

# Continued Use of Advertising Signage on Great Western Highway, Huntingwood

Part 4 Development Application Assessment Report (DA 23-15557)

June 2024





# Acknowledgement of Country

The Department of Planning, Housing and Infrastructure acknowledges that it stands on Aboriginal land. We acknowledge the Traditional Custodians of the land and show our respect for Elders past, present and emerging through thoughtful and collaborative approaches to our work, seeking to demonstrate our ongoing commitment to providing places in which Aboriginal people are included socially, culturally and economically.

---

Published by NSW Department of Planning, Housing and Infrastructure  
[dphi.nsw.gov.au](https://dphi.nsw.gov.au)

Continued Use of Advertising Signage on Great Western Highway,  
Huntingwood (DA 23-11557) Assessment Report

Published: June 2024

## Copyright and disclaimer

© State of New South Wales through Department of Planning, Housing and Infrastructure 2024. Information contained in this publication is based on knowledge and understanding at the time of writing, June 2024, and is subject to change. For more information, please visit  
[dpie.nsw.gov.au/copyright](https://dpie.nsw.gov.au/copyright)

# Contents

<b>1</b>	<b>Introduction.....</b>	<b>2</b>
1.1	The development.....	2
1.2	Development location.....	2
1.3	Surrounding Context.....	3
1.4	Project Background .....	4
<b>2</b>	<b>Development.....</b>	<b>5</b>
2.1	Development description.....	5
<b>3</b>	<b>Statutory context.....</b>	<b>1</b>
3.1	Permissibility and assessment pathway .....	1
3.2	Mandatory matters for consideration .....	2
<b>4</b>	<b>Engagement .....</b>	<b>4</b>
4.1	Exhibition of the Development Application.....	4
<b>5</b>	<b>Assessment.....</b>	<b>5</b>
5.1	Design and suitability of the site.....	5
5.2	Heritage .....	6
5.3	Other issues .....	8
<b>6</b>	<b>Evaluation .....</b>	<b>10</b>
<b>7</b>	<b>Recommendation .....</b>	<b>11</b>
<b>8</b>	<b>Determination .....</b>	<b>12</b>
	<b>Glossary .....</b>	<b>13</b>
	<b>Appendices.....</b>	<b>15</b>
	Appendix A – List of referenced documents.....	15
	Appendix B – Statutory considerations .....	16
	Appendix C – Recommended instrument of consent .....	1



# 1 Introduction

## 1.1 The development

Transport for New South Wales (the Applicant) seeks consent for the continued use of an existing double-sided, illuminated static advertising structure and advertising display areas on Great Western Highway, Huntingwood (the development). No excavation or construction is proposed.

An overview of the development is provided in **Section 2**.

## 1.2 Development location

The development is located on the southern side of the Great Western Highway, approximately 340 metres west of Reservoir Road, Huntingwood. The site is legally known as Lot 19 DP 1024111 and is located in the Blacktown local government area (LGA).

The site contains an existing advertising structure supporting two advertising display areas that are visible to motorists travelling both east and west on Great Western Highway. The nearest crossroad on the eastern approach to the development is Reservoir Road, 340 metres to the east. Walters Road and Huntingwood Drive are located 380 m and 430 m respectively to the west.

The development is shown in Figure 1 and Figure 2.



Figure 1 | Site context – street view facing south west on Great Western Highway towards the Project  
(Source: Statement of Environmental Effects, 2024)



Figure 2 | Site context - street view facing east on Great Western Highway towards the Project (Source: Statement of Environmental Effects, 2024)

### 1.3 Surrounding Context

The development is located on the Great Western Highway which is a six-lane classified highway (State Route 5) with a posted speed limit of 80km/h. Land uses in the area include transport infrastructure, industrial and commercial uses and semi cleared bushland associated with the Huntingwood precinct of the Western Sydney Employment Area.

The Huntingwood East Industrial Estate to the south east of the development contains large warehousing complexes including Bunnings. The closest residential properties are approximately 380m north east, adjacent the intersection of Reservoir Road and Great Western Highway.

Directly west of the site is the Huntingwood Industrial Estate that comprises large warehousing and logistics businesses. To the south, across the unnamed access road, is a large open site that is partly vegetated with grasslands, shrubs and trees which is part of the Western Sydney Employment Area (Huntingwood precinct).

Features of the surrounding locality can be seen below in Figure 3.



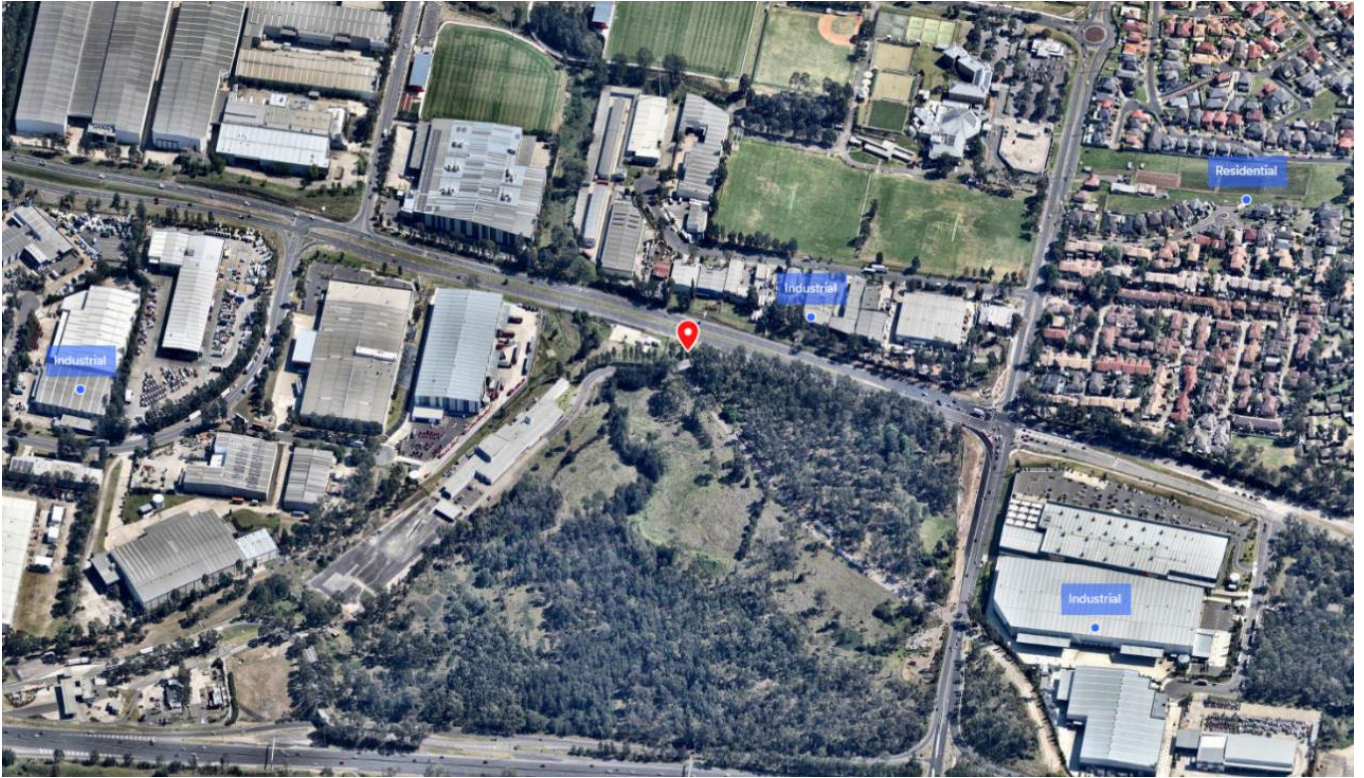


Figure 3 | Surrounding context with Project Site shown in red

## 1.4 Project Background

The existing advertising structure and advertising display areas were granted consent under DA 6-1-2008 by the then Minister for Planning on 3 July 2008. A modification application (DA-6-1-2008 MOD1) was approved on 11 November 2009 to remove condition D1 relating to advertising materials. Condition A4 of DA 6-1-2008 stipulates that the development consent is issued for a limited period of 15 years.

## 2 Development

### 2.1 Development description

The development application seeks consent for the continued use of an existing double-sided, illuminated static advertising structure and advertising display areas on Great Western Highway, Huntingwood (the Project). No excavation or construction is proposed however the signage affixed to the advertising display areas would be replaced regularly.

The existing advertising structure supports two advertising display areas that are 12.66 m wide and 3.35 m high. The advertising display areas face east and west along Great Western Highway and can be seen from approximately 290 m from the west and 400 m from the east.

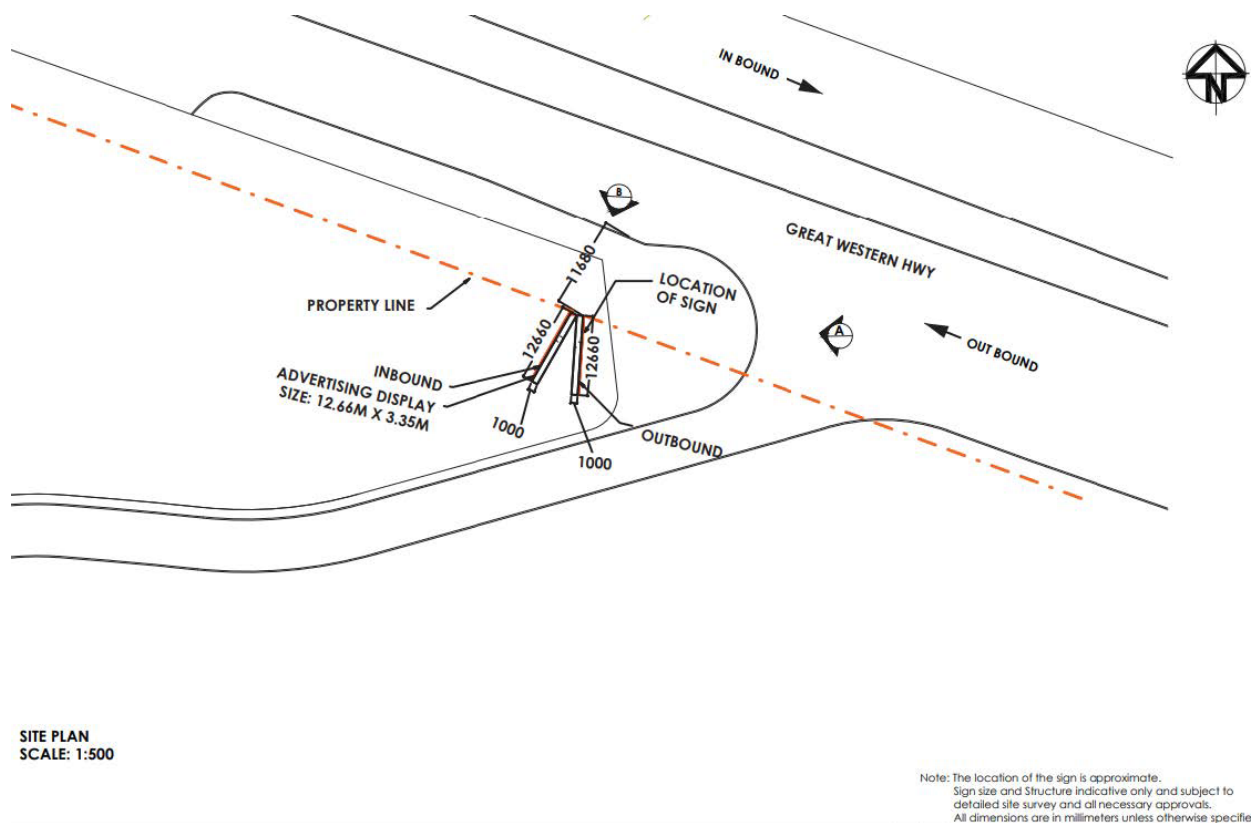
The advertising content (signage) is static and does not contain any flashing or flickering motions. The advertising display areas are externally illuminated by four downward facing lights that extend from the top of each of the two signs. Baffles will be fitted to the existing floodlights to ensure that the illumination will not cause unacceptable glare.

Details of the development are outlined in Table 1 and the design is shown in **Figure 4**, **Figure 5** and **Figure 6**.

Table 1 Project Details

Aspect	Description
<b>Advertising display area</b>	2 x 42.41 m <sup>2</sup> (12.66 m x 3.35 m) + logo
<b>Total Height (including frame)</b>	10.175 m
<b>Clearance from ground level to the bottom of the sign</b>	6.8 m
<b>Signage display</b>	Externally illuminated with four overheard lights Solar powered LEDs lit from dusk until dawn
<b>Display type</b>	Static advertisements, non-digital
<b>Maximum illuminance limit during night-time period</b>	200 cd/m <sup>2</sup>
<b>Hours of operation</b>	Display of illuminated advertisements 24 hours a day, 7 days per week.



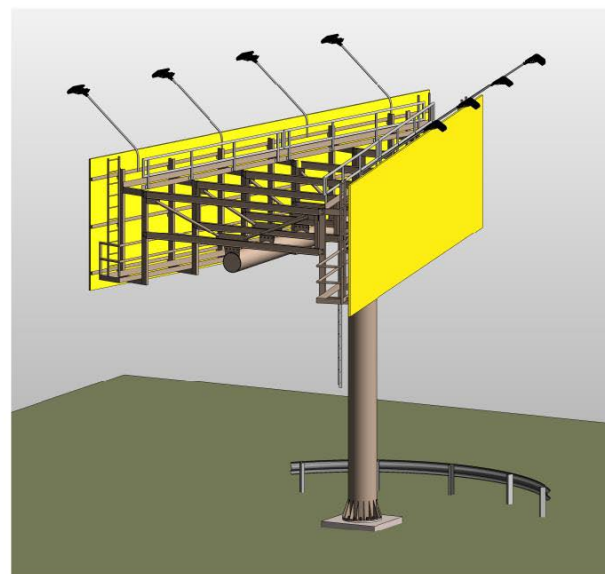
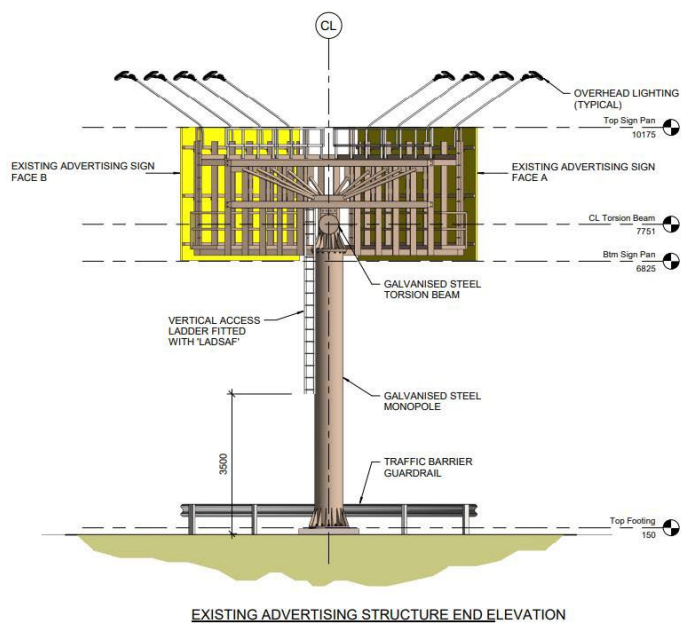


**Figure 4** | Project site plan (Source: Statement of Environmental Effects, 2024)



**Figure 5** | Project aerial (Source: Statement of Environmental Effects, 2024)





**Figure 6 | Project elevation (Source: Statement of Environmental Effects, 2024)**

## 3 Statutory context

### 3.1 Permissibility and assessment pathway

Details of the planning pathway under which consent is sought and the permissibility of the development are provided in Table 2.

Table 2 Permissibility and assessment pathway

Consideration	Description
<b>Assessment pathway</b>	The application is a Crown DA pursuant to part 15 section 294 of the EP&A Regulation and Division 4.6 of the EP&A Act as the applicant Transport for New South Wales, is a public authority. The application will be assessed under Part 4 of the EP&A Act.
<b>Consent authority</b>	The Minister for Planning and Public Spaces (the Minister) is the consent authority for the application, as prescribed under section 3.10(c) of State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP).
<b>Decision-maker</b>	<p>In accordance with the Minister's delegation dated 9 March 2022, the Director, Transport and Water Assessments may determine the application as:</p> <ul style="list-style-type: none"><li>• the application has not been made by a person who has disclosed a reportable political donation</li><li>• there are less than 15 public submissions in the nature of objections, and</li><li>• the council has not made a submission by way of objection.</li></ul>
<b>Permissibility</b>	<p>The site is zoned SP2 Infrastructure under the Blacktown Local Environmental Plan 2015 (Blacktown LEP).</p> <p>Signage is a permissible use in the SP2 Infrastructure zone under the Blacktown LEP and is compatible with the adjacent road infrastructure and surrounding industrial buildings.</p> <p>Section 3.14 of the Industry and Employment SEPP states that despite the provisions of any environmental planning instrument (EPI), the display of an advertisement by or on behalf of TfNSW and within 250 metres of a classified road corridor is permissible with development consent.</p> <p>As the application is for the display of an advertisement on behalf of TfNSW within 250 m of a classified road, it is permissible with consent.</p>

## 3.2 Mandatory matters for consideration

### 3.2.1 Matters of consideration required by the EP&A Act

Section 4.15 of the EP&A Act sets out matters to be considered by a consent authority when determining a development application. The department's consideration of these matters is set out in Table 3.

Table 3 Matters for consideration

Matter for consideration	Department's assessment
<b>Environmental planning instruments, proposed instruments, development control plans &amp; planning agreements</b>	<p>The relevant EPIs and development control plans are:</p> <ul style="list-style-type: none"><li>• State Environmental Planning Policy (Industry and Employment SEPP)</li><li>• State Environmental Planning Policy (Transport and Infrastructure) 2021</li><li>• Transport Corridor Outdoor Advertising Signage Guidelines 2017 (the Guidelines)</li><li>• Blacktown Local Environmental Plan 2015</li><li>• Blacktown Development Control Plan 2015</li></ul> <p>Detailed consideration of the provisions of the EPIs is provided in Appendix B. The department is satisfied that the development generally complies with the relevant provisions of the EPIs.</p>
<b>Environmental Planning and Assessment Regulation 2021 (EP&amp;A Regulation)</b>	<p>Subject to any other references to compliance with the EP&amp;A Regulation cited in this Assessment Report, the requirements for fees (Part 13) and consultation with relevant authorities via the NSW Planning Portal (Part 15, Division 4) have been complied with.</p>
<b>Likely impacts of the development</b>	<b>Section 5 – Assessment</b>
<b>Suitability of the site for the development</b>	<b>Section 5 – Assessment</b>
<b>Any submissions</b>	<b>Section 4 - Engagement</b>
<b>Public interest</b>	<b>Section 4 - Engagement, Section 5 – Assessment, Section 6 - Evaluation</b>



### 3.2.2 Objects of the EP&A Act

In determining the application, the consent authority should consider whether it is consistent with the relevant objects of the EP&A Act. These objects are set out in section 1.3 of the EP&A Act and include the principles of ecologically sustainable development. Consideration of the objects is provided in **Appendix D**.

The department is satisfied that the development is consistent with the objectives of the EP&A Act and the principles of ecologically sustainable development.

### 3.2.3 Biodiversity development assessment report

Section 7.7 of the *Biodiversity Conservation Act 2016* (BC Act) requires all Part 4 development applications to be accompanied by a Biodiversity Development Assessment Report (BDAR) if a proposed development is likely to significantly affect threatened species.

The proposed development is an existing sign in a cleared area along a road corridor. No excavation or construction is proposed. The Applicant advised the proposed development is unlikely to significantly affect threatened species or ecological communities, or their habitats. Therefore, a BDAR is not required.

## 4 Engagement

### 4.1 Exhibition of the Development Application

#### 4.1.1 Public exhibition of the development application

After accepting the development application and Statement of Environment Effects, the department:

- publicly exhibited the development application and supporting documentation from Friday 5 April until Thursday 18 April 2024 on the NSW planning portal
- notified occupiers and landowners in the vicinity of the site about the public exhibition
- notified and invited comment from Transport for NSW (TfNSW) and Blacktown City Council.

#### 4.1.2 Summary of advice received from government agencies

The Greater Sydney Division of TfNSW reviewed the DA and advised that:

- the applicant is TfNSW and as such clauses 3.10 and 3.14 of *SEPP (industry and Employment) 2021* are applicable, with the Minister of Planning and Public Spaces as the relevant consent authority
- the application does not require TfNSW concurrence under section 138 of the *Roads Act 1993* as the DA is for the continued use of the static signage which was approved in 2008
- crash data analysis from January 2017 and December 2021 indicates zero crashes reported within the viewable sight distance to the static sign.

#### 4.1.3 Summary of submissions

The department received zero submissions from the public during exhibition period. Blacktown City Council reviewed the development application and provided no comment.

## 5 Assessment

The department has reviewed the applicant's Statement of Environmental Effects and supporting information and considered the potential impacts of the proposed sign. Based on this, the key issues associated with the construction and operation of the proposed sign are:

- design and suitability of the site, and
- heritage

Other matters considered are addressed in Section 5.5.

### 5.1 Design and suitability of the site

The development seeks to continue the operation of an advertising structure and two existing illuminated static advertising display areas on the southern side of Great Western Highway, Huntingwood. The advertising structure is referred to as a doubled-sided "V" shaped front-lit supersite monopole, with an approximate total advertising area of 42.41 square metres.

The design and location of the proposed advertising structure are considered suitable for the following reasons:

- it complies with the design criteria of the Industry and Employment SEPP, the Guidelines and *AS/NZS 4282:2023 – Control of the Obtrusive Effects of Outdoor Lighting* (see Section XX and Appendix B)
- the proposed development is an existing advertising structure previously approved under DA 6-1-2008. No construction is proposed as part of the development application
- the development would fit with the character of the locality being located within the busy Great Western Highway transport corridor and the surrounding Huntingwood Industrial Estate
- the proposed advertising structure would not adversely impact on the existing or future character of land use around the Great Western Highway as the proposed sign is static and has a low impact on the character of the area
- the location of the proposed advertising structure is on land owned by TfNSW and is consistent with advertising structures on other major roads.

The department is therefore satisfied the design and location of the site is suitable and would not result in additional amenity impacts.



## 5.2 Heritage

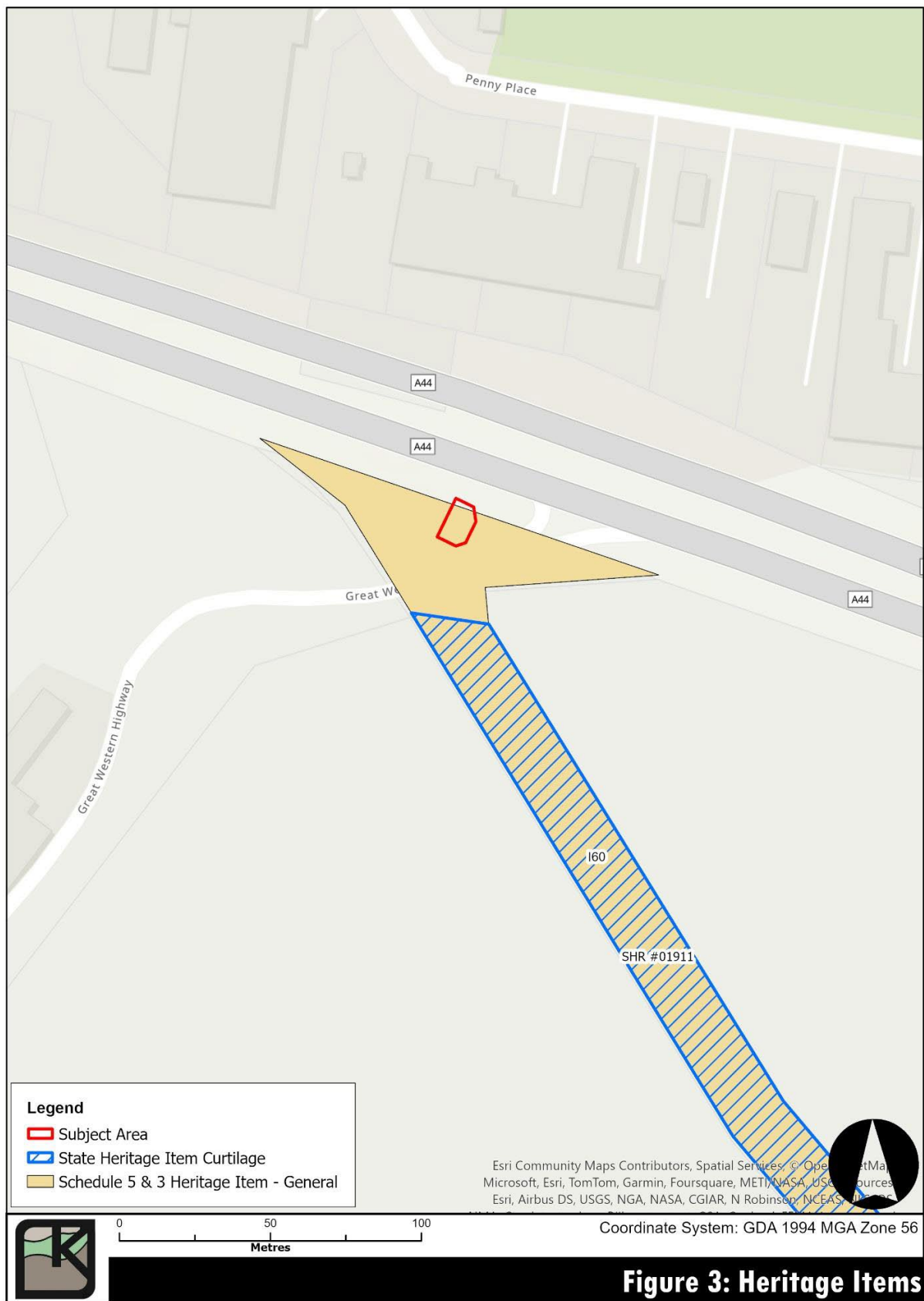
The development is located within the curtilage of the former Great Western Road, a remnant surviving section of one of the three Great Roads (along with the Great North and Great South Roads) constructed between the 1820s and the 1840s by convict labour. It is listed on the State Environmental Planning Policy (Industry and Employment) 2021 and Blacktown Local Environmental Plan 2015 heritage registers as a State heritage Item (Item No 160). It is also located adjacent to the heritage listing for the former Great Western Road, Prospect on the State Heritage Register, item number SHR 01911. This is shown in Figure 7.

The Applicant advised that there would be no additional impact to the heritage value of this listing as the development is an existing advertising structure and is screened from the heritage item by vegetation.

No Aboriginal sites have been recorded in the project area, as shown on Figure 7, however as there is no construction or excavation, no impacts to Aboriginal Heritage is expected if any are present.

### 5.2.1 Assessment

The department is satisfied that there will be no impact to the former Great Western Road as the development uses the existing advertising structure and does not introduce any physical or operational changes. As no construction or excavation is proposed the nearby vegetation will continue to provide a visual screen and mitigate visual impacts to the Heritage Item.



**Figure 3: Heritage Items**

Figure 7 | Heritage Items with Project Area in red

### 5.3 Other issues

The department's consideration of other issues is summarised in Table 4.

Table 4 Assessment of other issues

Issue	Findings and conclusions	Recommended conditions
<b>Visual Impact</b>	The development does not introduce a new visual impact as it occurs on an existing advertising structure. It is visually consistent with the surrounding road and industrial landscape and a vegetation buffer exists to shield the development from residential properties and a nearby heritage item.	N/A
<b>Biodiversity</b>	The development would have no impact on biodiversity values, as it does not involve the removal of any vegetation.	N/A
<b>Social</b>	The development is unlikely to have any additional impact on the surrounding social environment. It is an existing structure located 380 m away from residential properties and no social infrastructure exists close by.	N/A
<b>Economic</b>	The Applicant's public benefit statement notes that development generates advertising revenue for TfNSW that is allocated to road infrastructure maintenance, network management, road use compliance actions and road safety programs.	N/A
<b>Traffic generation</b>	Traffic generation is considered minor as access to the site and structure would be unchanged from current operation. The site is accessed monthly for the installation and inspected by engineers every three years. Installers and engineers access the sign via an unnamed road off Great Western Highway and park close to the advertising structure.	N/A



Issue	Findings and conclusions	Recommended conditions
<b>Structural feasibility</b>	<p>A Structural Statement and Structural Condition Report state that the existing advertising structure can safely operate for the next 15 years if re-inspected once every 3 years. A compliance review of the existing steel structure against current codes and standards verified that the design is in accordance with the relevant structural requirements of the Building Code of Australia (BCA 2022 Volume 1), provisions of the National Construction Code (NCC) and the following Australian Standards:</p> <ul style="list-style-type: none"> <li>• BCA 2022 Volume 1</li> <li>• AS1170 Series Structural Design Actions</li> <li>• AS4100:2020 Steel Structures</li> </ul>	N/A
<b>Construction impacts</b>	<p>No excavation or construction is proposed. Routine vegetation maintenance and changing of advertising skins will continue in accordance with recommended conditions of consent.</p>	N/A
<b>Traffic Safety</b>	<p>A Traffic Safety Assessment found that the advertising structure would not reduce the safety of vehicles, pedestrians or cyclists through the area. The advertising structure does not obstruct or interfere with the view of, or restrict sightlines to, traffic control devices or intersections that could affect safety.</p>	N/A

## 6 Evaluation

The department has assessed the development application and supporting information in accordance with the relevant matters for consideration under Part 4 of the EP&A Act, the Industry and Employment SEPP, and other relevant environmental planning instruments and concludes that the proposed development is acceptable as:

- it is permissible with development consent within a transport corridor under the Industry and Employment SEPP and is consistent with the objectives of the Transport Corridor Outdoor Advertising and Signage Guidelines 2017
- the development does not change the existing operation of the existing sign which is consistent with the existing urban and transport corridor character of the locality
- its luminance levels are consistent with the NSW Transport Corridor Outdoor Advertising and Signage Guidelines, and the Australian Standards AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting to ensure the safety of drivers at night
- the visual impacts of the proposed development on surrounding residential properties are unchanged and currently very minor
- it complies with the relevant current road safety standards and requirements
- will not significantly affect threatened species or ecological communities, or their habitats
- it will continue to provide public benefit as revenue contributes to funding for road infrastructure maintenance, road user compliance activities and road safety programs across NSW.

The department's assessment concludes that the impact of the development is acceptable and in the public interest and recommends the application be approved, subject to the recommended conditions (Appendix C).

## 7 Recommendation

It is recommended that the Director, Transport and Water Assessments, as delegate of the Minister for Planning and Public Spaces:

- **considers** the findings and recommendations of this report
- **accepts and adopts** the findings and recommendations in this report as the reasons for making the decision to grant consent to the application
- **agrees** with the key reasons for approval listed in the notice of decision
- **grants consent** for the continued use of two existing illuminated advertising signs on the southern side of the Great Western Highway, Huntingwood (DA-23-15557), subject to the conditions in the attached development consent
- **signs** the attached development consent (**Appendix E**).

Recommended by:



**Mark Wisely**

Senior Planner

Transport and Water Assessments

Recommended by:



**Lisa Mitchell**

Team Leader

Transport and Water Assessments



## 8 Determination

The recommendation is ~~not adopted~~ **adopted** by:



**Glenn Snow**

Director,

Transport and Water Assessments

# Glossary

Abbreviation	Definition
<b>Advertisement</b>	signage to which Part 3.3 of the State Environmental Planning Policy (Industry and Employment) 2021 applies and includes any advertising structure for the advertisement
<b>Advertising display area</b>	the area of an advertisement or advertising structure used for signage, and includes any borders of, or surrounds to, the advertisement or advertising structure, but does not include safety devices, platforms or lighting devices associated with advertisements or advertising structures
<b>Advertising structure</b>	a structure or vessel that is principally designed for, or that is used for, the display of an advertisement
<b>Council</b>	Blacktown City Council
<b>Crown Lands</b>	Crown Lands division of the Department of Planning and Environment
<b>Department</b>	Department of Planning, Housing and Infrastructure
<b>EP&amp;A Act</b>	<i>Environmental Planning and Assessment Act 1979</i>
<b>EP&amp;A Regulation</b>	<i>Environmental Planning and Assessment Regulation 2021</i>
<b>EPI</b>	Environmental planning instrument
<b>ESD</b>	Ecologically sustainable development
<b>Industry and Employment SEPP</b>	State Environmental Planning Policy (Industry and Employment) 2021
<b>LEP</b>	Local Environmental Plan
<b>Minister</b>	Minister for Planning and Public Spaces
<b>Secretary</b>	Secretary of the Department of Planning and Environment
<b>SEE</b>	Statement of Environmental Effects

Abbreviation	Definition
<b>SEPP</b>	State Environmental Planning Policy
<b>Signage</b>	signs, notices, devices, representations and advertisements that advertise or promote any goods services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage.
<b>TfNSW</b>	Transport for NSW

# Appendices

## Appendix A – List of referenced documents

The following supporting documents and additional information can be on the NSW Planning Portal including:

- Statement of Environmental Effects - Advertising signage proposal on existing billboard structure Great Western Highway, Huntingwood, NSW, Gyde Consulting.
- Agency advice

<https://www.planningportal.nsw.gov.au/daex/under-consideration/static-advertising-sign-great-western-highway-huntingwood>

## Appendix B – Statutory considerations

In line with the requirements of section 4.15 of the EP&A Act, the department's assessment has included detailed consideration of the relevant statutory requirements. These include:

- the objects of the EP&A Act (section 1.3)
- the matters listed under section 4.15(1) of the EP&A Act, including applicable environmental planning instruments and regulations
- the matters for consideration under division 4.6 of the EP&A Act.

The department has considered each of these matters which are summarised in Table 5, Table 6, and Table 7 below.

### Objects of the EP&A Act

A summary of the department's consideration of the relevant objects (found in section 1.3 of the EP&A Act) are provided in Table 5 below.

Table 5 Objects of the EP&A Act and how they have been considered.

Object	Consideration
<b>(a) to promote the social and economic welfare of the community and a better environment by the proper management, development and conservation of the State's natural and other resources,</b>	the development seeks to maximise the use of the site and would not adversely impact on the State's natural or other resources
<b>(b) to facilitate ecologically sustainable development by integrating relevant economic, environmental, and social considerations in decision-making about environmental planning and assessment,</b>	the development is not inconsistent with relevant economic, environmental, or social considerations as revenue generated supports road maintenance and safety campaigns, there would be no additional environmental or social impacts as it seeks continued use for an existing structure
<b>(c) to promote the orderly and economic use and development of land,</b>	The development promotes the orderly and economic use of the land through the utilisation of land on a major road corridor
<b>(d) to promote the delivery and maintenance of affordable housing,</b>	N/A



Object	Consideration
<b>(e) to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,</b>	there would be no adverse impacts on native flora or fauna, including threatened species, populations and ecological communities, and their habitats as there is no construction involved
<b>(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</b>	the development would not impact built or cultural heritage including the nearby State Heritage Listed item Former Great Western Road, Prospect, item number SHR 01911 (see detailed consideration in in Section 5.2)
<b>(g) to promote good design and amenity of the built environment,</b>	the proposed development is an existing structure in a road corridor surrounded by industrial land uses
<b>(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</b>	ongoing maintenance would be required in accordance with commitments made in the SEE and recommended conditions of that address health and safety, construction and ongoing maintenance
<b>(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</b>	The department sought advice from TfNSW and Blacktown City Council during the exhibition of the proposed development (refer to section 4)
<b>(j) to provide increased opportunity for community participation in environmental planning and assessment.</b>	the development application was exhibited, and submissions sought from members of the public as outlined in section 4

### Matters for consideration under section 4.15 of EP&A Act

In determining a development application, a consent authority is to take into consideration such of the following matters as are of relevance to the development the subject of the development application.

A summary of the department's consideration of the Matters for Consideration (found in s.4.15 of the EP&A Act) are provided in Table 6 (below) and Matters for Consideration specific to Crown Developments are in Table 7 (below).

Table 6 Matters for consideration under section 4.15 of the EP&A Act

Matters for Consideration	Consideration
(a) the provisions of –  (i) any environmental planning instrument, and	the department has considered the relevant environmental planning instruments in its assessment of the development as follows
(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	the department has considered the relevant environmental planning instruments in its assessment of the development application and the assessment is provided in Appendix B
(iii) any development control plan, and	the development meets the applicable objectives of the Blacktown City Council Development Control Plan 2015
(iii)(a) 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	the applicant has not entered into a planning agreement under Section 7.4 of the EP&A Act
(iv) the regulations (to the extent that they prescribe matters for the purposes of this paragraph), that apply to the land to which the development application relates,	the department has assessed the development in accordance with all relevant matters prescribed by the regulations, the findings of which are contained in this report
(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,	the department has considered the likely impacts of the development in section 5 of this report and is satisfied that environmental impacts can be appropriately managed and mitigated through the recommended conditions of consent
(c) the suitability of the site for the development,	the development is permissible with consent on land zoned SP2 Infrastructure and does not adversely impact on surrounding uses
(d) any submissions made in accordance with this Act or the regulations,	no submissions were received during exhibition of the development application

Matters for Consideration	Consideration
(e) the public interest.	the department considers the proposal to be in the public interest (refer to Section 5)

## Matters for consideration under division 4.6 of EP&A Act

Table 7 Matters for consideration under Division 4.6 of the EP&A Act

Matter	Consideration
--------	---------------

### Section 4.32 Definitions

(1) In this Division — Crown development application means a development application made by or on behalf of the Crown.	<p>Section 1.4 in the Act prescribes:</p> <p><b>public authority</b> means –</p> <ul style="list-style-type: none"> <li>(a) a public or local authority constituted by or under an Act, or</li> <li>(b) a Public Service agency, or</li> <li>(c) a statutory body representing the Crown, or</li> <li>(d) a Public Service senior executive within the meaning of the Government Sector Employment Act 2013, or</li> <li>(e) a statutory State owned corporation (and its subsidiaries) within the meaning of the State Owned Corporations Act 1989, or</li> <li>(f) a chief executive officer of a corporation or subsidiary referred to in paragraph (e), or</li> <li>(g) a person prescribed by the regulations for the purposes of this definition</li> </ul> <p>Transport for NSW, the applicant and landowner, is a public service agency and the application is considered to be a Crown Development application</p>
---	---

### Section 4.33 Determination of Crown development applications

(1) A consent authority (other than the Minister) must not —	
(a) refuse its consent to a Crown development application, except with the approval of the Minister, or	The Minister is the consent authority

Matter	Consideration
<b>(b) impose a condition on its consent to a Crown development application, except with the approval of the applicant or the Minister.</b>	On 17 May 2024 the Department forwarded the recommended conditions to the Applicant. On 30 May 2024 the Applicant consented to the recommended conditions

## Ecologically sustainable development

The EP&A Act adopts the definition of ecologically sustainable development (ESD) found in the *Protection of the Environment Administration Act 1991*. Section 6(2) of that Act states that ESD requires the effective integration of economic and environmental considerations in decision-making processes. The department has considered the project in relation to ESD principles. The precautionary and inter-generational equity principles have been implemented throughout the decision-making process and assessment of the project's environmental impacts are detailed in Section 5.

## EP&A Regulation

Subject to any other references to compliance with the EP&A Regulation cited in this report, the requirements for notification and fees have been complied with.

## Environmental Planning Instruments (EPIs)

To satisfy the requirements of section 4.15(1) of the EP&A Act, the following EPIs, DCP and guidelines were considered as part of the assessment of this proposal:

- State Environmental Planning Policy (Industry & Employment) 2021 (I&E SEPP)
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (Guidelines)
- State Environmental Planning Policy (Transport and Infrastructure) 2021 (T&I SEPP)
- Blacktown City Council Local Environmental Plan 2015 (Blacktown LEP)
- Blacktown Development Control Plan 2015 (Blacktown DCP)

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

The Industry and Employment SEPP applies to signage that can be displayed with or without development consent and is visible from any public place or public reserve. The development has

been assessed against the requirements of the Industry and Employment SEPP in Table 8 and the specific assessment criteria of Schedule 5 of the SEPP in Table 9.



Table 8 SEPP (Industry and Employment) Compliance Assessment

Clause	Criteria	Comments	Compliance
<b>3.1 Aims, objectives etc</b>	(a) to ensure that signage (including advertising) –  (i) is compatible with the desired amenity and visual character of an area, and  (ii) provides effective communication in suitable locations, and  (iii) is of high quality design and finish, and	The department is satisfied that the proposed development is compatible with the surrounding development and visual character of the area and of a high-quality finish consistent with the surrounds and therefore consistent with the objectives of the SEPP	Yes
	(b) to regulate signage (but not content) under Part 4 of the Act, and	the application of the requirements relates to the regulation of the advertising structure and the advertising display area	Yes
	(c) to provide time-limited consents for the display of certain advertisements, and	If the application is approved, the consent will be valid for 15 years	Yes
	(d) to regulate the display of advertisements in transport corridors, and	The application of the requirements relates to the regulation of the signage in transport corridors	Yes
	(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors	The development application is accompanied by a Public Benefit Statement that advises that funds obtained from the proposed development will contribute to funding to support road infrastructure	Yes

Clause	Criteria	Comments	Compliance
		maintenance, network management, road user compliance activities and road safety program	
<b>3.6 Granting of consent to signage</b>	The signage is consistent with the objectives of this policy	The advertising structure and advertising display areas are compatible with the desired amenity and visual character of the area, provides effective communication and is of high quality finish	Yes
	The signage is to satisfy the assessment criteria specified in Schedule 5.	See relevant assessment in Table 10	Yes
<b>3.10 Consent authority</b>	The consent authority is the Minister for Planning in the case of an advertisement displayed by or on behalf of TfNSW on land that is owned, occupied or managed by TfNSW.	The development application is for continued use of signage displayed by or on behalf of TfNSW on TfNSW owned land, therefore the Minister for Planning and Public Spaces is the consent authority	Yes
<b>3.11 Matters for consideration</b>	<p>The advertisement or advertising structure is to be:</p> <ul style="list-style-type: none"> <li>i. Consistent with the objective of this policy</li> <li>ii. assessed in accordance with the assessment criteria in schedule 5 and the Guidelines</li> <li>iii. satisfies any other relevant requirements of this policy.</li> </ul>	<p>The objectives are considered above.</p> <p>The development application has been assessed in accordance with the assessment criteria in Schedule 5 and the Guidelines in Table 9. All other relevant requirements are addressed in this table</p>	Yes

Clause	Criteria	Comments	Compliance
	(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	The proposed development has been assessed against the criteria in Schedule 5 in Table 10 (below) and is generally consistent with the criteria. The department considers that where there are non-compliances these are generally of a minor nature and are acceptable	Yes
	(c) satisfies any other relevant requirements of this Chapter.	The proposed development has been assessed against other relevant criteria of the Chapter below	Yes
<b>3.12 Duration of consents</b>	A consent granted under this part ceases to be in force on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 4 (20) of the EP&A Act	The department recommends a condition of consent to limit the approval to 15 years from the date of consent consistent with this criterion.	Yes
<b>3.14 Transport corridor land</b>	The display of an advertisement by or on behalf of TfNSW on land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road.	The development application is by TfNSW for signage on land owned by TfNSW and within 250 metres of a classified road and is therefore permissible with consent	Yes
	The Minister must not grant consent to the display of an advertisement unless: <ul style="list-style-type: none"> <li>i. the relevant local council has been notified of the development application in writing and any comments received by</li> </ul>	Blacktown City Council was notified of the development application and provided no comment (refer to <b>Section 4</b> )	

Clause	Criteria	Comments	Compliance
	<p>the Minister from the local council have been considered by the Minister, and</p> <p>ii. the advice of any design review panel has been considered by the Minister, and</p> <p>iii. the Minister is satisfied that the advertisement is consistent with the Guidelines</p>	<p>There was no design review panel for this development application.</p> <p>An assessment of the development application against the Guidelines is provided in <b>Table 10</b></p>	
<b>3.15</b> <b>Advertisements with display area greater than 20 square metres or higher than 8 metres above ground</b>	<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>The signage has a display area greater than 20 square metres and is higher than 8 metres above the ground.</p> <p>The Applicant provided an SEE which addresses the assessment criteria in schedule 5. The department is satisfied that the impacts of the application are acceptable</p>	Yes
	<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>	<p>The application was made available on the department's website and TfNSW was provided with a copy during the exhibition period</p>	Yes
<b>3.16</b> <b>Advertisements</b>	<p>(2) The consent authority must not grant development consent to the display of an</p>	<p>This section does not apply when the Minister is the consent authority, regardless comment was sought</p>	N/A

Clause	Criteria	Comments	Compliance
<b>greater than 20 square metres and within 250 metres of, and visible from, a classified road</b>	advertisement to which this section applies without the concurrence of TfNSW	from TfNSW and considered in the department's assessment	
<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 of greater than 45 square metres unless:</p> <ul style="list-style-type: none"> <li>i. 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</li> </ul> <p>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>	The proposed signage has an advertising display area of 42.41 square metres and therefore this section doesn't apply	Yes.
<b>3.18 Location of certain names and logos</b>	<p>The name or logo of the person who owns or leases an advertisement or advertising structure must:</p> <ul style="list-style-type: none"> <li>i. appear only within the advertising display area</li> </ul>	The signage contains a small company logo (0.25 square metres in size) in the bottom corner of both the eastbound and westbound facing signs	Yes



Clause	Criteria	Comments	Compliance
	ii. not be greater than 0.25 square metres iii. be included in calculating the size of an advertising display area.		
3.21 Freestanding advertisements	The consent authority may grant consent only if the consent authority is satisfied that the advertisement does not protrude above the dominant skyline.	The advertising structure does not protrude above the dominant skyline and is consistent with infrastructure along the Great Western Highway	Yes

Table 9 Industry and Employment SEPP Schedule 5 Compliance Table

Assessment Criteria	Consideration and Comments Comments	Complies
<b>1 Character of the area</b>		
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The advertising structure is compatible with the existing character along the road corridor	Yes.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The advertising structure is consistent with the design and scale of other static externally illuminated signs located along major roads in the locality	Yes.

Assessment Criteria	Consideration and Comments Comments	Complies
<b>2 Special Areas</b>		
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open spaces areas, waterways, rural landscapes or residential areas?	The advertising structure is not located within, nor detracts from, any environmentally sensitive, heritage, natural or other conservation areas, open spaces, waterways or rural landscapes	Yes.
<b>3 Views and vistas</b>		
Does the proposal obscure or compromise important views?	The advertising structure does not obscure or compromise important views	Yes.
Does the proposal dominate the skyline and reduce the quality of vistas?	The advertising structure does not dominate the skyline or reduce the quality of vistas	Yes.
Does the proposal respect the viewing rights of other advertisers?	The advertising structure does not impact the viewing rights of other advertisers	Yes.

Assessment Criteria	Consideration and Comments Comments	Complies
<b>4 Streetscape, setting or landscape</b>		
Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	The scale, proportion and form of the advertising structure is appropriate for the streetscape, setting and landscape	Yes
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The Applicant considers the advertising structure contributes to the visual interest of the streetscape by creating a positive visual entrance to the wider industrial area of Huntingwood. The department agrees the sign is appropriate for its context	Yes
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The advertising structure does not contribute to additional visual clutter	Yes
Does the proposal screen unsightliness?	No	Yes
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	The advertising structure does not protrude above adjacent industrial buildings, adjacent infrastructure including large power lines or tree canopies in the area	Yes
Does the proposal require ongoing vegetation management?	Ongoing vegetation management (e.g. pruning of trees and shrubs) is required to ensure consistent visibility of the advertising structure, increase public safety and reduce overgrown vegetation	Yes

Assessment Criteria	Consideration and Comments Comments	Complies
<b>5 Site and building</b>		
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?	The scale of the advertising structure is appropriate for the context of the site and supports the character of the area	Yes
Does the proposal respect important features of the site or building, or both?	The advertising structure is below the tree canopy, outside of the heritage curtilage of the former Great West Road and does not obscure any important features	Yes
Does the proposal show innovation and imagination in its relationship to the site or building, or both?	There are no other buildings or structures on the site and the advertising structure is freestanding	Yes
<b>6 Associated devices and logos with advertisements and advertising structures</b>		
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?	The advertising structure includes an existing access ladder, safety platform, and small company logo (0.25m <sup>2</sup> ) to the bottom of the signage. The signage is lit by three overhead downward facing lights on each sign	Yes
<b>7 Illumination</b>		
Would illumination result in unacceptable glare?	The advertising structure would not result in unacceptable glare. The department has recommended a condition of consent requiring all signage floodlights to be fitted with baffles, in accordance with AS/NZS 4282:2023 <i>Control of the Obtrusive Effects of Outdoor Lighting</i>	Yes

Assessment Criteria	Consideration and Comments Comments	Complies
Would illumination affect safety for pedestrians, vehicles or aircraft?	The advertising structure would not adversely affect safety for pedestrians, vehicles or aircraft. The department has recommended a condition of consent requiring all advertising structure floodlights to be fitted with baffles, in accordance with <i>AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting</i>	Yes
Would illumination detract from the amenity of any residence or other form of accommodation?	<p>A Lighting Impact Assessment has been prepared to accompany this application. The proposal is consistent with relevant requirements of <i>AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting</i> and does not exceed the maximum luminance permitted</p> <p>The signage illumination would not detract from the amenity of any residence or other form of accommodation. The existing signage complies with the Threshold Increment limits of <i>AS4282</i>, demonstrating that the illumination will not cause unacceptable glare</p>	Yes
Can the intensity of the illumination be adjusted, if necessary?	The Applicant advised the existing signage is dimmable but not required as the luminance of the signage is significantly lower than the allowable maximum limit and is approaching the minimum acceptable luminance for visibility	N/A
Is the illumination subject to a curfew?	The signage illumination is not subject to a curfew	N/A



Assessment Criteria	Consideration and Comments Comments	Complies
<b>8 Safety</b>		
Would the proposal reduce the safety for any public road?	The proposed advertising structure will be consistent with all relevant Australian Standards and will not interfere with pedestrian or vehicular sightlines as they. The sign will not distract motorists as it will be located well away from the street verge and will not resemble a traffic sign or contain a facsimile of a traffic sign	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?	The advertising structure would not reduce safety for pedestrians or bicyclists as the A44 Great Western Highway is for vehicular traffic only and is without any pedestrian footpaths and cycle lanes. The proposal is not in the proximity of any pedestrian footpaths and public areas	Yes
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	The advertising structure would not obscure sightlines from public areas	Yes

### Transport Corridor Outdoor Advertising and Signage Guidelines

The Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines) outline best practice for the planning and design of outdoor advertisements in transport corridors. The Guidelines supplement the provisions of the Industry and Employment SEPP by providing detailed information in relation to signage within transport corridors, including design criteria and road safety considerations. The development application has been assessed against the Guidelines in **Table 10**.

Table 10 Assessment against the Guidelines

Assessment Criteria	Comments	Complies
<b>Land use compatibility criteria – Table 1</b>		
(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.	Signage is permissible with consent in the SP2 Infrastructure zone of the BLEP 2015 and is consistent with the land use objectives for the SP2 zone	Yes
(ii) Advertisements must not be placed on land where signage is visible from the following areas if it is likely to create significant amenity impacts: <ul style="list-style-type: none"> <li>• Environmentally sensitive area</li> <li>• Heritage area</li> <li>• Natural or other conservation area</li> <li>• Open space</li> <li>• Waterway</li> <li>• Residential</li> <li>• Scenic protection area</li> <li>• National Park or nature reserve.</li> </ul>	<p>The advertising structure and signage is unlikely to create adverse amenity impacts on any environmentally sensitive area, heritage area, natural/other conservation area, open space, waterway, scenic protection area, national park or nature reserve.</p> <p>The advertising structure and signage would be visible from the Great Western Highway and is in a transport corridor. An assessment of potential impacts to surrounding residential receivers is provided in <b>Section 5</b> and is considered minor</p>	Yes

Assessment Criteria	Comments	Complies
(iii) 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.	The advertising structure does not dominate or protrude above the skyline. There are no significant scenic views along the Great Western Highway that are compromised	Yes
(iv) Advertising signage should not be located to diminish the heritage values of items or areas of local, regional or state heritage significance.	The advertising structure does not diminish heritage values of items or areas of local, regional or state significance	Yes
(v) 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.	The advertising structure is located adjacent to the Great Western Highway and is appropriate for the surrounding industrial and road corridor landscape	Yes

Assessment Criteria	Comments	Complies
<b>2.5 Site specific and structural criteria</b>		
<b>2.5.1 General criteria</b>		
(a) The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The advertising structure is of a contemporary standard that is suitable for the transport corridor	Yes
(b) The advertising structure should be compatible with the scale, proportion, and other characteristics of the site, building or structure on which the proposed signage is to be located.	The advertising structure is compatible with adjacent road infrastructure	Yes
(c) The advertising signage should be in keeping with important features of the site, building or bridge structure.	The advertising structure is in keeping with the surrounding road corridor character	Yes
(d) The placement of the advertising signage should not require the removal of significant trees or other native vegetation.	The development application does not incorporate landscaping beyond pruning of existing shrubs and small trees underneath the sign. No trees or vegetation are proposed to be removed as part of the development application	Yes

Assessment Criteria	Comments	Complies
(e) The advertisement proposal should incorporate landscaping that complements the advertising signage and is keeping with the landscape and character of the transport corridor.	The development application does not incorporate landscaping and the signage would continue to be in character with the road corridor	Yes
(f) Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage structure on which it is to be displayed.	The advertising structure consists of an existing access ladder, safety platform, and small company logo (0.25m <sup>2</sup> ) to the bottom of each sign. Each of the two advertising display areas are lit by three overhead downward facing lights	Yes
(g) Illumination of advertisements must comply with the requirement in Section 3.3.3 of the Guidelines.	<p>The illumination of the advertising display areas would not result in unacceptable light spill (<b>Section 5.2.2</b>).</p> <p>The department has recommended a condition of consent requiring that floodlights meet luminance criteria for non-digital signs set out in Table 5 of the Transport Corridor Outdoor Advertising and Signage Guidelines (Department of Planning and Environment, 2017)</p>	Yes
(h) Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	The lighting of advertising display areas would not result in unacceptable light spill to nearby residential properties, national parks or nature reserves ( <b>Section 5.2.2</b> )	Yes

Assessment Criteria	Comments	Complies
<b>2.5.4 Freestanding advertisements criteria</b>		
(a) The advertising structure must not protrude above the dominant skyline.	The advertising structure is below the surrounding tree canopy and does not protrude above the dominant skyline	Yes
(b) Freestanding advertisement greater than 45 m <sup>2</sup> that requires consent from local council.	The advertising display area is less than 45 m <sup>2</sup> . Council is not the consent authority for the subject development	N/A
(c) Where the sign is in a transport corridor a landscape management plan may be required.	The development application does not include or require any new planting. No landscape management plan is proposed	N/A
<b>Road safety assessment criteria</b>		
<b>3.2.1 Road clearance</b>		
(a) The advertisement must not create a physical obstruction or hazard.	The advertising structure does not overhang the roadway and would not result in any physical obstruction or hazard	Yes
(b) Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone. Where a sign is proposed within the clear zone but behind an existing RTA-approved crash barrier, all its structures up to 5.3m height	The advertising structure is not located within a clear zone	N/A

Assessment Criteria	Comments	Complies
(relative to the road level) are to comply with lateral clearances as specified by Section 6 of the RTA's Road Design Guide with respects to dynamic deflection and working width.		
(c) All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.	The advertising structure does not overhang the roadway or footpath	N/A
<b>3.2.2 Line of sight</b>		
(a) An advertisement must not obstruct the driver's view of the road particularly of other vehicles, bicycle riders or pedestrians at crossings.	The advertising structure does not obstruct views of the road	Yes
(b) A advertisement must not obstruct a pedestrian or cyclist's view of the road.	The advertising structure does not obstruct views of the road	Yes



Assessment Criteria	Comments	Complies
(c) The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road.	The advertising structure does not give incorrect information on the alignment of the road	Yes
(d) The advertisement should not distract a driver away from the road environment for an extended length of time.	The signage is unlikely to distract a driver away from the road environment for an extended length of time	Yes
<b>3.2.3 Proximity to decision making points and conflict points</b>		
(a) The sign should not be located: <ul style="list-style-type: none"> <li>i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</li> <li>ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment</li> <li>iii. so that it is visible from the stem of a T-intersection.</li> </ul>	The advertising structure would comply with the road safety requirements (refer to <b>Section 5</b> )	Yes

Assessment Criteria	Comments	Complies
<p>(b) The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</p> <ul style="list-style-type: none"> <li>i. of a road hazard</li> <li>ii.to an intersection</li> <li>iii.to a prescribed traffic control device(such as traffic signals, stop or give way signs or warning signs)</li> <li>iv.to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.</li> </ul>	<p>The placement of the advertising structure is unlikely to distract drivers at critical times (refer to <b>Section 5</b>)</p>	<p>Yes</p>
<b>3.3.1 Advertising signage and traffic control devices</b>		
<p>(a) The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.</p>	<p>The advertising structure would not distract drivers or reduce the visibility and effectiveness of directional signs, traffic signals, traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment</p>	<p>Yes</p>

Assessment Criteria	Comments	Complies
(b) The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device.	The advertising structure would not interfere with stopping sight distance for the road's design speed and would not interfere with the effectiveness of existing traffic control devices	Yes

### 3.3 Illumination and reflectance

#### Illumination and reflectance criteria for non-digital signs

(a) Advertisements must comply with the luminance requirements in Table 5 below.	This is recommended as a condition of consent	Yes
(b) For night time use, the sign (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings.	The external illumination of the advertising display area would not cause unacceptable glare or adverse impacts on the safety of pedestrians, residents or vehicular traffic	Yes

Assessment Criteria	Comments	Complies
<p>(c) The light sources for illuminated signs must focus solely on the sign and:</p> <p>i be shielded so that glare does not extend beyond the sign</p> <p>ii with the exception of back lit neon signs, have no light source visible to passing motorists with a light output greater than that of a 15W fluorescent/LED bulb</p>	<p>The external illumination of the advertising display area would not cause unacceptable glare.</p> <p>The department has recommended a condition of consent that requires floodlights to be fitted with baffles, to limit upward light viewable by aircraft</p>	Yes
<p>(d) The level of reflectance of an advertisement, and its content, is not to exceed the 'Minimum coefficients of Luminous intensity per unit area for Class 2A Material', as set out in Australian Standard AS/NZS 1906.1:2007. Flashing illuminated advertisements will not be approved.</p>	<p>The department has recommended a condition of consent requiring the visible light reflectivity from materials used on the signage structure (including the advertising skins) to not exceed 20 percent and be designed to minimise glare.</p> <p>No flashing illuminated advertisements are proposed</p>	Yes

Assessment Criteria	Comments	Complies
<b>3.3.4 Interaction and sequencing</b>		
(a) The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This includes interactive technology or technology that enables opt-in direction communication with road users.	The development does not incorporate technology that would interact with in-vehicle electronic devices or mobile devices	Yes
(b) Message sequencing designed to make a driver anticipate the next message is prohibited across images presented on a single sign and across a series of signs.	No message sequencing is proposed	Yes
<b>Public benefit</b>		
As proponents of outdoor advertising, TfNSW must demonstrate that revenue raised from outdoor advertising is directly linked to a public benefit.	The department has recommended a condition of consent requiring the advertising structure be made available for the display of road safety messages	Yes

Assessment Criteria	Comments	Complies
TfNSW must record the total amount of outdoor advertising revenue received each year in their financial accounts and their Annual Reports. The Annual Reports must also outline investments made in the year on transport safety, amenity improvements or other public works, listing specific works to which the funds have been or are to be applied.	This is recommended as a condition of consent	Yes

### State Environmental Planning Policy (Transport and Infrastructure) 2021

The Transport and Infrastructure SEPP aims to facilitate the effective delivery of infrastructure across the State by improving regulatory certainty and efficiency, identifying matters to be considered in the assessment of development adjacent to particular types of infrastructure, and providing for consultation with relevant public authorities about certain development during the assessment process.

Section 2.119(2) of the Transport and Infrastructure SEPP requires the consent authority to be satisfied that development with a frontage to a classified road would not adversely affect the safety, efficiency and ongoing operation of the road. The existing static sign is similar to other non-digital signs which are typically found in or adjacent to road corridors, and the development would not compromise the operation and function of the road. An assessment of compliance with section 2.119(2) of the Transport and Infrastructure SEPP is provided in Table 11.

Table 11 Compliance with section 2.119(2) of Transport and Infrastructure SEPP

Section	Comment	Complies
<b>Section 2.119(2)</b>		
(a) where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and	Vehicular access to the advertising structure is required on a monthly basis to change signage. Inspections are also undertaken by engineers every 3 years. During these periods, installers and engineers park directly below the advertising structure, which is a safe distance from the road and traffic	Yes
<p>(b) the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of –</p> <p>i the design of the vehicular access to the land, or</p> <p>ii the emission of smoke or dust from the development, or</p> <p>iii the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</p>	<p>The safety, efficiency and ongoing operation of the Great Western Highway would not be adversely affected by the advertising structure. No new vehicular access is proposed as the structure is adjacent to the Great Western Highway and is accessible via an existing access.</p> <p>No smoke or dust would be emitted from the development. The volume of vehicles using the classified road would not be impacted by the advertising structure</p>	Yes



Section	Comment	Complies
(c) the development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicles emissions within the site of the development arising from the adjacent classified road.	The advertising structure is not sensitive to traffic noise or vehicle emissions and would not create any further noise emissions	Yes

### Blacktown Local Environmental Plan 2015

The site is zoned SP2 Infrastructure under the BLEP 2015. Signage is permissible with consent in the SP2 Infrastructure zone.

The Applicant considers the proposal is consistent with the objectives of the SP2 Infrastructure zone as it:

- is compatible with the adjacent road infrastructure
- will not distract drivers using the Great Western Highway (A44)
- proposes a use that is compatible and consistent with the surrounding industrial zones and buildings
- will not have an adverse impact on the surrounding area
- is an existing structure that has had no negative impact on the road infrastructure or the safety of the road; and
- does not propose any modifications to the existing structure and therefore it is acceptable to consider that the proposal will not create any increased adverse impacts.

### **Blacktown Development Control Plan 2015**

An assessment of the proposal against the relevant provisions of the Blacktown Development Control Plan 2015 (BDCP) is not applicable as the BDCP does not specifically refer to advertising signage in SP2 Infrastructure zones.

## Appendix C – Recommended instrument of consent

<https://www.planningportal.nsw.gov.au/daex/under-consideration/static-advertising-sign-great-western-highway-huntingwood>