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## Statement of Environmental Effects


Development Application – Seeking Extension to approval for  
Existing Advertising Signage – Old Windsor Road, Bella Vista

Prepared for Mulpha Norwest Pty Ltd

24 March 2023

Calibre Professional Services Pty Ltd  
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Appendix C	Signage Safety Assessment Report
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Appendix E	TfNSW Owners Consent
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# 1. Introduction

This Statement of Environmental Effects has been prepared by Calibre Professional Services Pty Ltd (Calibre) on behalf of Mulpha Norwest Pty Ltd to prepare a Development Application (DA) under Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act). This DA seeks the Minister for Planning's consent for the use of existing advertising signage across the pedestrian over-bridge across Old Windsor Road, Bella Vista.

This Development Application seeks consent for the Illuminated advertising static signage installed on the pedestrian bridge at Old Windsor Road, Bella Vista (cnr. Norbrik Drive) for a period of 15 years. No physical works are proposed. The advertising signage will enable on-going maintenance of the over-bridge facility in the long term.

The subject site is situated between the Blacktown and The Hills Local Government Areas, and the proposed development is permissible with Council's consent in accordance with the *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP). The proposed development has been assessed against the applicable statutory planning framework including the Industry and Employment SEPP, the *Blacktown Local Environmental Plan* (BLEP) 2015, *The Hills Local Environmental Plan 2019* (THLEP 2019), *The Hills Development Control Plan* (DCP) 2012, Blacktown City and The Hills Shire Council's planning requirements and against the relevant heads of consideration under Section 4.15 of the EP&A Act.

A copy of the appropriate Owners Consent has been provided under a separate cover from Transport for New South Wales (TfNSW). TfNSW is the owner of the subject pedestrian bridge and Mulpha Norwest controls the subject signage under a Works Authorisation Deed (WAD) that was executed on 24 October 2008.

There is no cost of development as no works are proposed, and the determining authority of this development application will be the Minister for Planning in accordance with Section 3.10 (d) of the *SEPP (Industry and Employment) 2021*. As such, the Development Application is identified as State Significant Development as it requires consent from the Minister of Planning.

This Development Application is supported by the following plans and reports:

- Appendix A Lighting Impact Assessment Report prepared by Electrolight
- Appendix B Lighting Compliance Report prepared by Electrolight
- Appendix C Signage Safety Assessment Report prepared by Stantec
- Appendix D Signage Structural Report prepared by Vann Boma Engineering
- Appendix E TfNSW Owners Consent
- Appendix F Works Authorisation Deed (for information)

## 2. The Site

### 2.1 Site Details and Context

The subject site is within the Blacktown and The Hills Local Government Areas (LGAs). The signs are attached to the northern and southern elevations of the pedestrian bridge (overpass) which crosses Old Windsor Road, connecting Bella Vista and Glenwood. The bridge is located approximately 55m to the south of the intersection of Norbrik Drive and Old Windsor Road.



Figure 2.1: Site context (Nearmap, 2022)







Figure 2.3 – Existing Signage Northbound (Head, 2022)



Figure 2.4 – Existing Signage Southbound (Head, 2022)







## 4. Statutory Controls and Compliance

### 4.1 State Environmental Planning Policy (Industry and Employment) 2021

**Table 1 – Assessment of Compliance with SEPP (Industry and Employment) 2021**

Clause	Control	Comment/Compliance
<b>Clause 3.1 Aims, objectives etc</b>	<p>(1) This Chapter aims—</p> <p>(a) to ensure that signage (including advertising)—</p> <p>(i) is compatible with the desired amenity and visual character of an area, and</p> <p>(ii) provides effective communication in suitable locations, and</p> <p>(iii) is of high-quality design and finish, and</p>	Complies. The proposed signage is compatible with the amenity of the surrounding area and does not negatively impact on the visual character of the area. The signage is of a high-quality design and finish that is regularly maintained by Mulpha on behalf of TfNSW.
<b>Clause 3.6 Granting of consent to signage</b>	<p>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied –</p> <p>(a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</p> <p>(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</p>	The proposed use of existing advertising signage across the pedestrian over-bridge is consistent with the objectives of this Chapter and satisfies the assessment criteria specified in Schedule 5 of the Industry and Employment SEPP.
<b>Clause 3.10 Consent authority</b>	<p>For the purposes of this Chapter, the consent authority is –</p> <p>(a) the council of a local government area in the case of an advertisement displayed in the local government area (unless paragraph (c), (d) or (e) applies), or</p> <p>(b) TfNSW in the case of an advertisement displayed on a vessel, or</p> <p>(c) the Minister for Planning in the case of an advertisement displayed by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor, or</p> <p>(d) the Minister for Planning in the case of an advertisement displayed by or on behalf of RMS on –</p> <p>(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</p>	The Minister for Planning is the consent authority in accordance with section 3.10(d).

	<p>(ii) a bridge constructed by or behalf of TfNSW on any road corridor, or</p> <p>(iii) land that is owned, occupied or managed by TfNSW, or</p> <p>(e) the Minister for Planning in the case of an advertisement displayed on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</p>	
<p><b>Clause 3.11 Matters for consideration</b></p>	<p>(1) A consent authority (other than in a case to which subsection (2) applies) must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires—</p> <p>(a) is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</p> <p>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and</p> <p>(c) satisfies any other relevant requirements of this Chapter.</p> <p>(2) If the Minister for Planning is the consent authority or section 3.16 or 3.22 applies to the case, the consent authority must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires—</p> <p>(a) is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and</p> <p>(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and in the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of—</p> <p>(i) design, and</p> <p>(ii) road safety, and</p> <p>(iii) the public benefits to be provided in connection with the display of the advertisement, and</p> <p>(c) satisfies any other relevant requirements of this Chapter.</p>	<p>Complies. The proposed development is consistent with the objectives under clause 3.1(1) (a).</p> <p>The proposed signage has been assessed against the assessment criteria in Schedule 5, detailed in Section 4.1.1 below.</p> <p>The proposed signage has been assessed for road safety by Stantec, who completed a Signage Safety Assessment Report, included in Appendix C of this application for further information.</p> <p>The subject signage has a positive public benefit. Refer to Section 5.4 below for a detailed discussion of public benefits.</p>



	(3) In addition, if Section 3.16 or 3.22 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.	
<b>Clause 3.12 Duration of consents</b>	<p>(1) A consent granted under this Part ceases to be in force</p> <p>(a) on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or</p> <p>(b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.</p>	Noted. This DA is sought as the previous development consent has expired. The subject development application is seeking development consent for a period of 15 years.
<b>Clause 3.15 Advertisements with display area greater than 20 square metres of higher than 8 metres above ground</b>	<p>(1) This section applies to an advertisement—</p> <p>(a) that has a display area greater than 20 square metres, or</p> <p>(b) that is higher than 8 metres above the ground.</p> <p>(2) The consent authority must not grant consent to an application to display an advertisement to which this section applies unless—</p> <p>(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</p> <p>(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.</p>	Complies. The proposed signage has been assessed against Schedule 5 and is deemed to be compliant. Refer to Section 4.1.1 below for additional detail.
<b>Clause 3.14 Transport corridor land</b>	<p>(1) Despite section 3.8(1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases –</p> <p>(a) the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,</p> <p>(b) the display of an advertisement by or on behalf of TfNSW on –</p> <p>(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</p> <p>(ii) a bridge constructed by or on behalf of TfNSW on any road corridor, or</p>	<p>Complies. The proposal is permitted with consent as the display of an advertisement is on behalf of Transport for NSW (TfNSW) within transport corridor land. The provisions of section 3.14(b) are satisfied.</p> <p>Refer to owners' consent, provided by TfNSW that accompanies this application.</p>

	<p>(iii) land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,</p> <p>the display of an advertisement on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.</p>	
<p><b>Clause 3.18</b> <b>Location of certain names and logos</b></p>	<p>(1) The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.</p> <p>(2) If the advertising display area has no border or surrounds, any such name or logo is to be located—</p> <p>(a) within the advertisement, or</p> <p>(b) within a strip below the advertisement that extends for the full width of the advertisement.</p> <p>(3) The area of any such name or logo must not be greater than 0.25 square metres.</p> <p>(4) The area of any such strip is to be included in calculating the size of the advertising display area.</p>	<p>Complies. The name and logo of Mulpha Norwest will only appear within the subject advertising signage area.</p>
<p><b>Clause 3.22</b> <b>Advertisements on bridges</b></p>	<p>(1) A person may, with the consent of the consent authority, display an advertisement on a bridge.</p> <p>(2) The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.</p>	<p>Complies. The proposed development is within the 'Transport Corridor Outdoor Advertising and Signage Guidelines 2017', as assessed by Stantec within the Signage Safety Assessment Report included in Appendix C of this application.</p>

#### 4.1.1 Schedule 5 – Assessment Criteria

Clause 3.6 of the SEPP (Industry and Employment) requires the consent authority to assess the proposal against the criteria within Schedule 5 prior to granting consent to carry out any development on the land. An assessment of these matters is provided within the Table below:

Schedule 5	Criteria	Compliance
1	<p><b>Character of the area</b></p> <ul style="list-style-type: none"> <li>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</li> <li>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</li> </ul>	<p>Complies. The proposed signage is compatible with the existing character area. The signage is located in a pedestrian bridge over a major road and not visible from any existing residential dwellings.</p>
2	<p><b>Special area</b></p> <ul style="list-style-type: none"> <li>Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas,</li> </ul>	<p>Complies. Given the size and location of the current signage, it is considered that it does not detract from the local environment.</p>

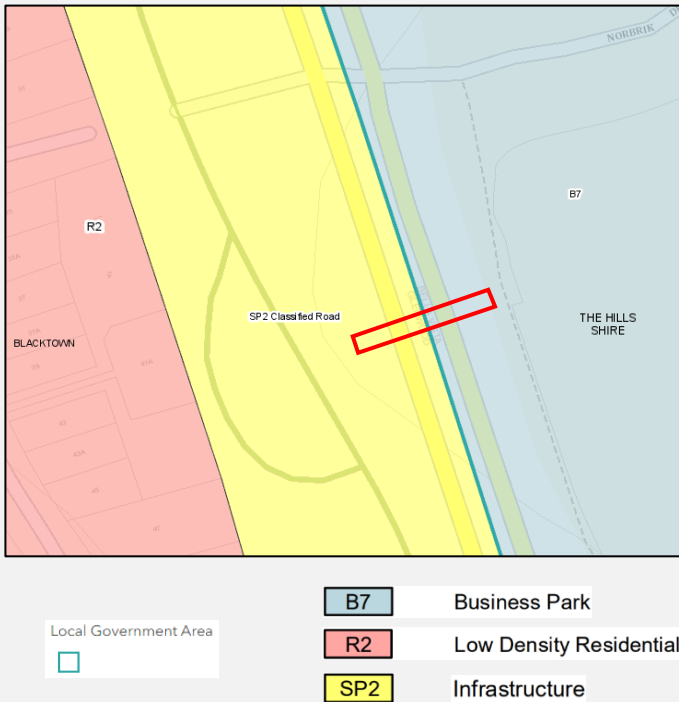
	open space areas, waterways, rural landscapes or residential areas?	
<b>3</b>	<b>Views and vistas</b> <ul style="list-style-type: none"> <li>Does the proposal obscure or compromise important views?</li> <li>Does the proposal dominate the skyline and reduce the quality of vistas?</li> <li>Does the proposal respect the viewing rights of other advertisers?</li> </ul>	<p>Complies. The signage does not have any adverse impact on views, on skyline or vistas and other advertisements.</p> <p>The nearest advertisement on Old Windsor Road is approximately 2km north of the subject signage.</p>
<b>4</b>	<b>Streetscape, setting or landscape</b> <ul style="list-style-type: none"> <li>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</li> <li>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</li> <li>Does the proposal reduce clutter by rationalising and simplifying existing advertising?</li> <li>Does the proposal screen unsightliness?</li> <li>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</li> <li>Does the proposal require ongoing vegetation management?</li> </ul>	<p>Complies. The signage is satisfactory in terms of scale given the size and location and its integration into the pedestrian bridge.</p> <p>The signage adds an attractive element to the rectangular form of the bridge and the local setting.</p> <p>The signage will be prominent in the middle-ground and background settings but as they are integrated into the design of the bridge, it does not create an element of unsightliness.</p> <p>Additionally, the signage does not protrude above buildings or trees and does not require any vegetation management.</p>
<b>5</b>	<b>Site and building</b> <ul style="list-style-type: none"> <li>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?</li> <li>Does the proposal respect important features of the site or building, or both?</li> <li>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</li> </ul>	<p>Complies. The signage is integrated into the existing pedestrian bridge and scale is compatible with the surrounding built form in the Norwest Circa Precinct.</p> <p>There are no impacts on site features.</p> <p>The signage is integrated into the existing bridge design.</p>
<b>6</b>	<b>Associated devices and logos with advertisement and advertising structures</b> <ul style="list-style-type: none"> <li>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?</li> </ul>	<p>Complies. The signage is integrated into the pedestrian bridge which incorporated safety platforms for maintenance and logos.</p>
<b>7</b>	<b>Illumination</b> <ul style="list-style-type: none"> <li>Would illumination result in unacceptable glare?</li> <li>Would illumination affect safety for pedestrians, vehicles or aircraft?</li> </ul>	<p>Complies. Illumination will comply with standard requirements and conditions.</p> <p>Illumination complies with standard requirements and conditions.</p>



	<ul style="list-style-type: none"> <li>• Would illumination detract from the amenity of any residence or other form of accommodation?</li> <li>• Can the intensity of the illumination be adjusted, if necessary?</li> <li>• Is the illumination subject to a curfew?</li> </ul>	<p>The illumination complies with standard requirements and conditions as detailed within the Lighting Impact Assessment included in Appendix A of this application.</p> <p>Illumination can be conditioned as required. There is no current curfew for the signage as approved by the previous consent. This application is seeking that no curfew be applied given the location and setting of the signage.</p>
8	<p><b>Safety</b></p> <ul style="list-style-type: none"> <li>• Would the proposal reduce the safety for any public road?</li> <li>• Would the proposal reduce the safety for pedestrians or bicyclists?</li> <li>• Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</li> </ul>	<p>TfNSW have reviewed and approved this signage. A road safety assessment was commissioned to assess the subject illuminated advertisement signage. This signage was assessed against the current requirements for outdoor advertising as outlined in the Transport Corridor Outdoor Advertising and Signage Guidelines. TfNSW have provided requirements for safety and maintenance of the signage, which can be conditioned in the consent</p> <p>This report concluded that the proposal can be supported on road user safety grounds.</p>

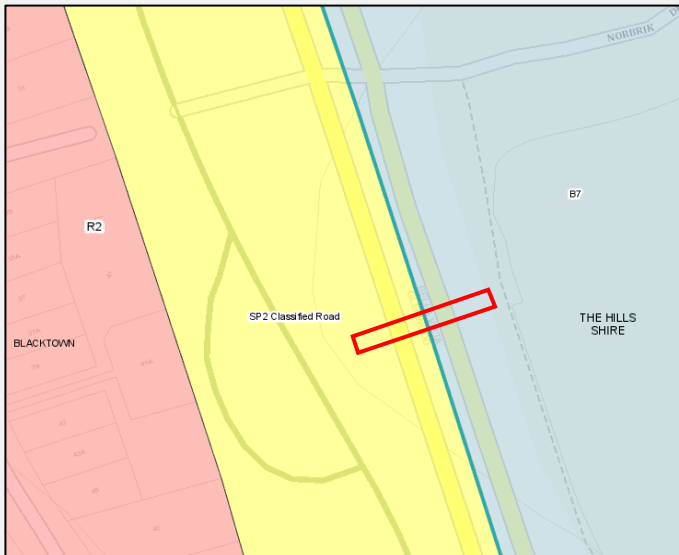
## 4.2 Blacktown Local Environmental Plan (LEP) 2015

**Table 2 – Assessment of Compliance under the Blacktown LEP 2015**

Clause	Control	Comment/Compliance
<b>2.2 Zoning of land to which Plan applies</b>	<p>For the purposes of the Plan, land is within the zones on the Land Zoning Map.</p>  <p>Figure 4.1: Extract of Land Zoning Map (BLEP 2015)</p>	<p>The subject site is located across 2 Local Government Areas (LGAs). Subsequently, the site is zoned SP2 Infrastructure under the <i>Blacktown Local Environmental Plan 2015</i> (BLEP 2015). The teal line running north-south represents the LGA boundary between Blacktown and The Hills Shire.</p>
<b>2.3 Zone objectives and Land Use Table</b>	<p>The objectives of the SP2 Infrastructure zone are:</p> <ul style="list-style-type: none"> <li><i>To provide for infrastructure and related uses.</i></li> <li><i>To prevent development that is not compatible with or that may detract from the provision of infrastructure.</i></li> <li><i>To ensure that development does not have an adverse impact on the form and scale of the surrounding neighbourhood.</i></li> </ul> <p>Signage is permissible with consent under the SP2 Infrastructure zone.</p>	<p>The proposed development would be best characterised as an 'advertising structure' which is a type of 'signage'. Under the zone objectives for SP2 Infrastructure zoned land, signage is permitted with consent.</p> <p>Since the Industry and Employment SEPP also applies to the subject site, the provisions set out in this environmental planning instrument take precedence. Under the Industry and Employment SEPP, signage is permitted with consent.</p>

## 4.3 The Hills Local Environmental Plan 2019

**Table 3 – Assessment of Compliance with The Hills LEP 2019**

Clause	Control	Comment/Compliance
<b>2.2 Zoning of land to which Plan applies</b>	<p>For the purposes of the Plan, land is within the zones on the Land Zoning Map.</p>  <p>Figure 4.2: Extract of Land Zoning Map (THLEP 2019)</p>	<p>The subject site is located across 2 Local Government Areas (LGAs). Subsequently, the site is zoned B7 Business Park under <i>The Hills Local Environmental Plan 2019</i> (THLEP 2019). The teal line running north-south represents the LGA boundary between Blacktown and The Hills Shire.</p>
<b>2.3 Zone objectives and Land Use Table</b>	<p>The objectives of the B7 Business Park Zone are:</p> <ul style="list-style-type: none"> <li><i>To provide a range of office and light industrial uses.</i></li> <li><i>To encourage employment opportunities.</i></li> <li><i>To enable other land uses that provide facilities or services to meet the day to day needs of workers in the area.</i></li> <li><i>To make provision for high technology industries that use and develop advanced technologies, products and processes.</i></li> </ul> <p>Signage is prohibited under the B7 Business Park zone.</p>	<p>The proposed development would be best characterised as an 'advertising structure' which is a type of 'signage'. Under the land use table for the B7 Business Park zone, signage is prohibited.</p> <p>However, since the Industry and Employment SEPP also applies to the subject site, the provisions set out in The Hills LEP are superseded. Under the Industry and Employment SEPP, signage is permitted with consent.</p>



## 4.4 The Hills Development Control Plan 2012

### 4.4.1 Part C Section 2 – Signage

- **2.5 Signs in industrial and B7 Business Park zones**

#### *Objectives*

1. *To provide the opportunity for an approved use to adequately identify the nature of the business conducted on the premises.*
2. *To ensure through design controls that the signage proposed is in sympathy with the building design and architectural treatment of the building.*
3. *To limit the total advertising area of signage in proportion to the building design.*
4. *To ensure brothel and sex services premises signage is discreet and does not draw attention to the use.*
5. *To ensure that signage does not detract from the visual appeal of buildings within the industrial area.*

**Comment:** Complies. The proposed signage does not detract from the visual appeal of buildings within the area and provides the opportunity to identify and advertise Mulpha's developments within the Norwest Business Park and Circa Precinct.

- **2.11 Illumination of signs**

#### *Objective*

1. *To ensure that illuminated signage does not adversely impact on adjacent property owners or the amenity of the area.*

**Comment:** Complies. The proposed illuminated signage does not impact on adjacent property owners or the amenity of the area. No changes are proposed to the current illuminated advertising signage. A Lighting Impact Assessment has been conducted which revealed that the signage is compliant with the requirement of the AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting. As a result, the signage does not impact on pedestrians, residents, vehicular traffic or reduce the visual amenity of nearby residences.

## 5. Assessment of Key Planning Issues

### 5.1 Visual Impact Assessment

#### 5.1.1 Compatibility with desired amenity and visual character

The subject advertisement signs are currently located on the pedestrian over-bridge across Old Windsor Road. The surrounding land uses comprise the bus transit-way to the west, two storey dwellings to the south (minimum distance 175 metres) and west (minimum distance 70 metres), 300m to the Aveo Residential Aged Care Facility to the east of the signage and the surrounding land to be developed for future commercial business purposes in the business park to the east and north.

These land uses are separated from the site of the advertisement signs by setbacks to the road which are landscaped and the Norbrik Bus Station.

There are no other advertisement signs in the immediate vicinity of the site and hence the only advertising theme that exists is that relating to the business park. The landscape setting is one of constant change through the addition of new multi-level buildings particularly in the Business Park and alterations to Old Windsor Road. The Aveo Seniors Housing/ Aged Care Facility is the most recent major visual element added to the road reserve.

The proposed advertisement sign was designed to be an integral part of the bridge and will be only a minor element in the road corridor. As such the sign is compatible with the developing business and commercial built environment being established at this locality.

## 5.2 Lighting & Illumination Impact Assessment

A Lighting and Illumination Impact assessment was conducted by Electrolight, assessing the existing signage located on the pedestrian bridge on the Corner of Norbrik Drive, Bella Vista and Old Windsor Road, Bella Vista.

A Lighting Impact Assessment (LIA) has been prepared by Electrolight. The LIA has assessed the proposal against the illumination criteria under:

- Chapter 3 of the SEPP (Industry and Employment) 2021
- the Signage Guidelines
- AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting.

The LIA confirms that the existing signs have been found to comply with all relevant requirements of AS 4282-2019 Control of the Obtrusive Effects of Outdoor Lighting, and the maximum luminance's of signs A and B would be visually consistent with the existing ambient lighting and suitable for the local area.

Overall, the report concluded that the existing signs should not result in unacceptable glare, nor should it adversely impact the safety of pedestrians, residents or vehicular traffic. Additionally, the existing signs should not cause any reduction in visual amenity to nearby residences or accommodation.

## 5.3 Road Safety Assessment

A Road Safety Assessment was conducted by Stantec for the subject advertising signage. This report included an assessment under the Transport Corridor Outdoor Advertising and Signage Guidelines and relevant Australian Standards.

This report concluded that there were no observable crash trends indicating a road safety issue near the existing signs and there is no evidence that the signs have any adverse impact on road safety.

Overall, the existing signage has been assessed against the current requirements for outdoor advertising as outlined in the Transport Corridor Outdoor Advertising and Signage Guidelines to be compliant.

## 5.4 Public Benefit

The subject advertising signs are designed to form an integral part of the over-bridge and will be similar in appearance to several other transport corridor sites within the Sydney Metropolitan Area.

The subject pedestrian bridge and associated signage has had and will continue to have a significant positive impact on the community for the following reasons:

- The bridge and signage is fully funded by Mulpha on behalf of TfNSW and at no cost to the community.
- The advertisement signs will generate revenue which will be directed to maintaining the bridge, its lift structures and surrounds for an additional period of 15 years.
- The pedestrian bridge greatly improves pedestrian safety, the efficiency of the intersection operation and will assist in improving the management of traffic conditions on this section of Old Windsor Road.
- The provision of direct pedestrian access between the Bus Transit-way and the business park greatly improves accessibility, enhances the usage of public transport and demonstrates the successful outcome of planning aimed at integrating land use and public transport in the region.

## 6. Section 4.15 Evaluation

### 6.1 Matters for Consideration

In determining a development application, a consent authority is to take into consideration the following matters:

(a) *the provisions of –*

(i) *any environmental planning instrument, and*

Comment: The proposed subdivision of land for industrial purposes is consistent with the provisions of the *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP) and is permissible under the SEPP. The provisions of Industry and Employment SEPP are addressed in **Section 4.1** of this Statement of Environmental Effects (SEE).

(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*

Comment: There are no draft environmental planning instruments that have been the subject of public consultation that is relevant to the proposed development.

(iii) *any development control plan, and*

Comment: The Hills Shire Council has a Development Control Plan (DCP) being The Hills DCP 2012. The proposed development is in accordance with the provisions of this DCP. Relevant controls have been addressed under **Section 4.5** of this SEE.

(iv) *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*

Comment: No draft VPAs are under consideration at the time of writing.

(v) *the regulations (to the extent that they prescribe matters for the purposes of this paragraph).*

Comment: There are no prescribed matters under the Regulations that may impact on the consolidation of this application.

(b) *the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts on the locality,*

Comment: The likely environmental impacts on the natural environment of the proposed development are addressed as follows:

- Impacts on the natural and built environment

The proposed use of existing advertising signage across the pedestrian over-bridge across Old Windsor Road, Bella Vista will not have adverse impacts on the natural and built environment other than what is to be expected in an urban development, rather it will enhance the features of the site.

- Social and economic impacts

The proposed use of existing advertising signage on the pedestrian over-bridge across Old Windsor Road, Bella Vista will not detract from the attractive landscaped setting of the business park or adjoining residential areas. The signage will enable further investment in employment and residential development, resulting in positive outcomes for the community.

(c) *the suitability of the site for the development,*

Comment: The site is suitable for development from an environmental and built form perspective and is in accordance with relevant statutory legislation. The scale of the signage is not out of keeping with the Business Park development or locality



on a major classified road and will not place additional demands on services or the existing established road infrastructure. The signage is of a high quality and themed presentation.

The signage is to be maintained over a period of 15 years in the first instance and may be longer depending upon future arrangements. As an element of the changing landscape and environment of this locality adjacent to the business park, it is considered that the signs as proposed are satisfactory and appropriate for this site.

(d) any submissions made in accordance with this Act or the regulations,

Comment: No submissions have been made at this stage of development.

(e) the public interest.

Comment: It is acknowledged that the proposal may be notified to adjoining Council's and properties and given that the proposal is considered to have minimal impact, there are no foreseen issues which should preclude approval of this proposal.

## 7. Pre-Lodgement Meeting Notes

An informal pre-lodgement meeting was held with the Department of Planning and Environment (The Department) on 19 May 2022 to discuss the Departments requirements for lodging an application as state significant development. The following planning advice was provided by the Department:

### Statement of Environmental Effects

1. A Statement of Environmental Effects (SEE) must be submitted with the DA that fully describes the proposed development and assesses it against all relevant environmental planning instruments (EPIs), draft EPIs, development control plans and strategic plans applicable to the site and development. These may include (but may not be strictly limited to):
  - State Environmental Planning Policy (Industry & Employment) 2021
  - State Environmental Planning Policy (Transport and Infrastructure) 2021
  - State Environmental Planning Policy (Resilience and Hazards) 2021
  - The Hills Shire Local Environmental Plan 2019
  - Blacktown Local Environmental Plan 2015
  - Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines)
  - Relevant Development Control Plans

Comment: The subject statement of environmental effects addresses the relevant EPI's in Section 4 of this report.

### Traffic and Road Safety

1. Old Windsor Road is a classified road, it is recommended that you engage with TfNSW to determine any of their requirements early in the preparation of your development application (regardless of seeking consent for the use of the existing signs or any new/altered signage).

Comment: Noted. A meeting with TfNSW regarding the subject application has been held. They requested further structural details of the existing bridge and signage. These requirements can be conditioned within the development consent.

2. If any works are proposed, a Preliminary Construction Management Plan and Preliminary Construction Traffic Management Plan (PCTMP) must be prepared. These documents must be prepared in consultation with TfNSW.

Comment: Not applicable as no works are proposed.

### Signage Impact Assessments

1. The application must outline the impacts of the existing/proposed signage, this should include, but is not limited to:
  - Visual Impact assessment
  - Lighting/Illumination Impact assessment
  - Road Safety assessment

*Comment:* Noted. The application has provided a Visual Impact Assessment of the existing signage in Section 5 of this report. A Lighting Impact Assessment and Lighting Compliance Report is provided in Appendix A and a Road Safety Assessment Report is provided in Appendix C.

#### Documents to be Submitted

The following plans, reports and information are required to be submitted with any development application for the use of the existing advertising signs and/or new/replacement signage (as relevant to the proposal):

- Statement of environmental effects (SEE)  
*Comment:* Provided.
- Survey plan with legal description of the site identified  
*Comment:* Not applicable as no works are proposed.
- Overall site plan  
*Comment:* Not applicable as no works are proposed.
- Proposed elevations  
*Comment:* Not applicable as no works are proposed.
- Quantity surveyor report (must provide CIV and genuine estimate cost of development where works are proposed)  
*Comment:* Not applicable as no works are proposed.
- Public benefit statement against the Guidelines (noting the Guidelines have been updated since the installation of the existing signs)  
*Comment:* A Public Benefit statement has been provided in Section 5.4 of this report.
- Visual impact assessment (to be addressed in the SEE if the use of the existing signage is sought, a separate detailed assessment will be required if new signage is proposed)  
*Comment:* A Visual Impact Assessment is not required as the signage is existing and is not proposed to be altered. Visual amenity and character is addressed in Section 5.1 of this report.
- Lighting/Illumination impact assessment (noting the Guidelines have been updated since the installation of the existing signs)  
*Comment:* A Lighting Impact Assessment is provided in Appendix A of this report which addresses the new guidelines for illumination and signage. Refer to the report in Appendix A for further detail.
- Road safety assessment (noting the Guidelines have been updated since the installation of the existing signs)  
*Comment:* A Road Safety Assessment has been provided in Appendix C of this report which addresses the new signage road safety guidelines. Refer to the report in Appendix B for further detail.
- Structural capability assessment (should works be proposed, such as new or altered signage)  
*Comment:* Not applicable as no works are proposed. A signage structural report that assesses the current condition of the signage is included in Appendix C.
- Preliminary Construction and Construction Traffic Management Plans (should works be proposed)  
*Comment:* Not applicable as no works are proposed.
- Demolition and construction waste management plan (should works be proposed)  
*Comment:* Not applicable as no works are proposed.
- Landowner's consent  
*Comment:* Landowners consent from TfNSW has been provided with this application, refer to Appendix E.
- Copy of this Pre-DA advice letter.  
*Comment:* Noted.

## 8. Conclusion

This Statement of Environmental Effects has addressed all the relevant matters for consideration with respect to the use of existing advertising signage across the pedestrian over-bridge across Old Windsor Road, Bella Vista. The proposed development seeks consent for the use of existing advertising signage across the pedestrian over-bridge across Old Windsor Road, Bella Vista for a period of 15 years. No physical works to the existing signage is proposed.

The proposed development promotes the orderly and economic use of the site and is in accordance with the planning provisions under the *State Environmental Planning Policy (Industry and Employment) 2021*. The application has been assessed against the relevant matters for consideration under the EP&A Act and SEPP (Industry and Employment) 2021. The assessment has included a consideration of the key issues of: Permissibility, Site Compatibility, Natural and Built Environment, Illumination and Road Safety.

The Minister for Planning is the relevant consent authority to issue a development consent to enable the proposed development to proceed as a State Significant Development Application.

The Minister for Planning is requested to issue approval for the proposed use of existing advertising signage across the pedestrian over-bridge across Old Windsor Road, Bella Vista for a period of 15 years.

DEVELOPMENT APPLICATION – SEEKING EXTENSION TO  
APPROVAL FOR EXISTING ADVERTISING SIGNAGE – OLD  
WINDSOR ROAD, BELLA VISTA

# Appendix A **Lighting Impact Assessment Report**



DEVELOPMENT APPLICATION – SEEKING EXTENSION TO  
APPROVAL FOR EXISTING ADVERTISING SIGNAGE – OLD  
WINDSOR ROAD, BELLA VISTA

## Appendix B Lighting Compliance Report

DEVELOPMENT APPLICATION – SEEKING EXTENSION TO  
APPROVAL FOR EXISTING ADVERTISING SIGNAGE – OLD  
WINDSOR ROAD, BELLA VISTA

## Appendix C Signage Safety Assessment Report

DEVELOPMENT APPLICATION – SEEKING EXTENSION TO  
APPROVAL FOR EXISTING ADVERTISING SIGNAGE – OLD  
WINDSOR ROAD, BELLA VISTA

# Appendix D      Signage Structural Report

DEVELOPMENT APPLICATION – SEEKING EXTENSION TO  
APPROVAL FOR EXISTING ADVERTISING SIGNAGE – OLD  
WINDSOR ROAD, BELLA VISTA

Appendix E      TfNSW Owners Consent



DEVELOPMENT APPLICATION – SEEKING EXTENSION TO  
APPROVAL FOR EXISTING ADVERTISING SIGNAGE – OLD  
WINDSOR ROAD, BELLA VISTA

Appendix F      Works Authorisation Deed  
(for information)

## Contact Us

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