



Premise

BISHOPP ADVERTISING

Statement of Environmental Effects

ADVERTISING STRUCTURE AT 53 SYDNEY ROAD,
GOULBURN



Report No: P001949_SEE

Rev: 001A

22 October 2024

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DOCUMENT AUTHORISATION					
Revision	Revision Date	Report Details			
A	22/10/24	Finalised SEE			
Prepared By		Reviewed By		Authorised By	
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1. INTRODUCTION

Premise Australia Pty Ltd has been commissioned by Bishopp Advertising to prepare a Statement of Environmental Effects (SEE) to accompany a Development Application (DA) for an advertising structure at Lot 53 in DP 1280250, 53 Sydney Road, Goulburn.

As depicted in the development plans attached in **Appendix A**, the development proposes the construction and installation of a digital advertising structure.

The subject site is located within E3 Productivity Support zone under Clause 2.1 of the *Goulburn Mulwaree Council Local Environmental Plan* (GMLEP 2009).

This SEE has been prepared pursuant to the relevant provision of the *Environmental Planning and Assessment Act 1979* (the EP&A Act) and *Environmental Planning and Assessment Regulation 2021* and is provided in the following format.

- **Section 2** of this report provides a description of the subject site and its locality.
- **Section 3** outlines the proposed development.
- **Section 4** details the planning framework applicable to the subject site and proposed development.
- **Section 5** identifies the impacts of the proposed development.
- **Section 6** provides a conclusion to the SEE.

2. THE SITE & ITS LOCALITY

2.1 The Site

The subject site is identified as Lot 53 DP 1280250, 53 Sydney Road, Goulburn. The subject site is completely hardstand and operated by a commercial premise, including the Goulburn Gateway Service Station and ancillary development. Council's infrastructure is connected to the site.

The subject site is a regular shape and has direct frontage to Sydney Road and Common Street. The immediate locality is dominated by commercial and retail premises including the Governors Hill Motel and McDonald's.

The existing condition of the subject site is depicted in **Figure 1**.

2.2 The Locality

The locality of the subject site is typically characterised by commercial and retail premises. The development site is located approximately 2.5km east of the Goulburn central-business district.

It is anticipated the proposed development will benefit from the surrounding commercial activity and traffic entering Goulburn from the east via Sydney Road. The site is suitable locality for the proposed development.

The site locality is depicted in **Figure 2**.

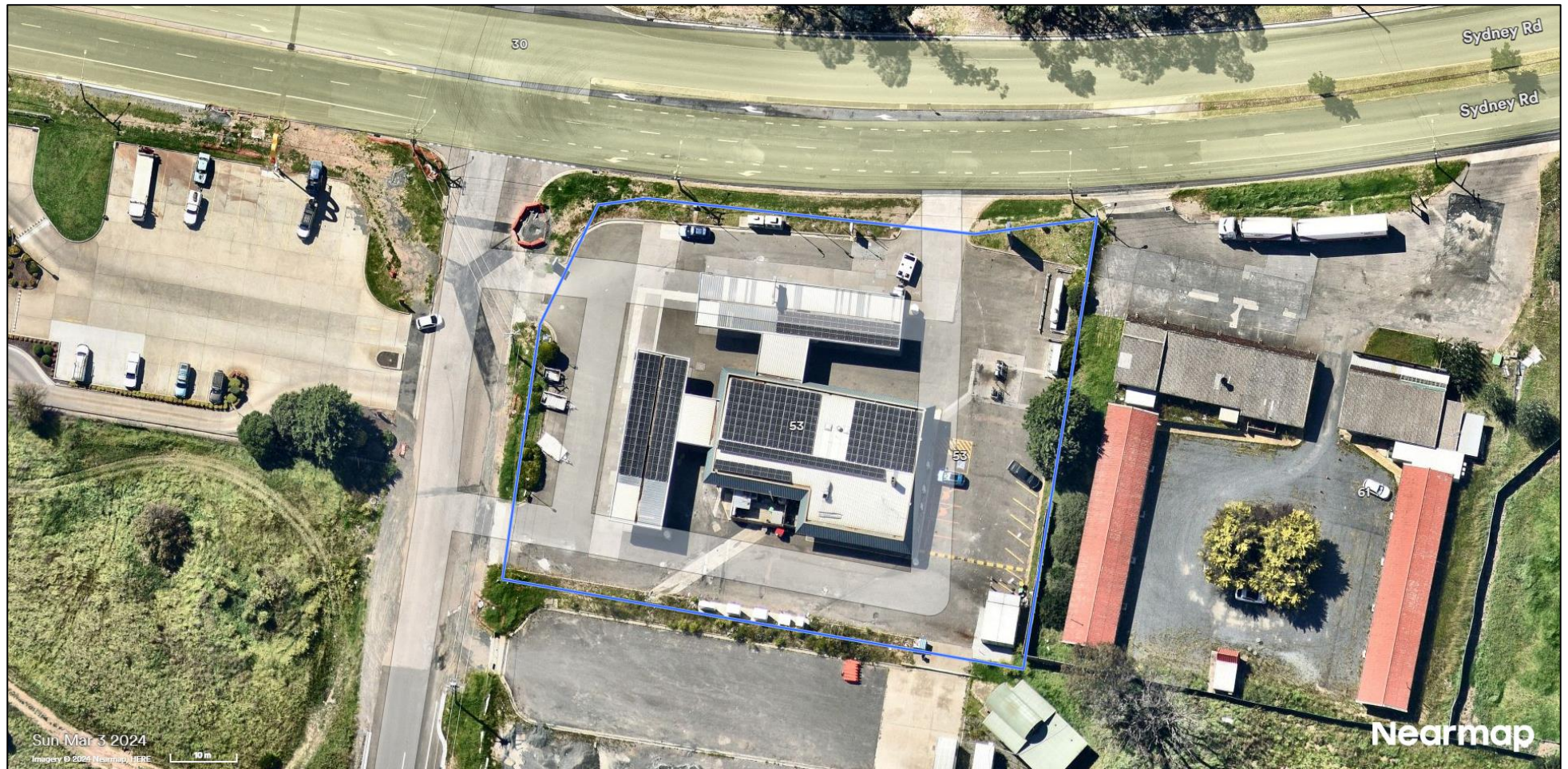


Figure 1 – The Subject Site (Source: Nearmap 2024)



Figure 2 – The Site Locality (Source: Nearmap 2024)



Figure 3 – Site Plan (Source: Loupe Architecture)

3. THE DEVELOPMENT

3.1 Development Description

The proposed development seeks consent for an advertising structure at Lot 53 in DP 1280250, 53 Sydney Road, Goulburn. The development comprises of the following components:

- Construction of an 8.4m high advertising structure.
- Associated electrical and structural works.

The proposed advertising structure would enable the display of local community events, support and encourage local notices and representations. Furthermore, the proposed development would advertise local businesses for tourists entering Goulburn. It is understood the proponent would liaise with Goulburn Mulwaree Council's Economic Development Team for certain advertisement content. The advertising structure is particularly in the public interest in supporting local commercial premises and community activity. The development aligns with the definition provided within the Environmental Planning & Assessment Act 1979, as below:-

***"advertising structure"** means a structure used or to be used principally for the display of an advertisement.*

***advertisement** means a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water."*

The layout of the proposed development is depicted in **Figure 3**, above.

4. STATUTORY PLANNING FRAMEWORK

4.1 Object of the EP&A Act

In New South Wales (NSW), the relevant planning legislation is the *Environmental Planning and Assessment Act 1979* (EP&A Act). The EP&A Act instituted a system of environmental planning and assessment in NSW and is administered by the Department of Planning, Industry & Environment (DPIE). In 2017, the Act was amended to provide a range of updated objects. The objects of the EP&A Act are:

- "(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) To facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,*
- (c) To promote the orderly and economic use and development of land,*
- (d) To promote the delivery and maintenance of affordable housing,*
- (e) To protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,*

- (f) *To promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),*
- (g) *To promote good design and amenity of the built environment,*
- (h) *To promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,*
- (i) *To promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,*
- (j) *To provide increased opportunity for community participation in environmental planning and assessment."*

The proposed development is not considered to be antipathetic to the above objects.

4.2 Section 1.7

Section 1.7 of the EP&A Act requires consideration of Part 7 of the *Biodiversity Conservation Act 2016* (BC Act). Part 7 of the BC Act relates to an obligation to determine whether a proposal is likely to significantly affect threatened species. A development is considered to result in a significant impact in the following assessed circumstances.

Table 1 – Section 1.7

Test	Assessment
1. it is likely to significantly affect threatened species or ecological communities, or their habitats, according to the test in section 7.3, or	The development site is currently vacant and free of any significant vegetation. The site is highly developed and covered with handstand areas. As such, there is no vegetation removal required for the development. Therefore, it is not anticipated that the proposed development will significantly affect threatened species or ecological communities, or their habitats.
2. the development exceeds the biodiversity offsets scheme threshold if the biodiversity offsets scheme applies to the impacts of the development on biodiversity values, or	As above.
3. it is carried out in a declared area of outstanding biodiversity value.	Not Applicable.

Source: Environmental Planning and Assessment Act 1979

4.3 Subordinate Legislation

The EP&A Act facilitates the preparation of subordinate legislation, consisting of:

- *Environmental Planning Instruments (EPIs) (including State Environmental Planning Policies (SEPP), Local Environmental Plans (LEP), and deemed EPIs; and*

- *Development Control Plans (DCP).*

In relation to the proposed development, the relevant subordinate legislation includes:

- *Goulburn Mulwaree Local Environmental Plan 2009 (GWLEP);*
- *State Environmental Planning Policy (Resilience and Hazards) 2021;*
- *State Environmental Planning Policy (Transport and Infrastructure) 2021;*
- *State Environmental Planning Policy (Industry and Employment) 2021;*
- *State Environmental Planning Policy (Biodiversity and Conservation) 2021;*
- *Goulburn Mulwaree Development Control Plan 2009.*

The requirements of these are discussed in **Section 4.4** of this Statement.

4.4 Planning Instruments

4.4.1 LOCAL ENVIRONMENTAL PLAN

4.4.1.1 Introduction

The *Goulburn Mulwaree Local Environmental Plan 2009 (GWLEP)* is the applicable local planning instrument applying to the land. The aims of the GWLEP are:

“(aa) to protect and promote the use and development of land for arts and cultural activity, including music and other performance arts,

(a) to promote and co-ordinate the orderly and economic use and development of land in the area,

(b) to provide a framework for the Council to carry out its responsibility for environmental planning provisions and facilitate the achievement of the objectives of this Plan,

(c) to encourage the sustainable management, development and conservation of natural resources,

(d) to promote the use of rural resources for agriculture and primary production and related processing service and value adding industries,

(e) to protect and conserve the environmental and cultural heritage of Goulburn Mulwaree,

(f) to enhance and provide a range of housing opportunities in, and the residential and service functions of, the main towns and villages in Goulburn Mulwaree,

(g) to establish a framework for the timing and staging of development on certain land in Goulburn and Marulan,

(h) to provide a range of housing opportunities, including large lot residential development in the vicinity of the villages,

(i) to allow development only if it occurs in a manner that minimises risks due to environmental hazards, and minimises risks to important elements of the physical environment, including water quality,

(j) to provide direction and guidance as to the manner in which growth and change are to be managed in Goulburn Mulwaree,

(k) to protect and enhance watercourses, riparian habitats, wetlands and water quality within the Goulburn Mulwaree and Sydney drinking water catchments so as to enable the achievement of the water quality objectives."

The proposed development is not antipathetic to the aims of the plan. The advertising structure is particular consistent with objective **A** and **J** of the above.

The proposed development seeks consent for the erection of an advertising structure which is permitted with consent in the E3 zone. Advertising structure is a child term to the parent term, signage. The definition of each is as follows and in **Section 3.1**:-

"advertising structure has the same meaning as in the Act.

Note—

The term is defined as a structure used or to be used principally for the display of an advertisement.

*Advertising structures are a type of **signage**—see the definition of that term in this Dictionary."*

*"**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."

4.4.1.2 Mapping

A review mapping via the NSW Planning Portal identifies the following applicable mapped constraints:

Table 2 – GWLEP Mapping Checklist

Constraint	Applicability	Section addressed
Land Application Map	Yes	N/A
Land Zoning Map	E3 Productivity Support	4.4.1.3
Lot Size Map	N/A	

Constraint	Applicability	Section addressed
Heritage Map	N/A	
Land Reservation Acquisition Map	N/A	
Height of Buildings Map	N/A	
Floor Space Ratio Map	Yes	4.4.1.4
Natural Resources Sensitivity Map – Biodiversity	N/A	
Mineral Resource Area Map	N/A	
Active Street Frontages Map	N/A	
Flood Planning Map	N/A	
Urban Release Area Map	N/A	
Minerals and Extractive Resources Land Map	N/A	
Additional Permitted Uses Map	N/A	

The above matters, together with other relevant LEP clauses, are discussed in the following sections.

4.4.1.3 Land Use Zoning

The subject land, being Lot 53 in DP 1280250, is located within the E3 Productivity Support in accordance with GWLEP 2009. The objectives of the E3 Productivity Support zone are as follows:

- “• To encourage a diversity of business, retail, office and light industrial land uses that generate employment opportunities.*
- To ensure that new development provides diverse and active street frontages to attract pedestrian traffic and to contribute to vibrant, diverse and functional streets and public spaces.*
- To minimise conflict between land uses within this zone and land uses within adjoining zones.*
- To encourage business, retail, community and other non-residential land uses on the ground floor of buildings.*
- To reinforce the status of Goulburn as a regional centre.*
- To maintain and enhance the heritage significance of Goulburn and the integrity of Goulburn’s historic built form.*
- To integrate business, office, residential and retail land uses to maximise public transport patronage and encourage walking and cycling.”*

An advertising structure is permitted with consent within the E3 Productivity Support zone as prescribed within the GWLEP 2009 which allows for Council consideration of the development proposal. The proposed development will give effect to the objectives of the E3 zone.

4.4.1.4 Clause 4.4 Floor Space Ratio

The subject site is identified on the *Floor Space Ratio* within the LEP. As such, buildings on the land cannot exceed a floor space ratio 0.8:1. The objectives of Clause 4.4 of the LEP are as follows:-

“(a) to ensure the bulk and scale of development does not have an unacceptable impact on the streetscape and character of the area in which the development is located.”

The subject site allows a maximum Floor Space Ratio (FSR) of 0.8:1. The proposed development would not alter the existing floor space ratio of the existing structures onsite. As such, it is deemed the development is consistent with Clause 4.4 of the LEP.

Therefore, the development is considered to be consistent with the requirements of the clause.

4.4.2 STATE ENVIRONMENTAL PLANNING POLICY

4.4.2.1 State Environmental Planning Policy (Resilience and Hazards) 2021

Chapter 4 of the Hazards SEPP relates to remediation of land. Under clause 4.6(1) of the Hazards SEPP, the consent authority is precluded from granting development consent unless it has considered whether the land is contaminated and, if contaminated, whether the land is suitable in its contaminated or will be suitable after remediation for the purpose for which the development is proposed to be carried out.

A search undertaken under NSW EPA contaminated land register indicates that the site is not identified as contaminated land.

It is not anticipated the proposed development would result in any significant contaminating impacts. Therefore, it is considered that the site is likely to be suitable for the development.

4.4.2.2 State Environmental Planning Policy (Transport and Infrastructure) 2021

The aim of the State Environmental Planning Policy (Transport and Infrastructure) 2021 is to facilitate the effective delivery of infrastructure across the State.

The proposed development is located adjacent to a classified road being the Sydney Road. The advertising structure is unlikely to compromise the effective and ongoing operation of the classified road. Furthermore, the development is unlikely to be influenced by road noise or vibration. In accordance with Section 2.119 of the SEPP, the development would not increase the nature, volume or frequency of vehicles using the classified road to access the subject site. Also, the safety, efficiency and ongoing operation of the Sydney Road would not be compromised by the development.

Finally, the proposed advertising structure is not deemed traffic-generating development as per Section 2.122 of this SEPP.

It is not anticipated the proposed development would result in any significant traffic or safety impacts along the Sydney Road. A Traffic Impact Assessment (**Appendix C**) supports the development and determines the proposed advertising structure will not have minimal impact on the surrounding road network. The proposed development is considered consistent with the relevant objectives of the SEPP. Therefore, it is considered that the site is likely to be suitable for the development.

4.4.2.3 State Environmental Planning Policy (Industry and Employment) 2021

The State Environmental Planning Policy (Industry and Employment) 2021 aims to deliver a consistent State-wide approach to the provision of high quality and locality appropriate signage across NSW.

The proposed development includes the construction of an 8.4m high, advertising structure supporting events community groups and businesses, and local content which will be illuminated and visible along the Sydney Road. The visibility of the proposed signage will enable early notification of the associated content.

The subject site is not land within any of the zones or descriptions outlined in Section 3.8 of the SEPP. As such, the development is not prohibited and therefore is permitted with consent. Development consent is granted to the advertising structure pursuant to Section 3.15 of the SEPP. It is acknowledged that proposed development is higher than 8m above the ground, as such, an impact statement addressing Schedule 5 of the SEPP is provided.

The proposed development has been assessed against the relevant Schedule 5 Assessment criteria as provided under the SEPP as follows:

5.1 Character of the area

The commercial and retail character of the region is highly supported by Sydney Road, a classified road. The proposed advertisement structure demonstrates consistency with similar developments supporting the nearby businesses such as McDonalds, The Old Woolshed and Heritage Motor Inn. The proposed location of the new sign and relative height will complement the existing development and area. The proposed advertising structure encourages community and local benefits.

5.2 Special areas

The proposed development is not anticipated to detract from the amenity or visual quality of any special areas.

5.3 Views and vistas

The proposed development is not anticipated to obstruct or impact on any important vistas.

5.4 Streetscape, setting or landscape

The proposed advertising structure will be of an appropriate scale and height consistent with the surrounding locality and the existing pylon sign onsite. The proposed development is of similar bulk, size, height and scale of the structures onsite.

5.5 Site and building

As above.

5.6 Associated devices and logos with advertisements and advertising structures

The fixed nature of the advertising structure is not considered to require regular maintenance or any additional safety devices or platforms in its design. A large portion of the maintenance associated with the advertising structure can be managed remotely. Appropriate safety platforms such as a boom lift, could be utilised as part of the longer term maintenance schedule.

5.7 Illumination

The proposed advertising structure would not be illuminated. However, any illumination controls would be implemented during operation to ensure illumination does not create any safety or social issues. The illumination would not detract from the amenity of the area. It is understood Council would condition restrictions relating to the illumination of the signage.

5.8 Safety

The proposed development is unlikely to create any safety issues. The advertising structure would not obscure sightlines from public areas or impact vehicles and pedestrians utilising the Sydney Road road network.

On the basis above, the proposed advertising structure is consistent with Schedule 5 of the SEPP and not deemed prohibited development under Clause 3.8.

4.4.2.4 State Environmental Planning Policy (Biodiversity and Conservation) 2021

Chapter 6 of the SEPP is relevant to the proposed development as the land is identified within the Sydney Drinking Water Catchment. Part 6.58 of the SEPP is applicable to the development, with the objectives as follows:-

(a) to provide for healthy water catchments that will deliver high quality water to the Sydney area while also permitting compatible development, and

(b) to provide for development in the Sydney Drinking Water Catchment to have a neutral or beneficial effect on water quality.

The proposed development is highly unlikely to contradict the objectives above.

4.4.3 DEVELOPMENT CONTROL PLANS

4.4.3.1 Goulburn Mulwaree Development Control Plan 2009

The Goulburn Mulwaree Development Control Plan 2009 (DCP) applies to the development as the subject site. The assessment table within **Appendix B** provides a summary of relevant matters prescribed within the DCP together with an assessment of project specific compliance.

As outlined in **Appendix B**, the development is generally compliant with all relevant provisions of the Development Control Plan.

4.4.4 DEVELOPMENT CONTRIBUTIONS PLANS

It is anticipated Council's Development Contributions do not apply to the proposed development. The proposed development is for an advertising structure and as such, do not require the provision of any Council-managed infrastructure.

4.5 Integrated Development

Section 4.46 of the EP&A Act states that development requiring consent and another activity approval is defined as Integrated Development. The proposed development is not classified as Integrated Development on the basis it does not require an approval under any of the legislation specified in Section 4.46 of the Act.

5. IMPACTS, SITE SUITABILITY & THE PUBLIC INTEREST

Pursuant to the NSW Department of Planning and Environmental (DPE) publication *Application requirements* dated March 2022, this section of the report outlines the environmental impacts of the proposed development and measures required to protect the environment or lessen the harm to the environment.

This section also addresses the consideration at Section 4.15(c) and Section 4.15(e) of the Act that relate to the suitability of the site for the development and public interest.

5.1 Context and Setting

The development site is located within an established commercial and retail area located approximately 2.5km from the Goulburn central-business district. The locality of the proposed development is within the E3 Productivity Support zone which primarily consists of commercial and retail premises. The setting of the site initiates new commercial opportunities without land use conflict. The subject site benefits from frontage to Sydney Road.

The introduction of the advertising structure will activate the display of community events and local businesses.

5.2 Access, Transport and Traffic

The development site has primary frontage to Sydney Road and secondary frontage to Common Street. The site has existing vehicle ingress and egress from Sydney Road and Common Street which services the existing land use activity onsite. It is deemed the vehicle access is sufficient for the proposed development.

The proposed development is supported by a Traffic Impact Assessment prepared by Premise Australia (**Appendix C**). The TIA provides recommendations to ensure the development has minimal impact on the Sydney Road corridor. It concludes the proposed advertising structure is suitable in this location.

The proposed development is unlikely to trigger any additional vehicle movements or impacts during operation.

5.3 Servicing

The subject site has access to NBN, telecommunications and sewer infrastructure located within Sydney Road and Common Street. Council's reticulated water service is available from the intersection of Sydney Road and Common Street.

Stormwater from the development will be directed into the kerb and gutter system in Sydney Road.

The proposed advertising structure does not require Council infrastructure. As such, any augmentation or upgrades are not anticipated.

5.4 Heritage

The subject site is modified and is thus unlikely to contain any items of indigenous heritage significance. A search of the Office of Environment (OEH) Aboriginal Heritage Information Management System (AHIMS) in respect of the subject site confirms that there are no known sites or instances of Aboriginal significance in or within 200m of the site.

There are no local or State heritage items within the immediate locality. It is believed the development is not antipathetic to Aboriginal or non-Aboriginal items, relics or objects.

5.5 Soils

Consideration and investigation to the soil classification will be considered as part of the Construction Certificate process to ensure the building's concrete slab and other structural design requirements are appropriately engineered for the respective soil conditions.

5.6 Flora and Fauna

The development does not require the removal of any vegetation. The subject site does not require further assessment of flora or fauna impacts.

5.7 Waste

Waste generated from the proposed development is expected to result from excess building materials which will be managed and disposed of in accordance with Council's requirements.

Any ongoing waste from the advertising structure is unlikely. Any trade waste is not anticipated from the development.

5.8 Stormwater

The development site has appropriate stormwater management systems. Increased stormwater runoff from the development is not anticipated as the subject site is completely hardstand.

Any detail of necessary stormwater management and drainage would be provided within Civil Engineering Plans during the Construction Certificate process.

5.9 Energy

Energy efficiency requirements are not triggered for this development.

5.10 Noise & Vibration

The development is unlikely to produce any toxic noise emissions. The development site locality is within an industrial area and noise emissions will be similar to adjoining land uses. It is anticipated noise and vibration emitted from the development during operation will not result in any disruption to the amenity of the area.

It is not anticipated the hours of operation will create any significant noise or amenity impacts.

5.11 Natural Hazards

The development site is not identified as flood prone land. The subject site is mapped as bushfire prone. As the development is for an advertising structure and not residential purposes, there is no further assessment or investigation required.

5.12 Safety, Security and Crime Prevention

The guidelines prepared by the NSW Department of Urban Affairs and Planning (DUAP 2001) identify four (4) Crime Prevention Through Environmental Design (CPTED) principles to be considered in a Development Application to ensure developments do not create or exacerbate crime risk. The four key principles of the guidelines include surveillance, access control, territorial reinforcement, and space management.

The proposed advertising structure development is unlikely to create any inappropriate social safety or security issues.

5.13 Construction Impacts

Construction impacts would be short-lived and manageable. The following standard construction management measures would be implemented to ensure impacts to the locality are minimised:

- *Standard construction hours (7 am to 6 pm Monday to Friday and 8 am to 1 pm Saturday and at no times on Public holidays) would be implemented;*
- *Avoiding dust generating activities during windy and dry conditions; and*
- *Maintaining all equipment in good working condition such that the construction contractor and site manager ensure the prevention of the release of smoke by construction equipment, which would be in contravention of Section 124 of the Protection of the Environment Operations Act 1997 and Clause 16 of the Protection of the Environment Operations (Clean Air) Regulation 2010.*

The proposed development is primarily surrounded by business and retail premises. Given the nature of these uses and the ongoing construction works applying within the greater area, it is not anticipated that the proposed development will result in any significant construction impacts.

It is not anticipated that the proposed development will result in any significant erosion or sediment control or construction impacts.

5.14 Cumulative Impacts

It is not anticipated that the development would result in any cumulative impacts including:

- *individual impacts so close in time that the effects of one are not dissipated before the next (time crowded effects);*
- *individual impacts so close in space that the effects overlap (space crowded effects);*
- *repetitive, often minor impacts eroding environmental conditions (nibbling effects); or*
- *different types of disturbances interacting to produce an effect which is greater or different than the sum of the separate effects (synergistic effects).*

It is noted residential activity is evident within the vicinity of the subject site. The brightness and luminance of the advertising structure can be dimmed and lessened during evening hours to reduce impacts on potentially sensitive receivers.

5.15 Suitability of the Site

The development will be located within the E3 Productivity Support and is surrounded by complementary land use activities and synergistic development sites. The proposed development is a permitted land use activity within the E3 zone, as such, the subject site is deemed highly suitable.

The site is suitable for the proposed land use activity with the development anticipated to contribute to the commercial area.

6. CONCLUSION

6.1 Conclusion

Premise Australia has been commissioned by Bishopp Advertising to prepare a Statement of Environmental Effects (SEE) to accompany a Development Application (DA) for an advertising structure on Lot 53 in DP 1280250, 53 Sydney Road, Goulburn.

The development will provide modern opportunities to promote community activities, groups and events, and advertise local content. The proposed advertising structure development will provide synergies to the surrounding activities and networks while ensuring compliance with the objectives and matters outlined within the *Goulburn Mulwaree Local Environmental Plan 2003* and development controls of the *Goulburn Mulwaree Development Control Plan 2009*.

In consideration of the planning requirements under Section 4.15(1) of the Environmental Planning and Assessment Act 1979, it is request that Council support the proposed development of the advertising structure on the subject site.



APPENDIX A

ARCHITECTURAL PLANS



APPENDIX B

DCP COMPLIANCE TABLE

Table 3 – Development Control Plan Matters and Assessment

Performance criteria	Acceptable solutions	Assessment	Compliance?
6.4 Advertising and Signage			
6.4.1 Amenity	<p>a) Materials, colours and placement of signs to be compatible with the existing building and streetscape – where available and suitable use existing materials, colours and placements.</p> <p>b) Advertisements above awning level are not permitted except where the design of the building incorporates an advertising panel.</p> <p>c) Designers will need to compromise on matters of corporate design where it is unsuitable in a particularly sensitive area, ie Heritage Conservation Area. The compromise may include lighter/softer shades, reduced signs different manufacturing techniques or the like.</p> <p>d) Retain any significant (including previous) signs that are fixed to and or part of the building and recognisable as part of an historic building.</p>	<p>The development incorporates an attractive finish with contemporary materials to complement the existing locality and surrounding uses. The subject site is highly suitable for the proposed development.</p> <p>The subject site is not located within a Heritage Conservation Area.</p>	Yes
6.4.2 Design Digital Signs other than a Variable Message Sign	<p>a) Signs in commercial zones should aim to attract pedestrians (across the road or into an arcade) by the use of below awning level signs. In assessing a development application for an advertising sign, it is necessary that the proposal:</p>	<p>The proposed advertising structure is complementary to the surrounding area and context. The lettering, style and advertisement would be appropriate the locality with illumination reducing as per Council's requirements and standards.</p> <p>As per the details within Appendix C, the development impact on the Sydney Road road network or generate</p>	Yes

Performance criteria	Acceptable solutions	Assessment	Compliance?
	<ul style="list-style-type: none"> - conforms to the desired future character of the area and does not dominate the streetscape or view - complements the character, architectural design and period of construction of the building and surrounding buildings. For example signs should either be placed on windows, near entrance doors to the retail facility on panels defined using the grid analysis or on an appropriate architectural element such as a podium, pier or pole - signs shall not extend beyond the dimensions of the building (or features they are mounted on in terms of width or length, e.g. awning fascia) - be simple, clear and efficient and to a professional standard to inspire confidence in the business or product advertised - not be visually spoiled by the method of providing electrical services to the sign <p>b) Fewer signs are encouraged in the interests of reducing clutter, improving amenity and improving sign efficiency – as with too many signs the message is lost in the clutter.</p> <p>c) Sign colour shall be compatible with and complementary to the colour of the period of the construction of the building or locality. Subdued colours rather than vivid are preferred in the Heritage Conservation Area. Fluorescent and iridescent colours are not</p>	any potential safety issues. The proposed advertising structure adversely impact on the environmental character and quality of the classified road and views from classified roads.	

Performance criteria	Acceptable solutions	Assessment	Compliance?
	<p>acceptable in the Heritage Conservation Area, and a white background is also not acceptable.</p> <p>Corporate colours are acceptable only if the colours, number of signs and sizes are compatible and complementary to the architecture and streetscape.</p> <p>Council encourages the use of traditional colours as produced by Pascol, Berger, Dulux, Haymes, Porters, Taubmans and Wattyl.</p> <p>Colour schemes, particularly for intact buildings shall be continuous above and below the awning so as to enhance the appearance of the whole building.</p> <p>d) The advertisement is to be designed to be uncluttered and clear with the wording being bold enough for easy reading and understanding.</p> <p>Lettering style and size shall be compatible with and complementary to the architectural style of the building and streetscape, e.g. on historic buildings and streetscapes (pre-1950), signs must be professionally hand painted, not machine cut.</p> <p>Buildings are encouraged to display street numbers in locations, size and colours, which complement the architecture and streetscape.</p> <p>e) Illumination of signs is not appropriate when businesses are not trading.</p> <p>Illumination shall be continuous only. Flashing or chasing lights are not acceptable.</p>		

Performance criteria	Acceptable solutions	Assessment	Compliance?
	<p>Neon signs are not appropriate on buildings identified as heritage significant in a Heritage Study or in a Heritage Conservation Area under the LEP, buildings predating neon signs (c1922) or on buildings within the heritage streetscape of the CBD.</p> <p>Internal illumination is only permitted for under awning signs on modern buildings.</p> <p>f) Modern signs are appropriate for modern buildings, however the objectives outlined are applicable. Signs on modern buildings must consider their impact on adjacent properties and the streetscape.</p> <p>g) Advertisements shall be designed so that they will not:</p> <ul style="list-style-type: none"> - obscure or interfere with road traffic signs - obscure or interfere with vehicle vision - distract drivers at intersections, level crossings or bends - vary or move the intensity of the illumination - issue traffic instructions, e.g. use of the words halt, stop or imitate traffic signs - project over the boundaries of a classified road - a sign must not be nailed or similarly fixed to a tree or street light pole 		
6.4.3 Highway and Rural Signage	a) All highway and rural signage proposals must comply with the NSW Department of Planning, Industry and Environment's	As above.	Yes

Performance criteria	Acceptable solutions	Assessment	Compliance?
	<p>Transport Corridor Outdoor Advertising and Signage Guidelines requirements.</p> <p>a) Each proposal shall undertake a design analysis for the specific locality that identifies:</p> <ul style="list-style-type: none"> - Existing character of the locality. - Key scenic qualities and features of the locality. - Desired future character of the locality. <p>b) No signage is permitted in a rural zone or within 250m of the Hume or Federal Highways, except in the following circumstances:</p> <ul style="list-style-type: none"> - The sign relates only to the property on which it is erected. - The sign relates to a temporary event and will only be displayed for no more than three (3) months and will be removed no more than two (2) weeks after the event. - The sign is erected by Council or any other public authority. - The sign indicates services or attractions available within a nearby settlement on a non-commercial basis. Only one of these signs is permitted per approach to each settlement, not including signs erected by Transport for NSW. Signs may refer to commercial services but not to business that provide them (Figure 6-1). - The sign replaces an existing sign that was lawfully erected. 		

Performance criteria	Acceptable solutions	Assessment	Compliance?
	<ul style="list-style-type: none"> - It is a sponsorship sign for a local event, club or sporting group that is only intended for viewing from the land on which it was erected and not for viewing by passersby. - The sign is exempt under the Goulburn Mulwaree Local Environmental Plan 2009, the {SEPP Industry and Employment 2021 (Chapter 3, Advertising and Signage) 2021 or under any other Environmental Planning Instrument. <p>The signs should not:</p> <ul style="list-style-type: none"> - project over the carriageway. - be prejudicial to the safety of the public. - flash, move or cause glare. - be located in or adjacent to a residential zone. <p>The sign should be incorporated with any other business identification signs at the site.</p> <p>Maximum site sign area are is 40m² per side.</p> <p>Signs are not to:</p> <ul style="list-style-type: none"> - impact on traffic safety. - adversely impact on the environmental character and quality of the classified road and views from classified roads. - interfere with traffic advisory and traffic control signs. 		



APPENDIX C

TRAFFIC IMPACT ASSESSMENT