

Notice of decision – Digital Advertising Sign – Beecroft Road, M2 Overpass, Cheltenham

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

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| Application type | Development Application |
| Application number and project name | DA 23/2895 or PAN-310902 |
| Applicant | G.O. SIGNAGE NOMINEES PTY LTD & O S T O R (NO 14) PTY |
| Consent Authority | Minister for Planning and Public Spaces |

Decision

The Acting Director, Key Sites Assessments has, under s.4.16 of the *Environmental Planning and Assessment Act 1979* (**the Act**) granted consent to the development application subject to the conditions specified in Schedule 2 of the development consent.

A copy of the development consent and the Department of Planning and Environment's Assessment Report is available [here](#).

Date of decision

8th September 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;
- the findings and recommendations in the Department's Assessment Report; and
- the views of the community about the project (see **Attachment 1**).

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:

- permissibility - the project is permissible with development consent under the State Environmental Planning Policy (Industry and Employment) 2021
- consistency with NSW Government Policy – the project is consistent with the Transport Corridor Outdoor Advertising and Signage Guidelines which aim to provide best practice for the planning and design of outdoor advertisements in transport corridors
- impacts can be managed – lighting and road safety issues can be appropriately minimised through the proposed conditions of consent and managed in accordance with NSW Government policies and Australian standards
- public interest - weighing all relevant considerations, the project is in the public interest.

Attachment 1 – Consideration of Community Views

The Department exhibited the Development Application for the project, including the Statement of Environmental Effects, for 28 days from Thursday 20 April 2023 to Monday 22 May 2023.

The Department received submissions making comments from Parramatta City Council and Hornsby Shire Council. No public submissions were received within the exhibition period.

The Department also undertook the following consultation activities:

- exhibition on the Department's website
- notification of adjoining landholders, Council and relevant government agencies in writing.

The issues raised by Council are considered in the Department's Assessment Report and summarised in the table below.

| Issue | Consideration |
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| <i>Use of the sign (Parramatta Council)</i> <ul style="list-style-type: none">• The sign must comply with all criteria set out by Australian Standards and Transport Corridor Outdoor Advertising and Signage Guidelines. | <i>Assessment and recommended conditions</i> <ul style="list-style-type: none">• The Department's assessment finds the sign to be compliant with the Guidelines and compliance with the relevant Australian standards including for illumination has been included in the consent.• The Department has imposed conditions to ensure the sign complies with the criteria set out by Australian Standards and Transport Corridor Outdoor Advertising and Signage Guidelines including road safety, dwell times, illumination and advertising signage content. |
| <i>Requirement for Road Occupancy Permit (Parramatta Council)</i> | <i>Assessment and recommended conditions</i> <ul style="list-style-type: none">• The Department has imposed a condition requiring a road occupancy permit to be obtained from Council for the occupation of any part of the footpath or road at or above on any local or regional roads for the carrying out of work, storage of building materials and the like. |
| <i>Require compliance with the illumination report and TfNSW conditions (Hornsby Shire Council)</i> | <i>Assessment and recommended conditions</i> <ul style="list-style-type: none">• The Department has imposed conditions requiring compliance with both the illumination report and TfNSW conditions. |