



STATEMENT OF ENVIRONMENTAL EFFECTS

Signage Masterplan and Signage Installations at Nepean Business Park

14-98 Old Castlereagh Road, Penrith

Prepared for: Great River NSW Pty Ltd

REF: M190009

DATE: 9 July 2024





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1. Introduction

This Statement of Environmental Effects has been prepared by Planning Ingenuity for Great River Pty Ltd (the Applicant) as part of development application for signage at Nepean Business Park, No. 14-98 Old Castlereagh Road, Penrith. The development application seeks approval for a signage masterplan and signage installation in accordance with the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Development Consent DA9876 applies to the site and was approved by the Land and Environment Court on 31 March 2022. The consent approved *“the Torrens title subdivision of three lots at 14-98 Old Castlereagh Road, Castlereagh, into four environmental lots and one residual lot, and the subdivision of the residual lot into 93 Community title lots and one community association lot, across 13 development stages with associated earthworks, road works and landscaping”*. DA9876 has been modified several times since its initial approval in 2022. Works approved with DA9876 have commenced.

The development the subject of this application is intended to operate concurrent with DA9876.

This Statement of Environmental Effects (SEE) addresses the planning issues associated with the development proposal for signage and assesses the likely impact of the development on the environment in accordance with the requirements of Section 4.15 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

The application has been made pursuant to the provisions of Chapter 5 of *State Environmental Planning Policy (Precincts - Western Parkland City) 2021* (Western Parkland City SEPP) which directs development within the Penrith Lakes Scheme area. According to the Western Parkland City SEPP, the consent authority for the proposal is the Minister for Planning.



2. Site Analysis and Context

2.1 THE SITE

The subject site is located at Nos. 14-28, 30-69 and 70-98 Old Castlereagh Road, Penrith. The site is adjacent to the North Penrith industrial precinct and is in the south-eastern corner of the Penrith Lakes Scheme area. The lots comprising the site are legally identified as Lots 1, 2 and part lot 3 DP 1263486. The site has an area of approximately 49 hectares. The site is identified in the aerial image provided at **Figure 1**. Works presently underway at the site are related to rehabilitation and subdivision in accordance with DA9876 which was approved by the Land and Environment Court on 31 March 2022.



Figure 1: Aerial image indicating the site outlined dashed yellow (Source: Nearmap)

The site is located between Old Castlereagh Road to the north and Nepean River and Crown Land to the south. The site is mapped as containing biodiversity values and is bushfire prone. Existing vegetation on site that has not been disturbed by the ongoing civil works is limited to mature trees that line Old Castlereagh Road and vegetation along the bank of the Nepean River. No permanent buildings or structures currently exist on the site.



Figure 2: View looking west along Old Castlereagh Road with the subject site on the left side of the photo

2.2 SURROUNDING DEVELOPMENT

The site is bounded to the:

- North by – Old Castlereagh Road, rural residential lots and Penrith Regatta Centre; and
- South by – Nepean River; and
- East by – Land used for light industrial purposes; and
- West by – Vacant land part of the Penrith Lakes Scheme.

3. Description of the proposal

3.1 BACKGROUND

This development application is to be considered in conjunction with active consent DA9876 for “the Torrens title subdivision of three lots at 14-98 Old Castlereagh Road, Castlereagh, into four environmental lots and one residual lot, and the subdivision of the residual lot into 93 Community title lots and one community association lot, across 13 development stages with associated earthworks, road works and landscaping”.

DA9876 will result in rehabilitation of the former quarry and tailings dam, earthworks and installation of roads and essential services to create an industrial subdivision to be known as Nepean Business Park (NBP). These works have already commenced.

The approved 91 lot community title (CT) subdivision layout approved under DA9876 is provided in **Figure 3**.

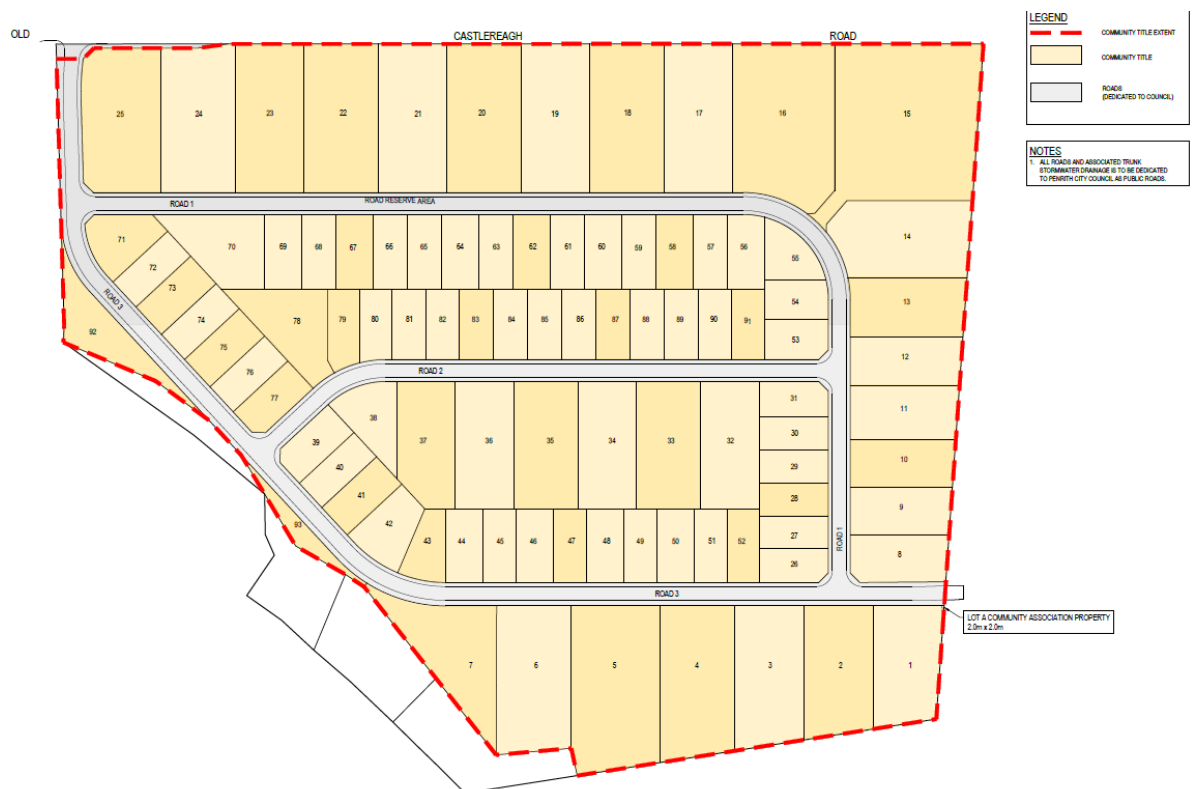


Figure 3: Community title subdivision plan under DA9876 (Source: Enspire)

DA9876 has been modified several times since gaining initial approval in 2022. A series of subsequent approvals have been sought for boundary adjustments, landform and batter amendments and the Great River Walk extension.

3.2 THE PROPOSAL

Installation of signage and a signage masterplan is proposed that extends across NBP. The signage and master plan aligns with the approved subdivision pattern under DA9876. The signage masterplan, shown in **Figure 4**, proposes three (3) different types of signage across the site. Tenant ID signage (S2) will be provided across the frontage of each community title lot. Development ID Signage (S1) will be provided to Old Castlereagh Road and at the primary vehicular entrances to the site. Wayfinding signage (S5) will be provided throughout the internal road network, at each intersection.

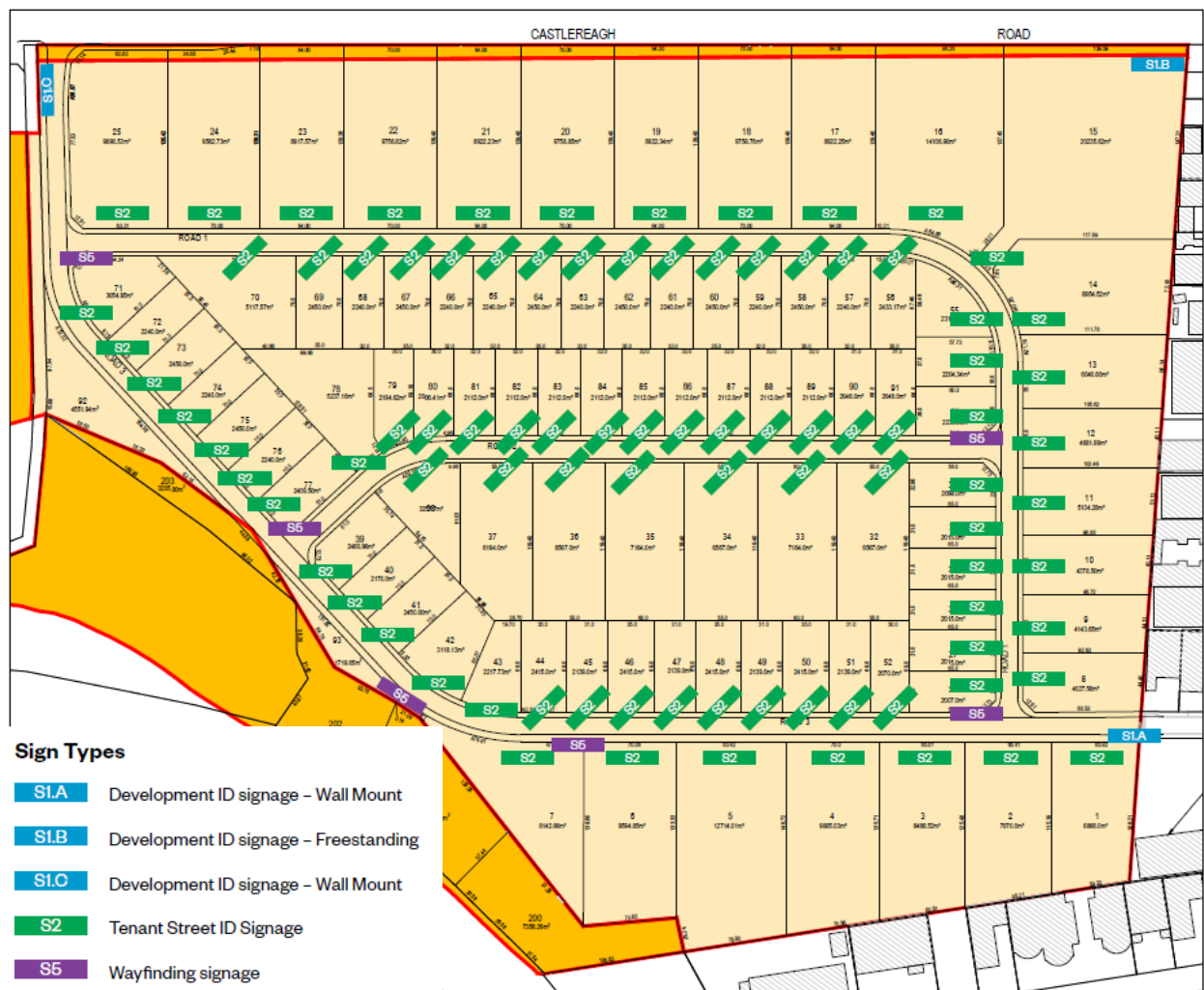


Figure 4: Proposed NBP Signage Masterplan (Source: Best)

A description of each sign is provided in **Table 1**.

Table 1 Proposed signage at NBP

Reference	Signage Type	Description
S1.A	Development ID Signage – Wall Mount	<p><u>Location</u></p> <p>This sign is to be located along the eastern boundary of the site, where Lugard Street joins with the internal road network. This road will be visible for people moving between the site and the existing neighbouring industrial precinct.</p> <p><u>Style</u></p> <p>Logo and letters as fixed aluminium to an existing retaining wall.</p> <p><u>Size</u></p> <p>The proposed dimensions of the sign are 1.6m (H) x 4.87m (L).</p>
S1.B	Development Identification Signage - Freestanding	<p><u>Location</u></p> <p>The sign is setback from the boundary to Old Castlereagh Road, at the north-east corner of the site. The sign will indicate to approaching traffic that the entrance to NBP is 500m on the left.</p> <p><u>Style</u></p> <p>Freestanding sign with aluminium top and galvanised steel base. Internally illuminated text.</p> <p><u>Size</u></p> <p>The proposed dimensions of the sign are 4.2m (H) x 1.18m (L) x 0.3m (W).</p>
S1.C	Development Identification Signage – Wall Mounted	<p><u>Location</u></p> <p>The sign is to be located along the main road entrance from Old Castlereagh Road, at the northwest corner. The sign will indicate the entrance to the site.</p> <p><u>Style</u></p> <p>New wall structure to match adjacent retaining wall. Logo and letters as fixed aluminium to wall.</p> <p><u>Size</u></p> <p>The proposed dimensions of the sign are 2m (H) x 5m (L) x 0.5m (W).</p>
S2	Tenant Identification	<p><u>Location</u></p> <p>The signage is to be located at the frontage of each community title lot, totalling 91 signs.</p> <p><u>Style</u></p> <p>Freestanding sign with aluminium top and galvanised steel base. Internally illuminated text.</p> <p><u>Size</u></p> <p>The proposed dimensions of the sign are 2.4m (H) x 0.7m (L) x 0.25m (W).</p> <p><i>Note –signage specific to the needs of each tenant will be installed once a community title lot has been tenanted and confirmation of the use has been approved.</i></p>

Table 1 Proposed signage at NBP

S5	Precinct Wayfinding Signage	<p><u>Location</u></p> <p>The signage is to be located at the intersections associated with the internal road layout. This will total six (6) signs.</p> <p><u>Style</u></p> <p>Freestanding sign with aluminium top and galvanised steel pole.</p> <p><u>Size</u></p> <p>The proposed dimensions of the sign are 2.4m (H) x 0.7m (L) x 0.25m (W).</p> <p><i>Note – wayfinding sign board content will be installed once each community title lot has been tenanted and confirmation of the use has been approved.</i></p>
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The proposed signage details at the site are shown in **Figures 5-6**.

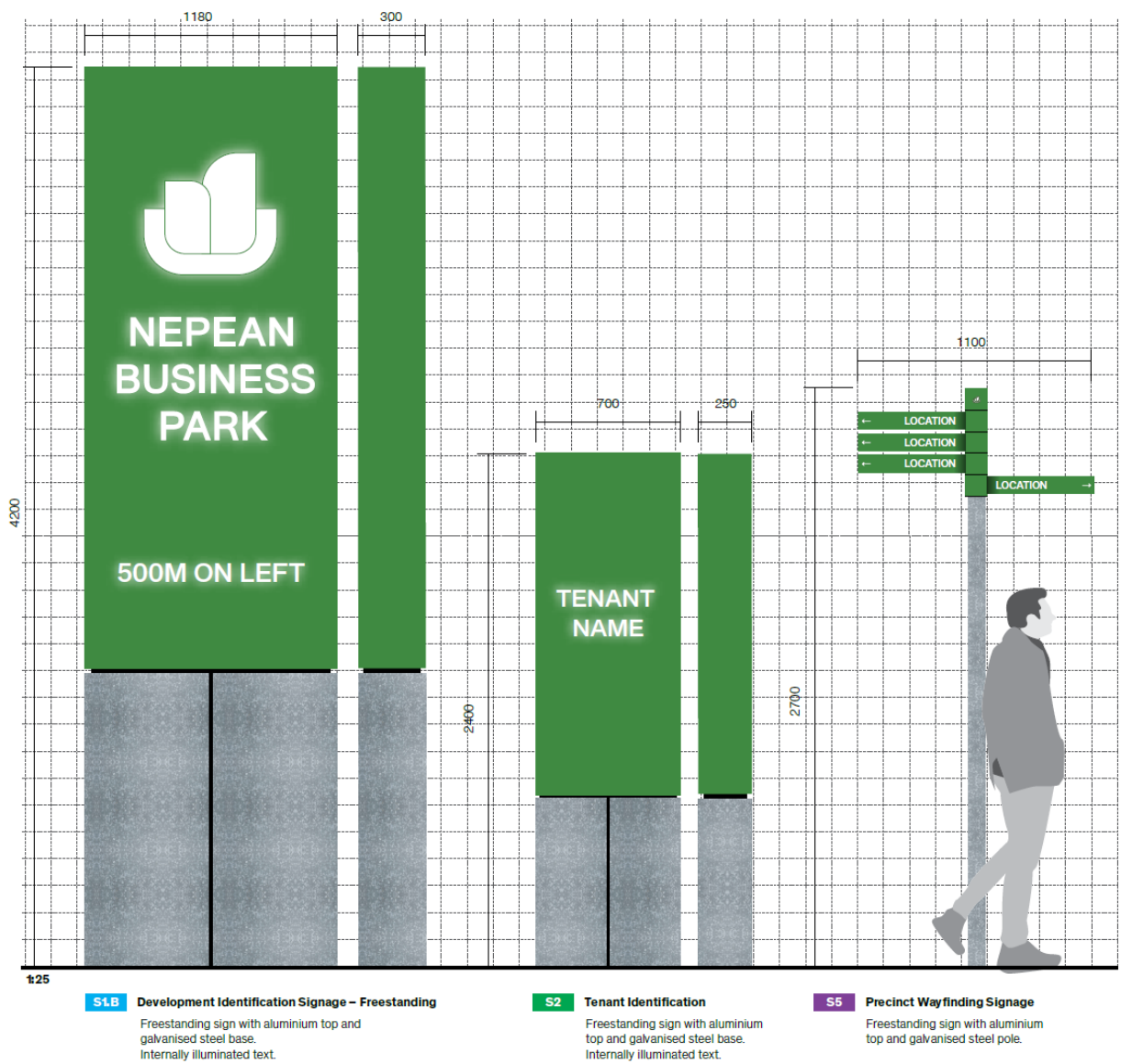
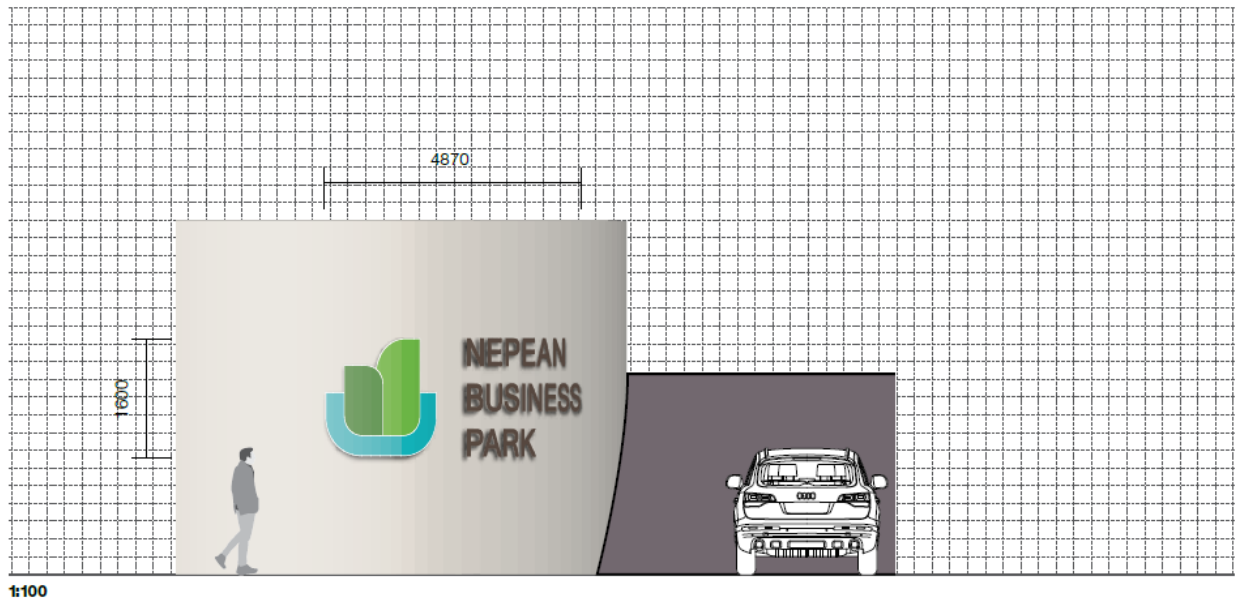
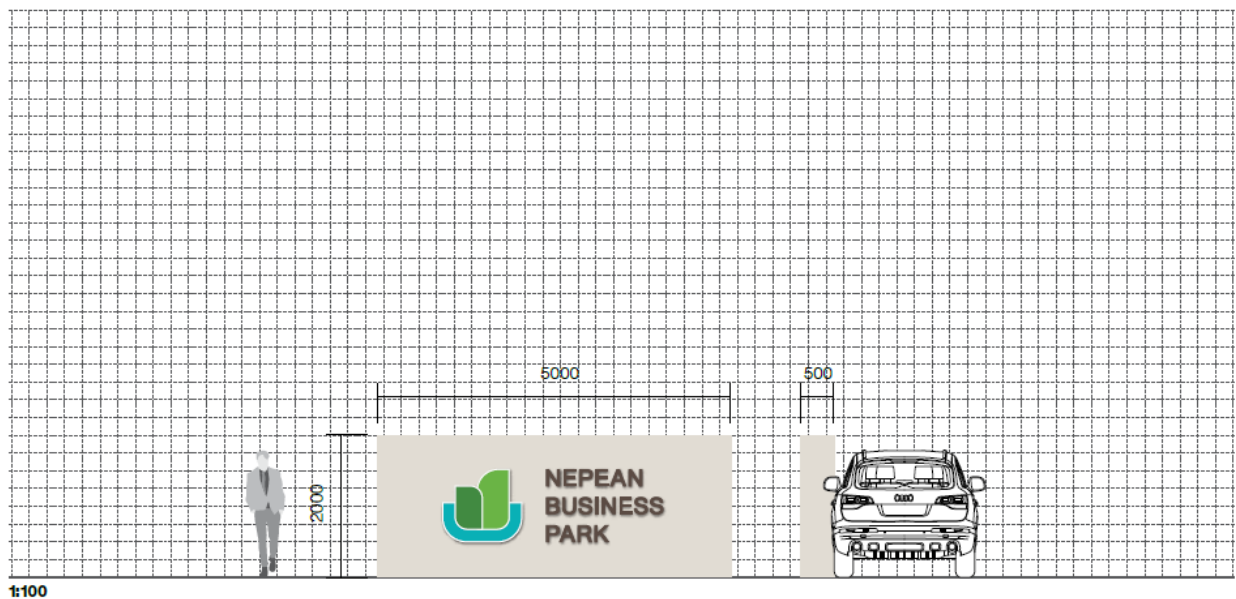


Figure 5: S1.B, S2 and S5 signage dimensions (Source: Best)



S1.A Development Identification Signage – Wall Mount
Logo and letters as pin fixed aluminum to existing retaining wall.



S1.C Development Identification Signage – Wall Mounted
New wall structure to match adjacent retaining wall.
Logo and letters as pin fixed aluminum to wall.

Figure 6: S1.A and S1.C signage dimensions (Source: Best)

4. Statutory and Policy Compliance

4.1 PREAMBLE

This section of the Statement provides a planning assessment of the proposed development covering all relevant heads of consideration under Section 4.15 of the EP&A Act, 1979.

4.2 STATUTORY AND POLICY COMPLIANCE

The relevant matters for consideration under Section 4.15(1)(a) of the EP&A Act, 1979, are identified below.

4.2.1 State Environmental Planning Policy (Western Parkland City) 2021

Chapter 5 of State Environmental Planning Policy (Precincts – Western Parkland City) 2021 (Western Parkland City SEPP) applies to the proposal.

The aims of Chapter 5 of the Western Parkland City SEPP are to permit the implementation of the Penrith Lakes Scheme through development controls to protect heritage, identify land for future land uses, and ensure the ongoing operation of Olympic legacy infrastructure.

The Minister is the consent authority for the development application.

The land the subject of this DA is solely within land in the Employment Zone under the Western Parkland City SEPP, (refer **Figure 7**).

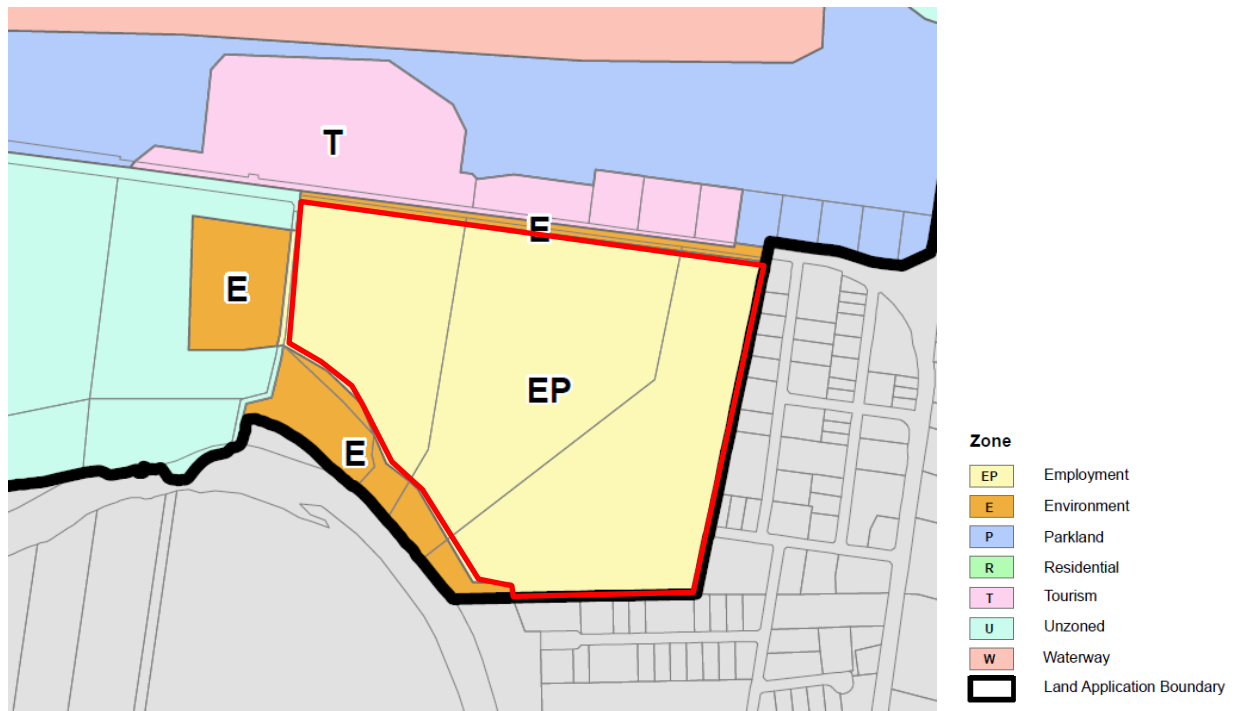


Figure 7. The site zoning (site outlines in red) (Source: NSW Spatial Viewer accessed June 2024)

The objectives for all development in the Employment Zone are shown below.

Employment

1 Objectives of zone

- *To provide a range of office and light industrial uses and to provide employment opportunities relating to health, high order technology, culture and sports.*
- *To enable other land uses that provide facilities or services to meet the day to day needs of workers in the area.*
- *To provide for a range of higher order job opportunities including health, cultural and high technology industries.*
- *To incorporate appropriate water quality management measures to ensure that development does not detrimentally impact on the implementation of the Penrith Lakes Scheme and the operation and use of olympic legacy infrastructure, including the Sydney International Regatta Centre and the Penrith Whitewater Stadium.*
- *To encourage the development of business incubators, and other employment opportunities relating to tourism and water-based sport and recreation.*

The proposed development aligns with the objectives of the Employment zone by:

- improving business identification and wayfinding throughout NBP;
- establishing a consistent theme for signage display for effective communication and positive streetscape aesthetics which will be appealing to higher order uses.
- Improving employment opportunities for the site as the proposal is for signage that will ultimately enhance the functionality and aesthetics of the business precinct.
- The proposed development will have no long-term impact on water quality.

The proposed works can best be defined as *signage*, defined in the Standard Instrument Local Environmental Plan as:

signage means any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following—

(a) an advertising structure,

(b) a building identification sign,

(c) a business identification sign,

but does not include a traffic sign or traffic control facilities.

Signage is permitted with consent in the Employment zone. All proposed signage is located in the Employment Zone.

Clause 5.27 outlines additional provisions for development on land zoned Employment. This clause states as follows:

“Development consent must not be granted for development on land zoned Employment unless the consent authority has considered the following—

- (a) a water quality management plan and water operations plan for the Penrith Lakes Scheme that are endorsed by the Planning Secretary as being appropriate for the Scheme,*
- (b) a traffic and transportation plan that includes proposals about the management of traffic impacts caused by the development,*
- (c) whether a stable foundation exists or can be developed for the development,*
- (d) whether the existing development platform (including subgrade) is or can be adequately protected from scour by the discharge of a 1:100 ARI (average recurrence interval) flood event,*
- (e) whether the proposed development appropriately allows for potential differential settlement given the existing geotechnical conditions and the proposed foundation and for the geotechnical conditions present at the site to prevent excessive total and differential settlement.*

The proposed signage works will have no impact on water quality, traffic, foundational stability, flooding or geotechnical site conditions. The works will be undertaken concurrent with the site works approved with DA9876 and do not change construction traffic, site and environmental management measures or landscaping. Any minor earthworks will be conducted in the same manner as earthworks approved for DA9876 to achieve a stable foundation for future development.

Section 5.6 to the Western Parkland City SEPP lists miscellaneous provisions and those relevant to this application are discussed as follows:

Section 5.33 Heritage

The SEPP aims to conserve the significance of heritage items. There is a heritage item of local significance adjoining the northeast corner of the site being Item 261 that applies to part of the Old Castlereagh Road reserve east of the site (see **Figure 8**). S1.B is setback from the north-east corner of the site in close proximity to Item 261. However, S1.B is the most conservative of the proposed development ID signage and is unlikely to have any measurable impact on the local heritage significance of Item 261 because it is set back from the boundary with the road and elevated on an earth embankment with vegetation.

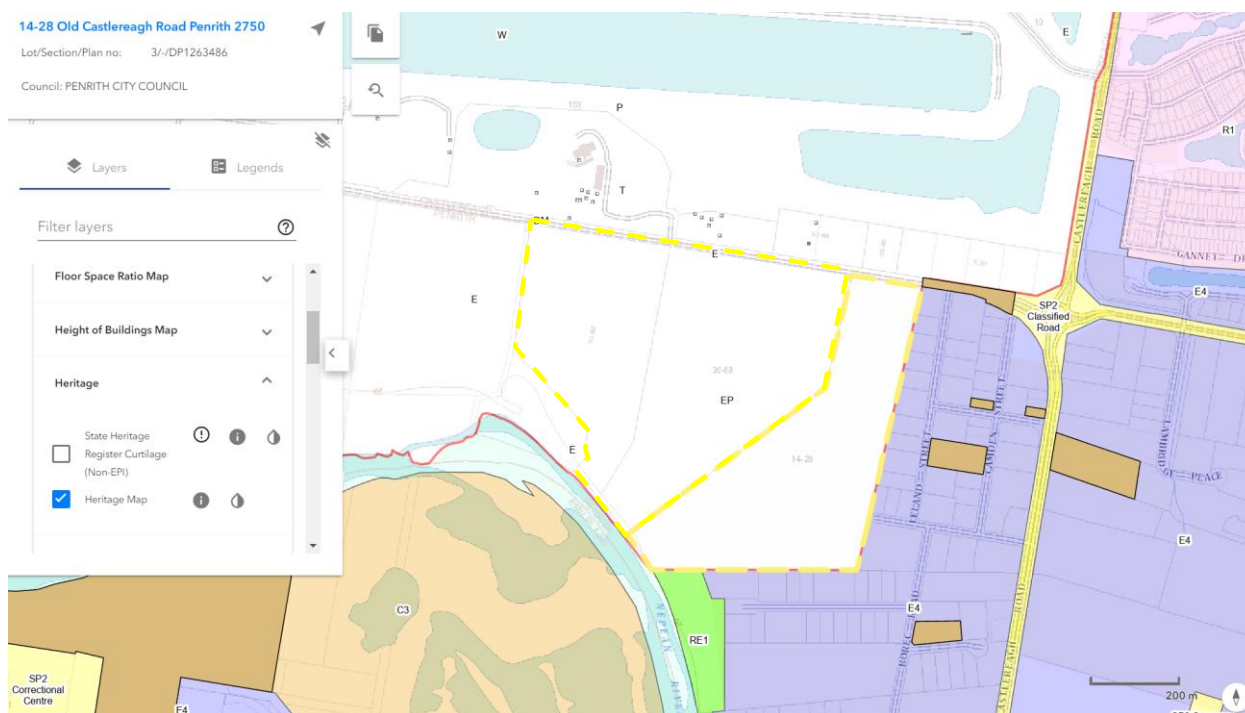


Figure 8: Extract from heritage map for land outside SEPP Western Parklands City. Site outlined dashed yellow. Heritage items coloured brown. (Source: NSW Spatial Viewer)

Section 5.36 Earthworks

The objective of Section 5.36 is to ensure earthworks will not have a detrimental effect on environmental functions and processes, neighbouring land uses, cultural or heritage items or features of surrounding land.

Section 5.36 requires the consent authority to consider the specific matters listed in the following table. The table includes a response specific to the consideration of this development proposal. As demonstrated in the table, the proposal is consistent with the requirements for appropriate management of earthworks.

Matter for consideration in Section 5.36	This proposal	Complies? Yes / No
<i>(a) the likely disruption of, or any detrimental effect on, drainage patterns and soil stability in the locality of the development,</i>	There will be no disruption to approved drainage patterns and drainage infrastructure. Soil erosion and sediment controls will be implemented during installation and turf cover established at completion of installation.	Yes
<i>(b) the effect of the development on the likely future use or redevelopment of the land,</i>	The signage is ancillary to the approved use of the new community title lots and internal roads approved with DA987.	Yes



Matter for consideration in Section 5.36	This proposal	Complies? Yes / No
<i>(c) the quality of the fill or the soil to be excavated, or both,</i>	No fill will be required. Soils on site have already been adequately tested under DA987.	Yes
<i>(d) the effect of the development on the existing and likely amenity of adjoining properties,</i>	There will be a negligible impact to neighbouring properties. Most signage will only be visible from within NBP. Those signs visible at the road connections will be effective for directions and wayfinding and will improve amenity.	Yes
<i>(e) the source of any fill material and the destination of any excavated material,</i>	No fill is required.	Yes
<i>(f) the likelihood of disturbing relics,</i>	An ACHAR approved with DA9876 indicated there was a low likelihood of Aboriginal relics or other historic relics occurring on this part of the site. Signage will be installed at the completion of remediation and earthworks approved by DA9876 and therefore will be installed on highly disturbed land. Therefore, it is highly unlikely that relics will be disturbed.	Yes
<i>(g) the proximity to, and potential for adverse impacts on, any waterway, drinking water catchment or environmentally sensitive area,</i>	The site adjoins the Nepean River. However, the works footprint the subject of this application is well separated from the river. Given the minor nature of the works and ground disturbance, adverse impacts to Nepean River are unlikely.	Yes
<i>(h) any appropriate measures proposed to avoid, minimise or mitigate the impacts of the development.</i>	Earthworks will be extremely minor. Soil erosion and sediment controls will be maintained during installation and turf cover established at completion of works.	Yes

Section 5.38 - Flood Planning

The objectives of Section 5.38 are:

- “(a) to minimise the flood risk to life and property associated with the use of land,*
- (b) to allow development on land that is compatible with the land’s flood hazard, taking into account projected changes as a result of climate change,*



- (c) to avoid adverse or cumulative impacts on flood behaviour and the environment,*
- (d) to enable the safe occupation and efficient evacuation of people in the event of a flood,*
- (e) to protect the operational capacity of emergency response facilities and critical infrastructure during flood events."*

Section 5.38 states that development consent must not be granted on land below the probable maximum flood level unless the consent authority is satisfied that the development achieves the requirements listed in the following table. As noted in the table, the development satisfies all requirements of Section 5.38(2).

The Flood Investigations and Flood Evacuation Response Plan approved with DA9876 indicate the Flood Planning Level is 26.8m AHD (being the 1 in 100 year ARI of 25.8m AHD plus 1m). The probable maximum flood level is 32.6m AHD.

The proposed signage will not significantly increase the impervious area throughout the site and therefore will have no significant impact on overland flows and the capacity of the approved stormwater and flood management infrastructure approved with DA9876.

Section 5.38(3) applies to the erection of a building and therefore does not apply to this development application.

Section 5.38A - Key Vistas and View Corridors

Section 5.38A has the following objectives:

- "(a) to recognise, protect and enhance the natural, visual and environmental qualities of Penrith Lakes,*
- (b) to ensure development is appropriate for the location and minimises impacts on key views."*

Section 5.38A requires the consent authority to consider the following in deciding whether to grant development consent:

- "(a) is located and designed to minimise its visual impact, including views to and from Castlereagh Road, the Nepean River, the Regatta Lake, environmental heritage items and the Blue Mountains, and*
- (b) contributes to the scenic quality of the Penrith Lakes Scheme."*

The proposed signage will have no impact on the natural and environmental qualities of the precinct. The intended signage will be compatible with the future built form anticipated for the NBP. The development is appropriate for the location being signage that assists in wayfinding and business identification and by providing a consistent design theme will enhance the visual quality of the business park. The signage will not impact any key views to the Nepean River. Sign S1.B is intended to be visually prominent to assist identification of the business park from the main vehicle access route and provide sufficient warning of the approaching intersection for safe driving.

4.2.2 State Environmental Planning Policy (Industry and Employment) 2021

State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP) contains provisions for Western Sydney Employment Area (Chapter 2) and Advertising Signs (Chapter 3).

Chapter 3 applies to all signage that:

“(a) can be displayed with or without development consent under another environmental planning instrument that applies to the signage, and

(b) is visible from any public place or public reserve,”

With consideration to (a) above, the proposed signage requires development consent. With regard to (b) above, all proposed signage is visible from a public place. Therefore Chapter 3 applies.

The aims and objectives of Chapter 3 are as follows:

“(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

(b) to regulate signage (but not content) under Part 4 of the Act, and

(c) to provide time-limited consents for the display of certain advertisements, and

(d) to regulate the display of advertisements in transport corridors, and

(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.”

The signage masterplan is consistent with the above listed objectives in the following ways:

- Objective (a)(i) - the proposed signage has been designed to align with the future intended character of the business precinct. The chosen colour palette and materials will align with those intended for the future buildings within NBP. The uniformity across all tenancies will improve visual impacts, wayfinding and streetscape aesthetics.
- Objective (a)(ii) - the communication effectiveness will be ensured given the proposed bold green themed signage that will stand out within the precinct. Bold, upper case letters in a clear font are intended for clear and effective messaging
- Objective (a)(iii) - the proposed signage will be executed to a high standard with durable, sturdy materials.
- Objective (b) - the regulation of signage is acknowledged and addressed below.
- Objective (c) – a time-limited consent is not relevant to this proposal. Sign display panels will match the approved current tenancies. Sign structures are intended to be durable for the life of the NBP.
- Objective (d) – the proposed signage will be visible from the public domain and within the local road network associated with NBP. Sign S1.B is intended to be visible from Old Castlereagh Road.
- Objective (e) – the signage does not achieve advertisement in and adjacent to a transport corridor.

Within the Aims and Objectives of Chapter 3, Section 3.1 provides the following clarification:

“(2) This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.”

The intention is for the tenancy signage (S2) to be updated in terms of its content (Tenant Name) as tenants are approved to operate out of the site.

Section 3.6 states the consent authority must not grant consent to an application to display signage unless it is satisfied:

*“(a) that the signage is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and
(b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 5.”*

As detailed above, the proposed signage is consistent with the relevant objectives in Section 3.1(1)(a). Provided below at Table 1 is an evaluation of the proposed signage against the assessment criteria from Schedule 5 of the SEPP (I&E) to demonstrate these criteria are satisfied.

Table 2 Industry and Employment SEPP Assessment		
Criteria	Requirement	Discussion
1 Character of the area	<ul style="list-style-type: none"> Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? 	<p>The desired future use of the area is for a business park, with business identification signage a common characteristic of these sites. The proposed development signage has been designed to general blend with the intended future streetscape and improve wayfinding with a consistent design theme readily identifiable from the public realm. Tenant and wayfinding signage is of an appropriate scale to ensure visibility, without compromising the character of the area.</p> <p>Satisfactory.</p>
	<ul style="list-style-type: none"> Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	<p>There are specific development controls for signage in the Penrith Lakes DCP. The proposal is aligned with these controls, as demonstrated in Section 4.2.6. The consistency in design, colours and font creates a theme for the NBP.</p> <p>Satisfactory.</p>
2 Special areas	<ul style="list-style-type: none"> Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas? 	<p>The proposal does not detract from the section of Old Castlereagh road which has heritage significance because only one wayfinding sign is visible from this road. The signs will not be visible from the Nepean River. All signage has been located outside of the Environment Zone to ensure impacts to Nepean River and the trees and vegetation that line the northern site boundary are not impacted.</p> <p>Satisfactory.</p>

Table 2 Industry and Employment SEPP Assessment

3 Views and vistas	<ul style="list-style-type: none">• Does the proposal obscure or compromise important views?	<p>There will be no impact to important views.</p> <p>Satisfactory.</p>
	<ul style="list-style-type: none">• Does the proposal dominate the skyline and reduce the quality of vistas?	<p>The proposed signage does not dominate the skyline. Sign S1.B is designed to be seen by approaching traffic and must be above the canopy height of landscaping adjacent to the road reserve.</p> <p>Satisfactory.</p>
	<ul style="list-style-type: none">• Does the proposal respect the viewing rights of other advertisers?	<p>There are no viewing rights of other advertisers to be considered.</p> <p>Satisfactory.</p>
4 Streetscape, setting or landscape	<ul style="list-style-type: none">• Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?	<p>Yes. The proposed development identification signage (S1) is of a scale and portion suitable for signage indicating entrance to a business precinct. The freestanding tenancy signage is designed to a height of 2.4m. This signage will be compatible with future commercial buildings and front landscaped areas for each lot.</p> <p>Satisfactory.</p>
	<ul style="list-style-type: none">• Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	<p>Yes. The proposed signage has been designed with an aesthetic form and pallet to ultimately contribute to the future urban landscape of the area. This includes the use of green throughout the signage, aligned with the Nepean Business Park logo, galvanised steel and rendered walls all of which are highly durable and low maintenance structures.</p> <p>Satisfactory.</p>
	<ul style="list-style-type: none">• Does the proposal reduce clutter by rationalising and simplifying existing advertising?	<p>Yes. Occupants of each lot must have a standardised sign panel.</p> <p>Satisfactory.</p>
	<ul style="list-style-type: none">• Does the proposal screen unsightliness?	<p>No, the proposal is not intended to screen the future built form.</p> <p>N/A</p>
	<ul style="list-style-type: none">• Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	<p>No, buildings are not yet located on the site. Future buildings are intended to exceed the height of most proposed signs. Sign S1.B is intended to be visible</p>

Table 2 Industry and Employment SEPP Assessment

		above the tree canopy within the setback to Old Castlereagh Road and will not be located close to future buildings.
		Satisfactory.
	• Does the proposal require ongoing vegetation management?	No.
		Satisfactory.
5 Site and building	• 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 signage masterplan proposes a tenancy sign on each community title lot, 6 x wayfinding signs and 3 x development identification signs. The site is approximately 49ha and signage is evenly distributed throughout the NBP and at key locations for effective wayfinding.
		Satisfactory.
	• Does the proposal respect important features of the site or building, or both?	The proposal retains all important features of the site.
		Satisfactory.
	• Does the proposal show innovation and imagination in its relationship to the site or building, or both?	The proposal will introduce a standardised signage theme specific to the NBP.
		Satisfactory.
6 Associated devices and logos with advertisements and advertising structures	• 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?	Safety devices are not required for the majority of proposed signage. The NBP logo is shown on the development identification signage (S1). Sign S1.B will improve driver safety by clearly identifying the access road location from Old Castlereagh Road.
		Satisfactory.
7 Illumination	• Would illumination result in unacceptable glare?	No. Illumination is proposed on signs S1.B and S2. The illuminating features of these signs is limited to the text and NBP logo.
		Satisfactory.
	• Would illumination affect safety for pedestrians, vehicles or aircraft?	No. Illumination is limited to the text within signs S1.B and S2 and will not result in safety concerns for vehicles or pedestrians.

Table 2 Industry and Employment SEPP Assessment

		Satisfactory.
	• Would illumination detract from the amenity of any residence or other form of accommodation?	No residential accommodation will have a direct line of sight to the display area of any proposed sign.
		Satisfactory.
	• Can the intensity of the illumination be adjusted, if necessary?	Not necessary. Illumination utilised in signs S1.B and S2 will not result in any significant impacts and therefore is not required to be adjustable.
8 Safety		Satisfactory.
	• Is the illumination subject to a curfew?	No.
	• Would the proposal reduce the safety for any public road?	No, the signage is intended to increase the safety of the public road through wayfinding.
		Satisfactory.
	• Would the proposal reduce the safety for pedestrians or bicyclists?	There will be no impact to pedestrians or cyclists.
		Satisfactory.
	• Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No sightlines will be impacted.
		Satisfactory.

As demonstrated by the assessment contained in Table 1 above, the signage masterplan and sign installations are consistent with the objectives set out in clause 3(1)(a) and satisfy the applicable assessment criteria specified in Schedule 5.

Part 3.3 to the SEPP applies to advertisements. Advertisements are defined in Section 3.2 of the SEPP as follows:

advertisement means signage to which Part 3.3 applies and includes any advertising structure for the advertisement.

Part 3.3 applies to advertisements except:

“(a) business identification signs,

(b) building identification signs,

(c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,

(d) signage on vehicles.”

The proposed signage masterplan includes business identification signage (S2), which is considered to be exempt from Part 3.3. The other forms of signage proposed, that are not specifically stated as exempt under Part 3.3, is the development identification signage (S1) and wayfinding signage (S5). However, this signage is largely for the purpose of business identification as opposed to advertisement, and therefore the provisions under Part 3.3 are not relevant.

4.2.3 State Environmental Planning Policy (Biodiversity and Conservation) 2021

Chapter 2 and Chapter 6 of State Environmental Planning Policy (*Biodiversity and Conservation*) 2021 (Biodiversity and Conservation SEPP) apply to the proposed development.

Chapter 2 – Vegetation in non-rural areas

The site has been largely cleared due to the ongoing civil works associated with DA9876. The proposed signage will have no impact on existing vegetation.

Chapter 6 – Water Catchments

The site is within the Hawkesbury-Nepean River catchment which is a regulated catchment for the purpose of the SEPP.

The relevant provisions of the SEPP are set out in Part 6.2 – Development in Regulated Catchments (clauses 6.6 to 6.10). Given the proposed works are located outside of the Environment Zone, are well separated from the Nepean River and will result in very minor physical works, there will be no impact to the water catchment or the riparian corridor.

4.2.4 State Environmental Planning Policy (Transport and Infrastructure) 2021

State Environmental Planning Policy (Transport and Infrastructure) 2021 (Transport and Infrastructure SEPP) commenced on 1 March 2022 and provides consistency and efficient approval pathways for infrastructure-related development.

The table below provides the detailed consideration of the relevant provisions of the Policy and demonstrates compliance.

Table 3 Consideration of Impacts on Infrastructure

Clause	Response
2.48 Development likely effects on an electricity transmission or distribution network	No impact. The proposed works will not be within 5m of exposed overhead power lines.
2.77 Development adjacent to pipeline corridors	No impact. The proposed development is not located adjacent to any pipeline corridors.
2.99 Development in or adjacent to rail corridors	No impact. The proposed development is not located adjacent to any railway corridors.
2.119 Development in or adjacent to road corridors and road reservations	As Old Castlereagh Road is no longer a Classified Road, referral to Transport for NSW is not required.
2.163 Development adjacent to water supply infrastructure	The site is not adjacent to the Upper Canal or the Warragamba Pipelines.

4.2.5 Penrith Local Environmental Plan 2020

The site is located in Penrith Lakes, captured under Chapter 5 – Penrith Lakes Scheme of the Western Parklands SEPP. Chapter 5 of the Western Parklands SEPP provides the relevant planning provisions to the site. As such, Penrith Local Environment Plan 2020 (PLEP 2020) does not apply.

4.2.6 Penrith Lakes Development Control Plan – Stage 1 2021

The Penrith Lakes Development Control Plan – Stage 1 2021 (DCP 2021) applies to all land in Penrith Lakes under Chapter 5 of the Western Parklands SEPP. The proposal seeks consent for a signage masterplan, incorporating development/business identification signage and wayfinding signage.

An assessment of the relevant signage provisions of the DCP are provided in the table below.

Table 4: Penrith Lakes Development Control Plan 2021
4.10 Signage

Objective	Response
<p>a) <i>Ensure that signage is compatible with the building design and landscape character of Penrith Lakes.</i></p> <p>b) <i>Ensure that signage reflects the nature and scale of the activity conducted on the land.</i></p>	<p>The proposed signage is intended to be aligned with the future built form within the NBP. Colour utilised throughout the signage is limited to a single shade of green which is complimentary to the NBP logo.</p> <p>The proposed signage is spread across a 49ha site. Three (3) development identification, 91 business identification (equal to the number of community title lots) and six (6) wayfinding signs are proposed. The signage masterplan is reflective of the nature and scale of the NBP.</p>
Controls	Response
<p>1) <i>The siting and design of all signage are to be sympathetic to the landscaped character of the area and minimise any visual impacts to adjoining properties.</i></p>	<p>The future character of the landscape will be a master planned community title business park and the signage theme and master plan will ensure consistency of signage throughout. Most signs will not be visible from neighbouring properties except where those signs are required to assist navigation from connecting public roads.</p>
<p>2) <i>All advertising is to be:</i></p> <ul style="list-style-type: none">a) <i>visually interesting;</i>b) <i>constructed of high-quality, durable materials;</i>c) <i>considered in conjunction with the design and construction of buildings;</i>d) <i>restricted to only one sign per street frontage; and</i>e) <i>contained wholly within the site.</i>	<p>The proposed signage creates visual interest through the use of colour and consistency in form and design.</p> <p>The signage is to be constructed of durable materials including aluminium and galvanised steel base. Each lot will have a single display structure per frontage. All signs are contained within the NBP.</p>

Table 4: Penrith Lakes Development Control Plan 2021

4.10 Signage

<i>3) Signage proposals are to consider existing signs on buildings as well as the streetscape to ensure that any new signage does not result in visual and physical clutter.</i>	There are no existing buildings or signs within the NBP precinct. The proposed signage will not result in visual or physical clutter.
<i>4) Corporate colours, logos and other graphics are to achieve a high degree of compatibility with the architecture, materials, finishes and colours of the building or site to which the sign relates.</i>	The NBP corporate logo is included on all S1 signage. The logo comprises two (2) shades of green and blue. Green has been further reflected in the S2 and S5 signage for the sake of continuity. The proposed logo is simplistic and modern, aligning with the design intentions for the NBP precinct.
<i>5) Illuminated signs are generally discouraged, unless it can be demonstrated that the illuminated sign will be minimal and simple and have limited impact on the amenity or landscaped character setting and pedestrians or vehicles.</i>	The landscape masterplan proposes illumination signs for S1.B and S2. However, the extent of these signs intended for illumination is limited to the NBP logo and text. The intention for this illumination is to improve wayfinding opportunities at night. The intensity of the illumination will be limited to ensure the safety of pedestrian and vehicles.

The proposal has demonstrated that it meets the planning controls within DCP 2021 for signage, noting illumination is proposed in S1.B and S2 that will maintain a safe outcome for pedestrian and vehicles at night.

4.3 IMPACTS ON NATURAL & BUILT ENVIRONMENT

4.3.1 Visual Character

At present, the site is undergoing extensive civil works and subdivision in line with DA9876 (refer to **Figure 1**). The intended future character on the site is for the construction of industrial and commercial buildings on each approved community title lot, effectively actualising the approved master plan for NBP. The proposed signage has been designed with this vision and future character in mind.

Development identification signage (S1) is sympathetic to approved retaining walls associated with DA9876. The choice of colour, materials and form has been carefully balanced to provide visual interest whilst being sympathetic to the surrounding landscape. Materials incorporated into the proposed signage include render, aluminium and galvanised steel. These materials are for the most part neutral in appearance and do not detract from the significant visual qualities of the site, such as the Nepean River.

The height of the proposed signage ranges from 4.2m to 2m. All signage is contained in a sturdy, durable structure. All tenancy signs (S2) are freestanding and identical, providing uniformity to the NBP precinct. From a visual standpoint, the masterplan will provide an aesthetically appealing outcome in terms of consistency than permitting future tenants to propose unique signage of varying colour, size and shape.

Overall, the signage masterplan will provide a positive visual outcome for the precinct and will not detract from the existing visual character of the site.

4.3.1 Traffic

The proposed signage incorporates illumination for S1.B and S2. As demonstrated in Sections 4.2.2 and 4.2.5 of this report, the illumination is limited to the business logo and text, and therefore will not result in illumination that could create a hazard to users of the roadway.

The development identification signage located at the public road vehicular entrances to the NBP have been designed to match future built form and character. This signage will not detract drivers' attention from the roadway, as the use of bright colours and significant illumination has been avoided.

Overall, the traffic outcome as a result of the proposed signage masterplan is intended to improve. Signage will increase effective wayfinding throughout NBP, resulting in less confusion for visitors and subsequent traffic and vehicular queuing.

4.4 ECONOMIC & SOCIAL IMPACTS

The social impacts of the proposed development including those related to traffic, safety and visual amenity have been assessed and are considered to be acceptable. There are no adverse social impacts expected from the proposed development.

The proposed development will maintain the orderly and economic use and development of land for the purpose of business and commercial development. This will enable effective communication along several local road corridors and throughout the NBP.

4.5 THE SUITABILITY OF THE SITE

This section addresses the development in accordance with section 4.15(1)(c) of the Act. The site is considered suitable for the development for the following reasons:

- The development relates to the future use of the site for employment related development. The proposed signage masterplan will ultimately improve the function of this future employment related development.
- The environmental, social and economic impacts of the development have been assessed and no adverse impacts are expected to occur.

4.6 THE PUBLIC INTEREST

This section addresses the development in accordance with section 4.15(1)(e) of the Act. This development is considered to be in the public interest. The proposal will include the opportunity for improved wayfinding along the site's frontages and within the site.

In this respect, the proposal will provide well placed and well-designed identification signage to contribute to visual interest within the streetscape and reinforce the prominence of NPB as a place of high end employment opportunities. It is apparent that the proposal will not undermine the objectives and controls of DCP 2021 which seeks to guide all forms of development within Penrith Lakes. Importantly, the proposed signage masterplan will not adversely affect existing advertising signs elsewhere in the Penrith Lakes locality.

The proposal for a signage masterplan and signage installations in NBP is in the public interest for the reasons outlined above.



5. Conclusion

The proposal for a signage masterplan and signage installations at NBP incorporates three (3) different types of identification signage throughout the precinct comprising development identification signage (x3), business identification signage (x91) and wayfinding signage (x6). The proposed signage is compatible with the future character of NBP. Signage (S1.B) and S2 is intended to be partially illuminated to assist with wayfinding from the adjoining public roads.

The proposal is compliant with the requirements of Chapter 5 (Penrith Lakes Scheme) - Western Parklands SEPP, DCP 2021 and all other relevant policies.

The works are minor and will be integrated with approved DA9876, for civil works and subdivision, which have commenced on site.

As such, the proposed signage masterplan and installation of signage is considered worthy of the Minister's approval.



