

Notice of decision

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

Application type	Development Application
Application number and project name	DA 23/4396 (PAN-320910) Digital advertising sign - M2 Motorway Ixion Street Pedestrian Bridge, Baulkham Hills
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 Director, Key Sites Assessments has, under Section 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

1 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 2017 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 at least 14 days from 26 April 2023 to 11 May 2023.

The Department received a submission from City of Parramatta Council advising they had no comments, correspondence from The Hills Shire Council confirming they did not intend to make a submission, and a submission from Transport for NSW recommending approval, subject to conditions. No public submissions were received.

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.