

## Industry and Employment SEPP & Transport Corridor Advertising and Signage Guidelines Assessment

### 1 Industry and Employment SEPP Assessment

Industry and Employment SEPP Provision	Comment	Compliance
<b>3.1 Aims, objectives etc.</b>		
<p>(1) <i>This Chapter aims:</i></p> <p>(a) <i>To ensure that signage (including advertising):</i></p> <p>(i) <i>is compatible with the desired amenity and visual character of an area, and</i></p> <p>(ii) <i>provides effective communication in suitable locations, and</i></p> <p>(iii) <i>is of high quality design and finish, and</i></p> <p>(b) <i>to regulate signage (but not content) under part 4 of the Act, and</i></p> <p>(c) <i>to provide time-limited consents for the display of certain advertisements, and</i></p> <p>(d) <i>to regulate the display of advertisements in transport corridors, and</i></p> <p>(e) <i>to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</i></p> <p>(2) <i>This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.</i></p>	<p>(a) The amended proposal seeks consent to continue the operation of the existing approved northbound facing sign at the site. No physical works are proposed. Therefore, there are no new impacts from what is existing, and the signage remains:</p> <ul style="list-style-type: none"> <li>compatible with the character of the locality</li> <li>an effective location for advertisement being adjacent to a classified road</li> <li>of high quality design</li> </ul> <p>(b) The proposal will be assessed and regulated under Part 4 of the EP&amp;A Act and will be appropriately conditioned by the Minister as the consent authority.</p> <p>(c) Duration of consent for the proposal will be controlled by section 3.12 of the SEPP and will be consistent with the Minister's conditions of consent.</p> <p>(d) It is understood that the proposal does not present any significant road safety issues and is not expected to compromise road safety in its vicinity.</p> <p>(e) The proposal provides public benefit by generating revenue from the advertisements that will help fund essential TfNSW services to the benefit of the whole of NSW.</p>	✓

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<b>3.2 Definitions</b>		
Definitions outlined within Section 3.2.	<p>The proposal constitutes an advertisement to which Chapter 3 of the SEPP applies.</p> <p>The M7 Motorway is a State classified road (No. 6009) under the <i>Roads Act 1993</i>.</p>	✓
<b>3.6. Granting of consent to signage</b>		
<p><i>A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied:</i></p> <p>(a) <i>that the signage is consistent with the objectives of this Chapter as set out in section 3.1 (1) (a), and</i></p> <p>(b) <i>that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.</i></p>	<p>An assessment against section 3.1(1)(a) is provided above.</p> <p>The SEE undertakes a detailed assessment against Schedule 5 and demonstrated consistency with the objectives of the Chapter and the Assessment Criteria in Schedule 5.</p>	✓
<b>3.7. Advertisements to which this Part applies</b>		
<p>(1) <i>This Part applies to all signage to which this Chapter applies, other than the following:</i></p> <p>(a) <i>business identification signs,</i></p> <p>(b) <i>building identification signs,</i></p> <p>(c) <i>signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,</i></p> <p>(d) <i>signage on vehicles.</i></p> <p>(2) <i>Despite subsection (1) (d), section 3.26 applies to signage on a trailer (within the meaning of the Road Transport Act 2013).</i></p>	<p>The proposal constitutes an advertisement under the provisions of Part 3.3.</p>	✓
<b>3.8. Prohibited advertisements</b>		
<p>(1) <i>Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions:</i></p> <ul style="list-style-type: none"> <li><i>environmentally sensitive area</i></li> <li><i>heritage area (excluding railway stations)</i></li> <li><i>natural or other conservation area</i></li> <li><i>open space</i></li> <li><i>waterway</i></li> </ul>	<p>The land upon which the sign is erected is not described as being within any of the zones or descriptions identified and therefore it is not a prohibited advertisement.</p> <p>It is noted that as the proposal is on behalf of TfNSW and is located on land owned, occupied or managed by TfNSW and that is within 250 metres of a classified road, it is permissible with consent under</p>	✓

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<ul style="list-style-type: none"> <li><i>residential (but not including a mixed residential and business zone, or similar zones)</i></li> <li><i>scenic protection area</i></li> <li><i>national park</i></li> <li><i>nature reserve</i></li> </ul> <p>(2) <i>This section does not apply to the following:</i></p> <p>(a) <i>the Mount Panorama Precinct,</i></p> <p>(b) <i>the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.</i></p>	<p>chapter 3, section 3.14(1)(iii) of the Industry and Employment SEPP.</p>	
<b>3.10. Consent authority</b>		
<p><i>For the purposes of this Chapter, the consent authority is:</i></p> <p>(a) <i>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</i></p> <p>(b) <i>TfNSW in the case of an advertisement displayed on a vessel, or</i></p> <p>(c) <i>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</i></p> <p>(d) <i>the Minister for Planning in the case of an advertisement displayed by or on behalf of RMS on -</i></p> <p>(i) <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</i></p> <p>(ii) <i>a bridge constructed by or on behalf of RMS on any road corridor, or</i></p> <p>(iii) <i>land that is owned, occupied or managed by TfNSW, or</i></p> <p>(e) <i>the Minister for Planning in the case of an advertisement displayed on transport corridor land comprising a road known as the Sydney Harbour</i></p>	<p>In accordance with Section 3.10(d)(iii), the Minister is the consent authority for the proposal as it is for an advertisement displayed on land managed by TfNSW.</p>	<p>✓</p>

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<p><i>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.</i></p>		
<b>3.11 Matters for consideration</b>		
<p>(1) <i>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:</i></p> <p>(a) <i>is consistent with the objectives of this Chapter as set out in subsection 3.1 (1) (a), and</i></p> <p>(b) <i>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</i></p> <p>(c) <i>satisfies any other relevant requirements of this Chapter.</i></p> <p>(2) <i>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:</i></p> <p>(a) <i>is consistent with the objectives of this Chapter as set out in subsection 3.1(1)(a), and</i></p> <p>(b) <i>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</i></p> <p>(i) <i>design, and</i></p> <p>(ii) <i>road safety, and</i></p> <p>(iii) <i>the public benefits to be provided in connection with the display of the advertisement, and</i></p> <p>(c) <i>satisfies any other relevant requirements of this Chapter.</i></p>	<p>The proposal satisfies the objectives detailed in Section 3.11(1).</p> <p>The SEE concludes that the proposal is consistent with the assessment criteria detailed in Schedule 5 and in the Signage Guidelines.</p> <p>As part of the application, the Applicant has committed to the provision of funding towards essential TfNSW services to the benefit of the local community.</p>	<p>✓</p>

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(3) <i>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.</i>		
<b>3.12 Duration of consents</b>		
(1) <i>A consent granted under this Part ceases to be in force:</i> (a) <i>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</i> (b) <i>if a lesser period is specified by the consent authority, on the expiration of the lesser period.</i> (2) <i>The consent authority may specify a period of less than 15 years only if:</i> (a) <i>before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or</i> (b) <i>the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or</i> (c) <i>the specification of a lesser period is required by another provision of this Policy.</i>	<p>The existing sign was approved by DPE on 1 December 2008.</p> <p>As such, the amended application seeks to continue the operation of the existing approved northbound sign for an additional period of 15 years.</p> <p>It is acknowledged that any consent granted for the application would expire 15 years after the date on which the consent becomes effective.</p>	✓
<b>3.14 Transport corridor land</b>		
(1) <i>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</i>	(1) In accordance with section 3.14 (1)(b)(iii) the proposal is permissible with development consent as the Applicant is TfNSW and the site is on land that is owned, occupied or managed by TfNSW and	✓

Industry and Employment SEPP Provision	Comment	Compliance
<p>a. <i>the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,</i></p> <p>b. <i>the display of an advertisement by or on behalf of TfNSW on:</i></p> <p>(i) <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</i></p> <p>(ii) <i>a bridge constructed by or on behalf of TfNSW on any road corridor, or</i></p> <p>(iii) <i>land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,</i></p> <p>c. <i>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.</i></p> <p>(2) <i>Before determining an application for consent to the display of an advertisement in such a case, the Minister for Planning may appoint a design review panel to provide advice to the Minister concerning the design quality of the proposed advertisement.</i></p> <p>(3) <i>The Minister must not grant consent to the display of an advertisement in such a case unless:</i></p> <p>(a) <i>the relevant local council has been notified of the development application in writing and any comments received by the Minister from the local council within 28 days have been considered by the Minister, and</i></p> <p>(b) <i>the advice of any design review panel appointed by the Minister has been considered by the Minister, and</i></p> <p>(c) <i>the Minister is satisfied that the advertisement is consistent with the Guidelines.</i></p>	<p>approximately 250m from a classified road.</p> <p>(2) In accordance with section 3.14(2), the Minister may appoint a design review panel to provide advice concerning the design quality of the proposal.</p> <p>(3) In accordance with section 3.14(3), Council will be formally advised of the development application as part of DPE's assessment.</p> <p>(4) In accordance with subsection 3.14(4), an assessment against the Signage Guidelines has been provided in the SEE.</p>	



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(4) <i>This section does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines.</i>		
<b>3.15 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground</b>		
<p>(1) <i>This section applies to an advertisement:</i></p> <p>(a) <i>that has a display area greater than 20 square metres, or</i></p> <p>(b) <i>that is higher than 8 metres above the ground.</i></p> <p>(2) <i>The display of an advertisement to which this section applies is advertised development for the purposes of the Act.</i></p> <p>(3) <i>The consent authority must not grant consent to an application to display an advertisement to which this section applies unless:</i></p> <p>(a) <i>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</i></p> <p>(b) <i>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.</i></p>	<p>Section 3.15 applies as the proposal has an advertising display area greater than 20m<sup>2</sup> (42.41m<sup>2</sup>) and is higher than 8m above the ground (Approx. 10m).</p> <p>An assessment against the assessment criteria in Schedule 5 is provided within the SEE.</p>	✓
<b>3.16 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road</b>		
<p>(1) <i>This section applies to the display of an advertisement to which section 3.15 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.</i></p> <p>(2) <i>The consent authority must not grant development consent to the display of an advertisement to which this section applies without the concurrence of TfNSW.</i></p> <p>(3) <i>In deciding whether or not concurrence should be granted, TfNSW must take into consideration:</i></p>	<p>The northbound sign has an advertising display area greater than 20m<sup>2</sup> (42.41m<sup>2</sup>) and is visible from a classified road (approximately 20m from the M7 Motorway).</p> <p>However, in accordance with sub-section (6) this section does not apply as the Minister for Planning is the consent authority.</p>	✓

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<p>(a) the impact of the display of the advertisement on traffic safety, and</p> <p>(b) the Guidelines.</p> <p>(c) (Repealed)</p> <p>(4) If TfNSW has not informed the consent authority within 21 days after the copy of the application is given to it under section 3.15 (2)(b) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.</p> <p>(5) Nothing in this section affects section 3.14.</p> <p>(6) This section does not apply when the Minister for Planning is the consent authority.</p>		
<b>3.17 Advertising display area greater than 45 square metres</b>		
<p>The consent authority must not grant consent to the display of an advertisement with an advertising display area greater than 45 square metres unless—</p> <p>(a) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or</p> <p>(b) in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.</p>	<p>Section 3.17 does not apply as the proposal has an advertising display area less than 45m<sup>2</sup> (42.41m<sup>2</sup>).</p>	✓
<b>3.18 Location of certain names and logos</b>		
<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>The operator logo is located within a strip to the bottom right of the advertisement.</p> <p>This is considered acceptable as:</p> <ul style="list-style-type: none"> <li>The logo is compliant with size requirements as it is not greater than 0.25m<sup>2</sup></li> <li>The proposal does not involve any physical works</li> <li>Relocation of the logo will require reinstallation of the signage.</li> </ul>	✓
<b>3.20 Wall advertisements</b>		
<p>(1) Only one wall advertisement may be displayed per building elevation.</p>	<p>N/A. The proposal is not a wall advertisement.</p>	N/A



Industry and Employment SEPP Provision	Comment	Compliance
<p>(2) <i>The consent authority may grant consent to a wall advertisement only if—</i></p> <ul style="list-style-type: none"> <li>(a) <i>the consent authority is satisfied that the advertisement is integrated with the design of the building on which it is to be displayed, and</i></li> <li>(b) <i>for a building having—</i> <ul style="list-style-type: none"> <li>(i) <i>an above ground elevation of 200 square metres or more—the advertisement does not exceed 10% of the above ground elevation, and</i></li> <li>(ii) <i>an above ground elevation of more than 100 square metres but less than 200 square metres—the advertisement does not exceed 20 square metres, and</i></li> <li>(iii) <i>an above ground elevation of 100 square metres or less—the advertisement does not exceed 20% of the above ground elevation, and</i></li> </ul> </li> <li>(c) <i>the advertisement does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion, and</i></li> <li>(d) <i>the advertisement does not protrude above the parapet or eaves, and</i></li> <li>(e) <i>the advertisement does not extend over a window or other opening, and</i></li> <li>(f) <i>the advertisement does not obscure significant architectural elements of the building, and</i></li> <li>(g) <i>a building identification sign or business identification sign is not displayed on the building elevation.</i></li> </ul> <p>(2A) <i>In the case of the display of a wall advertisement on transport corridor land, subsection (2) does not apply and the consent authority may grant consent only if satisfied that the advertisement is consistent with the Guidelines.</i></p> <p>(3) <i>In this section, building elevation means an elevation of a building as commonly shown on building plans.</i></p>		

Industry and Employment SEPP Provision	Comment	Compliance
<b>3.21 Freestanding advertisement</b>		
<p>(1) <i>The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.</i></p> <p>(2) <i>This section does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under section 3.13.</i></p>	<p>The proposal is a freestanding advertisement.</p> <p>The proposal does not protrude above the dominant skyline. The scale of the sign is significantly smaller than surrounding vegetation. There is no built form in the immediate locality.</p>	✓
<b>3.22. Advertisements on bridges</b>		
<p>(1) <i>A person may, with the consent of the consent authority, display an advertisement on a bridge.</i></p> <p>(2) <i>The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.</i></p> <p>(3) <i>(Repealed)</i></p>	N/A. The proposal is not a bridge advertisement.	N/A

## 2 Transport Corridor Advertising and Signage Guidelines Assessment

### 2.1 Land Use Compatibility Criteria – Transport Corridor Advertising

Land Use Compatibility Criteria	Response	Compliance
i. <i>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.</i>	<p>The proposal is located on land zoned E5 Heavy Industrial under the LLEP 2008.</p> <p>The proposed application is prohibited within the E5 Heavy Industrial Zone under the LLEP 2008; however, the provisions of the Industry and Employment SEPP prevail over the LEP.</p> <p>As detailed in the amended SEE, the signage does not detract from the major road corridor or adversely impact the site and surrounding locality.</p>	✓
ii. <i>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:</i> <ul style="list-style-type: none"> <li>• environmentally sensitive area</li> <li>• heritage area (excluding railway stations)</li> <li>• natural or other conservation area</li> <li>• open space (excluding sponsorship advertising at sporting facilities in public recreation zones)</li> <li>• waterway</li> <li>• residential area (but not including a mixed residential and business zone, or similar zones)</li> <li>• scenic protection area</li> <li>• national park or nature reserve.</li> </ul>	<p>The proposal is not visible from any:</p> <ul style="list-style-type: none"> <li>• environmentally sensitive area</li> <li>• heritage areas</li> <li>• natural or other conservation areas</li> <li>• open space</li> <li>• residential areas</li> <li>• scenic protection areas</li> <li>• national parks or nature reserves</li> </ul>	✓
iii. <i>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.</i>	<p>The proposal is located on the eastern side of the M7 Motorway shared path.</p> <p>The signage does not protrude above the skyline given it is below the height of the surrounding tree canopy and is consistent with height of nearby traffic and road signs located along the M7.</p>	✓

Land Use Compatibility Criteria	Response	Compliance
	Therefore, the proposal does not obscure or compromise any significant scenic views.	
iv. <i>Advertising structures should not be located so as to diminish the heritage values of items or areas of local, regional or state heritage significance.</i>	There are no heritage items located in proximity to the proposal.	✓
v. <i>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 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.</i>	The proposal is considered to be consistent with the context of the existing setting, being an established arterial road corridor, and will provide visual interest to motorists along the M7 Motorway.	✓

Table 1: Land Use Compatibility Criteria – Signage Guidelines

## 2.2 Freestanding signage criteria

Freestanding Signage Criteria	Response	Compliance
a. <i>The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies, when viewed from ground level within a visual catchment of 1km. Note: This impact should be measured from the vehicle approach location and any other critical viewpoints.</i>	The advertising structure does not protrude above the dominant skyline.	✓
b. <i>For a freestanding advertisement greater than 45sqm that requires consent from local council, a DCP must be in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct.</i>	The existing sign has a display area less than 45m <sup>2</sup> (42.41m <sup>2</sup> ).	✓
c. <i>Where the sign is in a transport corridor a landscape management plan may be required as part of the DA approval for a freestanding advertisement. This may include requirements to provide appropriate vegetation behind and adjacent to the advertising structure to minimise unintended visual impacts. Landscaping</i>	As described with Section 6.6 of the amended SEE, the sign is well screened from adjoining land uses.  Mature vegetation surrounds the site to the north and east. The wider surrounding locality is zoned heavy industrial, with warehouse style development and distribution centres the primary development	✓

Freestanding Signage Criteria	Response	Compliance
<i>should include trees, shrubs and ground covers to provide adequate screening, softening, colour, soil stabilisation and weed reduction.</i>	types in the area. Whilst it is considered that these buildings possess a low visual sensitivity, the existing sign is also not expected to be visible from these areas due to the extensive vegetation screening and therefore no additional vegetation planting is deemed necessary.	

Table 2: Freestanding Signage Criteria – Signage Guidelines