



Burwood ^{Inc.1874}

Burwood . Burwood Heights . Croydon . Croydon Park . Enfield . Strathfield

Attachments Excluded from Agenda
Burwood Local Planning Panel Meeting
Thursday, 17 July, 2025
6:00 PM

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Advertising Enabled EV Charging Unit Morwick Street, Strathfield Statement of Environmental Effects

Prepared for
JOLT Charge Pty Ltd

April 2025

MECONE.COM.AU



Mecone acknowledges the Traditional Custodians of the land on where this project is undertaken and across the Mecone offices that this report is prepared, paying respect to the Elders past and present. We recognise the ongoing connection of Aboriginal and Torres Strait Islander peoples to land, waters, and culture.

Project Director

Paul Keywood

Contributors

Daniella Johnson

Revision	Revision date	Status	Authorised: Name & Signature	
1	3 April 2025	DRAFT		
2	8 April 2025	FINAL	P Keywood	<i>P. Keywood</i>

* This document is for discussion purposes only unless signed and dated by the persons identified.
This document has been reviewed by the Project Director.

Contact

MECONE

Suite 1204b, Level 12, 179 Elizabeth Street
Sydney, New South Wales 2000

info@mecone.com.au
mecone.com.au

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1 Introduction

This Statement of Environmental Effects (**SEE**) has been prepared by Mecone Group Pty Limited on behalf of JOLT Charge Pty Ltd (**JOLT**) to support a Development Application (**DA**) to Burwood Council (**Council**) at Morwick Street, Strathfield (the **site**).

The proposal relates to the installation of an advertising enabled EV charging unit (referred to as an 'EVA' charging station) on the kerbside to the east of 31 Morwick Street, Strathfield.

The EVA charging station will be publicly available to provide fast electric vehicle charging for EV owners including 8 minutes of free charging per day – equivalent to seven kWh of free fast charging per day. This equates to approximately 45-50km of driving range (from less than 10 minutes of charging), which is more than the average daily commute. Customers can also pay to charge after the free charging has been completed. By charging on the JOLT charging network, EV drivers can potentially save more than \$1,300 per year.

The proposed advertising enabled EV charging unit will not obstruct vehicles, pedestrians or cyclists, will not interfere firefighting duties or equipment and is not located in a residential zone. Therefore, it can be undertaken as development permitted with consent under Section 2.124A of the *State Environmental Planning Policy (Transport and Infrastructure) 2021 (T&I SEPP)*.

This SEE undertakes an assessment of the proposal 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 MU1 Mixed Use land use zone and is permissible with consent.

The SEE includes the following information:

- Details of the proposed site
- A description of the proposals in context;
- 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 (IESEPP)*,
 - Transport Corridor Outdoor Advertising and Signage Guidelines,
 - *Burwood Local Environmental Plan 2012*, and
 - Burwood Development Control Plan,
- Assessment of potential environmental impacts and identification of any appropriate mitigation measures.

Background to the Application

At present the coverage of publicly available EV charging units 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 Sustainable Burwood Plan provides a framework for sustainable planning and decision-making to achieve and improve on positive environmental sustainability in the Burwood Council area.

Council's key target is to achieve net zero by 2030. In order to achieve this, numerous targets have been established. Of relevance, one key target is to support the roll out of electric vehicle charging stations and infrastructure.

The proposal in this DA directly aligns with this key action as it will provide publicly accessible EV charging infrastructure, which will encourage and support the uptake of EVs in the Burwood LGA.



Previous JUMP installations

Since 2021, JOLT have successfully installed a number of EV charging stations across multiple LGAs within the Greater Sydney area, including, but not limited to, Northern Beaches Council, Randwick Council, Burwood Council, Strathfield Council and Canada Bay.

These have principally been through the roll out of JOLT's JUMP EV charging stations which relate to the conversion of existing Ausgrid kiosk substations to be inclusive of EV charging infrastructure. Four of which have been installed in Burwood LGA (refer to DA91.2021).

In addition, a DA (10.2022.99.1) at 302-314 Parramatta Road (Dan Murphy's), Burwood was approved on 9 September 2023 for digital advertising signage integrated with a new EV charging station.

The EVA charging station will form part of JOLT's growing EV charging network and continue to support publicly accessible EV charging infrastructure in the Burwood LGA and other LGAs.

1.1 Project Documents

This DA is supported by and should be read in conjunction with the following plans and specialist reports in Table 1.

Table 1: Supporting Documentation

Document	Source/Consultant	Appendix
Site plan, dimensions and specification of the EVA charging unit	JOLT	1
Burwood DCP Compliance Table	Mecone	2
Cost Estimate Report	JOLT	3



2 The Site

The proposal relates to an advertising-enabled EVA charging unit located on the kerbside to the east of 31 Morwick Street, Strathfield, with adjacent on-street car parking. The site is zoned as MU1 Mixed Use under the *Burwood Local Environmental Plan 2012* (BLEP).

Surrounding development includes Strathfield Sports Club (including car park and sports fields), low and mid rise housing, shop top housing, commercial area, and The Boulevard to the West. The site is located 350m from Strathfield Train Station, accessible by foot on Morwick Street.

General State heritage item – historical Trinity Uniting Church current Sydney Nepalese Fellowship Church – 62 The Boulevard Strathfield, is located on the corner of Morwick Street and The Boulevard, approximately 80 metres west of the site. General local heritage item – “Chontai”, current Chiropractor in Burwood – 59 Wentworth Road Strathfield - is located approximately 184 metres east of the site.

The location of the site is shown below in **Figure 1**.



Figure 1: Site Location (marked as blue pin point)

Source: Mecone Mosaic 2024



Refer to the **Figures 2-5** below which illustrate views of the site in each direction.



Figure 2: Site View looking North

Source: Google maps (dated 2024)



Figure 3: Site view looking East

Source: Google maps (dated 2024)



Figure 4: Site view looking South

Source: Google maps (dated 2024)



Figure 5: Site view looking West

Source: Google maps (dated 2024)



3 The Proposal

This SEE report relates to a proposal for the installation of a new advertising enabled EV charging unit; referred to as an EVA charging unit.

3.1 Advertising Enabled EV Charging Unit

The EVA charging units are electric vehicle charging stations with retractable charging cables and designed to be compatible with all Australian Standard connectors. The EVA charging units will be publicly available with real-time monitoring charging status and record of previous charging sessions available via a mobile application.

The EVA 3.0 charging unit is a 50kW charger which can deliver the free 7kWh in 8 minutes – approximately 45-50km worth of range. EVA 3.0 is capable of charging 2 x cars at once at 25kW each when positioned between two bays, or a single car at 50kW when centred on a single bay. For this proposal it will service one bay. It will contain CCS2 and CHAdeMO cables to service the two most prevalent plug types. Drawings of the location, dimensions and specification of the EVA charging unit are shown in **Appendix 1**. A photograph of an example of an EVA 3.0 installed elsewhere is shown below.



Figure 6: Example of an installed EVA 3.0 Advertising Enabled EV Charging Unit

Source: Jolt

3.1.1 Digital Signage Panel

The charger includes digital advertising panels on either side. These have several purposes. The signage panels enable identification of the charging station so that drivers of EVs passing it or using the car parking spaces can identify its location when their vehicle needs charging. Public benefits arise from a portion of the screen time



being capable of use by Council to promote events and provide community information. 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 Burwood LGA and other LGAs.

Each EVA charging station will include two digital signage panels. The digital signage panels are 75 inches (1890mm) in their diagonal dimension (1650mm x 928mm) and will each comprise 50% of the outer surface on each side of the EVA charging station.

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.

See **Figures 7-9** below for street view, drawings and site plan for the proposed advertising-enabled EV charging unit.



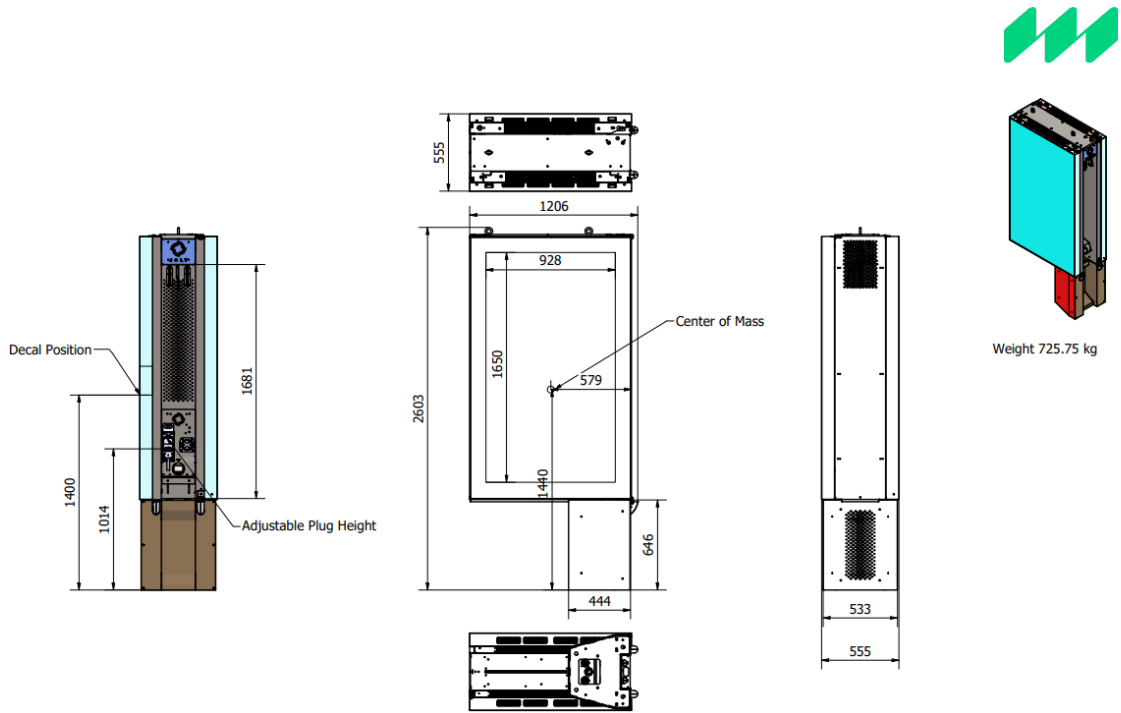
Figure 7: Street View of Proposed EVA 3.0 Advertising Enabled Charging Unit

Source: Jolt

3.2 Dedicated EV Charging Bay

One regular parking bay will be converted to a dedicated EV charging bay. Signage and bay marking will be installed to identify the EV charging bay.

Installation of signage and bay marking will ensure the fast charger is visible and accessible to EV drivers 24/7. This element of the charging facility is subject to separate approval from Council's Local Traffic Committee.



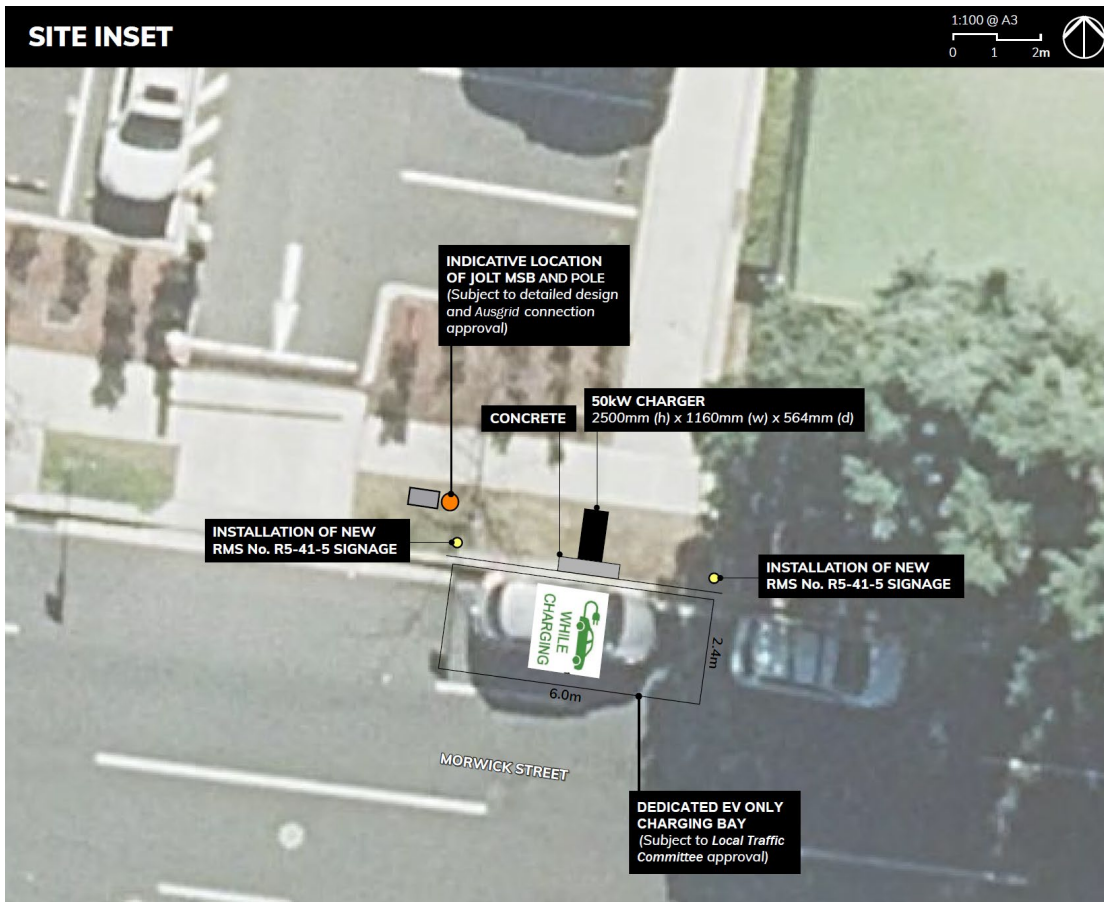


Figure 9: Site plan

Source: Jolt



4 Planning Assessment

This section provides a preliminary assessment of the proposal in relation to key relevant provisions contained in section 4.15(1)(a)(i)-(iii) in the EP&A Act, environmental planning instruments, including state environmental planning policies (SEPPs), draft environmental planning instruments, applicable development control plans and planning agreements. Where necessary, a more detailed assessment is undertaken in the following section.

4.1 Environmental Planning Instruments

The relevant State and local environmental planning instruments that apply to the site and the proposal include:

- *State Environmental Planning Policy (Transport and Infrastructure) 2021*;
- *State Environmental Planning Policy (Industry and Employment) 2021*
 - Transport Corridor Outdoor Advertising and Signage Guidelines
- *Burwood Local Environmental Plan 2012*.

4.1.1 State Environmental Planning Policy (Transport and Infrastructure) 2021

Section 2.124A of the Transport and Infrastructure SEPP enables the development of an advertising-enabled EV charging unit as development permitted with consent provided that:

(a) *the unit does not obstruct the following—*

- (i) *vehicular, cyclist or pedestrian access to or from, or entry into, a building,*
- (ii) *cyclist or pedestrian movement along a cycleway or footpath, and*

(b) *the unit does not obstruct access to, or interfere with, a structure, device, fixture or equipment used for firefighting or fire protection, including a fire hydrant, and*

(c) *for an advertising-enabled EV charging unit—*

- (i) *the unit is not installed on land in a residential zone, and*
- (ii) *each screen or display of the unit—*
 - (A) *complies with AS/NZS 4282:2019, Control of the obtrusive effects of outdoor lighting, and*
 - (B) *if illuminated—is not animated, flashing or moving.*

The proposed EVA charging unit is located on the kerbside verge; therefore it would not obstruct any type of access to a building, nor cyclist or pedestrian movement along a cycleway or footpath. It would not obstruct access to, or interfere with a firefighting or fire protection structure, devices or equipment. Additionally, as an advertising-enabled EV charging unit, it is not proposed to be installed in a residential zone. Further, the advertising content is proposed to not be animated, flashing or moving, and comply with the relevant Australian Standards. For all the reasons mentioned, the proposal can be considered development permitted with consent.



4.1.2 State Environmental Planning Policy (Industry and Employment) 2021

Section 3.1 Aims and Objectives

The objectives of Section 3.1(1) of Chapter 3 Advertising and Signage of IESEPP are provided below. The proposed advertising enabled EV charging unit is consistent with the objectives, as follows.

- Compatibility with the desired amenity and visual character of an area
 - The proposal site is located within MU1 Mixed Use zone, near Strathfield Train Station and retail and commercial hubs such as Strathfield Plaza and Burwood Plaza. Car parking infrastructure and a variety of signage for commercial purposes are evident within the surrounding locality. As such the proposed advertising display is consistent with the visual character of the local centre and existing streetscape.
- Provision of effective communication in suitable locations
 - The advertising displays have been integrated into the EV charging station and will enable EV owners to easily identify the location of the charging station. The advertising display will also enable the effective communication of advertising including public and emergency messaging without compromising road or pedestrian safety or resulting in unacceptable visual impacts.
- High quality design and finish
 - The proposal will be constructed of high-quality resilient materials, with finishes which are non-reflective, have a long lifespan and will be resistant to weathering. The high-resolution digital displays will ensure images displayed are clear and legible.
- Public benefit
 - Each EV charging station will comprise of two digital signage panels. The signage panels will enable EV owners to easily identify the charging unit. The third-party advertising enables JOLT to provide 7kWh of free charging per user per day. This equates to approximately 45-50km of driving range (from less than 10 minutes of charging), which is more than the average daily commute. Customers can also pay to charge after the free charging has been completed. By charging on the JOLT charging network, EV drivers can potentially save more than \$1,300 per year.
 - In addition, Council will receive a portion of free screen time to display details of Council events, community safety messages, or other information relating to local events. JOLT also works with local charity groups to offer free advertising campaigns or events on a regular basis.

Section 3.6 of the IESEPP states that *“a consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied –*

- (a) *that the signage is consistent with the objectives of Chapter 3 as set out in Section 3.1(1), and*
- (b) *that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5”.*

The text above addresses the objectives of Section 3.1(1). The assessment criteria in Schedule 5 are addressed further below.

Section 3.8 Prohibitions

Section 3.8 of the IESEPP outlines that the display of an advertisement may be prohibited in the following instances:

- Environmentally sensitive area
- Heritage area (excluding railway stations)
- Natural or other conservation areas



- 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.

Schedule 5 Assessment Criteria

An assessment of the proposal against the criteria listed in Schedule 5 of the IESEPP is provided in **Table 2** below.

Table 2: Schedule 5 IESEPP Assessment Criteria

Assessment Criteria	Compliance
(1) Character of the area	
<ul style="list-style-type: none"> • 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>Complies</p> <p>The proposal is compatible with the existing character of the local area as it is located in a mixed-use zone and within approximately 340m of Strathfield train station, 260m from Strathfield Plaza, and 175m from Strathfield Town Centre. There is also illuminated signage for Strathfield Sport Club adjacent to the proposal.</p>
<ul style="list-style-type: none"> • Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	<p>N/A</p> <p>There is no particular theme for outdoor advertising in this locality.</p>
(2) Special Areas	
<ul style="list-style-type: none"> • Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas? 	<p>Complies</p> <p>There are no environmentally sensitive areas, natural or other conservation areas, open spaces, waterways or rural landscapes in vicinity of the site.</p> <p>Although the proposed signage is close to a Local heritage item (62 The Boulevard) and near residential, it would not detract from local amenity, heritage significance or visual quality.</p>
(3) Views and vistas	
<ul style="list-style-type: none"> • Does the proposal obscure or compromise important views? 	<p>Complies</p> <p>The proposal is on ground level and will not obscure or compromise any important views where it is located.</p>
<ul style="list-style-type: none"> • Does the proposal dominate the skyline and reduce the quality of vistas? 	<p>N/A</p> <p>The proposal will be on ground level therefore it will not dominate the skyline or reduce the quality of vistas.</p>
<ul style="list-style-type: none"> • Does the proposal respect the viewing rights of other advertisers? 	<p>Complies</p> <p>The proposal does not obstruct any other advertisements and therefore respects the viewing rights of other advertisers.</p>



Assessment Criteria	Compliance
(4) Streetscape, setting or landscape	
<ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? 	The scale, proportion and form of the proposal is appropriate for the streetscape given it does not stand out or cause a nuisance due to its design.
<ul style="list-style-type: none"> Does the proposal contribute to the visual interest of the streetscape, setting or landscape? 	Complies The proposal contributes to the visual interest of the streetscape as it is a clean and modern design.
<ul style="list-style-type: none"> Does the proposal reduce clutter by rationalising and simplifying existing advertising? 	The advertising on the signage panel would be static in nature and would not add to clutter.
<ul style="list-style-type: none"> Does the proposal screen unsightliness? 	Complies The proposal does not screen unsightliness due to its clean and modern design which does not cause for it to stand out inappropriately.
<ul style="list-style-type: none"> Does the proposal protrude above buildings, structures or tree canopies in the area or locality? 	Complies The proposal does not protrude above buildings, structures or tree canopies in the area.
<ul style="list-style-type: none"> Does the proposal require ongoing vegetation management? 	Complies The proposal will not require ongoing vegetation management.
(5) Site and building	
<ul style="list-style-type: none"> 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? 	Complies The proposal is compatible with the scale and proportion of the site and does not detract from the other characteristics of the location.
<ul style="list-style-type: none"> Does the proposal respect important features of the site or building, or both? 	Complies The proposal does not conflict with any notable features of the site or surrounding buildings.
<ul style="list-style-type: none"> Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	Complies The proposal does show innovation and imagination in its relationship to the site, by creating an unobtrusive functional structure which is compatible with the streetscape.
(6) Associated devices and logos with advertisements and advertising structures	
<ul style="list-style-type: none"> 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? 	Complies Safety and the method and control of illumination have been considered as part of the design. Regular checking, maintenance and cleaning will be conducted.
(7) Illumination	
<ul style="list-style-type: none"> Would illumination result in unacceptable glare? 	Complies The illumination integrated into the proposal will not cause unacceptable glare and will be monitored to prevent so. See also section 5.2 below with regard to details of control of illumination.



Assessment Criteria	Compliance
<ul style="list-style-type: none"> Would illumination affect safety for pedestrians, vehicles or aircraft? 	<p>Complies</p> <p>The illumination would not affect safety for pedestrians, vehicles or aircrafts.</p>
<ul style="list-style-type: none"> Would illumination detract from the amenity of any residence or other form of accommodation? 	<p>Complies</p> <p>The illumination would not detract from the amenity of any residence or other form of accommodation.</p>
<ul style="list-style-type: none"> Can the intensity of the illumination be adjusted, if necessary? 	<p>Complies</p> <p>The screen brightness will be regulated in response to ambient lighting levels and time of day</p>
<ul style="list-style-type: none"> Is the illumination subject to a curfew? 	<p>Complies</p> <p>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>
(8) Safety	
<ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? 	<p>Complies</p> <p>The proposal would not cause impact on the safety of any public road. See also the assessment at section 5.1 below.</p>
<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians or bicyclists? 	<p>Complies</p> <p>The proposal would not reduce the safety for pedestrians or bicyclists.</p>
<ul style="list-style-type: none"> Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	<p>Complies</p> <p>The proposal will not obscure any sightlines given it is on ground level and does not block any road or footpath.</p>

4.1.3 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. Several sections 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 therefore consideration is given to the Guidelines.

An assessment regarding the relevant guidelines is provided in **Table 3** below.

Table 3: Transport Corridor Guidelines Criteria Assessment

Assessment Criteria	Compliance
Land Use Compatibility Criteria – Transport Corridor Advertising	
<p>The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the relevant LEP</p>	<p>Complies</p> <p>The proposal is consistent with the objectives and permissibility of MU1 Mixed Use zone under the BLEP 2012, as established in the corresponding sections of this SEE.</p>



Assessment Criteria	Compliance
<p>Advertisements must not be placed on land where the signage is visible from the following areas, if it is likely to significantly impact on the amenity of those areas:</p> <ul style="list-style-type: none"> • environmentally sensitive area • heritage area (excluding railway stations) • natural or other conservation area • open space (excluding sponsorship advertising at sporting facilities in public recreation zones) • waterway • residential area (but not including a mixed residential and business zone, or similar zones) • scenic protection area • national park or nature reserve 	<p>Complies</p> <p>The new signage panels are not located in a position which will significantly impact upon the amenity of these sensitive areas.</p>
<p>Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant scenic views or views that add to the character of the area.</p>	<p>Complies</p> <p>The proposed signage will be integrated into the new EVA charging units. The signage will not dominate or protrude above the skyline or obscure or compromise any important views.</p>
<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>	<p>Complies</p> <p>The closest heritage item is a local heritage item (Trinity Uniting Church), located at 62 The Boulevard; 80m west of the site. However, the proposal is small-scale and will not diminish any heritage values or significance.</p>
<p>Where possible, advertising structures should be placed within the context of other built structures in preference to non-built areas. Where possible, signage should be used to enhance the visual landscape.</p> <p>For example, signs may be positioned adjacent to, or screening, unsightly aspects of a landscape, industrial sites or infrastructure such as railway lines or power lines.</p>	<p>Complies</p> <p>The proposed advertising enabled charging station is adjacent to the existing Strathfield Sports Club car park and will provide visual interest to the streetscape.</p>
Site Specific Structural Criteria - General	
<p>a) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.</p>	<p>Complies</p> <p>The advertising enabled charging unit will constitute high quality design and finishes of appropriate scale and proportion which integrates well into the site and neighbourhood.</p>
<p>b) The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or</p>	



Assessment Criteria	Compliance
structure on which the proposed 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 have no additional effects on any important features of the site.
d) The placement of the advertising structure should not require the removal of significant trees or other native vegetation.	Complies No removal of trees or native vegetation is necessary or proposed.
e) The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor.	Complies The proposal does not require landscaping, however, will be in keeping with the landscaping and character of the area.
f) Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	Complies The digital signage panels will incorporate control and safety devices and systems to manage illuminance depending on ambient lighting and time of day. They will comply with the relevant Australian Standards, the Building Code of Australia and other statutory requirements. See section 5.2 below.
g) Illumination of advertisements must comply with the requirements in Section 3.3.3.	Complies 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 of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	
Digital Sign Criteria	
a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (d) below	Able to comply. There will be no moving images in the advertisement displays. This operational requirement can be complied with.
b. Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs	Able to comply This operational requirement can be complied with.
c. The image must not be capable of being mistaken: <ul style="list-style-type: none"> o or a prescribed traffic control device because it has, for example, red, amber or green circles, octagons, crosses or triangles or shapes or 	Able to comply This operational requirement can be complied with.



Assessment Criteria	Compliance
<p>patterns that may result in the advertisement being mistaken for a prescribed traffic control device.</p> <ul style="list-style-type: none"> ○ as text providing driving instructions to drivers. 	
<p>d. Dwell times for image display must not be less than:</p> <ul style="list-style-type: none"> ○ 10 seconds for areas where the speed limit is below 80 km/h ○ 25 seconds for areas where the speed limit is 80km/h and over. 	<p>Able to comply</p> <p>The proposed signage panels will comply with these requirements – with a dwell time of 10 seconds, as appropriate to the 50 km/h speed limit on Morwick Street.</p>
<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>	<p>Able to comply.</p> <p>This operational requirement can be complied with.</p>
<p>f. Luminance levels must comply with the requirements in Section 3 below.</p>	<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.</p>
<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>	<p>Complies.</p> <p>As a result of luminance and other controls on operation, no adverse road safety impacts are expected from the proposal.</p>
<p>h. The amount of text and information supplied on a sign should be kept to a minimum (e.g. no more than a driver can read at a short glance).</p>	<p>Able to comply</p> <p>This operational requirement can be complied with.</p>
<p>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.</p>	<p>Not applicable</p> <p>Although the proposal is within 250m of a classified road (The Boulevard), it is not visible from a school zone.</p>
<p>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.</p>	<p>Noted.</p> <p>This Development Application has considered the location of the proposed signage and both digital screens. The assessment concludes that no adverse road safety or illumination impacts are expected.</p>
<p>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</p>	<p>Noted.</p>



Assessment Criteria	Compliance
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.	

Public benefit test for advertisement proposals

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 (now IESEPP).

The proposal does not trigger any of the above criteria points, and as such, is not required to provide for a public benefit.

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.

4.1.4 Burwood Local Environmental Plan 2012

The Burwood Local Environmental Plan 2012 (LEP) is the comprehensive environmental planning instrument applicable to the Burwood LGA.

The proposed electric vehicle charging units and their associated digital advertising signage panels are both located on the same lot within a MU1 Mixed Use land use zone. Under this land use zone, the proposed electric vehicle charging units and digital advertising signage panels are permissible with consent. There are no development standards or other LEP provisions relevant to the proposed development in this case.

4.2 Burwood Development Control Plan 2023

The site is subject to the provisions of the Burwood Development Control Plan (**BDCP**) 2023.

An assessment of the application against relevant provisions of the BDCP is provided at **Appendix 2**. The assessment has found the application is generally compliant with the requirements of the BDCP with no issues or non-compliances identified.

Note: Section 4.15 (3A) of the EP&A Act provides if a development control plan contains standards with respect to an aspect of the development and the development application does not comply with those standard, the consent authority is to be flexible in applying those provisions and allow reasonable alternative solutions that achieve the objects of those standards for dealing with that aspect of the development.



5 Environmental Assessment

This SEE includes an assessment of the proposed EVA charging station 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 appended to this report, as outlined in the Table of Contents.

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

5.1 Road Safety

It is anticipated that the EVA charging unit will result in very low to negligible road safety impacts.

The unit will be located on Morwick Street, Strathfield, which has 2 lanes on each side of the road, with one lane which permits parking shortly before and after an intersection. The EV charger parking bay is positioned in the first parking bay after a car park entrance, therefore drivers wishing to charge their car will not need to reverse into the bay – and so are less likely to disrupt traffic flow on Morwick Street. The proposal is not located at a multi road intersection, with the next intersections located 129m to the west and 216m to the east.

The signage panels will be facing the drivers on either side whether they are travelling east or west. Motorists will not be required to turn their head when observing the signage and would be able to view the road and signage simultaneously. The prospect of driver distraction from the road and any traffic signs as drivers approach them is therefore minimal.

As the digital display will cycle through several advertisements, it is relevant to further consider the potential for pedestrian and driver distraction.

In relation to 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 OMA 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 advertising and adverse impacts on driver and road safety and in keeping with Transport Corridor Advertising and Signage Guidelines, the proposed digital signs are to be specified and operated as per the measures specified in this report defined in the Guidelines as '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,
 - Displays of a complexity that holds drivers' attentions beyond "glance appreciation",
 - Sequencing designed to make a driver anticipate the next message across images presented on a single sign and across a series of signs,
 - Any designs that resemble traffic signs or signals by the use of colour, shape or words that can be interpreted as giving instruction to traffic, and
 - Any image or illumination that distracts or dazzles.

Furthermore:

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

Overall, there is no evidence to indicate there will be any harm or more than 'low risk' to road safety from the proposed signage panels.

Additionally, the advertising enabled EV charging unit will be located 500mm (minimum of 300mm) from the kerb and will not impede vehicle movements.

5.2 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.

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. 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).

Part 3.3.3 of the Guidelines outlines maximum luminance limits within each zone. The site exhibits characteristics most in line with Zone 3. Zone 3 is specified as follows: "*Covers areas with generally medium off-street ambient lighting e.g. small to medium shopping/ commercial centres*". This would normally be expected to include MU1 Mixed Use but does not exclude other land use zones.

Table 4 below demonstrates the recommended luminance levels for digital advertisements for each zone.



Table 4: Luminance Levels for Digital Advertising

Luminance means the objective brightness of a surface as measured by a photometer, expressed in candelas per square meter (cd/sqm). Levels differ as digital signs will appear brighter when light levels in the area are low. Unless provided below, luminance levels should otherwise comply with the recommended values of AS4282 Control of the Obtrusive Effects of Outdoor Lighting.

Lighting condition	Zone 1 (cd/sqm)	Zones 2 and 3 (cd/sqm)	Zone 4 (cd/sqm)
Full sun on face of signage	No limit	No limit	No limit
Daytime luminance		6000	6000
Morning and evening twilight and inclement weather	700	700	500
Nighttime	350	350	200

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.

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:

- 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 EVA charging station.



5.3 Waste

The proposal will result in no operational waste generation. The proposed installation involves entirely prefabricated and manufactured off-site structures. Minimal excavation will be required for the footings of the proposal.

Waste generated from construction will be minimal and will likely include waste (concrete and soil) generated from excavation of the existing verge to accommodate the EV charging unit.

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

5.4 Construction Management

The proposal may result in minor (short-term) disruption during construction, including temporary disruptions to pedestrian and traffic flow, noise generated from equipment required to install the charging unit, as well as minor impacts to air quality caused by dust generated from excavation.

Construction work will be restricted to standard work hours in line with EPA guidelines, and measures implemented to minimise noise where practical.

The proposal will be installed in accordance with the relevant Australian Standards, as well as manufacturer's specifications.

5.5 Suitability of the site

The proposed site is suitable for the following reasons:

- The proposal is permissible with consent at the site under the Transport and Infrastructure SEPP and Burwood LEP 2012.
- The proposal is located adjacent to on-street parking to facilitate provision of EV charging capability for EV owners.
- The site location is easily identifiable by EV owners to locate the EV charging infrastructure.
- The proposal is appropriately setback from Morwick Street to ensure no adverse traffic safety impacts.
- The proposal will not harm the amenity of surrounding residential properties or the significance of heritage items in the vicinity.
- The proposals have no harmful impacts on the natural and built environment, or any negative social or economic impacts on the locality.
- The proposal is consistent with the character of the Strathfield area, being located near sports facilities, commercial uses and an active mixed-use streetscape.

Accordingly, the site is suitable for the proposed development.

5.6 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 approximately 45-50kms worth 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 proposal will support and encourage the use of EVs within Burwood and support Council's key sustainability target in achieving net zero by 2030.



6 Section 4.15 Compliance

Table 5 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 Compliance Table

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) the provisions of—	
i. any environmental planning instrument, and	This SEE has assessed the proposed development 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 Planning Secretary 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 Burwood 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.
iv. the regulations (to the extent that they prescribe matters for the purposes of this paragraph),	The proposed DA is consistent with the regulations applying to DAs of this type of development.
v. (Repealed)	Noted.
-that apply to the land to which the development application relates,	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.
(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 minor and 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.
(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.



<p>(e) the public interest</p>	<p>The proposal is in the public interest as:</p> <ul style="list-style-type: none">• The proposal is in the public interest as it will provide publicly accessible EV charging infrastructure, enabling EV owners to charge their EVs including approximately 45kms worth 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 proposal will support and encourage the use of EVs within Burwood and support Council's key sustainability target in achieving net zero by 2030.
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7 Conclusion

This SEE has been prepared by Mecone on behalf of JOLT to support a DA for the installation of an 'EVA' advertising enabled EV charging unit on the kerbside verge, east of 31 Morwick Street, Strathfield.

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 Burwood in meeting its commitment to climate change and net zero emissions by 2030.

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.

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 the Transport and Infrastructure SEPP and Chapter 3 of the IESEPP and the associated Transport Corridor Outdoor Advertising and Signage Guidelines), the relevant land use zone objectives in the Burwood LEP 2012 and relevant details set out in the Burwood DCP.

Council has approved a DA (10.2022.99.1) at 302-314 Parramatta Road (Dan Murphy's), Burwood in September 2023 for a very similar JOLT EV charging station with integrated digital advertising signage.

Overall, the proposal is consistent with the relevant statutory framework. The environmental impacts have been considered and found to be acceptable, taking account of the measures and controls identified for the operation of the signage panels. It is therefore concluded that the proposed development is in the public interest, and it is requested this DA is approved.



mecone.com.au
info@mecone.com.au
02 8667 8668



17 June 2025

Alastair Sim
 2 Conder Street,
 Burwood, NSW, 2134

Dear Alastair

Additional Information Response – 10.2025.32.1 – Adjacent 31 Morwick Street, Strathfield

This letter has been prepared in response to additional information requested by Burwood Council on 11 June 2025 in relation to Development Application 10.2025.32.1.

A response to the matters raised is provided in the table below. Please also refer to amended site plan in **Appendix A**.

Table 1 – Response to Additional Matters Raised

Additional Information Requested	Response
<p><i>The 'Site Inset' aerial plan shows the charger as 2500mm x 1160mm x 564mm in size, whereas the 'EVA 3.0 DDW' plan shows the charger is 2603mm x 1260mm x 555mm in size. Please confirm/clarify this discrepancy and confirm the size of the charger, and also amend the plans if there is an error/inconsistency.</i></p>	<p>The dimensions of the EV charging unit are 2603mm (H) x 1206mm (W) x 555mm (D).</p> <p>This has been corrected in the amended site plan in Appendix A.</p>
<p><i>Please update the 'Site Inset' aerial plan to clearly show the distance (in mm) between the charger and the adjacent public footpath. This measurement is required to be shown on the plans to ensure that the charger is installed clear of the footpath.</i></p>	<p>The site plan (Appendix A) has been amended to show distance between the EV charging unit and the path.</p> <p>The EV charging unit will have a 245mm clearance from the footpath and will not impact existing 1200mm wide public footpath.</p>
<p><i>Please update the 'Site Inset' aerial plan to show the dimensions (length, width and height) of the concrete padding to be installed next to the charger and next to the MSB.</i></p>	<p>The amended site plan (Appendix A) has been amended to show the dimensions of the footing around the EV charging unit and MSB as follows:</p> <ul style="list-style-type: none"> • EV charging Unit footing - 1700mm (back of kerb to edge of footpath) x 1500mm (W) x 450mm (D). • MSB footing - ~800mm (L) x 400mm (W) x 250mm (D). <p>Please note that final design of the MSB is subject to Ausgrid connection approval during construction stage.</p>
<p><i>Please update the 'Site Inset' aerial plan to provide the distance (in mm) between the concrete padding to be installed next to MSB and the adjacent public footpath.</i></p>	<p>The MSB and footing will be sited directly adjacent to the existing footpath. The footing and MSB will not extend over the footpath. The footing will sit at a similar height as the adjacent footpath.</p>

mecone.com.au
 info@mecone.com.au
 02 8667 8668

