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

2 The Site

The proposed JUMP charging station is to be installed over the existing Ausgrid kiosk site within the road reserve of Cambridge Street, outside 22-28 Cambridge Street, and near the corner of Chester Street, Epping. This existing kiosk is located opposite the railway corridor and on-street parking, which run parallel to Cambridge Street.

The site is located 400m north of Epping Railway Station and within the Epping local commercial centre. Mixed use, residential and commercial developments are located in proximity to the site including supermarkets, restaurants and other business services. The built form generally varies between two to 20 storeys in height.

Multiple types and formats of signage are prominent within the local centre locality, including third-party advertising signage panels which contribute to the character of the area.

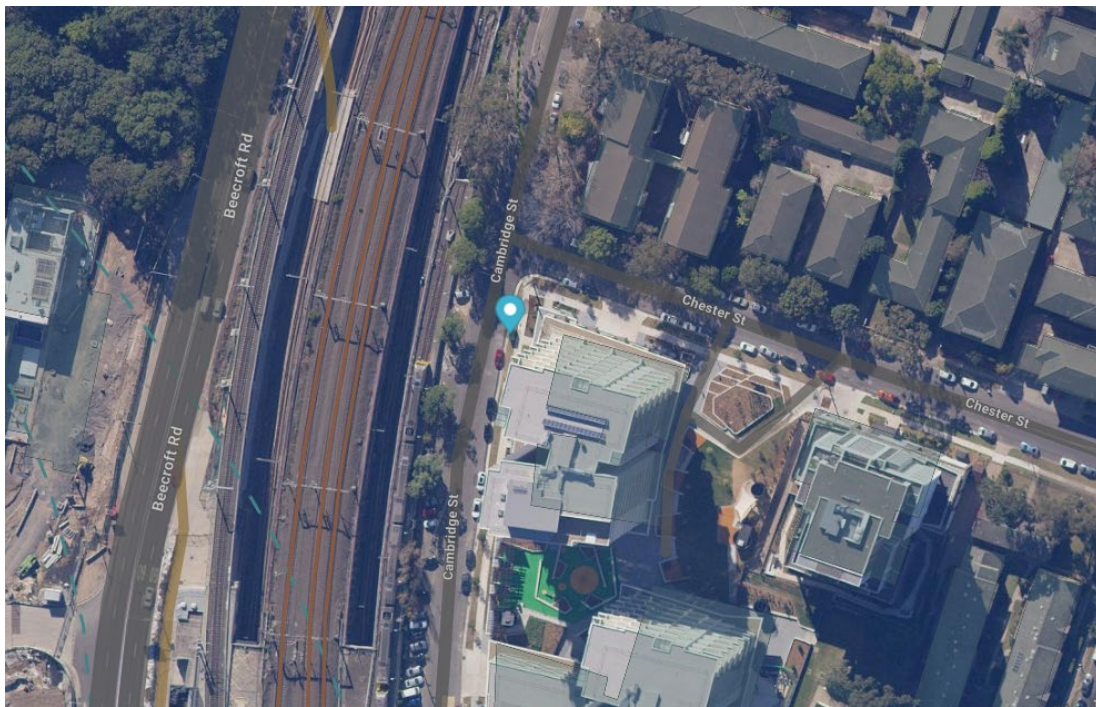


Figure 1 Aerial Map of site '22-28 Cambridge Street'.

Source: Mecone Mosaic

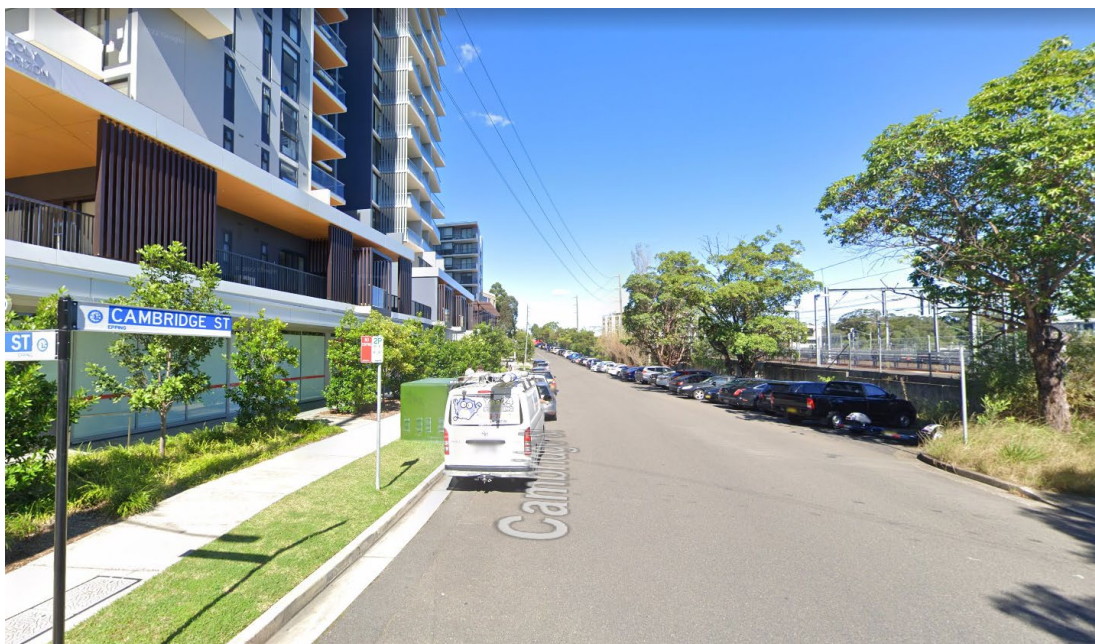


Figure 2 Cambridge Street looking south towards Epping Railway Station.
Source: Google Streetview



Figure 3 Third-party advertising signage panels at Epping Train Station.
Source: Google Streetview



Figure 4 Third-party advertising signage panel attached to a bus stop along Oxford Street.
Source: Google Streetview

3 The Proposal

3.1 Development Overview

This SEE relates to a proposal for the installation of a new JUMP EV charging station with associated digital advertising signage, and ancillary works required for the installation of the EV charging station, to be located on an existing Ausgrid kiosk substation at the site.

Please note that use of the car park for EV vehicles only is subject to separate local traffic committee approval with Council. Application for the parking allocation will be undertaken concurrently with this Development Application with Council's property and development engineering team.

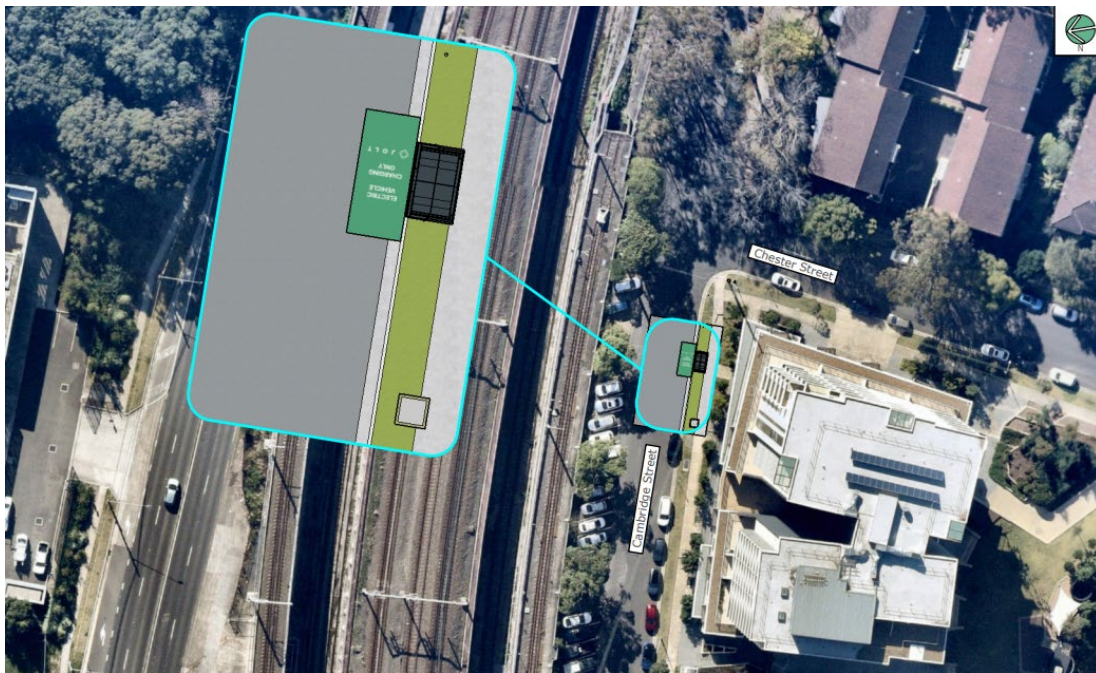


Figure 5 Location plan for JUMP station and associated signage panels.

Source: JOLT

3.1.1 JUMP Charging Station

The JUMP charging station involves installation of a high-quality, non-reflective casing over the existing Ausgrid kiosk. The casing contains the equipment for the EV charging station a protective outer surface, as well as allocation for integrated digital signage panels (refer to 3.1.2). Included in the casing are retractable charging cables which have been designed to be compatible with all Australian Standard connectors.

The JUMP charging station will be publicly available with real-time monitoring of charging status and record of previous charging sessions available via a mobile application.

Additionally, the JUMP charging station will enable 15 minutes of free charging per user per day – equivalent to seven kilowatt hours – which could power a typical car for about 45 kilometres.

An example of an installed JUMP charging station very similar to that proposed is shown in **Figure 6** and **Figure 7** below. **Figure 8** and **Figure 9** below show the typical design of the JUMP charging station.



Figure 6 JUMP EV charging station installed at Mona Vale

Source: JOLT



Figure 7 JUMP EV charging station installed at Mona Vale

Source: JOLT

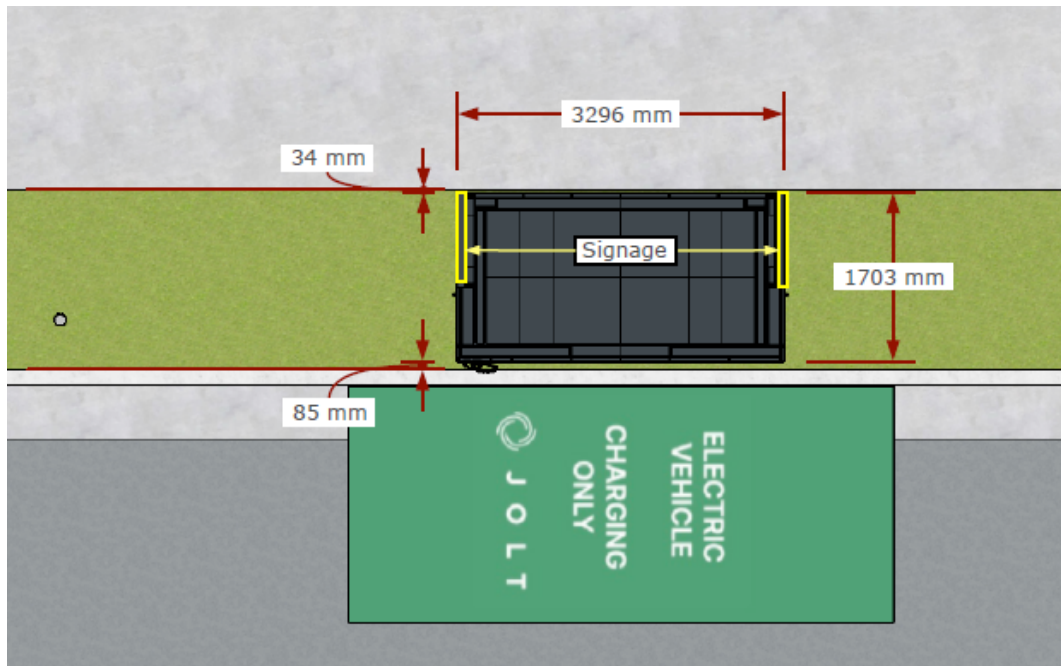


Figure 8 Site Plan
Source: JOLT

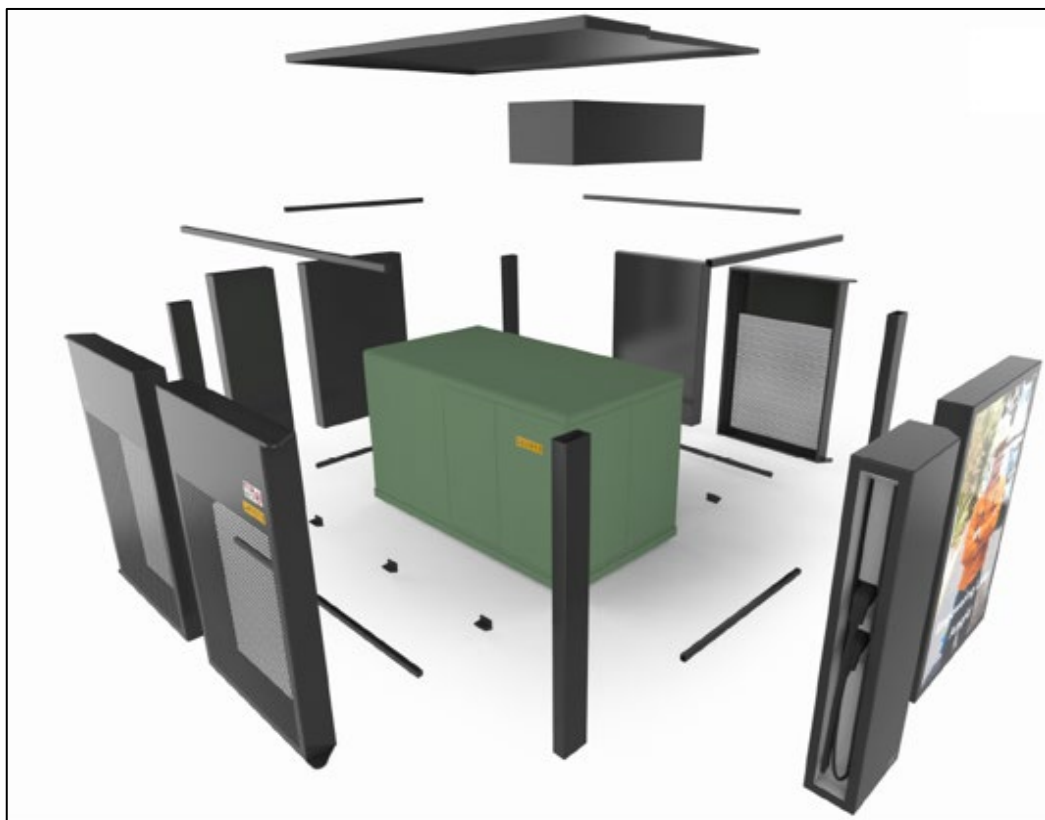


Figure 9 Typical JUMP charging station, showing how kiosks are enclosed in the new casing
Source: JOLT

3.1.2 Digital Signage Panel

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 10 illustrates the typical signage panels to be located on the JUMP station. Refer to **Appendix 1** for the Architectural Plans for further details.



Figure 10 Typical Digital Signage panel details on JUMP charging station

Source: JOLT

The proposed digital signage panels 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.

The proposed digital signage panels have a number of purposes. These include:

- enabling identification of the charging station so that drivers of EVs passing it can identify its location when their vehicle needs charging.
- provide some public information and emergency messaging on behalf of Ausgrid, and
- provide the necessary funding required to deliver the JUMP 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 Parramatta LGAs and other LGAs.

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 3.

The stated luminance levels are as follows:

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

3.1.3 Operation, Maintenance and Cleaning

The JUMP charging station and associated advertising signage is to operate 24 hours / 7 days a week.

The proposal 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 3** of this SEE.

4 Planning Assessment

This SEE includes an assessment of the proposal 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 EV charger and 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 (Industry and Employment) 2021

State Environmental Planning Policy (Industry and Employment) 2021 (IESEPP) is the primary planning instrument covering all advertising and signage throughout New South Wales. The relevant clauses are addressed within this section.

4.1.1 Section 3.1 - Aims and Objectives

The objectives of Chapter 3 Advertising and Signage of IESEPP are provided below. The proposed digital signage panel component of the proposals is consistent with the objectives, as follows:

- *Compatibility with desired amenity and visual character*
 - The proposed site is within a local centre in the Parramatta LGA and is consistent with the visual character of the existing streetscape. Additionally, the new JUMP charging station and proposed digital signage will cover the existing substation kiosk which will improve the visual character of the area, since many such kiosks become weathered or vandalised.
- *Provision of effective communication in suitable locations*
 - The signage panels have been suitably located on the JUMP charging station and will be used to enable EV owners to easily identify the location of the JUMP charging station. 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 charging station casing and 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 in order to provide the EV charging station to deliver EV charging station infrastructure. Additionally, the signage will provide public and emergency messaging and enable EV owners to easily identify the JUMP charging station and access up to 15 minutes of free charging per day.

4.1.2 Section 3.8 Prohibited Development

Despite the provisions of the relevant LEP and other EPIs, Section 3.8 of IESEPP stipulates that the display of an advertisement may be prohibited in the following instances:

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

The proposal is not located within any of the above prohibited areas and as such is not prohibited.

4.1.3 Schedule 5 Assessment Criteria

An assessment of the proposal against the criteria listed in Schedule 5 of IESEPP is provided in the table below:

Table 3 Schedule 5 IESEPP 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 a commercial and local centre locality which includes a number of other commercial businesses with various signage types which vary in form and size. The proposed signage is consistent with surrounding development and compatible with the character of the area concerned.</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</p>	<p>Complies</p> <p>The new digital signage panels will not detract from the visual amenity or visual quality of any special areas. There are no sensitive or heritage areas in the vicinity.</p>

Table 3 Schedule 5 IESEPP Assessment Criteria

areas, open space areas, waterways, rural landscapes or residential areas?	
<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 is to be located on an existing Ausgrid kiosk substation. The signs will not affect 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 is considered to contribute positively to the visual interest of the streetscape.</p> <p>The structure is of a clean modern design, will cover an existing substation kiosk (so does not add to visual clutter) and does not protrude above buildings or trees. It will integrate into the public domain by covering an 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>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</p>	<p>Complies</p> <p>The size, design and materials of the proposed signs will be integrated into the new JUMP charging station. The proposal is considered compatible within the public domain and the broader locality.</p>
(6) Associated devices and logos	Complies

Table 3 Schedule 5 IESEPP Assessment Criteria

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>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.</p> <p>Regular checking, maintenance and cleaning will be conducted.</p>
<p><i>(7) Illumination</i></p> <p>Would illumination result in unacceptable glare?</p> <p>Would illumination affect safety for pedestrians, vehicles or aircraft?</p> <p>Would illumination detract from the amenity of any residence or other form of accommodation?</p> <p>Can the intensity of the illumination be adjusted, if necessary?</p> <p>Is the illumination subject to a curfew?</p>	<p>Complies</p> <p>As specified in this SEE, in accordance with Australian Standard '<i>Control of the Obtrusive Effects of Outdoor Lighting</i>' 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.</p> <p>The illumination effects of the signage are considered to not generate an unacceptable level of glare to pedestrians, cyclists and motorists.</p>
<p><i>(8) Safety</i></p> <p>Would the proposal reduce the safety for any public road?</p> <p>Would the proposal reduce the safety for pedestrians or bicyclists?</p> <p>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</p>	<p>Complies</p> <p>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.</p> <p>There will be no change to sightlines as a result of the signage; whether for pedestrians, children or others.</p>

The IESEPP assessment has shown that 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.

4.2 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 IESEPP require that consideration be given to the Guidelines, which are intended to complement the provisions of IESEPP. The proposed signage panels are located within or adjacent to transport corridor land and require consideration against the Guidelines.

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

Table 4 Transport Corridor Guidelines Criteria Assessment	
Criteria	Assessment
Land Use Compatibility Criteria – Transport Corridor Advertising	
Outdoor advertising should not be inconsistent with the land use objectives outlined in the relevant environmental plan.	<p>Complies.</p> <p>The permissibility of the proposed signage panels with regard to IESEPP and LEP has been assessed and is established in this SEE.</p>
<p>Advertisements must not be placed on land where signage is visible from the following areas if it is likely to significantly impact on amenity of those areas.</p> <ul style="list-style-type: none"> • Environmentally sensitive area • Heritage area • Natural or conservation area • Open space • Waterway • Residential area • Scenic protection area • National park or nature reserve 	<p>Complies.</p> <p>The new signage panels are located within a Local commercial Centre. The signage is not located on land which would be visible from and significantly impact upon the amenity of these sensitive areas.</p>
Advertising structures should not be located so as to dominate or protrude significantly above the skyline or obscure or compromise significant scenic views or views that add to the character of the area.	<p>Complies.</p> <p>The proposed signage will be integrated into the new JUMP charging station. The signage will not dominate or protrude above the skyline or obscure or compromise any important views.</p>
Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.	<p>Complies.</p> <p>The proposed signage will be integrated into the new JUMP charging station. It will not diminish the heritage values of items or areas within proximity to the sites.</p>
Where possible, advertising structures should be placed in the context of other built structures in preference to non-built areas. Signage should be used to enhance the visual landscape where possible (e.g. through the screening of unsightly aspects of a landscape).	<p>Complies.</p> <p>The proposed signage will be integrated into the new JUMP station and will screen an existing substation kiosk and provide visual interest.</p>
Site Specific Structural Criteria	
<u>General</u>	

Table 4 Transport Corridor Guidelines Criteria Assessment

(a) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure	Complies. The digital signage structures will constitute high quality design and finishes of appropriate scale and proportion which integrates well into the new JUMP station.
(b) Compatibility with scale, proportion and other characteristics of the site, building or structure on which signage is to be located.	
(c) The advertising structure should be in keeping with important features of the site, building or bridge structure.	Complies. The proposal will be integrated into the new JUMP charging station with no additional effects on any important features of the locality.
(d) Avoids the removal of significant trees or other native vegetation.	Complies. No removal of significant trees or native vegetation is necessary or proposed.
(e) Incorporates landscaping that complements the advertising and is in keeping with the landscape and character of the transport corridor.	Complies. The advertising signage will be integrated into the new JUMP station which is located on an existing kiosk substation. The site area is limited to the area of the JUMP charging station, which would be unable to incorporate landscaping.
(f) Details of any safety devices, platforms, lighting devices or logos designed as an integral part of the signage or structure on which it is to be displayed.	Complies. The digital signage will incorporate control and safety devices and systems to manage illuminance depending on ambient lighting and time of day as specified in section 3.1.1. of this report. They will comply with the relevant Australian Standards, the Building Code of Australia and other statutory requirements.
(g) Illumination must not result in unacceptable glare or reduce safety for pedestrians, vehicles or aircraft.	The screen brightness will be regulated in response to ambient lighting levels and time of day. Lower brightness settings will be used during lower ambient light periods. This will manage glare and avoid light spillage which might otherwise harm residential amenity. There are no national parks or nature reserves in the locality.
(h) Illumination must not cause light spillage, into nearby residential properties, national parks or nature reserves.	
Digital Sign Criteria	

Table 4 Transport Corridor Guidelines Criteria Assessment

(a) Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below	<p>Able to comply.</p> <p>There will be no moving images in the advertisement displays. This operational requirement can be complied with.</p>
(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	<p>Able to comply.</p> <p>This operational requirement can be complied with.</p>
<p>(c) The image must not be capable of being mistaken:</p> <ul style="list-style-type: none"> 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. 	<p>Able to comply.</p> <p>This operational requirement can be complied with.</p>
<p>(d) Dwell times for image display must not be less than:</p> <ul style="list-style-type: none"> i. 10 seconds for areas where the speed limit is below 80 km/h ii. 25 seconds for areas where the speed limit is 80km/h and over 	<p>Able to comply.</p> <p>The proposed signage panels will comply with these requirements.</p>
(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.	<p>Able to comply.</p> <p>This operational requirement can be complied with.</p>
(f) Luminance levels must comply with the requirements in Section 3 of the Guidelines.	<p>Complies.</p> <p>Section 3 luminance levels as specified in Table 6 (Luminance Levels for Digital Advertisements) of the Guidelines have been assessed and will be complied with. Refer to Table 2 of the SEE for further details.</p>
(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.	<p>Complies.</p> <p>As a result of luminance and other controls on operation, no adverse road safety impacts are expected from the proposal. Refer also to Section 5 of this SEE.</p>
(h) The amount of text and information supplied on a sign should be kept to a	<p>Able to comply.</p>

Table 4 Transport Corridor Guidelines Criteria Assessment	
minimum (e.g. no more than a driver can read at a short glance).	This operational requirement can be complied with.
(i) Any sign that is within 250m of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.	Able to comply. This operational requirement can be complied with where it is applicable.
(j) Each sign proposal must be assessed on a case-by-case basis including replacement of an existing fixed, scrolling or tri-vision sign with a digital sign, and in the instance of a sign being visible from each direction, both directions for each location must be assessed on their own merits.	Noted. This Development Application has considered the location of the proposed signage. Location plans are provided. The assessment concludes that no adverse road safety or illumination impacts are expected.
(k) At any time, including where the speed limit in the area of the sign is changed, if detrimental effect is identified on road safety post installation of a digital sign, RMS reserves the right to re-assess the site using an independent RMS-accredited road safety auditor. Any safety issues identified by the auditor and options for rectifying the issues are to be discussed between RMS and the sign owner and operator.	Noted.

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

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

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

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

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

4.3 Hornsby Local Environmental Plan 2013

At the time of lodgement (02 November 2022), the site was located within the B2 Local Centre land use zone under the *Hornsby Local Environmental Plan 2013 (HLEP 2013)*.

The proposed electric vehicle charging station and associated digital advertising signage panels are permissible with consent in the B2 land use zone.

Since lodgement of this DA, the *Parramatta Local Environmental Plan 2023 (PLEP 2023)* was gazetted on 2 March 2023. The PLEP 2023 included the consolidation of five existing local environmental plans that apply across the City of Parramatta into one consolidated LEP, which included the subject site.

Clause 1.8A of the PLEP 2023 states:

*If a development application has been **made before the commencement of this Plan** in relation to land to which this Plan applies and the application has not been finally determined before that commencement, **the application must be determined as if this Plan had not commenced.***

Given the subject development application was lodged before the commencement of the PLEP 2023, the development application is to be determined under the HLEP 2013 as if the PLEP 2023 had not commenced.

There are no other development standards relevant to the proposed development under HLEP 2013.

4.4 Hornsby Development Control Plan

The *Hornsby Development Control Plan 2013* outlines specific controls applicable to signage in the LGA. Compliance with section 1C. 2.11 Signage has been outlined below.

1C. 2.11 Signage

The proposed digital signage is an essential part of the new JUMP station which has been integrated into the design of the EV charging station and does not extend laterally from a wall. The total area of the signage panels is approximately 1.53m² per sign.

The digital signage has been designed in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines and in consideration of IESEPP and Hornsby development controls. The signage will not compromise the visibility of other signage in the area and has been designed to ensure proposed signage will not compromise road or pedestrian safety.

The illumination of the digital signage has been integrated into the design of the EV charging station and will conform to the luminance specifications as identified in section 3.1.1 and 5.5 of the SEE to ensure safety of pedestrians and motorists and restrict light spillage into any residential areas.

The proposed signage is consistent with the existing and future character of the area, is not located within a residential zone and complies with IESEPP as detailed in 4.2 of this SEE.

5 Environmental Assessment

5.1 Visual Impact

The proposed JUMP station casing and integrated signage panels will cover the existing substation kiosk, which are often viewed by the public as an unsightly and out-dated elements within the streetscape.

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 resulting bulk and scale of the proposal is appropriate for the location and a small-scale component relative to surrounding built form.

5.2 Public Domain

The Ausgrid kiosk is located directly adjacent to a public path along Cambridge Street. Installation of the proposed casing will result in a slight encroachment into the existing path. Notwithstanding, following installation of the proposed EV charging station, the path will have a minimum width of 1.7m and continue to provide clear path of travel for pedestrians. The resulting path width remains consistent with the Parramatta Public Domain Guidelines 2017.

The proposal will also extend slightly towards Cambridge Street, however it will not extend over the existing kerb line.

The proposal will therefore not have any adverse impact on the existing public domain.

5.3 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;

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

- 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.

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

5.4 Signage 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 are to be minimised through appropriate design, external finishes and operation of the display so that:

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

- 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 sign 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 Waste

As the signage 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.

5.6 Construction Management

The proposed EV charging station and signage 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 EV charger, the casing and integrated signage.

5.7 Site Suitability

The proposal is suitable for the following reasons:

- The proposal is permissible with consent at the site under the Hornsby LEP 2013.
- The EV charging station will be installed on an existing Ausgrid kiosk, situated adjacent to on-street parking which will provide EV charging capability for EV owners.
- The site location will be easily identifiable by EV owners to locate the EV charging infrastructure.
- The proposal will have no adverse impacts on the natural and built environment, or any negative social or economic impacts on the locality.

5.8 Public Interest

The proposal is in the public interest as it will provide publicly accessible EV charging infrastructure, enabling EV owners to charge their EVs including up to 15 minutes of free charging per day.

This proposal responds to the growing market of EV owners, noting the increasing need for owners to charge their vehicles as part of their journey.

There are clear environmental and health benefits associated with low to zero emissions travel, which is a growing feature of State and Federal policies and initiatives. The proposed EV charging station will support and encourage the use of EVs within Parramatta – as supported by Council's LSPS which identifies a commitment *"to investigate ways to promote greater use of renewable energy and low emissions transport (including electric vehicles) in its planning controls for new buildings"*.

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	A review of the draft Parramatta LEP has been provided as part of this application.
(iii)	Any development control plan, and	An assessment against the provisions of the Hornsby Development Control Plan 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.

Table 5 - Section 4.15 Summary Assessment

Clause No.	Clause	Assessment
(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 for 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 development application relates,	The proposed EV charger and signage panels will not give rise to any issues of concern related to any coastal zone management plan.
(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, LEP, Guidelines and DCP controls and no unacceptable adverse environmental impacts have been identified which make the site unsuitable for the development. The EV charger requires the integrated signage to enable the operation of the new JUMP station.
(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.	<p>The proposal is in the public interest as:</p> <ul style="list-style-type: none"> • It will provide publicly accessible EV charging infrastructure, enabling EV owners to charge their EVs including up to 15 minutes of free charging per day. • It supports Council commitment to support greater use of renewable energy and low emission transport. • It is consistent with the relevant environmental planning instruments, and • The environmental impacts have been considered and have been

Table 5 - Section 4.15 Summary Assessment

Clause No.	Clause	Assessment
		found to be acceptable or negligible.

7 Conclusion

This SEE is prepared for the installation of a new JUMP Electric Vehicle (EV) charging station with associated digital advertising signage panels on an existing Ausgrid substation kiosk on Cambridge Street, Epping.

This proposal responds to the intentions of the Federal and State Governments to commit to action on climate change and the growing market of EV owners, noting the increasing need for owners to charge their vehicles as part of their journey. The proposal will also assist the City of Parramatta in meeting its commitment to supporting renewable energy and low emissions transport.

The environmental and health benefits associated with low to zero emissions travel, are well-established. The resulting benefit to air quality, for the environment and for health – particularly in congested areas and road corridors – is a significant positive aspect of the growing shift to EVs.

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 advertisements will also be displayed on the proposed signage panels. Without third-party advertisement on the JUMP station, the EV charging infrastructure network would not be viable for JOLT to deliver to EV motorists in the Parramatta LGA.

An assessment of the proposals 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 proposals are generally consistent with the requirements of the relevant State Environmental Planning Policies (including IESEPP and the associated Transport Corridor Outdoor Advertising and Signage Guidelines), the relevant land use zone objectives in the HLEP 2013 and relevant details set out in the Hornsby DCP.

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



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