

Advertising signage proposal on existing billboard structure

Great Western Highway,
Huntingwood, NSW

March 2024

transport.nsw.gov.au

This report was prepared by:

Director: Tina Christy
Associate Director: Debrah Barr
Project Planner: Lucy Hammond
Project: 23-101 Billboard Renewals
Report Version: Final - Amended post lodgement

Report prepared for:



On behalf of:



Prepared by:

GYDE

Disclaimer

This report has been prepared by Gyde Consulting with input from a number of other expert consultants (if relevant). To the best of our knowledge, the information contained herein is neither false nor misleading and the contents are based on information and facts that were correct at the time of writing. Gyde Consulting accepts no responsibility or liability for any errors, omissions or resultant consequences including any loss or damage arising from reliance in information in this publication.

Copyright © Gyde Consulting
ABN 58 133 501 774
v.1.04

All Rights Reserved. No material may be reproduced without prior permission.

TABLE OF CONTENTS

1. INTRODUCTION	4
1.1. Application documents	4
1.2. Applicant background	5
2. THE SITE AND SURROUNDS.....	7
2.1. The site	7
2.2. The surrounding locality	10
3. RELEVANT BACKGROUND	12
4. DESCRIPTION OF DEVELOPMENT	13
4.1. Development statistics	13
4.2. Estimated development cost	14
5. STATUTORY PLANNING CONSIDERATIONS.....	15
5.1. Overview	15
5.2. Environmental Planning and Assessment Act 1979	15
5.3. Environmental Planning and Assessment Regulations 2021	16
5.4. Biodiversity Conservation Act 2016.....	16
5.5. State Environmental Planning Policies.....	16
5.6. Transport Corridor Outdoor Advertising and Signage Guidelines 2017.....	24
5.7. Blacktown Local Environmental Plan 2015	28
5.8. Blacktown Development Control Plan 2015	29
6. VISUAL IMPACT ASSESSMENT	31
6.1. Impact on Great Western Highway.....	31
6.2. Impact on residential	31
6.3. Visual clutter.....	31
6.4. Visual analysis – moving views	32
7. ASSESSMENT OF LIKELY IMPACTS	35
7.1. The likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality	35
7.2. The suitability of the site for the development	36
7.3. Any submissions made in accordance with this Act or the Regulations	36
7.4. The public interest	36

8. CONCLUSION	38
Appendix A Vegetation maintenance	39
Appendix B Test of Significance – Section 7.3 Biodiversity Conservation Act 2016	41
Appendix C Standards – General	45

FIGURES

Figure 1: Site location depicted by red marker (source: Nearmap. Edited by Gyde Consulting)	7
Figure 2: Identification of signage (Source: SIX Maps, edited by Gyde Consulting).....	8
Figure 3: Site card with lot details (Source: Arcadis Australia Pacific Pty Limited)	8
Figure 4: Billboard signage facing the east-west direction of Great Western Highway (Source: oOh!media).....	9
Figure 5: Billboard signage facing the west-east direction of Great Western Highway.....	10
Figure 6 Site context in surrounding locality (Source: Nearmap. Edited by Gyde Consulting, May 2023).....	11
Figure 7: Proposed elevation of the billboard and advertising signage structure (Source: Arcadis)	14
Figure 8: Land use zoning of the site (red marker) as per the Blacktown Local Environmental Plan 2015	29
Figure 9: Views travelling in an eastbound direction on the Great Western Highway (Source: Google Streetview)	32
Figure 10: Views travelling in a westbound direction on Great Western Highway (Source: Google Streetview)	33

TABLES

Table 1: DA plans and reports	4
Table 2: Development Statistics	13
Table 3: Section 4.15 of EP&A Act 1979.	15
Table 4: Section 2.119(2) of TISEPP.....	17
Table 5: Consistency with Chapter 3 of I&E SEPP.....	18
Table 6: Assessment of the Land Use Compatibility Criteria	25
Table 7: Assessment of the Road Safety Assessment Criteria	27

1. INTRODUCTION

This revised Statement of Environmental Effects (SEE) has been requested by oOh!media on behalf of Transport for New South Wales (TfNSW) to accompany a development application (DA) to the Department of Planning, Housing, and Infrastructure (DPHI) for new advertising signage (replacement of advertising skins) on an existing billboard structure in situ.

The site is owned by TfNSW and as such, pursuant to Clause 3.10(d)(iii) of State Environmental Planning Policy (Industry and Employment) 2021, the consent authority is the Minister for Planning and Public Spaces.

The DA relates to the existing billboard structure on the southern side of the Great Western Highway, approximately 340m north-west of Reservoir Road, in Huntingwood, NSW (the site) and seeks approval for new advertising signage (replacement of advertising skins) on an existing billboard structure in situ (the proposal), previously approved by the Minister for Planning and Public Spaces under DA 6-1-2008 and DA 6-1-2008 MOD1 (Modification Application).

A full description of the development is provided in section 4 of this report.

This SEE has been prepared pursuant to Section 4.12 of the *Environmental Planning and Assessment Act 1979* (EP&A Act) and Clause 50 of the *Environmental Planning and Assessment Regulation 2000* (EPA Reg). The SEE considers the requirements of State Environmental Planning Policy (Industry and Employment) 2021 and the associated *Transport Corridor Outdoor Advertising and Signage Guidelines*. The purpose of this SEE is to:

- Describe the proposed development and its context,
- Assess the proposal against the applicable planning controls and guidelines, and
- Assess the potential environmental impacts and mitigation measures.

1.1. Application documents

The following plans and technical reports accompany the SEE:

Table 1: DA plans and reports

	DOCUMENT	PREPARED BY	REVISED DATE
1	DA 6-1-2008 Consent	Minister for Planning / Department of Planning	-
1a	MOD1 6-1-2008 Consent	Minister for Planning / Department of Planning	-
2	Architectural drawings: Sign plans, elevations, sections, and details Location Plan	Arcadis Australia Pacific Pty Limited	-
3	Informal Pre-Development Application Advice Letter	Department of Planning and Environment	-

	DOCUMENT	PREPARED BY	REVISED DATE
4	Lighting Impact Assessment	Electrolight Australia Pty Ltd	28 February 2024
4a	Lighting Justification Letter	Electrolight Australia Pty Ltd	-
5	Landowners Consent	TfNSW	-
6	Public Benefit Statement	TfNSW	-
7	Site Card	oOh!media	-
8	Statement of Environmental Effects	Gyde Consulting	March 2024
9	Structural Statement of Feasibility	Arcadis Australia Pacific Pty Limited	-
9a	Structural Condition Report	Arcadis Australia Pacific Pty Limited	-
10	Existing Eastbound Static Sign Traffic Safety Assessment	Bitzois Consulting	22 February 2024
10a	Existing Westbound Static Sign Traffic Safety Assessment	Bitzois Consulting	22 February 2024
11	Cost Breakdown	oOh!media	-
12	Survey Plan	Project Surveyors	-
13	Structural Assessment	JMP Consulting Engineers	22 March 2024
14	Structural Assessment Letter	JMP Consulting Engineers	22 March 2024
15	Visual Impact Assessment	Urbaine Design Group	March 2024
16	Aboriginal Heritage Advice Letter	Kayandel Archaeological Services	05 March 2024
17	Non-Indigenous Heritage Advice Letter	Kayandel Archaeological Services	05 March 2024

These documents have been uploaded under separate headings on the NSW Planning Portal.

1.2. Applicant background

The applicant for the DA is TfNSW. The proposed signage will be managed by oOh!media Limited. oOh!media is one of Australia's largest out of home media companies. Out of home media refers to advertisements that reach an audience when they are outside of their homes. Common forms of out of home advertisement include billboards (digital or traditional) and advertisements in places of public transit like at bus stops and train stations. oOh!media operates an advertising network including more than 30,000 locations across Australia and New Zealand which includes over 9,000 digital signs. Its network includes:

- Large format roadside billboards across all major capital cities.
- A range of classic and digital sites located in shopping centres.

Statement of Environmental Effects

- Classic and digital sites in airport terminals and airline lounges.
- Bus shelters sites in most cities.
- Sites in high dwell environments from CBD office buildings to universities.
- National coverage with a premium digital roadside network, static roadside network.
- Sites across major rail networks.

2. THE SITE AND SURROUNDS

2.1. The site

The subject site is located on the southern side of the Great Western Highway, approximately 340m northwest of Reservoir Road, Huntingwood, NSW, see Figure 1 and Figure 2. The site is legally known as Lot 19 DP 1024111 (refer to Figure 3).



Figure 1: Site location depicted by red marker (source: Nearmap. Edited by Gyde Consulting)



Figure 2: Identification of signage (Source: SIX Maps, edited by Gyde Consulting)

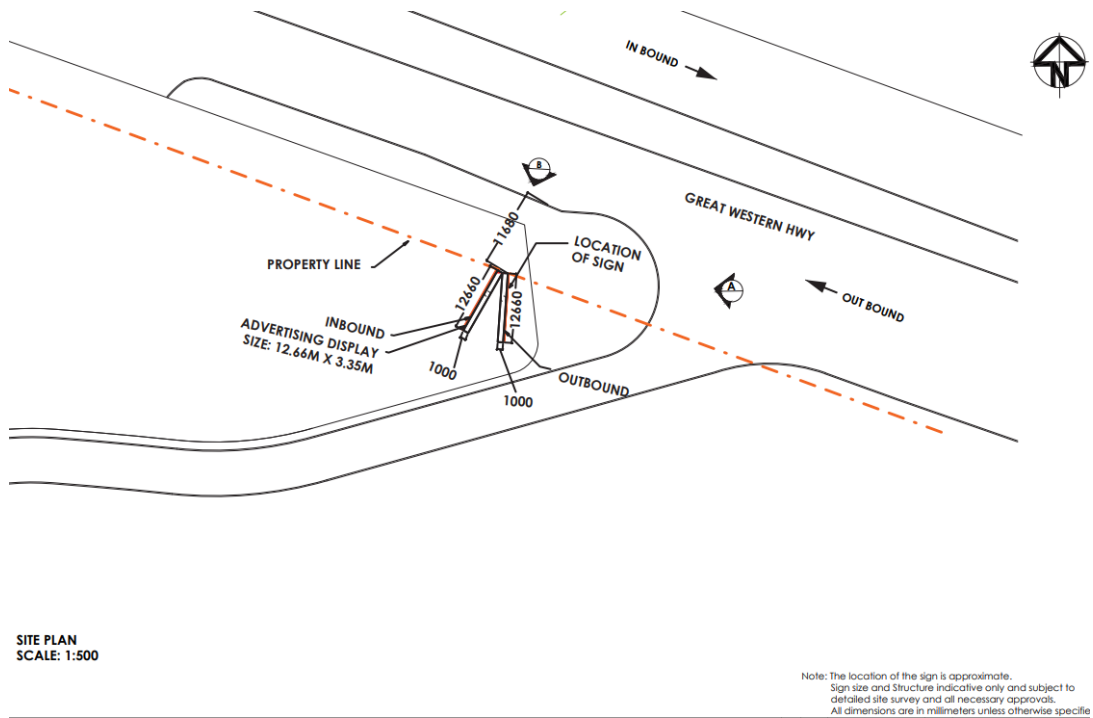


Figure 3: Site card with lot details (Source: Arcadis Australia Pacific Pty Limited)

The site consists of an existing billboard sign, that orients both east and west directions along the A44 Great Western Highway. The billboard is a freestanding advertising structure with one large metal pole in the centre of the structure that holds 2 billboard signs, having a width of 12.66m width and a height of 3.35m. The advertising content is static, not containing flashing or flickering motion, and is illuminated externally by 4 downward facing lights that extend from the top of the billboards.

Around the base of the signage structure is some low-lying shrubs and overgrown grass, with some existing trees located directly to the south. The structure itself is approximately 12m from the road boundary to the north (Great Western Highway) and about 5.5m from the road boundary to the south, an unnamed security gated access road leading to industrial buildings. A metal fence surrounds the structure ensuring that public access cannot be gained from the roadside. Figure 4 below and Figure 5 overleaf shows the billboard structures in their current condition and form.



Figure 4: Billboard signage facing the east-west direction of Great Western Highway (Source: oOh!media)



Figure 5: Billboard signage facing the west-east direction of Great Western Highway

2.2. The surrounding locality

The site is located about 370m west from the most proximate residential dwelling and neighbourhood.

Directly north on the northern side of the Great Western Highway is existing industrial development.

Directly south of the site across the unnamed access road is a large open site that is partly vegetated with grasslands, shrubs and trees, on site is a disused service station located at the southernmost extent of the site, toward the intersection of Honeman Close and Reservoir Road. This area is completely fenced in and secured.

Directly west of the site toward Huntingwood is the Huntingwood Industrial Estate that comprises of large warehousing structures and ancillary uses.

The site is largely encompassed by existing industrial development, with some proximate uses being transport dealerships, print factories, and food manufacturing and warehouses. Details of the surrounding locality can be seen below in Figure 6.



Figure 6 Site context in surrounding locality (Source: Nearmap. Edited by Gyde Consulting, May 2023)

3. RELEVANT BACKGROUND

The existing billboard structure and advertising signage was originally granted consent under DA 6-1-2008 by the Minister for Planning on 3 July 2008.

A modification application (DA-6-1-2008 MOD1) was approved on 11 November 2009 by the Minister for Planning to remove condition D1 relating to advertising materials.

Relevant to this DA is Condition A4 of the original consent which states:

“This development application consent is issued for a limited period of 15 years. The consent will cease to be in force/expire after the determination date in Part A Schedule 1 of the consent.

Note: A new development application must be submitted prior to that date for assessment and determination if it is intended to continue the use beyond the cessation date”.

As per the conditions of consent under DA 6-1-2008, for structure to remain on site, a new DA is required to continue to use the billboard structure for advertising purposes. This condition states that the consent is issued for 15 years, a period that ceased on 3 July 2023.

4. DESCRIPTION OF DEVELOPMENT

Development consent is sought for new advertising signage (replacement of advertising skins) on an existing billboard structure in situ in its current form and structure. This application is not proposing any modifications to the existing structure or signage, the development proposal will:

- Continue to have the same orientation, height, and display size.
- Continue to display static imagery.
- Continue to be illuminated externally.
- Continue to be supported with the same structure, pole remaining in its current form and function.
- Be compliant with the Transport Corridor Outdoor Advertising and Signage Guidelines.

4.1. Development statistics

The key statistics and elements of the proposal are shown in the table below:

Table 2: Development Statistics

ELEMENT	PROPOSAL
Billboard Signage	2 billboards, facing both west and east of the Great Western Highway
Advertising type	<ul style="list-style-type: none">• Static advertising• Non digital
Screen size	12.66m width x 3.35m height = total 42.41 sqm
Display format	<ul style="list-style-type: none">• Externally illuminated with 4 overheard lights• Solar powered LEDs lit from dusk until dawn
Height	Approximately 10m
Weight of advertising skins	Approximately 14.8kg, and no heavier than 15kg

The proposed elevations of the proposed billboard and advertising structure are illustrated below.

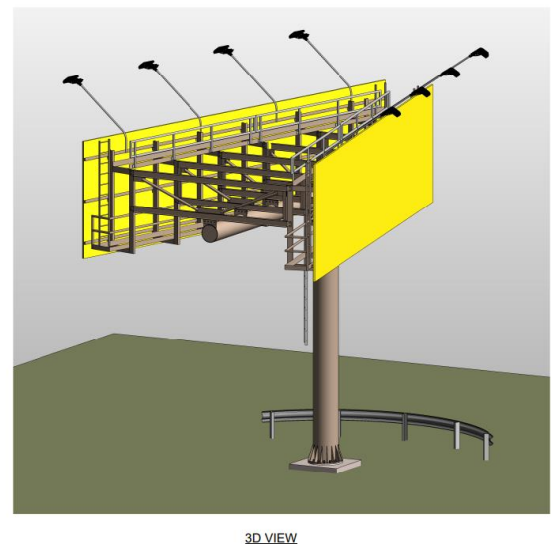
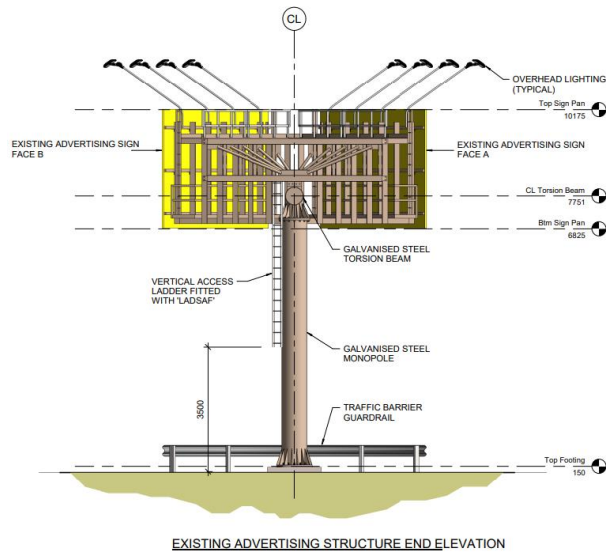


Figure 7: Proposed elevation of the billboard and advertising signage structure (Source: Arcadis)

Further details are outlined in the architectural plans and Lighting Impact Assessment accompanying the application. The Structural Assessment prepared by JMP Consulting Engineers as part of the RFI Response (dated 22 March 2024) outlines further details of the structure.

4.2. Estimated development cost

The total estimated cost of development is \$26,090.99. A cost breakdown was provided to the DPHI in a letter prepared by Gyde Consulting dated 30 January 2024. The total cost inclusive of GST is \$28,709.98.

5. STATUTORY PLANNING CONSIDERATIONS

5.1. Overview

The relevant statutory framework considered in the preparation of this report comprises:

- Environmental Planning and Assessment Act, 1979.
- Environmental Planning and Assessment Regulation 2021.
- Biodiversity Conservation Act 2016
- State Environmental Planning Policy (Industry and Employment) 2021.
- State Environmental Planning Policy (Resilience and Hazards) 2021.
- State Environmental Planning Policy (Transport and Infrastructure) 2021.
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017.
- Blacktown Local Environmental Plan 2015.
- Blacktown Development Control Plan 2015.

Where relevant, these are addressed below.

5.2. Environmental Planning and Assessment Act 1979

5.2.1. Section 4.15 of EP&A Act 1979

Section 4.15(1) of the EP&A Act specifies the matters which a consent authority must consider when determining a DA. The relevant matters for consideration under Section 4.15 of the EP&A Act are addressed in Table 3 below.

Table 3: Section 4.15 of EP&A Act 1979.

SECTION	COMMENT
Section 4.15(1)(a)(i) Any environmental planning instrument	Consideration of relevant instruments is discussed in Section 5.4.
Section 4.15(1)(a)(ii) Any draft environmental planning instrument	No draft environmental planning instruments have been identified.
Section 4.15(1)(a)(iii) Any development control plan	Consideration of relevant the Blacktown Development Control Plan 2015 is discussed in section 5.7.
Section 4.15(1)(a)(iiia) Any planning agreement	No planning agreement has been or will need to be entered into for this scope of work.
Section 4.15(1)(a)(iv) Matters prescribed by the regulations	Refer to Section 5.3.
Section 4.15(1)(b) - (e)	Refer to Section 7 of this SEE for consideration of (b), (c) and (e). Matter (d) relates to submissions and is a matter for the consent authority following public exhibition of the development application.

The development is not identified as being integrated under section 4.46 of the EP&A Act.

5.3. Environmental Planning and Assessment Regulations 2021

The proposal will be assessed in accordance with the relevant requirements of the EP&A Regs.

5.4. Biodiversity Conservation Act 2016

In accordance with section 1.7 of the EP&A Act, Part 7 of the *Biodiversity Conservation Act 2016* (BC Act) applies to the assessment of development applications. Section 7.7 of the BC Act requires an application for development consent to be accompanied by a biodiversity development assessment report if the proposed development is likely to significantly affect threatened species. Section 7.3 of the BC Act sets out the test for determining whether a proposed development is likely to significantly affect threatened species or ecological communities, or their habitats.

The threatened species test of significance is used to determine if a development or activity is likely to significantly affect threatened species or ecological communities, or their habitats. The test of significance is applied as part of the Biodiversity Offsets Scheme entry requirements and for Part 5 activities under the EP&A Act. The test of significance is set out in section 7.3 of the BC Act.

Appendix B outlines the Test of Significance carried out for the subject site to determine whether the proposed development is likely to significantly affect threatened species or ecological communities, or their habitats.

5.5. State Environmental Planning Policies

State Environmental Planning Policies (SEPPs) are environmental planning instruments administered under the EP&A Act. SEPPs deal with issues considered to be of significance for the State and the people of NSW. In the determination of the development application, the consent authority will consider these matters pursuant to section 4.15(a)(i) of the EP&A Act.

5.5.1. Transport and Infrastructure SEPP 2021 (T&I SEPP)

Chapter 2 Infrastructure

Chapter 2 of the T&I SEPP aims to facilitate the effective delivery of infrastructure across the State. Section 2.1(e) aims to identify matters to be considered in the assessment of development adjacent to particular types of infrastructure development. In this instance the T&I SEPP applies to the proposal as it is located in the SP2 Infrastructure zone and is located adjacent to the A44 Great Western Highway.

Section 2.119 Development with a frontage to classified road

The site has frontage to the A44 Great Western Highway which is identified and recorded as a classified road by TfNSW under section 46 and 163 of the *Roads Act 1993*. The objectives of section 2.119(1) are:

- *To ensure that new development does not compromise the effective and ongoing operation and function of classified roads.*
- *To prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.*

Under section 2.119(2), the consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that the following matters have been addressed.

Table 4: Section 2.119(2) of TISEPP

SECTION	COMMENT
(a) where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and	Vehicular access to the site and structure are infrequent, with the site accessed for installation by oOh!media on a monthly basis and inspected by engineers every 3 years unless otherwise advised per previous inspections. During these periods installers and engineers park close to the billboard structure which is in a safe distance from the road and traffic.
(b) the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of- (i) the design of the vehicular access to the land, or (ii) the emission of smoke or dust from the development, or (iii) the nature, volume or frequency of vehicles using the classified road to gain access to the land.	The safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development. No new vehicular access is proposed as the structure is adjacent to the highway and accessible via existing access. No smoke or dust will be emitted from the development. The volume of vehicles using the classified road will not be and have not been impacted by the erection of the billboard structure. As the development is not changing in any way, this will not change.
(c) the development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicle emissions within the site of the development arising from the adjacent classified road.	The development is not sensitive to traffic noise or vehicle emissions and will also not itself create any further noise emissions due to the nature of use proposed.

As per the above table the proposal is considered acceptable in meeting the objectives set out in section 2.119(1).

5.5.2. Resilience and Hazards SEPP 2021 (R&H SEPP)

Chapter 4 Remediation of Land

The objective of Chapter 4 is to provide a Statewide planning approach for the remediation of contaminated land. Pursuant to section 4.6 of the R&H SEPP the consent authority must not consent to the carrying out of any development on land unless:

- (a) it has considered whether the land is contaminated, and

- (b) if the land is contaminated, it is satisfied that the land is suitable in its contaminated state (or will be suitable, after remediation) for the purpose for which the development is proposed to be carried out, and
- (c) if the land requires remediation to be made suitable for the purpose for which the development is proposed to be carried out, it is satisfied that the land will be remediated before the land is used for that purpose.

It is unlikely that the site is contaminated based on surrounding land uses, and a review of historical imagery of the site that shows no hazardous land uses were ever existing on the site. Therefore, it is considered suitable for the development on site.

5.5.3. Industry and Employment SEPP 2021 (I&E SEPP)

Chapter 3 Advertising and Signage

Chapter 3 of the I&E SEPP aims to ensure signage is compatible with the desired amenity and visual character of an area, provides effective communication in suitable locations and is of a high-quality design and finish.

Section 3.6 of the I&E SEPP stipulates that a consent authority must not grant consent for an application to display signage unless the consent authority is satisfied:

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

An assessment of the proposed signage to meet the aims and objectives of section 3.1(1)(a) and Schedule 5 assessment criteria is detailed below in Table 5.

Table 5: Consistency with Chapter 3 of I&E SEPP

ASSESSMENT CRITERIA	COMMENT	COMPLIES
Aims and objectives of section 3.1(1)(a)		
(a) to ensure that signage (including advertising)— (i) is compatible with the desired amenity and visual character of an area, and (ii) provides effective communication in suitable locations, and (iii) is of high quality design and finish,	(i) The proposal is compatible with the desired future character of the area which is largely industrial in nature. The site is surrounded by general and light industrial zoned lands and the use of an advertising billboard in this location is consistent with the overall visual character of the area. The signs are static, and have a low impact on the visual character of the area. The external illuminance of floodlights mounted on a bracket arm toward the sign face, are directed vertically. The signage floodlights shall be fitted with custom baffles which mitigate upward waste light. (ii) The signage will provide an opportunity for the installation of appropriate advertisements that are suitable to its roadside location. The location and orientation of the sign is in such a way that only glance	Yes

ASSESSMENT CRITERIA	COMMENT	COMPLIES
	<p>appreciation is required, maintaining road safety and avoiding driver distraction. The content and imagery chosen seeks to avoid unnecessary text or images that may be interpreted as traffic instructions.</p> <p>(iii) The existing structure will maintain its current design and finish and is considered acceptable under the original consent approved by the Minister (DA 6-1-2008).</p>	
Schedule 5 assessment criteria		
<p>1 Character of the area</p> <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? Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	<p>The proposal is compatible with the existing and desired future character of the area which is largely industrial in nature. The site is surrounded by general and light industrial zoned lands and the use of an advertising billboard in this location is compatible with the overall visual character of the area.</p> <p>The proposal is reflective of the design and scale of outdoor advertising structures along highways and roadsides. There are no other proximate billboard signage structures, so no identified theme for outdoor advertising in the area.</p>	Yes
<p>2 Special areas</p> <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>The proposal is located about 1km north of the Prospect Reservoir which is identified as a Designated Special Area. The existing signage will not have any discernible impact on the Prospect Special Area. There is low scenic quality or value within the viewshed of the proposal. The signage itself is not located in an environmentally sensitive area, or a natural conservation area, and therefore it is not likely to cause any significant impacts. The billboard signage is static, and not digital, it does not detract from the visual quality of any of these areas. The external floodlights are facing vertically downward and thus mitigate the impact on surrounding visual quality and amenity.</p> <p>As the proposed signage is located in close proximity to the State Heritage listed item SHR 01911 – Former Great Western Road, Prospect, Kayandel Archaeological Services have carried out an assessment of both Aboriginal and non-Indigenous</p>	Yes

ASSESSMENT CRITERIA	COMMENT	COMPLIES
	<p>heritage within the vicinity of the signage, to ensure that no adverse impact is caused by the proposed development to adjacent heritage items.</p> <p>Aboriginal Heritage Kayandel confirm that: <i>"the proposal will not disturb the ground surface. The location was disturbed as part of installing the existing billboard. This desktop assessment did not identify any Aboriginal sites recorded within the Subject Area. The installation of new advertising signage on an existing billboard structure will not impact any Aboriginal sites. It is recommended that the proposal can proceed with caution".</i></p> <p>Non-Indigenous Heritage Kayandel confirm that: <i>"There will be no new physical impacts to the heritage items as no modifications are being proposed to the existing structure. As noted in Section 2, the proposal will not disturb the ground surface. The location was disturbed as part of installing the existing billboard. It has been assessed that the replacement of the existing advertising skin will have a neutral impact to the heritage significance of SHR #01911 and Item No I60, as it will be established on an existing billboard structure.</i> <i>It is recommended that:</i> 1. No additional European heritage assessments for the replacement of the existing advertising skin is required; and, 2. Should the design and/or extent of the proposal be altered, additional heritage impact assessment and approval under the Heritage Act 1977 may be required".</p> <p>Please refer to the Aboriginal Heritage Advice letter dated 5 March 2024 and the Non-Indigenous Heritage Advice letter dated 5 March 2024 prepared by Kayandel Archaeological Services for further detail.</p>	
3 Views and vistas	The proposal does not obscure or compromise any	Yes

ASSESSMENT CRITERIA	COMMENT	COMPLIES
<ul style="list-style-type: none"> Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers? 	<p>important views. It does not dominate the skyline or reduce the quality of vistas. There are other small scale advertising signs for local industrial uses located along the Great Western Highway in the proximate vicinity of the site. There are no other structures of similar size and scale to the billboard signage within the vicinity of the site.</p>	
<p>4 Streetscape, setting or landscape</p> <ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? Does the proposal require ongoing vegetation management? 	<p>The scale, proportion and form of the proposed advertisement is appropriate and compatible with the existing industrial landscape and built form. The proposal does contribute to the visual interest of the streetscape in creating a positive visual entrance to the wider industrial area of Huntingwood. The proposal does not protrude above the industrial buildings located adjacent.</p> <p>Vegetation management</p> <ul style="list-style-type: none"> No removal of any vegetation of high biodiversity value is proposed. No new landscaping or planting is provided and therefore a landscape management plan is not required. <p>The proposal requires some ongoing vegetation management, and this will be carried out by the applicant on a regular basis. At present, TfNSW currently manages the site and any associated landscape and vegetation management.</p> <p>Appendix A outlines a detail of vegetation maintenance that is required to be carried out by TfNSW.</p> <p>As part of the repair and maintenance of the signage, oOh!media on behalf of the applicant carries out yearly repair and maintenance inspections.</p> <p>Furthermore, during the change of signage skins that occurs between 7-9 times per year, operatives will assess whether any vegetation growth has occurred that needs further attention from the applicant. Should this be the case, the applicant will be notified if additional vegetation management is required.</p> <p>Vegetation management is required to ensure consistent</p>	

ASSESSMENT CRITERIA	COMMENT	COMPLIES
	<p>visibility of the signage to increase public safety, to prevent overgrown vegetation and unsightly development.</p> <p>Ongoing management and maintenance will ensure no damage is caused to the sign and the general area, for example, graffiti management.</p> <p>No new landscaping or planting is provided and therefore a landscape management plan is not required. There is also no significant vegetation on site that is of high biodiversity value.</p>	
<p>5 Site and building</p> <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? Does the proposal respect important features of the site or building, or both? Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	<p>There are no other buildings or structures on the site itself as the sign is a standalone structure.</p>	Yes
<p>6 Associated devices and logos with advertisements and advertising structures</p> <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? 	<p>The proposal consists of an existing access ladder, safety platform, and small company logo (0.25sqm) to the bottom left and right corners of each respective sign. The structure is lit by 4 overhead downward facing lights. These features are not detracting from the sign itself or the main advertising panel.</p> <p>The billboard structure is located in a secure area which prevents members of the public from gaining access to the billboard and advertising sign.</p>	Yes
<p>7 Illumination</p> <ul style="list-style-type: none"> Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation? 	<p>The advertising structure does not accommodate digital signage and therefore internal illumination is not relevant. The signs are externally illuminated with 4 overhead lights located above each sign. The lighting levels for the signs is extremely low and match the surrounding environment at the site.</p> <p>A Lighting Impact Assessment has been prepared to</p>	Yes

ASSESSMENT CRITERIA	COMMENT	COMPLIES
<ul style="list-style-type: none"> Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew? 	<p>accompany this application and the proposal is fully compliant with all relevant requirements of AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting and does not exceed the maximum luminance's permitted.</p> <p>The existing signage complies with the Threshold Increment limits of AS4282, demonstrating that the illumination will not cause unacceptable glare. The floodlights are to be fitted with baffles which limit upward light that is viewable by aircraft</p> <p>The signage will not cause unacceptable glare, adverse impacts on the safety of pedestrians, residents, or vehicular traffic and will not cause any unacceptable amenity impacts to nearby residents.</p>	
<p>8 Safety</p> <ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? Would the proposal reduce the safety for pedestrians or bicyclists? Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	<p>The proposed sign will not interfere with pedestrian or vehicular sightlines as they will comply with all relevant Australian Standards. The sign will not distract motorists as it will be located well away from the street verge and will not resemble a traffic sign or contain a facsimile of a traffic sign.</p> <p>The A44 Great Western Highway is for vehicular traffic only and is without any pedestrian footpaths and cycle lanes. The proposal is not in the proximity of any pedestrian footpaths and public areas. The most proximate public area is located at the Reservoir Road junction where residential properties are located to the north, from this viewpoint it is not proposed that pedestrian sightlines would be impacted and therefore safety will not be reduced.</p> <p>A review of available 5 years of crash data within 200m of the site showed that zero crashes were reported within the viewable area to it. As such, no crashes are attributable to the sign and this location generally reveals an inherently low risk crash despite its high traffic volumes and speed.</p> <p>Night time sightline assessments carried out by Bitzios</p>	Yes

ASSESSMENT CRITERIA	COMMENT	COMPLIES
	<p>confirm that “<i>Illumination does not increase safety risk as there is no material change in how drivers glance to a lit sign at night vs. an unlit sign during the day, when considering other stimuli in their visual field</i>”. Safety for road traffic is maintained between daylight hours and night time hours.</p> <p>Traffic Safety Assessments for both the eastbound and westbound direction have been prepared by Bitzios Consulting to confirm that the proposal is acceptable in terms of traffic safety.</p>	

Section 3.10 of the SEPP outlines the relevant consent authority and in the case of the proposal it is stated that, the consent authority is:

(d) *the Minister for Planning in the case of an advertisement displayed by or on behalf of RMS on—*

- (i) *a road that is a freeway or tollway (under the Roads Act 1993) or associated road use land that is adjacent to such a road, or*
- (ii) *a bridge constructed by or on behalf of TfNSW on any road corridor, or*
- (iii) **land that is owned, occupied or managed by TfNSW**

Section 3.15(1) of the I&E SEPP also applies as the application proposes a sign that has an area of 42.41sqm and is 8.5m above the ground. Section 3.15(2) states that

“The consent authority must not grant consent to an application to display an advertisement to which this section applies unless—

- (a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and*
- (b) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies”.*

Based on the above assessment, the proposal is considered to comply with the requirements of the I&E SEPP.

5.6. Transport Corridor Outdoor Advertising and Signage Guidelines 2017

The Transport Corridor Outdoor Advertising and Signage Guidelines (Guidelines) outline best practice for the planning and design of outdoor advertisements in transport corridors, such as along or adjacent to classified roads, freeways, tollways, transitways and railway corridors, or on bridges or road and rail overpasses.

The Guidelines complement the provisions of the former State Environmental Planning Policy No. 64 – Advertising

and Signage (SEPP 64). SEPP 64 has now been replaced by Chapter 3 Advertising and signage in the I&E SEPP.

The following table provides an assessment of the proposal against the compatibility criteria set out within the Guidelines, including:

- Land use (Table 6 below)
- Design
- Road safety (Table 7 below)

Table 6: Assessment of the Land Use Compatibility Criteria

LAND USE COMPATIBILITY CRITERIA	ASSESSMENT
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.	The outdoor advertising is consistent with the land use objectives outlined in the Blacktown Local Environmental Plan 2015, signage is permissible with consent in the SP2 Infrastructure zone.
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: <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>The proposed signage is not visible from any of the areas listed.</p> <p>The surrounding lands are mainly zoned for IN1 General Industrial and IN2 Light Industrial. To the east of the site is a R2 Low Density Residential area and a RE2 Private Recreation area. However, due to the distance of at least 370m, tree buffers along the residential boundary, and the IN2 lands that separate the two areas, it is considered unlikely that the signage is visible from these areas.</p> <p>The signage is not located in an environmentally sensitive area or a natural conservation area and therefore it is not likely to cause any significant impacts. The proposal is located at least 1km north of the Prospect Reservoir which is identified as a designated Special Area. It is not proposed that the signage structure will have any negative impact on the Prospect Special Area.</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	The signage does not dominate or protrude above the skyline. The large industrial developments to the west of the site contain no scenic views that impact the character of the area.
Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.	The proposed signage is located in close proximity to the State Heritage listed item SHR 01911 – Former Great Western Road, Prospect. Kayandel Archaeological Services have carried out an assessment of both

LAND USE COMPATIBILITY CRITERIA	ASSESSMENT
	<p>Aboriginal and non-Indigenous heritage within the vicinity of the signage, to ensure that no adverse impact is caused by the proposed development to adjacent heritage items.</p> <p>Aboriginal Heritage Kayandel confirm that: <i>"the proposal will not disturb the ground surface. The location was disturbed as part of installing the existing billboard. This desktop assessment did not identify any Aboriginal sites recorded within the Subject Area. The installation of new advertising signage on an existing billboard structure will not impact any Aboriginal sites. It is recommended that the proposal can proceed with caution".</i></p> <p>Non-Indigenous Heritage Kayandel confirm that: <i>"There will be no new physical impacts to the heritage items as no modifications are being proposed to the existing structure. As noted in Section 2, the proposal will not disturb the ground surface. The location was disturbed as part of installing the existing billboard. It has been assessed that the replacement of the existing advertising skin will have a neutral impact to the heritage significance of SHR #01911 and Item No I60, as it will be established on an existing billboard structure.</i> <i>It is recommended that:</i> 1. No additional European heritage assessments for the replacement of the existing advertising skin is required; and, 2. Should the design and/or extent of the proposal be altered, additional heritage impact assessment and approval under the Heritage Act 1977 may be required".</p> <p>Please refer to the Aboriginal Heritage Advice letter dated 5 March 2024 and the Non-Indigenous Heritage Advice letter dated 5 March 2024 prepared by Kayandel Archaeological Services for further detail.</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. For	The signage is positioned adjacent to a large industrial area, Huntingwood Industrial Estate. This is placed within the context of other built structures and the built-up area to the west.

LAND USE COMPATIBILITY CRITERIA	ASSESSMENT
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	

The design assessment criteria set out in the Guidelines are the same as the those in Schedule 5 of the I&E SEPP and have been assessed in section 5.3.3 of this report.

Table 7: Assessment of the Road Safety Assessment Criteria

ROAD SAFETY ASSESSMENT CRITERIA	ASSESSMENT
Would the proposal reduce the safety for any public road?	The proposed signs will not reduce the safety for the public road (Great Western Highway). The signs will not distract motorists as it will be located well away from the street verge and will not resemble a traffic sign or contain a facsimile of a traffic sign. Traffic Safety Assessments for both the eastbound and westbound facing billboards were carried out by Bitzios Consulting. The overall conclusion of both assessments was that the “ <i>static sign should continue to operate as it currently does</i> ”.
Would the proposal reduce the safety for pedestrians or bicyclists?	The advertisement does not reduce the safety for pedestrian or cyclists given its location on the roadside, and only applicable to vehicular traffic. The A44 Great Western Highway is for vehicular traffic only and is without any pedestrian footpaths and cycle lanes.
Would the proposal reduce the safety for pedestrians by obscuring sightlines from public areas?	The proposal is not in the proximity of any pedestrian footpaths and public areas. The most proximate public area is located at the Reservoir Road junction where residential properties are located to the north, from this viewpoint it is not proposed that pedestrian sightlines would be impacted and therefore safety will not be reduced.

5.6.1. Justification and public benefit test

The public benefit test is an assessment of how the local community will benefit as a result of the display of the advertisement and is applied to this advertising proposal because the display of the advertisement is by or on behalf of RMS or **TfNSW**, Sydney Trains and NSW Trains.

Advertising on transport corridors generates revenue which TfNSW allocates to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW. The advertising signs provide affordable advertising space for road safety messages in prime locations.

NSW road safety advertising campaigns have played an important role in helping to address key road safety problems across NSW and have contributed to the significant reductions achieved over recent decades in the number of deaths on NSW roads.

The public benefit of the proposed development is that oOh!media, on behalf of TfNSW, displays road safety messages during key times of the year.

Furthermore, a Public Benefit Statement has been prepared by TfNSW and accompanies this application.

5.7. Blacktown Local Environmental Plan 2015

5.7.1. Zoning and Permissibility

As shown in Figure 8 below, the site is zoned SP2 Infrastructure under the provisions of the Blacktown Local Environmental Plan 2015 (the LEP).

The objectives of the SP2 Zone are:

- *To provide for infrastructure and related uses.*
- *To prevent development that is not compatible with or that may detract from the provision of infrastructure.*
- *To ensure that development does not have an adverse impact on the form and scale of the surrounding neighbourhood.*

The proposal is consistent with the objects of the zone as it:

- Is compatible with the adjacent road infrastructure;
- Will not distract drivers using the Great Western Highway (A44);
- Proposes a use that is compatible and consistent with the surrounding industrial zones and buildings;
- Will not have an adverse impact on the surrounding area;
- Is an existing structure that has had no negative impact on the road infrastructure or the safety of the road; and
- Does not propose any modifications to the existing structure and therefore it is acceptable to consider that the proposal will not create any increased adverse impacts.

The proposal is characterised as an advertising structure, which falls as a type of 'signage' according to the dictionary to the LEP. This definition states that:

"Signage means any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following—

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

(c) a business identification sign,
but does not include a traffic sign or traffic control facilities”.

Signage is permissible with consent in the SP2 Infrastructure zone.

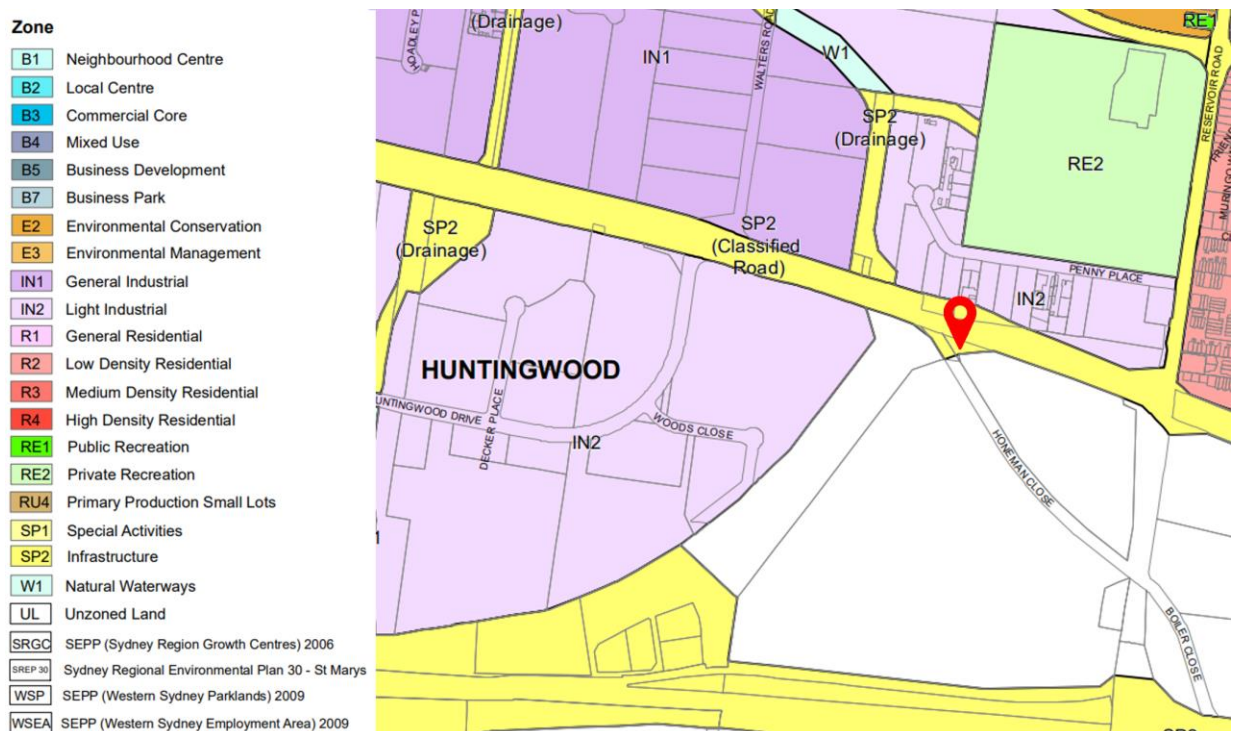


Figure 8: Land use zoning of the site (red marker) as per the Blacktown Local Environmental Plan 2015

5.8. Blacktown Development Control Plan 2015

An assessment of the proposal against the relevant provisions of the Blacktown Development Control Plan 2015 (BCDP) is not applicable. The BCDP does not specifically refer to billboard advertising signage in SP2 Infrastructure zones.

The only sections of the BDCP that relates to advertising signage are:

- Section 4.12 of Part D which only specifically relates to the business zones. Currently Part D is under review and the 2006 DCP applies. However, it is stated that:

‘All signage is to be consistent with the provisions of SEPP 64 (Advertising and Signage).

- Section 5.4.2 of Part E which only specifically relates to B5 and B7 zones.

The Transport Corridor Outdoor Advertising and Signage Guidelines complement the provisions of the former State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64). SEPP 64 has now been replaced by

the Industry and Employment SEPP.

The proposed development has been assessed against the controls in the Industry and Employment SEPP (refer to section 5.5.3 of this SEE) as well as having regard to the Transport Corridor Outdoor Advertising and Signage Guidelines (refer to section 5.5 of this SEE).

6. VISUAL IMPACT ASSESSMENT

The site is in an established neighbourhood consisting of predominantly industrial uses toward the west, and low density residential uses to the east. The signage is located on SP2 Infrastructure zoned land and is compatible with the objectives of the zone. The proposal will not detract from the provision of infrastructure or have any adverse impact on the form and scale of the surrounding neighbourhood.

The potential visual impact of the proposal has been assessed in relation to the surrounding development and use of the area. Consideration of whether the proposal will cause any visual change to the landscape or cause any adverse impact on the use of the area by the general public has been given. Based on its location, the signage is oriented to face road users of the Great Western Highway and not surrounding properties and land uses.

The proposal is for new advertising signage (replacement of advertising skins) on the existing structure in situ, and therefore the view remains the same to the existing.

6.1. Impact on Great Western Highway

Great Western Highway, at this location, is a road network consisting of six lanes of traffic, with the proposal located on the southern side of the highway. The sightline for the signage as outlined in the Traffic Safety Assessment is approximately 290m on the westbound approach and is in a location of consistent traffic flow where decision making by drivers is not required unless turning left into the TfNSW Crashlab site, which has low traffic volumes.

The sightline for the signage is approximately 400m on the eastbound approach, however, is distant in this location with the sign content unclear from such a distance. Travelling in an east to west direction at this location also involves little decision making at this location, with one traffic lane merging into the Great Western Highway from the right-hand side. This location is generally consistent in traffic flow. The proposed signage is considered well distanced from directional signage and therefore should not cause any adverse impacts on the decision making of road users.

The overall visual impact of the signs from the perspective of road users is low. As no changes are proposed and it is not digital signage no additional impact is proposed.

As there are no footpaths or cycle paths along the highway there is no potential for visual impact on any cyclists or pedestrians.

The Lighting Impact Assessment also concludes that the signage will not result in unacceptable glare, or cause any adverse impacts on the safety of pedestrians or vehicular traffic on Great Western Highway.

6.2. Impact on residential

There is sufficient visual buffer between the existing billboard and associated signage and the residential dwellings on Reservoir Road due to the physical distance between the 2 land uses, together with landscaping screening along the rear of the residential properties adjacent to the Great Western Highway. These 2 buffers will ensure that the signage will have no impact on the visual amenity of nearby residents.

6.3. Visual clutter

The proposal seeks approval for advertising signage on an existing structure in the same location. There are no other

billboard structures of similar use or size close to the existing structure. Directional signage is located opposite the signage on the northern side of the highway, with smaller advertising signage located adjacent.

The proposed sign structure will not cause any increased impact to the existing road network or urban fabric on the highway and is visually consistent with a metropolitan road corridor. Providing the signage will not contribute to additional visual clutter and will assist in retaining the inherent visual qualities along this section of the Great Western Highway.

6.4. Visual analysis – moving views

6.4.1. Westbound approach



Figure 9: Views travelling in an eastbound direction on the Great Western Highway (Source: Google Streetview)

On approach from the west in an eastbound direction, the visual environment along the Great Western Highway is characterized by a mix of tree canopy screening and landscaping, and industrial and infrastructure uses. Along the northern boundary, tree canopies bound and separate the road and road verge with a large industrial area that can be viewed through the tree canopy. Streetlamps in equal distance also define the northern boundary.

The southern boundary is defined by a large electrical pylon that runs alongside the road verge, and landscape verge. Tree canopies are sparser along the southern boundary and begin to thicken in density in closer proximity to the signage.

Landscape safety barriers define the separation of the east and westbound laneways.

6.4.2. Eastbound approach



Figure 10: Views travelling in a westbound direction on Great Western Highway (Source: Google Streetview)

On approach from the east in a westbound direction, the visual environment along the Great Western Highway is characterized by a heavy tree canopy along the southern boundary and sparse tree canopy along the northern boundary with open views of the industrial units to the north. A landscaped safety barriers defines the separation of the east and westbound laneways. The arrangement provides a sense of enclosure to vehicular users using the westbound lane.

6.4.3. The billboard signage

The billboard signage presents along the southern side of the Great Western Highway and is visible to vehicles moving in both directions along the road. The signage does not alter or detract from the safety of road users. The presence of the signage is perceived as an integrated part of the visual framing effect characteristic of this location and provides balance between the infrastructural and industrial make up of the overall area. The visual experience is created by the wide-open view corridor along the road and landscaping that aligns the northern and southern perimeters of the road, in particular increasing in density along the southern perimeter in closer proximity to the signage.

The signage skins do not visually interfere with the presence of canopy trees, nor do they obstruct or alter the visual landscape corridors. Based on the existing visual environment and relationship between the road and billboard

signage, the skins are considered visually appropriate with no adverse impacts to the character of existing moving views within this part of the Great Western Highway corridor. A detailed Visual Impact Assessment (VIA) prepared by Urbaine Design Group (dated March 2024) has been provided to fully assess the visual impact of the proposed development.

The VIA concludes that:

"In summary, the view impacts, that would be caused by the current signage are assessed as between negligible and negligible-to-minor from a small number of windows to the north of the site, within commercial properties and upper levels of residential houses, at a distance, to the east. These assessments have been made without the inclusion of the effect of existing, mitigating landscape within these properties.

I would recommend that the existing signage be approved for its continued use, in relation to its potential to cause unreasonable visual impact to neighbouring residential properties".

7. ASSESSMENT OF LIKELY IMPACTS

This section identifies and assesses the impacts of the development with specific reference to the heads of consideration under Section 4.15(1)(b)-(e) of the EP&A Act.

7.1. The likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality

7.1.1. Natural environment

The proposed development will not have any material adverse impact on flora and fauna on the site or surrounding the site. The proposal is located about 1km north of the Prospect Reservoir which is identified as a designated Special Area. It is not proposed that the signage structure will have any negative impact on the Prospect Special Area. There is low scenic quality or heritage value within the viewshed of the proposal. The signage itself is not located in an environmentally sensitive area, or a natural conservation area and therefore it is not likely to cause any significant impacts.

No management or maintenance of vegetation is proposed as part of this development application. No removal of any vegetation of high biodiversity value is proposed as part of this application. No new landscaping or planting is proposed as part of this application.

7.1.2. Built environment

The development will not impact any views of the existing built environment. The surrounding built environment is industrial in nature and the proposal is consistent with the structure and form of the surrounding area.

7.1.3. Traffic and public safety

Two traffic safety assessments have been prepared by Bitzois Consulting for the proposed development, facing eastbound and westbound traffic. The safety assessments confirm that the static signs should continue to operate as they currently do on the basis that they will propose no negative impact to traffic, pedestrian, or cyclist safety. The proposal outlines that:

- It will not obstruct or interfere with the view of or restrict sightlines to traffic control devices or intersections due to its location above the road.
- Vehicle, pedestrian, or cyclist movements will not be impacted, and their safety will be maintained.
- Crash data within 200m shows that no crashes were reported within the viewable area of the sign. Therefore, no crashes are attributable to the sign, its location, or its content.
- The proposal is consistent with all relevant policy and guidelines in terms of traffic and public safety.

Nighttime assessments confirm that safety for road traffic is maintained between daylight hours and night time hours.

The Lighting Impact Assessment also concludes that the signage will not result in unacceptable glare, or cause any adverse impacts on the safety of pedestrians, residents or vehicular traffic. Mitigation measures in the form of baffles fitted to the floodlights are proposed to ensure that the illumination will not cause unacceptable glare. The baffles limit upward light that is viewable by aircraft.

Additionally, the signage should not cause any unacceptable amenity impacts to nearby residents.

7.1.4. Social and economic impacts

The social impacts of the proposed development including those related to traffic and safety of pedestrians, cyclists, and vehicular traffic have been assessed and are acceptable. There are no further adverse social impacts expected from the proposed development.

The proposed development will promote the orderly and economic use and development of land for the purpose of third party advertising. This will create commercial and economic opportunities for businesses wishing to advertise their content and will provide effective communication along a key road corridor.

7.2. The suitability of the site for the development

The site is suitable for the retention of the advertising structure as:

- Signage is permitted with consent under SP2 Infrastructure zoned lands.
- The proposal is compatible with the industrial form and character of the surrounding landscape.
- The impacts of the proposal including traffic, safety, and visual have been assessed and are acceptable considering the location, scale and extent of the proposed development.
- The development has previously been approved under DA 6-1-2008. No modifications or alterations are proposed and therefore the development for new advertising signage (replacement of advertising skins) on the existing structure as it stands on the site is suitable.

A Structural Statement and Structural Condition Report prepared by Arcadis confirmed the existing signage structure can safely operate for the next 15 year period. The Structural Statement concludes:

'Our inspection review concluded that the advertising signage structure is in a satisfactory condition and should continue to perform as per the original design intent.'

Arcadis would recommend that the signage structure be re-inspected every three (3) years from the date of this correspondence. This ongoing inspection regime, and regular maintenance requirements will ensure structural viability for the 15-year period of operation'.

7.3. Any submissions made in accordance with this Act or the Regulations

Section 4.1.5(d) of the Act relates to submissions and is a matter for the Consent Authority.

7.4. The public interest

The proposal is consistent with the objectives of the SP2 Infrastructure zone and the EP&A Act. It promotes orderly development and a positive economic use of land. It does not pose any risks to the safety of the public, either pedestrians, cyclists or vehicular traffic. It does not result in adverse social impacts. There are no likely environmental impacts proposed for the proposal for new advertising signage to an existing billboard structure

The advertising signs provide affordable advertising space for road safety messages in prime locations.

TfNSW road safety advertising campaigns have played an important role in helping to address key road safety problems across NSW and have contributed to the significant reductions achieved over recent decades in the

number of deaths on NSW roads. The proposal is in the public interest.

8. CONCLUSION

This SEE has undertaken an environmental assessment of the development proposal for new advertising signage (replacement of advertising skins) on an existing billboard structure in situ at the southern side of the Great Western Highway, approximately 340m north-west of Reservoir Road, in Huntingwood, NSW

This assessment found that the proposal is:

- Consistent with the objectives of the SP2 Infrastructure land use zone in the LEP,
- A permissible land use under the LEP
- Compliant with the planning controls set out in the I&E SEPP, and
- Acceptable under an assessment of the Transport Corridor Outdoor Advertising and Signage Guidelines 2017.

The proposal is acceptable within the character of the locality and proposes no adverse environmental impacts on the surrounding area. No adverse visual impact will be caused. Public amenity and views will not be impacted by the development and the public interest of increased safety and income generated is acceptable.

The structural integrity of the existing billboard structure has been confirmed as satisfactory and fit for purpose ensuring structural viability for the 15-year period of operation.

Traffic safety, pedestrian and cyclist safety will not be put at risk from the proposal, and following a full assessment, there is no potential for crashes or traffic incidents to occur due to the signage.

Given the findings of this assessment, we consider that the proposal is in the public interest and merits approval.

Appendix A

Vegetation maintenance

Prepared by Gyde Consulting

March 2024

GYDE

Management of Trees

It is our understanding that TfNSW have appointed a qualified arborist who carried out an assessment of the area of vegetation underneath the billboard signage. This vegetation is found to comprise *Callistemon viminalis* (Weeping Bottlebrush), of which six shrubs are identified on site. While the arborist finds these plants are of low landscape significance and retention value, they will be retained on site and maintained on an ongoing basis. Maintenance will be undertaken by a suitably qualified and experienced Arborist to all applicable Australian standards and codes of conduct. The canopy of each of the shrubs will be reduced by no more than 10 percent in any 12- month period.

All vegetation management works on the site are undertaken by a suitably qualified and experienced Arborist (AQF Level 3 in Arboriculture, or above) to all applicable Australian standards (AS 4373-2007) and codes of conduct, and in accordance with Council Tree Management Policies.

The intention of AS 4373-2007 is to encourage pruning practices and procedures that reduce the risk of hazard development, branch failure, pathogen infection and premature tree death. Trees often require pruning to maintain clearance for utility services and buildings or to improve the safety, structure, and health of the tree. They are also often pruned to improve the amenity of sites in order to enable successful cohabitation between trees and people.

Management of Vegetation

The arborist has assessed the condition of the vegetation beneath the billboard structure and immediately surrounding the structure.

There is one *ligustrum Ligustrum sinense* (Small-Leaved Privet) on the site, which is an environmental weed. Grass in the paddock beneath and around the billboard will be mown on a regular basis for the safety of contractors attending site.

All vegetation management works on the site are undertaken by a suitably qualified and experienced Arborist (AQF Level 3 in Arboriculture, or above) to all applicable Australian standards (AS 4373-2007) and codes of conduct.

Appendix B

Test of Significance – Section 7.3 Biodiversity Conservation Act 2016

Prepared by Gyde Consulting

March 2024

GYDE

Statement of Environmental Effects

The threatened species test of significance is used to determine if a development or activity is likely to significantly affect threatened species or ecological communities, or their habitats.

The test of significance is applied as part of the Biodiversity Offsets Scheme entry requirements and for Part 5 activities under the *Environmental Planning and Assessment Act 1979* (EP&A Act).

The test of significance is set out in section 7.3 of the *Biodiversity Conservation Act 2016* (BC Act).

The test of significance allows applicants and proponents to undertake a qualitative analysis of the likely impacts and determine whether further assessment is required. All factors must be considered, and an overall conclusion must be drawn from all factors in combination. This enables a decision to be made as to whether there is likely to be a significant impact on the species and if a Biodiversity Development Assessment Report (BDAR) or Species Impact Statement (SIS) is required.

Parts (a), (b) and (c) of the test are applied to species and ecological communities listed in Schedules 1 and 2 of the BC Act.

It is recommended that the applicant or proponent develop a list of threatened species and ecological communities which may be affected directly or indirectly by the proposed development or activity. The list of potential species should be provided to the consent authority or the determining authority along with the test of significance.

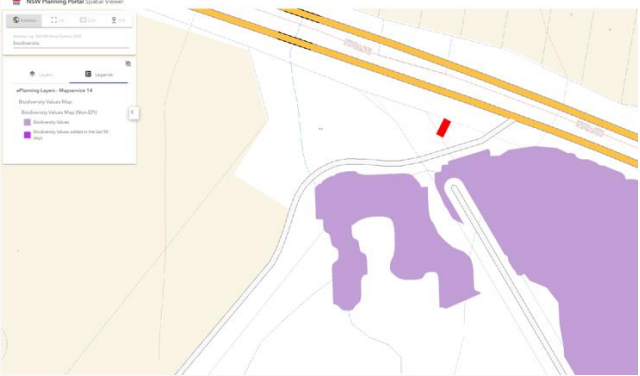
Part (d) of the test of significance concerns the effect on any areas declared to be of outstanding biodiversity value under Part 3 of the BC Act.

If a proposed development or activity is carried out on a declared area of outstanding biodiversity value (AOBV), it is automatically taken to be likely to significantly affect threatened species. The development or activity will be subject to the biodiversity offsets scheme regardless of the outcome of any test of significance.

Part (e) of the test of significance is to consider key threatening processes listed in Schedule 4 of the BC Act link. The applicant or proponent should develop a list of key threatening processes that the proposed development or activity may contribute towards. Reasons should be provided to show how the list was derived.

TfNSW have provided detail that there are currently six shrubs identified on the site, being *Callistemon viminalis* (weeping bottlebrush). It is our understanding that this is the only species identified on the site. A review of the BC Act 2016 confirms that this species or ecological community is **not** listed in Schedule 1 or Schedule 2, therefore, parts (a), (b), and (c) of the test do not apply.

Provision	Test of significance
1. The following is to be taken into account for the purposes of determining whether a proposed development or activity is likely to significantly affect threatened species or ecological communities, or their habitats:	
a. in the case of a threatened species, whether the proposed development or activity is likely to have an adverse effect on the life cycle of the species such that a viable local population of the species is likely to be placed at risk of extinction,	This part of the test does not apply.
b. in the case of an endangered ecological community or critically endangered ecological community, whether the proposed development or activity:	No endangered ecological community or critically endangered ecological community has been identified on the site. Therefore, this part of the test does not apply.

Provision	Test of significance
i. is likely to have an adverse effect on the extent of the ecological community such that its local occurrence is likely to be placed at risk of extinction, or	This part of the test does not apply.
ii. is likely to substantially and adversely modify the composition of the ecological community such that its local occurrence is likely to be placed at risk of extinction,	This part of the test does not apply.
c. in relation to the habitat of a threatened species or ecological community:	No habitats of a threatened species or ecological community is identified on the site. Therefore, this part of the test does not apply.
i. the extent to which habitat is likely to be removed or modified as a result of the proposed development or activity, and	This part of the test does not apply.
ii. whether an area of habitat is likely to become fragmented or isolated from other areas of habitat as a result of the proposed development or activity, and	This part of the test does not apply.
iii. the importance of the habitat to be removed, modified, fragmented or isolated to the long-term survival of the species or ecological community in the locality,	This part of the test does not apply.
d. whether the proposed development or activity is likely to have an adverse effect on any declared area of outstanding biodiversity value (either directly or indirectly),	<p>A review of the NSW Planning Portal Spatial Viewer was carried out 20 February 2024. The site is not identified as an area of outstanding biodiversity value; therefore no direct adverse effects will occur.</p>  <p>No indirect impacts are anticipated as the proposed</p>

Provision	Test of significance
	development involves no excavation or construction works. As the proposed development comprises an existing billboard signage, other than routine vegetation maintenance checks, and the changing of the advertising skins, the nature of the proposed development results in little outputs and activities that could cause an adverse effect to proximate areas of biodiversity value.
e. whether the proposed development or activity is or is part of a key threatening process or is likely to increase the impact of a key threatening process.	The key threatening process, routine maintenance of vegetation, is associated with the proposed works. However, impacts resulting from these processes are considered to be minimal.
Conclusion Is there likely to be a significant impact?	No. The proposed development is unlikely to have a significant impact.

Appendix C

Standards – General

Prepared by Gyde Consulting

March 2024

GYDE

Statement of Environmental Effects

The proposed development fully complies with the Building Code Australia, and Australian Standards, including but not limited to the following:

- AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting
- AS4100:2020 Steel Structures
- S/NZS 1170.2:2021 Structural Design Actions – Part 2: Wind Loads

Where an assessment (e.g. lighting, structural) finds that the sign does not meet current BCA requirements and/or Australian Standards, additional information outlining what work will be undertaken to ensure that the sign meets the most recent standards must be provided.

The Lighting Impact Assessment prepared by Electrolight (dated 28 February 2024), has assessed the proposed development and associated lighting in accordance with the AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting. To ensure full compliance with the Australian Standards, it is proposed that baffles are fitted to the floodlights, to prevent unacceptable glare from the lighting and to limit upward light that is viewable by aircraft. This mitigation measure maintains compliance with the relevant Australian Standard.

The recommendations nominated in the structural conditions report prepared by Arcadis should be implemented in the short term to prolong the longevity of the structure and be more serviceable. These recommendations will ensure the structural viability of the structure and ensure compliance with the BCA and relevant Australian Standards.

These recommendations of these reports ensure compliance with the relevant Australian Standards and the BCA