

# Notice of decision

## Section 2.22 and clause 20 of Schedule 1 of the *Environmental Planning and Assessment Act 1979*

<b>Application type</b>	Development Application
<b>Application number and project name</b>	DA 22/14804 - Removal of an existing static advertising sign and installation and display of a two-sided digital advertising sign on the M4 Western Motorway, Rosehill Lot 3 of DP 668276
<b>Applicant</b>	Sydney Trains
<b>Consent Authority</b>	Minister for Planning

### Decision

The Director of the Key Sites Assessments under delegation from the Minister for Planning has, under s.4.16 of the *Environmental Planning and Assessment Act 1979* (**the Act**) granted consent to the development application subject to the recommended conditions and any additional conditions.

A copy of the development consent and conditions is available:

<https://pp.planningportal.nsw.gov.au/daex/under-consideration/digital-advertising-signage-m4-western-motorway-rosehill-da-2214804>

A copy of the Department of Planning, Industry and Environment's Assessment Report is available:

<https://pp.planningportal.nsw.gov.au/daex/under-consideration/digital-advertising-signage-m4-western-motorway-rosehill-da-2214804>

### Date of decision

21 February 2023

### Reasons for decision

The following matters were taken into consideration in making this decision:

- the relevant matters listed in section 4.15 of the Act and the additional matters listed in the statutory context section of the Department's Assessment Report;
- the prescribed matters under the *Environmental Planning and Assessment Regulation 2021*;
- the objects of the Act;
- all information submitted to the Department during the assessment of the development application and any additional information considered in the Department's Assessment Report;
- the findings and recommendations in the Department's Assessment Report; and

The findings and recommendations set out in the Department's Assessment Report were accepted and adopted as the reasons for making this decision.

The key reasons for granting consent to the development application are as follows:

- the project is permissible with development consent under the *State Environmental Planning Policy (Industry and Employment) 2021* and the *Transport Corridor Outdoor Advertising & Signage Guidelines 2017*;
- the impacts on the community and the environment can be appropriately minimised or managed to an acceptable level, in accordance with applicable NSW Government policies and standards. The consent authority has imposed conditions relating to construction standards, environmental considerations, post construction certification and rehabilitation;
- no issues were raised by the community during exhibition of the proposal; and
- weighing all relevant considerations, the project is in the public interest.

## **Attachment 1 – Consideration of Community Views**

The Department exhibited the application for 14 days from Friday 2 December until Thursday 15 December 2022 on its website. The Department also notified surrounding landholders in writing and consulted with City of Parramatta Council and TfNSW.

TfNSW raised no objection to the sign, subject to the proposal complying with the *Transport Corridor Outdoor Advertising & Signage Guidelines 2017* (Signage Guidelines) and recommended conditions regarding display requirements, completion of a Road Safety Assessment (RSA), Road Occupancy License (ROL) and other standard requirements.

Council raised no objection to the sign and provided general comments in relation to visual amenity, illumination impacts, community and local business advertisement, and the need to ensure ongoing safety of drivers and pedestrians.

Comments from TfNSW and City of Parramatta Council have been addressed in detail in the Department's Assessment Report.

There were no community views that needed to be taken into consideration in making this decision. No issues were raised by the community and no public submissions were received during the exhibition period.