

# Statement of Environmental Effects

Existing Advertising Signage  
Land adjacent to M4 Motorway  
near the Clunies Ross Street  
overbridge, Prospect

December 2024

[transport.nsw.gov.au](https://transport.nsw.gov.au)

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Appendix 5	Public Benefit Statement
Appendix 6	Estimated Development Cost Statement
Appendix 7	Copy of existing Development Consent
Appendix 8	Structural Feasibility Statement

## Project Summary

Project Element	Summary of the project
<b>Proposal</b>	<ul style="list-style-type: none"> <li>the proposal seeks to continue the operation of the approved static externally illuminated advertising sign on the southern side of the M4 Motorway, near the Clunies Ross Street overbridge, for a further 15-year period</li> <li>no physical works are proposed to the signage structure</li> </ul>
<b>Background</b>	<ul style="list-style-type: none"> <li>the existing sign was approved by the Department of Planning, Housing and Infrastructure (DPHI) on 9 July 2010 (DA 099-10-2009) for a period of 15 years</li> <li>the consent therefore lapses on 9 July 2025</li> </ul>
<b>Site Description</b>	<ul style="list-style-type: none"> <li>the sign is located on the southern side of the M4 Motorway, near the Clunies Ross Street overbridge</li> <li>the sign is oriented towards vehicles travelling westbound on the M4 Motorway</li> <li>the site is located within the Blacktown Local Government Area</li> </ul>
<b>Advertising Display Area</b>	<ul style="list-style-type: none"> <li>Dimensions: 12.66m x 3.50m (44.31m<sup>2</sup>)</li> <li>Logo area: 0.61m<sup>2</sup></li> <li>Area: 44.92m<sup>2</sup></li> </ul>
<b>Road Safety Impacts</b>	<ul style="list-style-type: none"> <li>a Signage Safety Assessment (SSA) has been prepared by TTPP (Appendix 3)</li> <li>the SSA confirms: <ul style="list-style-type: none"> <li>the distance at which the sign is legible on the M4 Motorway westbound approach is 110m</li> <li>is not located within the safe stopping distance to any key decision points or conflict points</li> <li>does not obstruct and/or reduce visibility of any traffic control devices, signage, pedestrians or cyclists.</li> <li>does not give incorrect information on the alignment of the road.</li> <li>does not compromise safety for road users in the vicinity.</li> </ul> </li> </ul>
<b>Lighting Impacts</b>	<ul style="list-style-type: none"> <li>a Lighting Impact Assessment (LIA) has been undertaken by Electrolight (Appendix 4)</li> <li>the LIA confirms the proposal will not result in: <ul style="list-style-type: none"> <li>unacceptable glare, nor shall it adversely impact the safety of pedestrians, residents or vehicular traffic</li> <li>any unacceptable amenity impacts to nearby residential dwellings, or accommodation or environmental receivers</li> </ul> </li> </ul>
<b>Public Benefit</b>	<ul style="list-style-type: none"> <li>a Public Benefit Statement has been prepared by TfNSW (Appendix 5) and confirms the revenue will support essential TfNSW services</li> </ul>
<b>Estimated Cost of Development</b>	<ul style="list-style-type: none"> <li>\$18,196 + GST (Appendix 6)</li> </ul>

Table 1 Project Summary

## 1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) on behalf of Transport for NSW (TfNSW) (the Applicant) to accompany a Development Application (DA) to continue the operation of the existing approved advertising signage for an additional 15 years within the land adjoining the M4 Motorway (M4) and Clunies Ross Street overbridge, Prospect, within the Blacktown Local Government Area (LGA).

As TfNSW is the Applicant, the Minister for Planning and Public Spaces (the Minister) is the consent authority for the application, as prescribed under section 3.10(d)(iii) of *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP). Accordingly, this SEE has been prepared and is submitted to the Department of Planning, Housing and Industry (DPHI) pursuant to the provisions of Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Further, as the Applicant is a public authority, the subject application is a Crown Development Application pursuant to Part 15, Section 294 of the *Environmental Planning and Assessment Regulation 2021* (EP&A Regulation) and Part 4 Division 4.6 of the EP&A Act.

This SEE also includes a detailed assessment of the operation of the proposed application against the requirements outlined in the *Transport Corridor Outdoor Advertising and Signage Guidelines, Assessing Development Applications under SEPP 64* (DP&E, 2017) (Signage Guidelines).

The existing development consent (DA 099-10-2009) lapses on 9 July 2025. As such, the proposed application seeks to continue the operation of the existing approved advertising signage for a period of 15 years.

No physical works are proposed to the approved advertising structures. Given this, the estimated cost of works of the proposal is \$18,196 + GST (Appendix 6).

This SEE should be read in conjunction with the following supporting documents:

Supporting documentation	Appendices
SEPP & Signage Guidelines Assessment	Appendix 1
Architectural Plans	Appendix 2
Signage Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Public Benefit Statement	Appendix 5
Estimated Development Cost Statement	Appendix 6
Copy of existing Development Consent	Appendix 7
Structural Feasibility Statement	Appendix 8

Table 2: List of Appendices



## 2 The Site and Locality

### 2.1 Site Description

The existing sign is located on the southern side of the M4 Motorway, Prospect, and to the east of the Clunies Ross Street overpass.

The M4 Motorway is a state classified road (no. 6004). The M4 Motorway travels in a general east-west alignment and the sign is orientated towards westbound traffic. There is no pedestrian access on either side of the M4 Motorway.

The sign is orientated towards westbound traffic on the M4 Motorway, located behind a safety barrier and is surrounded by dense vegetation. The subject site in context to the surrounding area is shown at Figure 2.

The sign as viewed from the M4 Motorway westbound is shown at Figure 1 and 2.



Figure 1: Site context (Source: Near Maps)





Figure 2: Existing sign as seen from M4 Motorway looking west (Source: Keylan)



Figure 3: View from the Clunies Ross St overpass looking east towards the existing sign (Source: Keylan)

## 2.2 Surrounding Locality

The existing advertising sign is located and visible within an established TfNSW road corridor. The surrounding locality comprises a mixed use character, consisting of:

- **North:** The M4 Motorway is located immediately north of the sign. A vacant lot zoned for primary production (RU4) is located further north between the M4 Motorway and the Great Western Highway, containing mature vegetation. Low-density residential development, Ebenezer Christian College and Fox Hills Golf Club are located further north.
- **East:** The M4 Motorway is located to the east of the site, with mature vegetation along either side of the M4 Motorway corridor.
- **South:** To the south comprises land identified as the Western Sydney Employment Area pursuant to the Industry and Employment SEE. This land in proximity to the site is zoned IN1 General Industrial. Development in these zones generally consists of warehouse and distribution centres. Low density residential development and an industrial area separated by Clunies Ross Street are located further south.
- **West:** To the west of the sign is the Clunies Ross Street overpass. Beyond the overpass is the M4 Motorway corridor with mature vegetation located either side.

There is an existing double sided digital advertising sign located approximately 250m east of the existing sign on the M4 Motorway.

A review of aerial and street view photography confirms that the surrounding locality has experienced minimal change since the original approval. As shown within Figure 4 below, the only noteworthy change is the new low-density residential housing and industrial area to the south of the site.

The area as viewed from the site today is provided in the figures below.



Figure 4: Aerial comparison of the site from 2010 to 2024 (Base source: Nearmap)





Figure 5: View from the M4 Motorway looking west towards the existing sign (Source: Keylan)



Figure 6: View from Clunies Ross St Overpass, east along the M4 (Source: Keylan)

### **2.3 Existing Road Environment**

The M4 Motorway is an established, arterial road corridor. At the location of the site the corridor comprises three lanes travelling west and three lanes travelling east. There is no stopping or standing of vehicles permitted on either side of the M4 Motorway.

On approach to the proposal, a speed limit of 100km/hr applies in both directions

No cyclist infrastructure is provided along either side of the M4 Motorway.

### 3 Background

On 9 of July 2010, the Minister for Planning granted approval to DA 099-10-2009 (original application) for the installation of an externally illuminated advertising sign and free-standing supporting structure near the Clunies Ross Street overbridge and the installation of an advertisement sign on the western side of the Clunies Ross Street overbridge, Prospect.

The consent was granted for a period of 15 years from the date of commencement of consent. On this basis, the consent will lapse on the 9 of July 2025.

A copy of the original consent is provided at Appendix 7.

This DA only relates to the advertising sign and free-standing supporting structure on the eastern side of the Clunies Ross Street overpass. The approved signage on the western side of the bridge was not constructed.

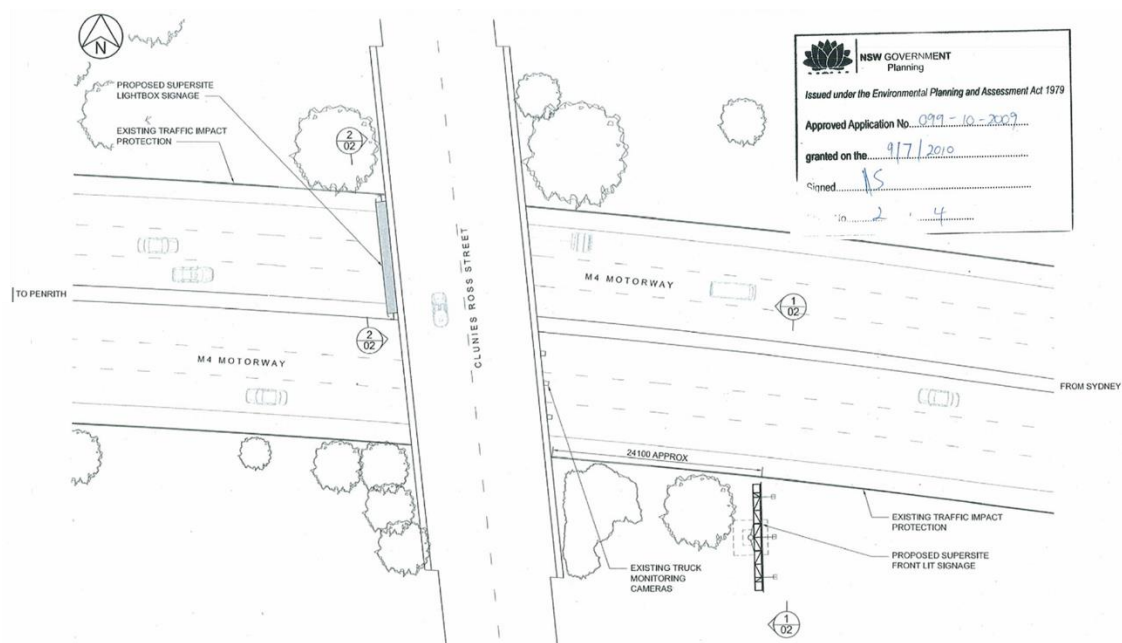


Figure 7: Stamped Plans (Source: DPHI)

## 4 The Proposal

The proposal seeks to continue the operation of the existing static advertising sign on a parcel of TfNSW land on the southern side of the M4 Motorway near the Clunies Ross Street overbridge, Prospect, for a further 15-year period.

The development is summarised in Table 3 below.

Development Aspect	Description
<b>Development summary</b>	<ul style="list-style-type: none"> <li>on 9 July 2010, the sign was approved by the Department of Planning and Environment (now Department of Planning, Housing and Infrastructure)</li> <li>the proposal seeks to continue the operation of the existing approved freestanding advertising signage for a further 15 year period</li> <li>no physical works are proposed to the signage structure</li> </ul>
<b>Signage location</b>	<ul style="list-style-type: none"> <li>the sign is located on the southern side of the M4 Motorway, to the eastern side of the Clunies Ross Street overbridge, Prospect, oriented towards westbound traffic</li> </ul>
<b>Advertising display area</b>	<ul style="list-style-type: none"> <li>44.92m<sup>2</sup> (12.66m x 3.50m + 0.61m<sup>2</sup> logo)</li> </ul>
<b>Road clearance from ground level to the sign</b>	<ul style="list-style-type: none"> <li>4.9m clearance to ground level</li> </ul>
<b>Signage exposure</b>	<ul style="list-style-type: none"> <li>the sign is visible from a distance of 190m metres on the westbound approach</li> </ul>
<b>Consent time period</b>	<ul style="list-style-type: none"> <li>15 years</li> </ul>

Table 3 Development summary

Architectural drawings for the sign are shown in figures below and provided within the Architectural package at Appendix 2.



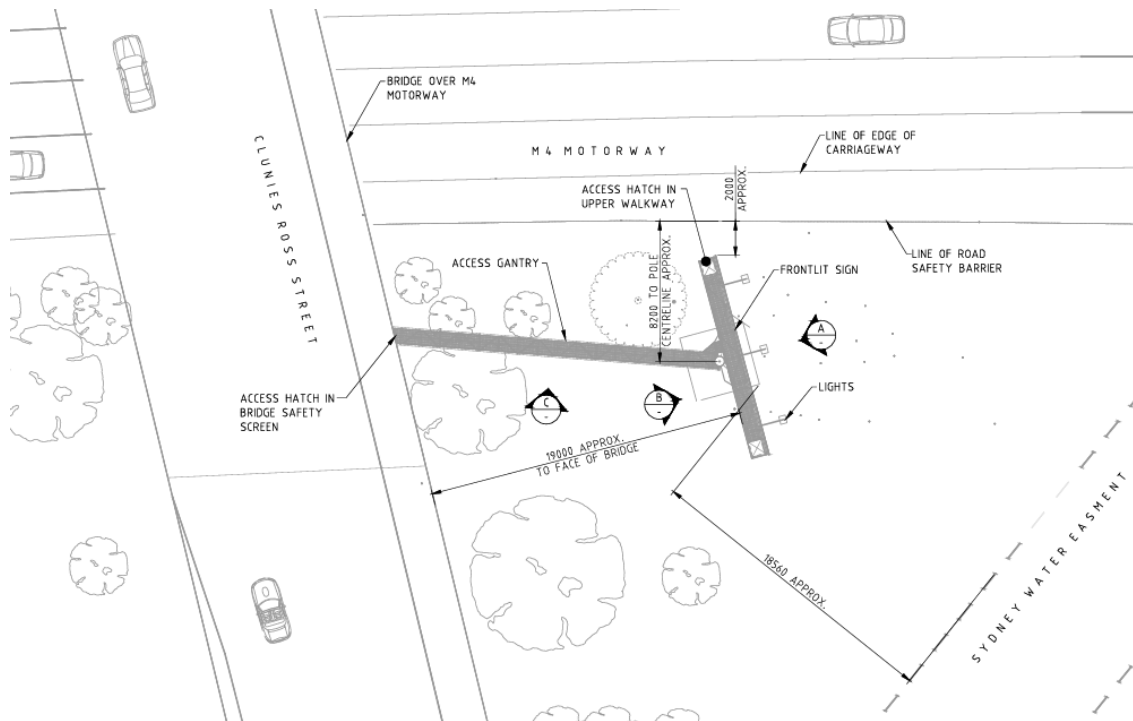


Figure 8: Site plan (Source: DBCE Engineering)

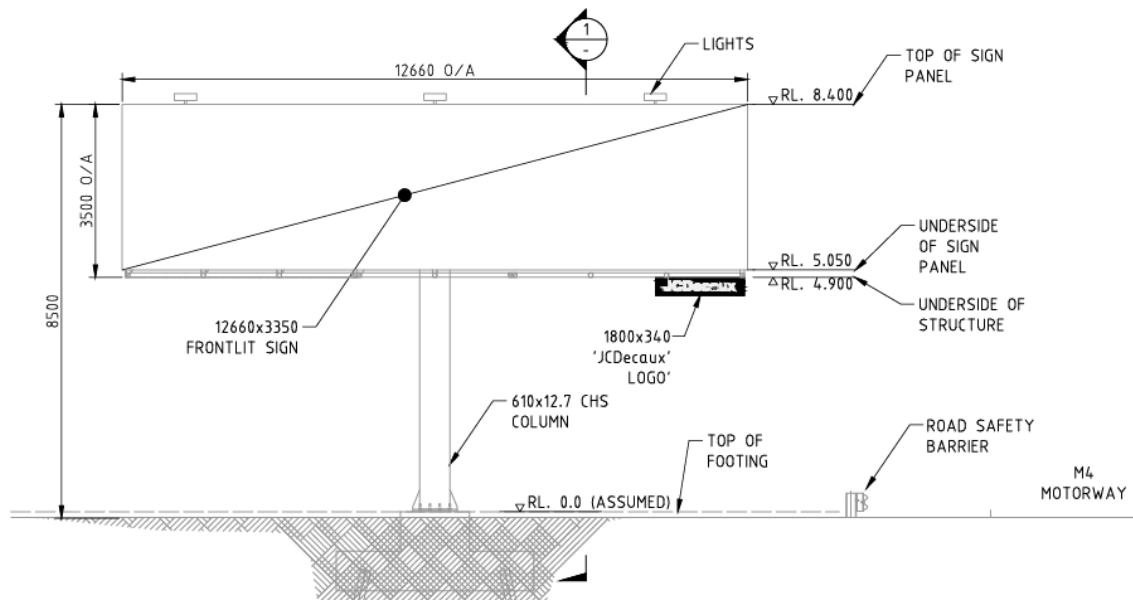


Figure 9: Sign elevation (Source: DBCE Engineering)

## 4.1 Signage Operation and Management

Content is managed by the lessee who will ensure that unapproved content is not displayed.

TfNSW implement content controls for the signage which operators are responsible for adhering to, including:



- no tobacco products
- no overtly religious advertising
- no advertising that contains overt and sexually graphic images
- no pornography and illegal drugs.
- 

Further, all advertising copy material will continue to comply with the following:

- Australian Advertising Industry Code of Conduct
- The Outdoor Media Association (OMA) Code of Conduct.

Advertising material will be changed approximately once a month, during daylight hours and generally within the afternoon period. The material change over will be carried out via the walkway gantry to gain access to the sign structure. This approach is the existing practice at the site.

## 4.2 Sign Access and Maintenance

The site will continue to be accessed from the walkway gantry in the steel frame behind the panel, near the base of the panel and one metre from the top of the panel, as detailed in the Structural Feasibility Statement at Appendix 8.

TfNSW/operator will ensure appropriate maintenance of the signage structure. The maintenance of the advertising signs is under an inspection program managed by the operator of the signage.

## 4.3 Vegetation Management

TfNSW undertakes regular vegetation management within proximity to the existing sign. This includes mowing of the area, shown in the figure below, two to three times a year as necessary.



Figure 10: Area in front of sign subject to existing vegetation management

## 5 Statutory Planning Framework

### 5.1 Environmental Planning and Assessment Act 1979

#### ***Crown Development***

As the Applicant (TfNSW) is a public authority, the subject application is a Crown Development Application pursuant to Part 15 Section 294 of the EP&A Regulations and Part 4 Division 4.6 of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

#### ***Integrated Development***

Under section 4.44 of the EP&A, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown DAs (other than development that requires a heritage approval). On this basis, the subject application is not Integrated Development.

#### ***Objects of the Act***

The proposal is consistent with the objects of the EP&A Act as it is considered to promote the orderly and economic use and development of land without resulting in an adverse impact on the environment. Detailed assessment against the objects of the EP&A act is provided below.

Objective	Comment
(a) <i>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,</i>	The development promotes the social and economic welfare of the community by generating revenue to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.
(b) <i>to facilitate ecologically sustainable development by integrating relevant economic, environmental and social considerations in decision-making about environmental planning and assessment,</i>	This SEE provides information on the relevant economic, environmental and social impacts of the proposed application to enable the consent authority to undertake a thorough environmental assessment and assist in its decision-making on the application.
(c) <i>to promote the orderly and economic use and development of land,</i>	The development promotes the orderly and economic use of the land by continuing the operation of the existing approved advertising signage within an established road corridor. This will allow the signs to continue to provide public benefits including the generation of revenue that contributes to improving and maintaining the TfNSW road network.
(d) <i>to promote the delivery and maintenance of affordable housing,</i>	Affordable housing does not form part of this application.
(e) <i>to protect the environment, including the conservation of threatened and other species of native animals and plants, ecological communities and their habitats,</i>	The development will not impact on any threatened species or other species of native animals and plants, ecological communities and their habitats.

Objective	Comment
(f) <i>to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	<p>There are no significant historical or Aboriginal cultural heritage features at the site that will be impacted by the proposal.</p> <p>However, the existing sign is in close proximity to two items of local heritage items pursuant to the <i>Blacktown Local Environmental Plan 2015</i>, including:</p> <ul style="list-style-type: none"> <li>• Seven Milestones (item I29)</li> <li>• House and original school building (item I62)</li> </ul> <p>It is anticipated that there will be no adverse impacts to the built and cultural heritage of these items as there are no views of the sign from these locations.</p>
(g) <i>to promote good design and amenity of the built environment,</i>	<p>The development will continue to be located within an established road corridor. The design of the sign is not proposed to change, and the structure will continue to promote a high-quality design that does not have an adverse impact on the amenity of the surrounding area.</p>
(h) <i>to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	<p>The development will be maintained in accordance with any conditions of approval issued by the consent authority and the relevant requirements that relate to health and safety, construction and maintenance.</p>
(i) <i>to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	<p>This SEE is submitted to DPHI to enable an environmental assessment of the application. It is expected that the SEE will be referred by DPHI to other State agencies and Council for further assessment and comment.</p>
(j) <i>to provide increased opportunity for community participation in environmental planning and assessment.</i>	<p>As part of DPHI's assessment of the application, the SEE will be made publicly available and the community, Council and State agencies will be invited to provide comment via a submission on the proposal.</p> <p>Any submissions received will be addressed as part of a Response to Submissions Report.</p>

Table 4: Assessment against Objectives of the EP&A Act

### **Matters for Consideration**

This section of the report provides the planning assessment against the key statutory environmental planning instruments and Development Control Plans (DCP) relevant to the development. The following detailed assessment of the proposal is provided, and which is based on the heads of consideration contained in section 4.15 of the EP&A Act.

Relevant Provision	Comment
(a) <i>the provisions of:</i>	
(i) <i>any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 5.
(ii) <i>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 Secretary has notified the consent authority that the making of the proposed instrument has been deferred indefinitely or has not been approved), and</i>	Not applicable.
(iii) <i>any development control plan, and</i>	The <i>Blacktown Development Control Plan 2015</i> (BDCP 2015) is addressed at Section 5.7.
(iiia) <i>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</i>	No planning agreement or draft planning agreement has been entered into as part of this application.
(iv) <i>the regulations (to the extent that they prescribe matters for the purposes of this paragraph),</i>	The application is consistent with the relevant matters of the EP&A Regulations.
(b) <i>the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,</i>	The impacts of the proposal are addressed in Section 6.
(c) <i>the suitability of the site for the development,</i>	Site suitability is addressed at Section 6.6.
(d) <i>any submissions made in accordance with this Act or the regulations,</i>	Any submissions made on this subject development application will be duly considered and addressed by Keylan.
(e) <i>the public interest.</i>	Public interest is addressed at Section 6.7.

Table 5: Section 4.15(1) assessment

## 5.2 Environmental Planning and Assessment Regulation 2021

The proposal is compliant with the relevant matters of the *Environmental Planning and Assessment Regulation 2021* as outlined below:

- *Clause 23 Persons who may make development applications*
  - the DA accompanies written consent from the owner of the land
- *Clause 24 Content of development applications*
  - the proposal is in the approved form, contains the relevant information and paid the relevant fees
  - it is presumed DPHI, as the consent authority have given Council a copy of the DA

- *Clause 25 information about concurrence or approvals*
  - concurrence is not explicitly required to undertake concurrence as part of the DA, given it is a crown DA
- *Clause 36 Consent authority may request additional information from the application*
  - this letter forms part of a response to request for additional information from the consent authority
- *Clause 294 Crown development*
  - the proposal is on behalf of a public authority and therefore clause 294(a) applies

### **5.3 Roads Act 1993**

The proposal is located within a public road corridor and therefore Section 138 of the *Roads Act 1993* (Roads Act) is relevant:

#### **138 Works and structures**

- (1) *A person must not:*
  - (a) *erect a structure or carry out a work in, on or over a public road, or*
  - (b) *dig up or disturb the surface of a public road, or*
  - (c) *remove or interfere with a structure, work or tree on a public road, or*
  - (d) *pump water into a public road from any land adjoining the road, or*
  - (e) *connect a road (whether public or private) to a classified road, otherwise than with the consent of the appropriate roads authority.*
- (2) *A consent may not be given with respect to a classified road except with the concurrence of TfNSW.*
- (3) *If the applicant is a public authority, the roads authority and, in the case of a classified road, TfNSW must consult with the applicant before deciding whether or not to grant consent or concurrence.*
- (4) *This section applies to a roads authority and to any employee of a roads authority in the same way as it applies to any other person.*

Notwithstanding that this application does not seek consent for any physical works, Section 138(3) states that the applicant must consult with TfNSW prior to deciding whether or not to grant concurrence.

As addressed above, under section 4.44 of the EP&A, integrated development provisions under Division 4.8 of the EP&A Act do not apply to Crown DAs (other than development that requires a heritage approval).

Therefore, concurrence from TfNSW is not required in this instance.

### **5.4 Biodiversity Conservation Act 2016**

In accordance with section 1.7 of the *Environmental Planning and Assessment Act 1979*, Part 7 of the Biodiversity Conservation Act 2016 (BC Act) applies to the assessment of development applications.

Section 7.3 of the BC Act sets out the test for determining whether a proposed development is likely to significantly affect threatened species or ecological communities, or their habitats.



An assessment against Section 7.3 is provided in the table below which demonstrates the proposed continued use of the existing sign will not significantly affect threatened species.

<b>Assessment Criteria within Section 7.3 of BC Act</b>		<b>Assessment</b>
S.7.3 (1)	<i>The following is to be taken into account for the purposes of determining whether a proposed development or activity is likely to significantly affect threatened species or ecological communities, or their habitats—</i>	
s.7.3(1a)	<i>in the case of a threatened species, whether the proposed development or activity is likely to have an adverse effect on the life cycle of the species such that a viable local population of the species is likely to be placed at risk of extinction.</i>	<p>The proposal involves the continuation of existing signage within an existing road corridor. No physical works are proposed and only maintenance and periodical changing of the advertising skins, as outlined in the SEE, will be undertaken. This will also be in accordance with any conditions of consent imposed.</p> <p>On this basis, the continued operation of the signage is not expected to impact the life cycle of any species further noting the sign is not located on land identified on the Biodiversity Values map.</p>
s.7.3(1b)	<i>in the case of an endangered ecological community or critically endangered ecological community, whether the proposed development or activity—</i>	
s.7.3(1b(i))	<i>is likely to have an adverse effect on the extent of the ecological community such that its local occurrence is likely to be placed at risk of extinction, or</i>	No changes to the site or surrounding environment are proposed or will result from the proposed continuation of the signage. This includes vegetation management which will continue to be undertaken as existing which is detailed at Section 4.3.
s.7.3(1b(ii))	<i>is likely to substantially and adversely modify the composition of the ecological community such that its local occurrence is likely to be placed at risk of extinction,</i>	<p>A review of the Biodiversity Values Map and Environmentally Sensitive Land Map identifies the site is not subject, or in proximity, to an area of biodiversity value or environmentally sensitive land.</p> <p>On the basis of the above, and considering the nature of the proposal, it is not expected to have an adverse effect on, or adversely modify an ecological community so to place that community at risk of extinction.</p>
s.7.3(1c)	<i>in relation to the habitat of a threatened species or ecological community—</i>	
s.7.3(1c(i))	<i>the extent to which habitat is likely to be removed or modified as a result of the proposed development or activity, and</i>	The application does not propose to remove or modify vegetation. No physical works are proposed. Therefore,

Assessment Criteria within Section 7.3 of BC Act		Assessment
s.7.3(1c(ii))	<i>whether an area of habitat is likely to become fragmented or isolated from other areas of habitat as a result of the proposed development or activity, and</i>	habitats will not be removed, modified, fragmented or isolated.
s.7.3(1c(iii))	<i>the importance of the habitat to be removed, modified, fragmented or isolated to the long-term survival of the species or ecological community in the locality,</i>	
s.7.3(1d)	<i>whether the proposed development or activity is likely to have an adverse effect on any declared area of outstanding biodiversity value (either directly or indirectly),</i>	A review of the Biodiversity Values Map and Environmentally Sensitive Land Map identifies the site is not subject, or in proximity, to an area of biodiversity value or environmentally sensitive land.
s.7.3(1e)	<i>whether the proposed development or activity is or is part of a key threatening process or is likely to increase the impact of a key threatening process.</i>	No changes to the site are proposed as part of the subject application. Only routine maintenance will be carried out in accordance with the SEE and any conditions of consent imposed. Therefore, the proposal is not part of a key threatening process outlined in Schedule 4 of the BC Act.

Table 6: Assessment against Section 7.3 of the BC Act

## 5.5 State Environmental Planning Policies

The proposal has been assessed in regard to the objectives and standards of the relevant planning instruments and policies that apply to the site. Under the provisions of the EP&A Act, the key applicable state environmental planning policies are:

- *State Environmental Planning Policy (Industry and Employment) 2021*
- *State Environmental Planning Policy (Transport and Infrastructure) 2021*

The application of the above plans and policies is discussed in detail in the following sections of this SEE.

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

#### Chapter 3 – Advertising and Signage

Chapter 3 of the Industry and Employment SEPP aims to ensure that advertising and signage is well located, compatible with the desired amenity of an area and of high quality. Chapter 3 applies to all signage, advertisements that advertise or promote any goods, services or events and any structure that is used for the display of signage.

Regardless of permissibility under the *Blacktown Local Environmental Plan 2015* (BLEP 2015), the proposed application is permissible with consent under Section 3.14(b)(iii) of



the Industry and Employment SEPP as it is for an advertisement on behalf of TfNSW on land owned by TfNSW and within 250m of a classified road.

Further, under Section 3.10(d)(i) of the Industry and Employment SEPP, the Minister is the consent authority for the application as it is for an advertisement displayed on land owned by TfNSW.

A comprehensive assessment against the provisions of Chapter 3 of the Industry and Employment SEPP that apply to the development is provided at Appendix 1.

## Schedule 5 Assessment

Section 3.6 of the Industry and Employment SEPP requires the consent authority to assess the proposal against the criteria within Schedule 5 prior to granting consent to carrying out of any development on that land. An assessment of these matters is provided in the Table below:

Schedule 5	Comment	Compliance
<b>1. Character of the Area</b>		
<i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<ul style="list-style-type: none"> <li>The proposed continuation will remain compatible with the existing and desired future character of the area as: <ul style="list-style-type: none"> <li>the character of the surrounding locality has remained relatively unchanged since the original approved application under DA 099-10-2009 as discussed in Section 2.</li> <li>the surrounding area is expected to remain a highly frequented motorway corridor surrounded primarily by industrial uses. The character of this area was assessed as part of DA 099-10-2009 and deemed suitable for signage.</li> <li>the proposal remains the same as approved under DA 099-10-2009 as it only seeks to continue the operation of the approved signage, and no physical works are proposed.</li> <li>the scale of the signs is not proposed to change.</li> </ul> </li> </ul>	Yes
<i>Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?</i>	<ul style="list-style-type: none"> <li>There is no identified theme for third party, outdoor advertising in the area.</li> <li>As outlined above, the area is characterised by a highly frequented road corridor with existing large format advertising in proximity to the site.</li> <li>The area is therefore considered appropriate for the continued operation of signage.</li> </ul>	Yes
<b>2. Special Areas</b>		
<i>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?</i>	<ul style="list-style-type: none"> <li>The proposal is oriented towards the M4 Motorway and is not visible from any of the special areas listed.</li> </ul>	Yes
<b>3. Views and vistas</b>		
<i>Does the proposal obscure or</i>	<ul style="list-style-type: none"> <li>The proposal does not obscure or compromise important views as it is located adjoining an</li> </ul>	Yes

Schedule 5	Comment	Compliance
<i>compromise important views?</i>	established motorway corridor in a location that comprises no important views.	
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<ul style="list-style-type: none"> <li>The proposal will continue to not dominate the skyline or reduce the quality of vistas given it is positioned below the Clunies Ross Street overbridge and is below the surrounding tree canopy coverage.</li> </ul>	Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<ul style="list-style-type: none"> <li>The signage will continue to respect the viewing rights of other advertisers.</li> <li>The closest advertising sign is approximately 250m east of the subject site on the opposite side of the M4 Motorway and is only partially visible from the site.</li> </ul>	Yes
<b>4. Streetscape, Setting or Landscape</b>		
<i>Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?</i>	<ul style="list-style-type: none"> <li>The scale, proportion and form of the proposal remains appropriate for the following reasons: <ul style="list-style-type: none"> <li>the proposal only seeks to extend the duration of the existing advertising sign and does not comprise any physical works.</li> <li>the immediate streetscape is characterised by a highly frequented motorway corridor.</li> <li>the surrounding setting closest to the site is primarily industrial, with no sensitive receivers in proximity to the signage.</li> </ul> </li> </ul>	Yes
<i>Does the proposal contribute to the visual interest of the streetscape, setting or landscape?</i>	<ul style="list-style-type: none"> <li>The proposal will continue to contribute positively to the visual interest along the M4 Motorway through the display of high-quality advertisements.</li> </ul>	Yes
<i>Does the proposal reduce clutter by rationalizing and simplifying existing advertising?</i>	<ul style="list-style-type: none"> <li>No physical changes are proposed to the existing sign.</li> <li>Therefore, the proposal will not result in unnecessary clutter.</li> </ul>	Yes
<i>Does the proposal screen unsightliness?</i>	<ul style="list-style-type: none"> <li>The proposal does not screen unsightliness as the immediate context is vegetation.</li> </ul>	Yes
<i>Does the proposal protrude above buildings, structures or tree canopies in the area or locality?</i>	<ul style="list-style-type: none"> <li>The proposal does not protrude above surrounding structures or tree canopies.</li> <li>It does not exceed the height of the Clunies Ross Street overbridge located behind the signage structure and is located below the surrounding tree canopy coverage.</li> </ul>	Yes
<i>Does the proposal require ongoing vegetation management?</i>	<ul style="list-style-type: none"> <li>TfNSW undertakes regular vegetation management within proximity to the existing sign. This includes mowing of the area, shown in the figure below, two to three times a year as necessary.</li> </ul>	Yes
<b>5. Site and Building</b>		
<i>Is the proposal compatible with the scale, proportion and</i>	<ul style="list-style-type: none"> <li>The existing advertising sign will remain compatible with the scale, proportion and</li> </ul>	Yes

Schedule 5	Comment	Compliance
<i>other characteristics of the site or building, or both, on which the proposed signage is to be located?</i>	characteristics of the site given the site is located adjacent to a major motorway corridor.	
<i>Does the proposal respect important features of the site or building, or both?</i>	<ul style="list-style-type: none"> <li>The advertising sign will continue to not adversely impact any important features at the site – noting there no buildings within the immediate vicinity of the site, with the closest warehouse approximately 100m south-east of the site.</li> </ul>	Yes
<i>Does the proposal show innovation and imagination in its relationship to the site or building, or both?</i>	<ul style="list-style-type: none"> <li>The signage will continue to provide visual interest along the M4 Motorway through the display of high-quality advertisements, whilst ensuring minimal impacts on surrounding development.</li> </ul>	Yes
<b>6. Associated Devices and Logos with Advertisements and Advertising structures</b>		
<i>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?</i>	<ul style="list-style-type: none"> <li>The existing sign is accessed via a gantry, attached to the adjacent Clunies Ross Street overpass, to enable safe access for maintenance purposes.</li> <li>The sign utilises lighting in the form of three 100W LED floodlights mounted on bracket arms located 1m above and 1.8m out from the sign face.</li> <li>This access arrangement and location of lighting devices are shown in the Architectural Plans at Appendix 2.</li> <li>An operator logo will remain at the bottom right of the screen below the skirting of the sign.</li> </ul>	Yes
<b>7. Illumination</b>		
<i>Would illumination result in unacceptable glare?</i>	<ul style="list-style-type: none"> <li>A Lighting Impact Assessment (LIA) has been prepared by Electrolight and is included at Appendix 4.</li> </ul>	Yes
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>	<ul style="list-style-type: none"> <li>The existing illuminated signage has been found to comply with the luminance limits outlined in AS4282 and the Transport Guidelines.</li> </ul>	Yes
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>	<ul style="list-style-type: none"> <li>In complying with these requirements, the LIA concludes the existing signage shall not result in unacceptable glare or adversely impact the safety of pedestrians, vehicles or aircraft.</li> <li>The signage shall not cause any unacceptable amenity impacts to nearby dwellings or accommodation.</li> </ul>	Yes
<i>Can the intensity of the illumination be adjusted, if necessary?</i>	<ul style="list-style-type: none"> <li>It is further noted that under the original consent for the sign (DA 099-10-2009, refer Appendix 6), Condition A5 required the sign to comply with the relevant illumination prescribed under Table 5 of the RTA's Road Safety Advisory Guidelines for Sign Content.</li> </ul>	Yes
<i>Is the illumination subject to a curfew?</i>		Yes

Schedule 5	Comment	Compliance
	The applicant is not aware of any notices of non-compliance with this condition.	
<b>8. Safety</b>		
Would the proposal reduce the safety for any public road?	<ul style="list-style-type: none"> <li>A Signage Safety Assessment (SSA) has been prepared by TTPP and is included at Appendix 3.</li> <li>The SSA confirms the proposal will not reduce the safety of any public road or reduce the safety of pedestrians or bicyclists.</li> <li>The signage will continue not to obscure sightlines from public areas.</li> </ul>	Yes
Would the proposal reduce the safety for pedestrians or bicyclists?		
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?		

Table 7: Schedule 5, SEPP (Industry and Employment) 2021 consideration

### 5.5.2 Transport Corridor Advertising and Signage Guidelines 2017

The *Transport Corridor Outdoor Advertising and Signage Guidelines* (Signage Guidelines) set out a best practice approach for the planning and design of outdoor advertisements in transport corridors in NSW.

The Signage Guidelines have been established to compliment the provisions of the Industry and Employment SEPP. The DA for any advertising sign that is located in, or adjacent to, a transport corridor is to demonstrate how the proposal addresses the Signage Guidelines.

An assessment against the criteria within Signage Guidelines is provided at Appendix 1 and demonstrates the proposal is consistent with:

- the Land Use Compatibility Criteria for Transport Corridor Advertising
- the Freestanding Signage Criteria
- Road Safety (refer Section 6.1)
- the Public Benefit Test (refer Section 6.8)

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

Chapter 2 of *State Environmental Planning Policy (Transport and Infrastructure) 2021* (Transport and Infrastructure SEPP) identifies the environmental assessment category into which different types of infrastructure and services development fall. In addition, Chapter 2 identifies those matters that are to be considered in the assessment of development that is adjacent to particular types of infrastructure, including development in and adjacent to road corridors.

An assessment against the relevant provisions of the Transport and Infrastructure SEPP is provided in the Table below.

Section	Comment	Compliance
<b>2.119 Development with a frontage to a classified road</b>		
<p>(1) <i>The objectives of this section are—</i></p> <p>(a) <i>to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and</i></p> <p>(b) <i>to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads.</i></p> <p>(2) <i>The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that—</i></p> <p>(a) <i>where practicable and safe, vehicular access to the land is provided by a road other than the classified road, and</i></p> <p>(b) <i>the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of—</i></p> <p>(i) <i>the design of the vehicular access to the land, or</i></p> <p>(ii) <i>the emission of smoke or dust from the development, or</i></p> <p>(iii) <i>the nature, volume or frequency of vehicles using the classified road to gain access to the land, and</i></p> <p>(c) <i>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 vehicle emissions within the site of the development arising from the adjacent classified road</i></p>	<p>The proposal comprises development with a frontage to the M4 Motorway which is classified as a State classified road (no. 6004).</p> <p>The assessment contained in the SEE and supporting reports conclude that the proposal would not compromise safety for road users in the vicinity and is not sensitive to traffic noise or vehicle emissions.</p> <p>A Signage Safety Assessment (SSA) has been prepared as part of the application and is included at Appendix 3.</p> <p>The SSA considers the ongoing operation and function of the M4 Motorway in context to the development, concluding the signage continues to be acceptable from a road safety perspective.</p> <p>The sign is not a type of development that is sensitive to traffic noise or vehicle emissions.</p> <p>Road safety is further discussed at Section 6.1.</p>	Yes

Table 8: Transport and Infrastructure SEPP assessment



## 5.6 Blacktown Local Environmental Plan 2015

The *Blacktown Local Environmental Plan 2015* (BLEP 2015) is the principal Environmental Planning Instrument applicable to the land.

### 5.6.1 Zoning

The existing advertising signs are located on land zoned SP2 Infrastructure under the BLEP 2015. Signage is permissible with consent in the SP2 zone.

The signage is also permissible with consent under Section 3.14(1)(b)(iii) of the *Industry and Employment SEPP* as the display of the advertisement is by or on behalf of TfNSW.

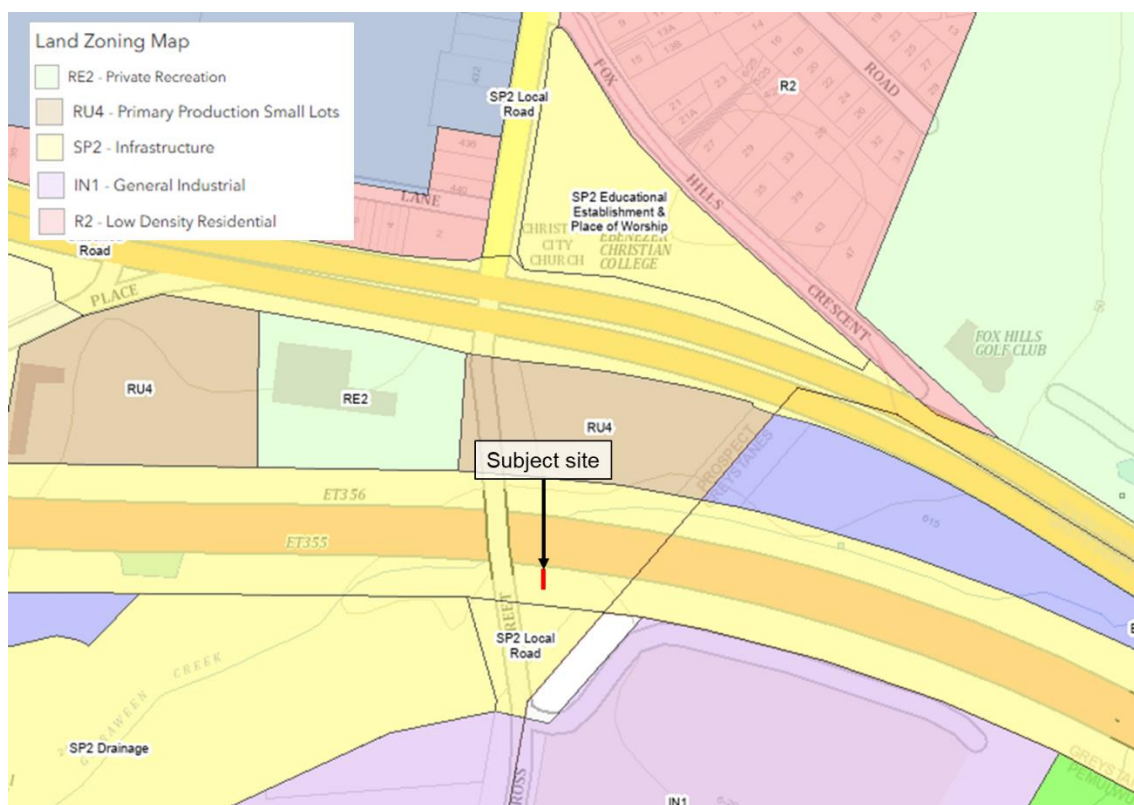


Figure 11: Land use zoning map (Source: E Spatial Viewer)

### 5.6.2 Heritage

A review of the Section 170 Heritage and Conservation Register has been conducted which confirms that the site and adjacent sites do not contain State heritage listed items.

The site is not identified as a heritage item nor is it within a heritage conservation under the BLEP 2015.

Notwithstanding, the site is located in proximity to two local heritage items listed under BLEP 2015. These items are shown in the figure below and consist of:



- Seven Milestones (item I29) on the southern side of the Great Western Highway
- House and original school building (item I62) at 441 Blacktown Road (also known as 2 Fox Hills Crescent)

The closest heritage item is the Seven Milestones (I29). However, this item is located over 200m from the site and is not visible from the proposal.

Therefore, there will be no adverse impacts to the heritage fabric of these items as the proposal is not visible from nearby heritage items due to their considerable distance from the site and the presence of natural features, including mature vegetation.

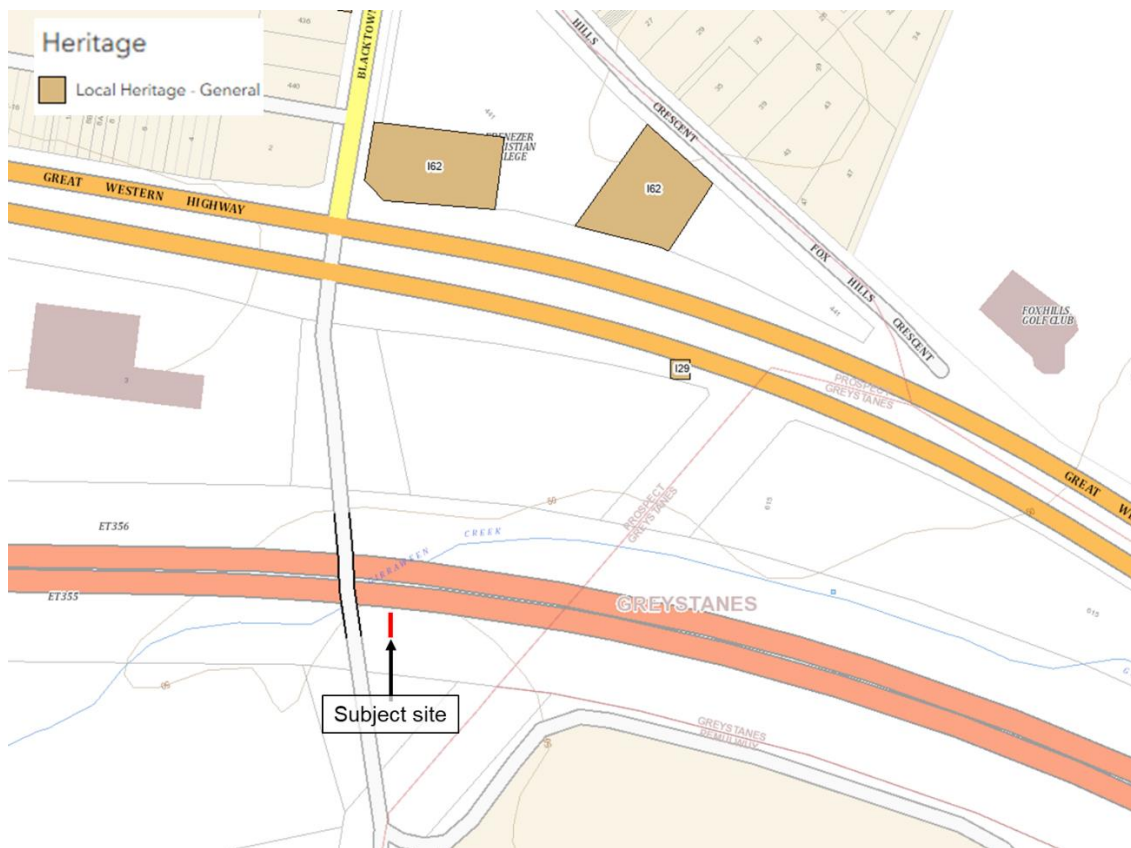


Figure 12: Heritage map (Source: E Spatial Viewer)

## 5.7 Blacktown Development Control Plan 2015

A review of the *Blacktown Development Control Plan 2015* (BDCP 2015) has been undertaken and concludes that there are no applicable development controls that apply to advertising signs at the site.

Notwithstanding, Part D, Section 4.12 provides controls for signage and outdoor advertising, albeit for a different location. These have been reviewed and are considered below:

- (1) All signage is to be consistent with the provisions of SEPP 64 (Advertising and Signage).
- (2) Signage should be integrated with the design of the development by responding to scale, proportions and architectural detailing.
- (3) Provide clear and legible 'way-finding' for residents and visitors.

As noted, the site is not within a business zone and therefore, this section does not explicitly apply. However, there are no other provisions within the DCP relating to signage and outdoor advertising.

The proposal complies with Section 4.12, as demonstrated within Section 6 and Appendix 1 of this report, noting it is consistent with the requirements of Chapter 3 of the Industry and Employment SEPP. As such, the proposal is considered to be compliant with the aims, objectives, and key provisions of the DCP.

## 6 Environmental Planning Assessment

### 6.1 Road safety

A Signage Safety Assessment (SSA) has been prepared by The Transport Planning Partnership (TTPP) (Appendix 3). The SSA considers the signage exposure and road accident history and has been prepared having considered the requirements for road safety set out in the Signage Guidelines.

#### 6.1.1 Road environment

The existing road environment along the M4 Motorway in proximity to the site is summarised in the table below.

Existing Feature	Description
<b>Road classification</b>	<ul style="list-style-type: none"> <li>State classified road (no. 6004).</li> </ul>
<b>Speed limit</b>	<ul style="list-style-type: none"> <li>100km/h (both directions)</li> </ul>
<b>Nearby intersections and traffic control devices</b>	<ul style="list-style-type: none"> <li>There are no nearby intersections or traffic control devices located in the vicinity of the sign.</li> </ul>
<b>Road configuration and geometry</b>	<ul style="list-style-type: none"> <li>In the vicinity of the sign, the M4 Motorway has three travel lanes in both westbound and eastbound directions.</li> </ul>
<b>Crash data</b>	<ul style="list-style-type: none"> <li>In the five-year period between January 2019 and December 2023, there was only one non-casualty crash on the westbound approach slightly beyond the legible distance.</li> </ul>
<b>Pedestrian and cyclist infrastructure</b>	<ul style="list-style-type: none"> <li>There are no pedestrian footpaths along M4 motorway.</li> <li>No cyclist infrastructure is provided along either side of the M4 Motorway as cyclists are prohibited from travelling on the Motorway.</li> </ul>
<b>Parking</b>	<ul style="list-style-type: none"> <li>No parking is permitted along the M4 Motorway, in proximity to the sign</li> </ul>
<b>Safe stopping distance (SSD)</b>	<ul style="list-style-type: none"> <li>207m at 100km/hr</li> </ul>

Table 9: Existing road environment

#### 6.1.2 Road accident history

In determining the road accident history in proximity to the site, the SSA has relied upon crash data provided by TfNSW from 1 January 2019 to 31 December 2023. The SSA confirms that, during this period, one non-casualty incident occurred slightly beyond the legible distance of the sign.

A summary of the crashes and incident severity is provided in the figure below.

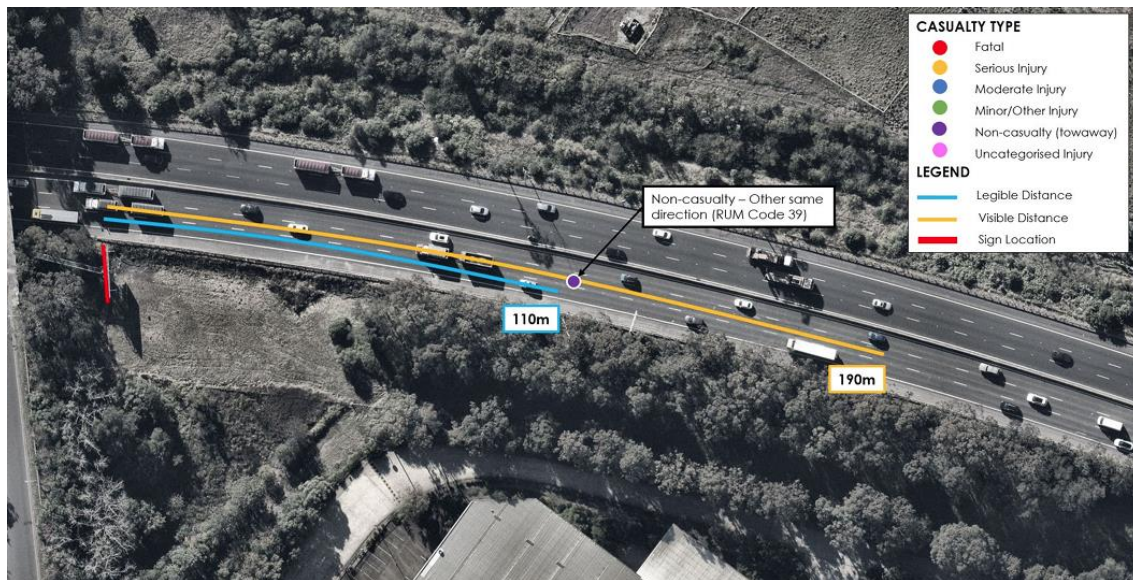


Figure 13: Crash history (Source: TTPP)

### 6.1.3 Safe stopping distance

Safe Stopping Distance (SSD) is defined in the *Guide to Road Design, Part 3: Geometric Design* (Austroads, 2016) as the distance required to enable a normally alert driver travelling at the design speed on wet pavement to perceive, react and brake to a stop before reaching a hazard on the road ahead.

For the purpose of this assessment, the posted speed of 100km/h has been assumed to calculate the minimum SSD, which is in-line with the observed travel speed on-site. According to the Austroads guide, the minimum safe stopping sight distance for a 100km/h speed zone is 207m.

The SSA finds that *the sign is not located within the safe stopping distance of a decision-making conflict point. The nearest diverge point is approximately 550m west of the sign which is beyond the safe stopping distance of the sign. Additionally, the SSA confirms the sign is not located within the safe stopping distance of pedestrian and cyclist crossing facilities and is not visible from the stem of a T-intersection.*

### 6.1.4 Road safety criteria – Signage Guidelines

The SSA includes an assessment of the proposal against the criteria for road safety set out under Section 3 of the Signage Guidelines.

Responses provided in the SSA in respect to the TfNSW Advertising Sign Safety Assessment Matrix and the Signage Guidelines are outlined in the tables below.

Sign Location Criteria	Response provided by TTPP	Compliance
<b>Road clearance</b>		
<p>a. The advertisement must not create a physical obstruction or hazard. For example:</p> <p>i. Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas)?</p> <p>ii. Does the sign protrude below a bridge or other structure so it could be hit by trucks or other tall vehicles? Will the clearance between the road surface and the bottom of the sign meet appropriate road standards for that particular road?</p> <p>iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</p>	<p>The sign does not physically obstruct any vehicle, pedestrian and cyclist movements as it is placed on the southern side of the M4 Motorway. There are no pedestrian footpaths or cycleways on either side of the M4 Motorway.</p> <p>The sign does not protrude laterally into the transport corridor, and therefore, would not be hit by trucks or wide vehicles. The outermost edge of the sign will be approximately 3.5m from the edge of the carriageway.</p>	Yes
<p>b. Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone in an acceptable location in accordance with Austroads Guide to Road Design (and RMS supplements) or behind an RMS approved crash barrier.</p>	<p>The sign is placed on the southern side of the M4 Motorway behind a W-Beam barrier which is an RMS-approved crash barrier.</p>	Yes
<p>c. Where a sign is proposed within the clear zone but behind an existing RMS-approved crash barrier, all its structures up to 5.8m in height (relative to the road level) are to comply with any applicable lateral clearances specified by Austroads Guide to Road Design (and RMS supplements) with respect to dynamic deflection and working width.</p>	<p>The lateral clearance with respect to dynamic deflection and working width for the existing static sign was previously approved by TfNSW.</p>	Yes
<p>d. All signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2. All vertical clearances as specified above are regarded as being the height of the sign when under maximum vertical deflection.</p>	<p>The existing static advertising sign has been approved and designed in accordance with Australian Standards AS1170.1 and AS1170.2 to meet the requirements for wind loading, whilst having consideration for the height of the sign board when under maximum vertical deflection. An assessment of the existing sign against the current codes is included in</p>	Yes



Sign Location Criteria	Response provided by TTPP	Compliance
	<i>Appendix C (of the SSA) which demonstrates the signage structure is in accordance with current codes.</i>	
<b>Line of sight</b>		
a. <i>An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.</i>	<i>The sign is significantly offset from the carriageway and does not obstruct the drivers' view of the road or pedestrians and cyclists.</i>	Yes
b. <i>An advertisement must not obstruct a pedestrian or cyclist's view of the road.</i>	<i>The sign does not obstruct pedestrian and cyclist's view of the M4 Motorway as it is offset from the roadway against vegetation. Cyclists are prohibited from travelling on the M4 Motorway. Also, there are no pedestrian footpaths along the M4 Motorway in the vicinity of the sign, so pedestrians and cyclists are not expected to travel through this area.</i>	
c. <i>The advertisement should not be located in a position that has the potential to give incorrect information on the alignment of the road. In this context, the location and arrangement of signs' structures should not give visual clues to the driver suggesting that the road alignment is different to the actual alignment. An accurate photo-montage should be used to assess this issue.</i>	<i>The sign is offset from the carriageway in a manner that does not have the potential to give incorrect information about the road alignment. This is supported by Figure 2.4, Figure 2.5, and Figure 2.6 (of the SSA).</i>	Yes
d. <i>The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</i> i. <i>The sign should not be located in such a way that the driver's head is required to turn away from the road and the components of the traffic stream in order to view its display and/ or message. All drivers should still be able to see the road when viewing the sign, as well as the main components of the traffic stream in peripheral view.</i> ii. <i>The sign should be oriented in a manner that does not create</i>	<i>The sign is positioned within a driver's line of sight. For drivers travelling in the westbound direction, the sign will be located on the near side of the carriageway. Hence, drivers are not required to turn their head to view the sign.</i>  <i>The height and distance of the sign away from the carriageway is unlikely to cause headlight reflection or glare.</i>	Yes

Sign Location Criteria	Response provided by TTPP	Compliance
<i>headlight reflections in the driver's line of sight. As a guideline, angling a sign five degrees away from right angles to the driver's line of sight can minimise headlight reflections. On a curved road alignment, this should be checked for the distance measured back from the sign that a car would travel in 2.5 seconds at the design speed.</i>		
<b>Proximity to decision making points and conflict points</b>		
a. <i>The sign should not be located:</i>		Yes
i. <i>less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves</i>	<i>As per Austroads Guide to Road Design Part 4A, the minimum safe stopping distance (SSD) is based on the travel speed and gradient of the road. At this location, there is a variable speed limit with a default speed limit of 100km/h.</i>	
ii. <i>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</i>	<i>For the purpose of this assessment, an operating speed of 100km/h has been used to calculate the safe stopping sight distance which is the default speed limit of the M4 Motorway on approach to the sign. Also, it is the speed at which motorists were observed to be driving during the site inspection. According to the Austroads guide, the minimum safe stopping sight distance for a 100km/h speed zone is 207m.</i>	
iii. <i>so that it is visible from the stem of a T-intersection</i>	<i>On the westbound approach, the sign is not located within the safe stopping distance of a decision-making conflict point. The nearest diverge point is approximately 550m west of the sign which is well beyond the safe stopping distance of the sign.</i>  <i>The sign is not located within the safe stopping distance of pedestrian and cyclist crossing facilities. The sign is not visible from the stem of a T-intersection.</i>	
b. <i>The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:</i>	<i>A "critical time" is understood to refer to a point in time when a driver's decision is required implying that a road safety</i>	Yes



Sign Location Criteria	Response provided by TTPP	Compliance
<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>implication could occur if a driver was distracted at this time.</p> <p>The existing static advertising sign is fixed on TfNSW land on the south side of the M4 Motorway. The sign does not obstruct a motorist's view of any traffic signals, signage, and other traffic hazards when travelling on the M4 Motorway in the westbound direction.</p> <p>There is no road hazard, intersection or emergency vehicle access point near the sign.</p>	
<b>Sign spacing</b>		
<ul style="list-style-type: none"> <li>a. Sign spacing should limit drivers view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</li> </ul>	<p>There are no other large format static or digital signs within 150 m of the proposed static advertising sign facing traffic in the northbound direction.</p>	Yes

Table 10: Sign location criteria – Section 3.2 of the Signage Guidelines

### Signage Guidelines – Section 3.3.2 Sign Design & Operation Criteria

Sign Design and Operation Criteria	Response provided by TTPP	Complies
<b>Advertising signage and traffic control devices</b>		
<ul style="list-style-type: none"> <li>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.</li> </ul>	<p>There are no directional signs, traffic signals, prescribed traffic control devices, regulatory signs or advisory sign located in the vicinity of the sign.</p>	Yes
<ul style="list-style-type: none"> <li>b. The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a prescribed traffic control device. For example:               <ul style="list-style-type: none"> <li>i. Could the advertisement be construed as giving instructions to traffic such as 'Stop', 'Halt' or 'Give Way'?</li> </ul> </li> </ul>	<p>Details of the advertisement/s would remain consistent with the existing static advertising sign. It is noted that the sign would not display colours and shapes which could be mistaken for traffic signals.</p> <p>Notwithstanding this, it is recommended that the content of the sign be reviewed against Table 5 of the Guidelines to avoid any content</p>	Yes

Sign Design and Operation Criteria	Response provided by TTPP	Complies
<ul style="list-style-type: none"> <li>ii. Does the advertisement imitate a prescribed traffic control device?</li> <li>iii. If the sign is in the vicinity of traffic lights, does the advertisement use red, amber or green circles, octagons, crosses or triangles or shapes or patterns that may result in the advertisement being mistaken for a traffic signal?</li> </ul>	that may be construed as imitating a traffic control device.	
<b>Dwell Time and Transition Time</b>		
<ul style="list-style-type: none"> <li>a. Each advertisement must be displayed in a completely static manner, without any motion, for the approved dwell time as per criterion (b) below.</li> <li>b. Dwell times for image display must not be less than: <ul style="list-style-type: none"> <li>i. 10 seconds for areas where the speed limit is below 80km/h</li> <li>ii. 25 seconds for areas where the speed limit is 80km/h and over.</li> </ul> </li> <li>c. Any digital sign that is within 250 metres of a classified road and is visible from a school zone must be switched to a fixed display during school zone hours.</li> <li>d. Digital signs must not contain animated or video/movie style advertising or messages of image failure, the default image must be a black screen.</li> </ul>	The existing sign is not a digital advertising sign and is to remain a static advertising sign per this application.	Yes
<b>Illumination and Reflectance</b>		
<ul style="list-style-type: none"> <li>a. Luminance levels must comply with the requirements in Table 6 in Transport Corridor Outdoor Advertising and Signage Guidelines</li> <li>b. The image displayed on the sign must not otherwise unreasonably dazzle or distract drivers without limitation to their colouring or contain flickering or flashing content.</li> </ul>	Section 3.3.3 of the Guideline details assessment criteria to ensure that illumination and reflectance qualities of the sign do not cause a road safety hazard. It is understood that these criteria would be addressed in a separate specialist report prepared by a qualified consultant.	Yes
<b>Interaction and Sequencing</b>		
<ul style="list-style-type: none"> <li>a. The advertisement must not incorporate technology which interacts with in-vehicle electronic devices or mobile devices. This</li> </ul>	The proposed sign is a static advertising sign and would not contain interactive technology or technology that enables opt-in	Yes

Sign Design and Operation Criteria	Response provided by TTPP	Complies
includes interactive technology or technology that enables opt-in direction communication with road users.	direction communication with motorists.	
b. Message sequencing designed to make a driver anticipated the next message is prohibited across images presented on a single sign and across a series of signs.		

Table 11: Sign design and operation criteria – Section 3.3 of the Signage Guidelines (Source: TTPP)

### 6.1.5 Road safety summary

Road safety impacts have been comprehensively assessed as part of the application and the SSA concludes that the existing static signage would satisfy the traffic safety criteria, requirements and guidelines in the Industry and Employment SEPP and NSW Guidelines as summarised below:

- In the five-year period between January 2019 and December 2023, there was one incident which resulted in no casualties within visible distance to the sign.
- The sign does not obstruct and/or reduce visibility of any traffic control devices, signage, pedestrians or cyclists.
- The existing signage is controlled and managed so as not to display incorrect information on the alignment of the road.
- The sign is located within the driver's peripheral vision and does not require motorists to turn their head away from the roadway ahead.
- The existing signage is not located within the SSD to any key decision points or conflict points.
- The sign does not compromise safety for road users in the vicinity.

In summary, based on the findings of TTPP in its SSA, the existing signage on the south side of the M4 Motorway, Prospect, facing westbound motorists, is considered acceptable from a road safety perspective.

## 6.2 Illumination

The existing sign will continue to be illuminated during the night, using three 100W LED Floodlights mounted on bracket arms.

A Lighting Impact Assessment (LIA) has been prepared by Electrolight (Appendix 4). The LIA has assessed the proposal against the illumination criteria under:

- Chapter 3 of the Industry and Employment SEPP
- the Signage Guidelines
- AS 4282-2023 Control of the Obtrusive Effects of Outdoor Lighting

### **6.2.1 Illumination summary**

In summary, the LIA determines that the existing approved signage:

- The existing signage lighting shall be fitted with custom baffles which mitigate upward waste light, resulting in an Upward Light Ratio (ULRL) of not more than 0.03\*, as stated in *AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting*.
- is found to be compliant with the criteria set out in AS 4282-2023, the Signage Guidelines and the Industry and Employment SEPP
- will not result in unacceptable glare or adversely impact the safety of pedestrians, residents or vehicular traffic
- the signage will not unreasonably impact on the visual amenity of nearby residences or accommodation

It is requested that the signage lighting upgrade in the form of custom baffles be included as a condition of consent.

### **6.3 Heritage**

The site has no statutory heritage listings; however, it is located in proximity to two local heritage items, as outlined in Section 5.6.2.

No adverse heritage impacts are expected from the continued operation of the existing signage, as the proposal is not visible from nearby heritage items due to their considerable distance from the site and the presence of natural features, including mature vegetation.

### **6.4 Structural Integrity**

A Structural Feasibility Statement has been prepared by Dennis Bunt Consulting Engineers (Appendix 8). This report confirms there are no structural issues associated with the existing signage structure and the structures presented in as new condition.

The Structural Feasibility Statement concludes there are presently no structure or safety issues that require fixing.

### **6.5 Visual Impacts**

As outlined in Section 2, the immediate and broader locality of the site is characterised by the arterial road corridor in which the sign is located, dense vegetation and industrial land uses.

The nearest residential uses are oriented and located at a point where the sign will not be visible, due to the location of the sign, the surrounding road environment and the adjoining overpass. It should be noted that these residential properties are located at substantial distances, being approximately 220m south and 260m north-east of the site.

Further, the sign will generally not be visible from the industrial buildings to the north given:

- the orientation of the sign, towards the east, facing the M4 Corridor
- there are limited north-west facing openings in these buildings; and
- there is a dense vegetation buffer between the sign and these buildings.

On this basis, a comprehensive visual impact assessment is not considered necessary given the sign will not be visible from any residential properties, or other sensitive receivers, due to the topography, infrastructure, built form and distance to the signage.

It is concluded that proposed extension of the duration of the sign will not result in any visual impacts.

## **6.6 Site suitability**

The site is a suitable location for the provision of advertising signage on the basis that:

- the proposal is compatible with the existing and desired future character of the area, noting that the advertising sign is located directly adjacent to an existing major motorway corridor
- there will be no impact on any significant European or Aboriginal cultural heritage items or heritage conservation zones
- there are no visual impacts on sensitive land uses due to the distance from these uses and screening produced by the road environment and surrounding locality
- detailed investigations of the road network have determined that the development will not impact on the continued and safe operation of the M4 Motorway in its function as a classified road
- the illumination of the sign will not result in unacceptable glare or adversely lead to an unacceptable impact on the visual amenity of surrounding residences or heritage items
- the development complies with the relevant statutory and policy provisions that govern outdoor advertising signage in NSW

Further to the above, the site is an effective location for outdoor advertising that will generate revenue to the benefit of the community. The public benefits of the proposal are discussed in further detail at Section 6.7.

## **6.7 Public benefit**

In accordance with the Signage Guidelines, an application for advertising that is proposed by TfNSW is to demonstrate how the revenue raised from outdoor advertising is directly linked to a public benefit, such as road upgrades or amenity improvements along road corridors including landscaping, litter removal or vandalism and graffiti management.

A Public Benefit Statement prepared by TfNSW is included as part of the application (Appendix 5). The statement confirms that all revenue generated by the proposal will help fund essential TfNSW services to the benefit of the whole of NSW, including:

- road infrastructure maintenance
- network management



- road user compliance activities
- road safety programs

In addition to the above, the advertising signs provide affordable advertising space for road safety messages in prime locations, contributing to the reduction in the number of deaths on NSW roads.

Accordingly, the application addresses the public benefit test outlined in the Signage Guidelines through the provision of funding toward improvements to the TfNSW network and direct messaging to the community.

## 7 Conclusion

This SEE supports a DA to continue the operation of the existing approved static advertising signage on a parcel of TfNSW land on the southern side of the M4 Motorway, near the Clunies Ross Street overbridge, Prospect, for a further 15-year period.

The sign is visible to motorists travelling westbound along the M4 Motorway. The sign comprises an advertising display area of approximately 44.92m<sup>2</sup>. No physical works are proposed to the advertising structure.

Following a detailed consideration of the proposal in its legislative and physical context, this SEE determines that the proposal:

- will have negligible impacts on the surrounding locality given consent is only sought for the continued operation of existing approved signage and no physical works are proposed
- meets the objectives of Chapter 3 of the Industry and Employment SEPP as it is compatible with the amenity and visual character of the surrounding area
- demonstrates compliance with the assessment criteria set in Schedule 5 of the Industry and Employment SEPP
- demonstrates compliance with the criteria set out in the Signage Guidelines in regard to land use compatibility, freestanding signage, road safety and illumination requirements and the public benefit test
- will not impact on any items of European or Aboriginal heritage
- will be of high-quality design and finish and will provide visual interest along the M4 Motorway
- will be in the public interest as the revenue that is generated by the advertising signage will be used by TfNSW to improve the network through projects such as road upgrades or amenity improvements along road corridors including landscaping, litter removal or vandalism and graffiti management

In consideration of the above, it is considered that the continued use of the existing advertising sign will not have an adverse impact on the environment or on the safety of road users and therefore warrants approval.