

# Statement of Environmental Effects

Advertising Signage  
Land adjacent to M4 Motorway  
near the Brabham Drive  
underpass, Eastern Creek

December 2024

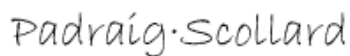
[transport.nsw.gov.au](https://transport.nsw.gov.au)

This report has been prepared by:

This report has been reviewed by:

A handwritten signature in black ink, appearing to read 'Danielle Wigg'.

Danielle Wigg BP  
Planner  
E: [danielle@keylan.com.au](mailto:danielle@keylan.com.au)

A handwritten signature in black ink, appearing to read 'Padraig Scollard'.

Padraig Scollard BA MRUP  
Associate  
E: [padraig@keylan.com.au](mailto:padraig@keylan.com.au)

A handwritten signature in black ink, appearing to read 'Michael Woodland'.

Michael Woodland BTP MPiA  
Director  
E: [michael@keylan.com.au](mailto:michael@keylan.com.au)

## DISCLAIMER

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Appendix 1	SEPP & Signage Guidelines Assessment
Appendix 2	Copy of existing Development Consent
Appendix 3	Signage Safety Assessment
Appendix 4	Lighting Impact Assessment
Appendix 5	Public Benefit Statement
Appendix 6	Estimated Development Cost Statement
Appendix 7	Architectural Plans
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 advertising sign on the northern side of the M4 Motorway, Eastern Creek, 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 at the site by the Department of Planning and Environment (now Department of Planning, Housing and Infrastructure (DPHI) on 10 December 2009 (DA 079-07-2009) for a period of 15 years Appendix 2)</li> <li>the consent therefore lapses on 10 December 2024</li> </ul>
<b>Site Description</b>	<ul style="list-style-type: none"> <li>the sign is located on the northern side of the M4 Motorway, Eastern Creek</li> <li>the sign is oriented towards vehicles travelling eastbound on the M4 Motorway</li> <li>the surrounding locality primarily comprises industrial land uses, including industrial warehouses and distribution centres, as well as the Sydney Motorsport Park, mature vegetation and infrastructure associated with the M4 Motorway</li> <li>the site is located within the Blacktown City Council Local Government Area (LGA)</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 Safety Impacts</b>	<ul style="list-style-type: none"> <li>a Signage Safety Assessment (SSA) has been prepared by TTPP (Appendix 3) and confirms: <ul style="list-style-type: none"> <li>the legible distance from all three lanes is 110m</li> <li>the site is not located within the safe stopping distance to any key decision or conflict points</li> <li>complies with relevant road safety criteria</li> <li>will not compromise safety for road users</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) and 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> <li>the LIA also confirms the signage lighting complies with all relevant requirements of AS4282, the Transport Guidelines and SEPP Industry and Employment</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>\$18,196.04 (excl. GST)</li> </ul>

Table 1 Project Summary

# 1 Introduction

This Statement of Environmental Effects (SEE) has been prepared by *Keylan Consulting Pty Ltd* (Keylan) 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 at the M4 Motorway, Eastern Creek, within the Blacktown City Council 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(c) and (d) 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 Infrastructure (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 079-07-2009) was granted on 10 December 2009 for a period of 15 years and therefore lapses on 10 December 2024. 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 structure. Given this, the estimated development cost is limited to consultant fees which totals \$18,196.04 (Appendix 6).

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

Supporting documentation	Appendices
SEPP & Signage Guidelines Assessment	Appendix 1
Copy of existing Development Consent	Appendix 2
Signage Safety Assessment	Appendix 3
Lighting Impact Assessment	Appendix 4
Public Benefit Statement	Appendix 5
Estimated Development Cost Statement	Appendix 6
Architectural Plans	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 northern side of the M4 Motorway, Eastern Creek, and is oriented towards eastbound traffic.

The M4 Motorway is a state classified road (no. 6004). The M4 Motorway travels in a general east-west alignment. There is no pedestrian or cycle access available on either side of the M4 Motorway.

The sign is located behind a road safety barrier on the M4 Motorway and is immediately bound by vacant, vegetated land to the north, east and west and three lanes travelling eastbound on the M4 Motorway to the south.

The context of the surrounding area is shown at Figure 1.

The site as viewed from eastbound traffic is shown at Figure 2 and Figure 3.

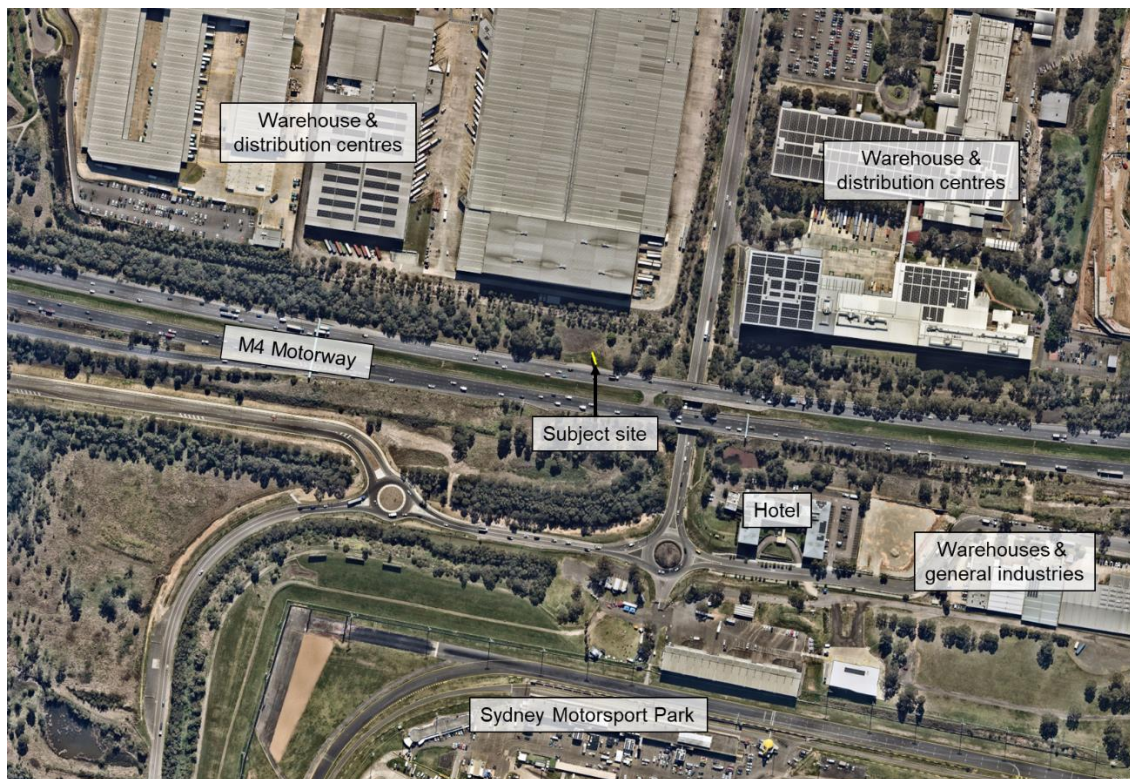


Figure 1: Site context (Source: Nearmap)



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



Figure 3: Existing sign as viewed from the M4 Motorway looking east (Source: Keylan)



## 2.2 Surrounding Locality

The existing advertising sign is located and visible within an established TfNSW road corridor. The surrounding locality primarily comprises industrial land uses, consisting of:

- warehouse and distribution centres located to the north of the subject site;
- mature vegetation to the east and west along both sides of the M4 Motorway; and
- hotel accommodation to the south of the subject site on the southern side of the M4 Motorway. Further to the south is the Sydney Motorsport Park and industrial uses, including warehouse and industrial retail outlets

The surrounding locality has no residential receivers. The nearest residential uses are located approximately 2km to the north-west and north-east of the site and are not visible from the proposal.

A review of aerial and street view photography shows that the built form of the surrounding locality to the north of the sign has changed substantially since the original approval. Notwithstanding, industrial development remains the predominant land use in the surrounding locality, with no introduction of alternative land uses in proximity to the sign.

An aerial comparison of the site between 2010 and 2024 is provided at Figure 4 below. The area as viewed from the site today is provided at Figure 5 and Figure 6.



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



Figure 5: View of existing vegetation on the M4 Motorway behind sign looking east (Source: Keylan)



Figure 6: View of vegetation and warehouse on the M4 Motorway looking north-west (Source: Google Maps)



## 2.3 Existing Road Environment

The M4 Motorway is an established motorway corridor. At the location of the site, the corridor comprises three lanes travelling both east and west bound. On approach to the site, a speed limit of 100km/hr applies to both directions of traffic.

There are no other existing third-party advertising signs within proximity to the subject site.

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

## 2.4 Surrounding Development

The immediate site context is undergoing transformation, with several State Significant Development Applications (SSDAs) recently approved. The table and figure below provide an overview of the surrounding development and their location in relevance to the proposal.

Importantly, the below approvals demonstrate that the area continues to experience significant investment in the industrial sector and there will be no sensitive receivers in proximity to the existing sign.

Application	Address	Overview	Status
Light Horse Interchange Business Hub Eastern Creek (SSD-9667)	165 Wallgrove Road and 475 Ferrers Road, Eastern Creek	Concept proposal for staged redevelopment of site as an industrial business hub with approximately 157,600sqm industrial and light industrial floorspace and 7,900sqm ancillary offices Detailed proposal for first stage of development	Approved by DPHI on 31/08/2020
Light Horse Interchange Warehouse - Lot 3 (SSD-67924472)	165 Wallgrove Road and 475 Ferrers Road, Eastern Creek	Construction and operation of a warehouse facility on Lot 3 of the Light Horse Interchange Business Hub.	Under assessment by DPHI
Light Horse Interchange Warehouse - Lot 1 (SSD-49584708)	165 Wallgrove Road and 475 Ferrers Road, Eastern Creek	Construction and operation of a warehouse facility on Lot 1 of the Light Horse Interchange Business Hub.	Approved by DPHI on 20/12/2023
Woolworths Chilled and Fresh Distribution Centre (SSD-49400209)	165 Wallgrove Road and 475 Ferrers Road, Eastern Creek	Construction and operation of a two-storey temperature-controlled warehouse and distribution centre in the Light Horse Interchange Business Hub at 165 Wallgrove Road and 475 Ferrers Road, Eastern Creek	Approved by DPHI on 31/01/2024
Light Horse Interchange Warehouse Facility Lot 7 (SSD-34991713)	165 Wallgrove Road and 475 Ferrers Road, Eastern Creek	Construction and operation of a warehouse facility on Lot 7 of the Light Horse Interchange Business Hub.	Approved by DPHI on 17/04/2023

Table 3: Surrounding developments

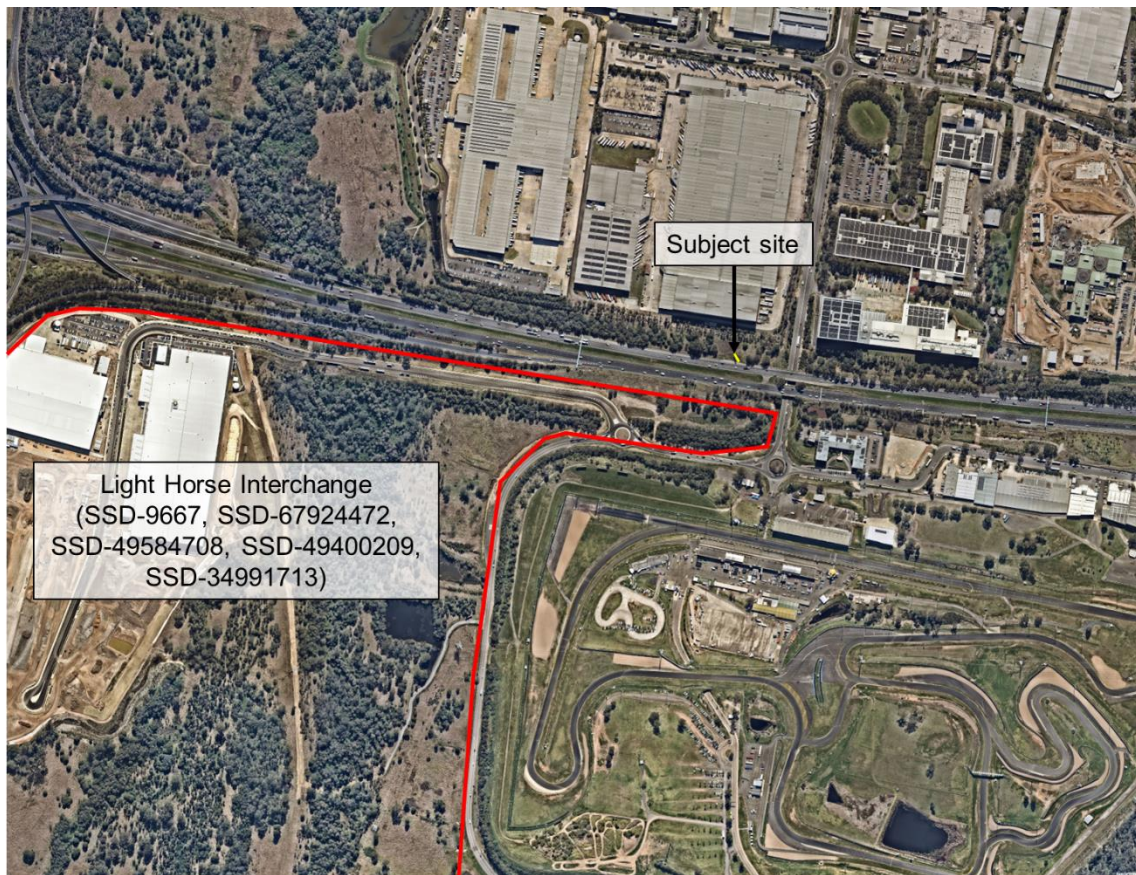


Figure 7: Surrounding developments

### 3 Background

On 10 December 2009, the Minister for Planning granted approval to DA 079-07-2009 (original application) for the construction of an advertising structure on the northern side of the M4 Motorway, Eastern Creek, and the installation of an advertising sign on the western elevation of the structure.

The application also granted approval for the installation of an advertising sign at Prospect, however, this DA only applies to the advertising structure located in Eastern Creek.

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 10 December 2024.

A copy of the original consent is provided at Appendix 2.

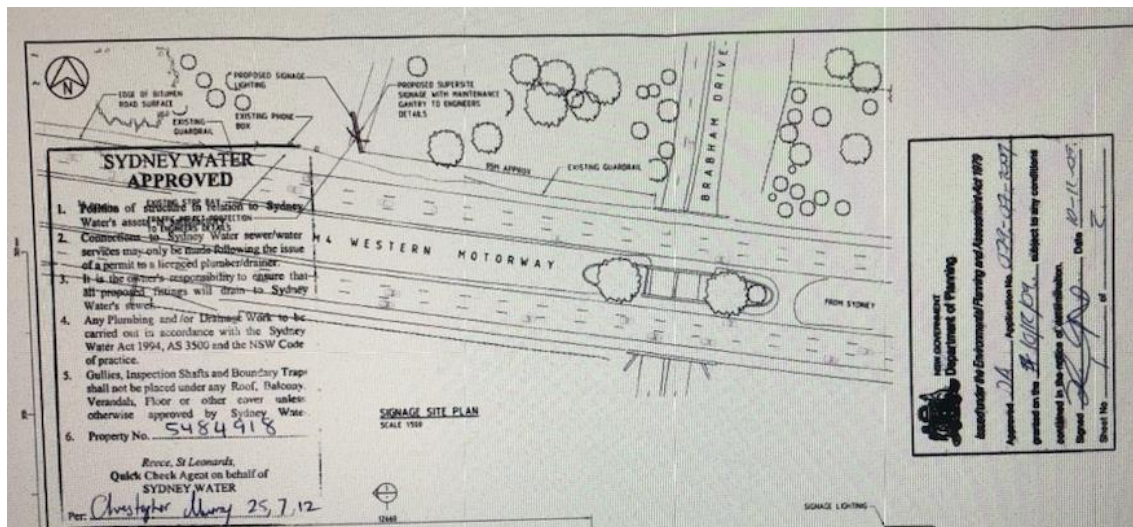


Figure 8: Stamped plans (Source: DPHI)



## 4 The Proposal

The proposal seeks approval to continue the operation of the existing static advertising sign on the northern side of the M4 Motorway, Eastern Creek, 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 10 December 2009, the signage structure and advertising sign was approved by 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 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 northern side of the M4 Motorway Eastern Creek, oriented towards eastbound 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>Clearance from ground level to top of the sign</b>	<ul style="list-style-type: none"> <li>Approximately 5m from ground level</li> </ul>
<b>Signage exposure</b>	<ul style="list-style-type: none"> <li>the sign is legible from 110m on the eastbound approach for all three lanes</li> </ul>
<b>Consent time period</b>	<ul style="list-style-type: none"> <li>15 years</li> </ul>

Table 4: Development summary

Architectural drawings for the sign are shown in figures below and provided within the Architectural package at Appendix 7.

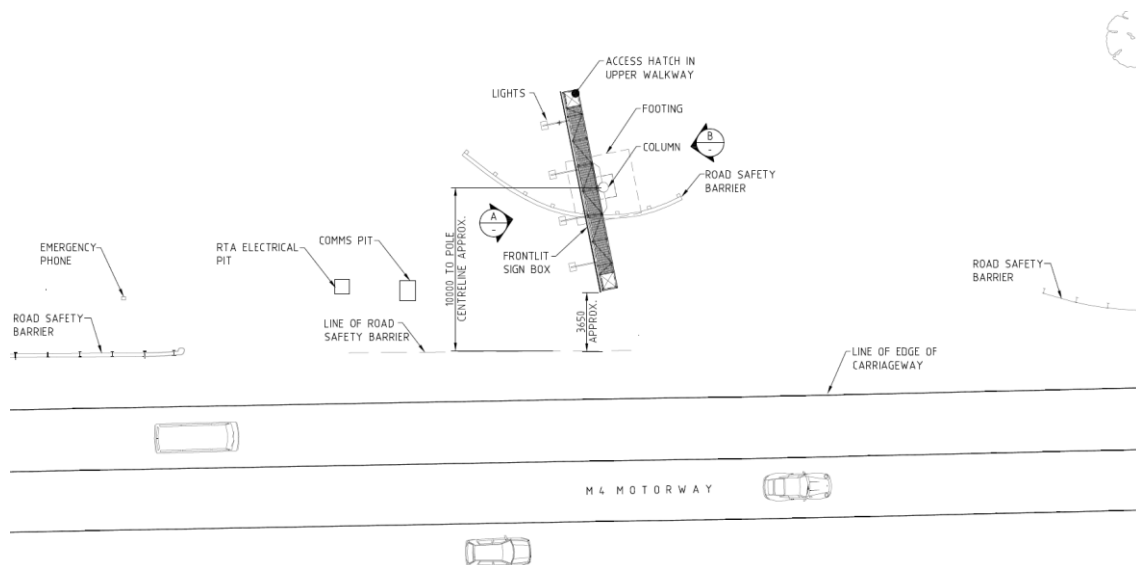


Figure 9: Site Plan (Source: Dennis Bunt Consulting Engineers)

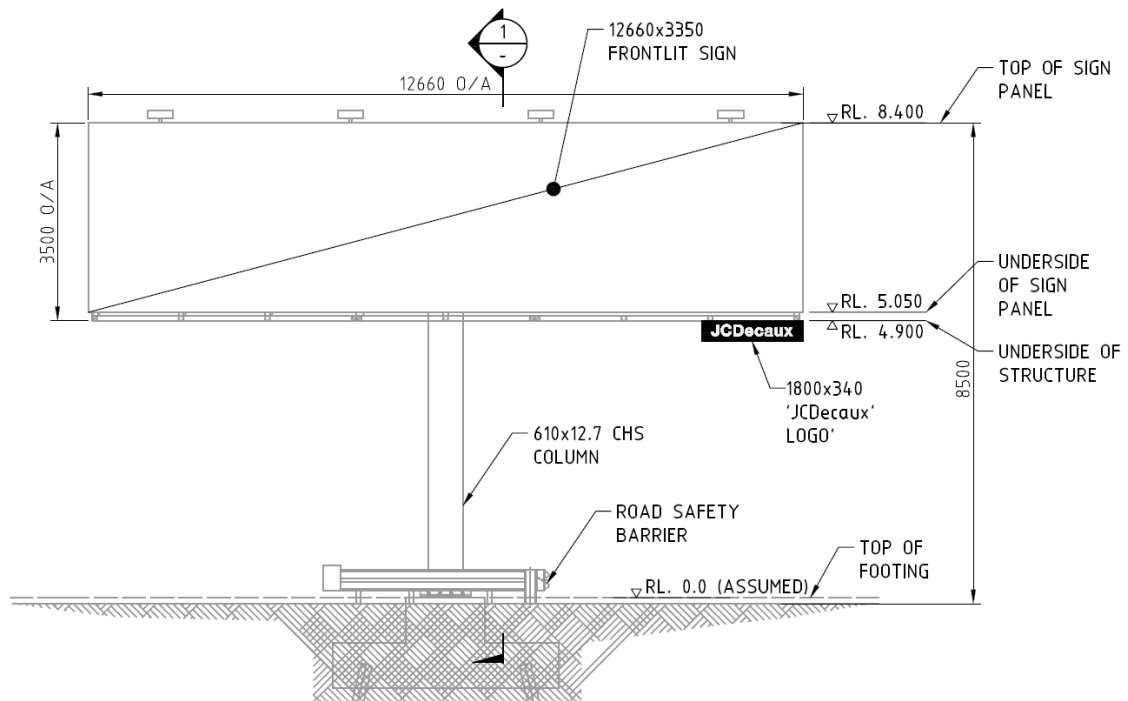


Figure 10: Elevation A (Source: Dennis Bunt Consulting Engineers)

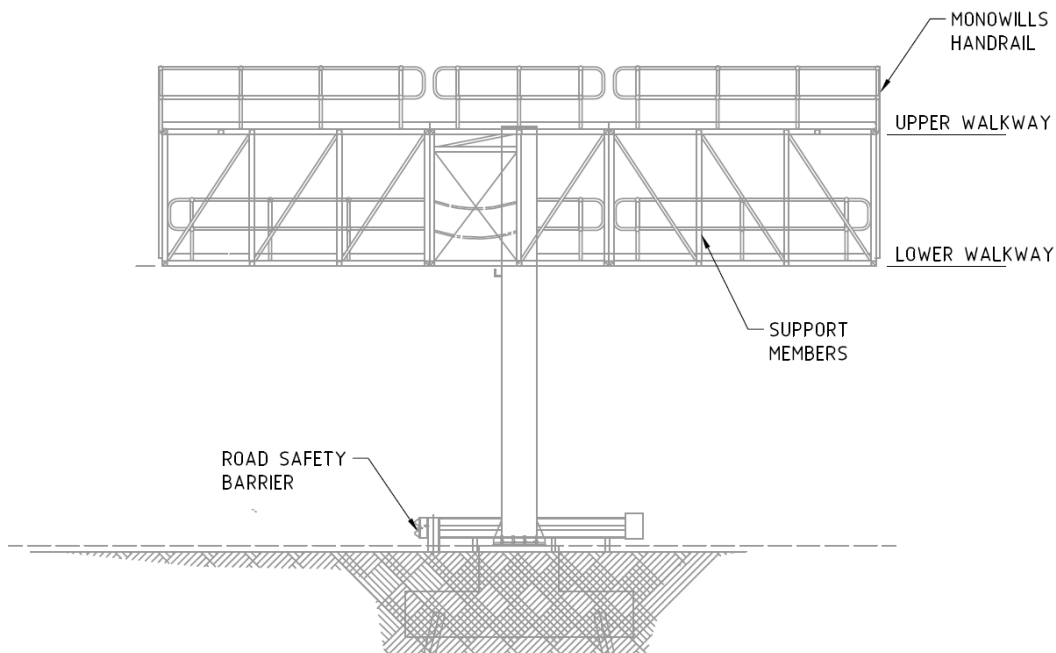


Figure 11: Elevation B (Source: Dennis Bunt Consulting Engineers)

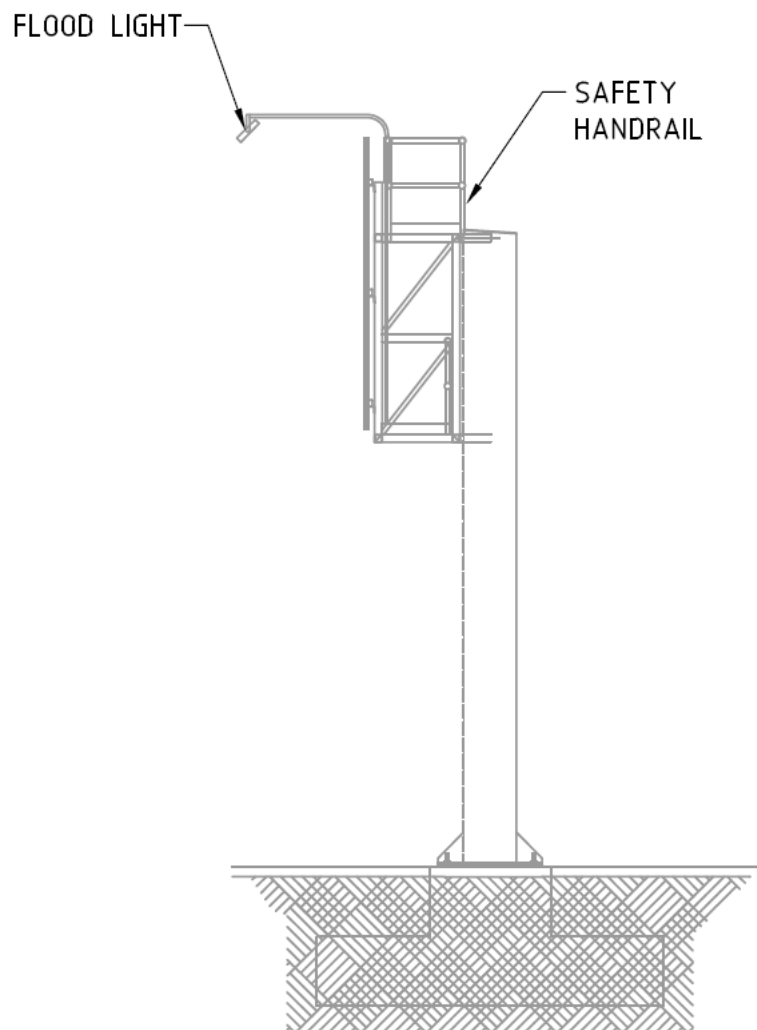


Figure 12: Elevation C (Source: Dennis Bunt Consulting Engineers)

#### 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 from the walkway to gain access to the sign structure. This approach is the existing practice at the site.

## **4.2 Sign Access and Maintenance**

As outlined within the Structural Safety Report (Appendix 8), the site will continue to be accessed by a temporary ladder and a gate in the balustrade.

When the advertising skin is replaced, it is done via the two walkways in the 3D steel frame behind the panel; one near the base of the panel and the other one metre from the top of the panel.

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**

The vegetation in this section of the M4 Motorway is maintained under existing road maintenance contracts, as necessary.

## 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 sign 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>	N/A. 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</i>	The proposal is limited to the continued use of existing static advertising signage and will not impact on any threatened species or other



Objective	Comment
<i>plants, ecological communities and their habitats,</i>	species of native animals and plants, ecological communities and their habitats.
<i>(f) to promote the sustainable management of built and cultural heritage (including Aboriginal cultural heritage),</i>	N/A - there are no built or cultural heritage items within the site or immediate locality.
<i>(g) to promote good design and amenity of the built environment,</i>	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, noting the locality is industrial in nature.
<i>(h) to promote the proper construction and maintenance of buildings, including the protection of the health and safety of their occupants,</i>	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.
<i>(i) to promote the sharing of the responsibility for environmental planning and assessment between the different levels of government in the State,</i>	This SEE is submitted to DPHI to enable an environmental assessment of the application.
<i>(j) to provide increased opportunity for community participation in environmental planning and assessment.</i>	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 submission on the proposal.  Any submissions received will be addressed as part of a Response to Submissions Report.

Table 5: 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 is based on the heads of consideration contained in section 4.15 of the EP&A Act.

Relevant Provision	Comment
<i>(a) the provisions of:</i>	
<i>(i) any environmental planning instrument, and</i>	The relevant environmental planning instruments are addressed at Section 5.
<i>(ii) any proposed instrument that is or has been the subject of public consultation under this Act and that has been notified to the consent authority (unless the Secretary has notified the consent authority that the making of the proposed</i>	Not applicable.

Relevant Provision	Comment
<i>instrument has been deferred indefinitely or has not been approved), and</i>	
<i>(iii) any development control plan, and</i>	The <i>Blacktown Development Control Plan 2015</i> (BDCP 2015) is addressed at Section 5.7.
<i>(iiia) 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.
<i>(iv) 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 as discussed at Section 5.2.
<i>(b) the likely impacts of that development, including environmental impacts on both the natural and built environments, and social and economic impacts in the locality,</i>	The impacts of the proposal are addressed in Section 6.
<i>(c) the suitability of the site for the development,</i>	Site suitability is addressed at Section 6.5.
<i>(d) 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.
<i>(e) the public interest.</i>	Public interest is addressed at Section 6.6.

Table 6: 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.

Assessment Criteria within Section 7.3 of BC Act	Assessment
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>

Assessment Criteria within Section 7.3 of BC Act		Assessment
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 if not located on land identifies 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>	<p>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 and is detailed at Section 4.3</p> <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(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>	
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>	<p>The application does not propose to remove or modify vegetation. No physical works are proposed. Therefore, habitats will not be removed, modified, fragmented or isolated.</p>
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>	

Assessment Criteria within Section 7.3 of BC Act		Assessment
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. Therefore, the proposal is not part of a key threatening process outlined in Schedule 4 of the BC Act.

Table 7: 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 report.

### 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 (BDCP 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 managed by TfNSW and within 250m of a classified road.

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

A comprehensive assessment against the provisions of Chapter 3 of the Industry and Employment SEPP that apply to the development are 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 of use of the sign will remain compatible with the existing and desired future character of the area as: <ul style="list-style-type: none"> <li>the site was assessed as part of DA 079-07-2009 and deemed suitable for signage;</li> <li>the site is expected to remain a highly frequented road corridor surrounded by industrial land uses;</li> <li>there are no current and expected future sensitive receivers nearby;</li> <li>the proposal remains the same as that assessed under DA 079-07-2009 as it only seeks to continue the operation of the approved signage, and no physical works are proposed; and</li> <li>the scale of the sign remains unchanged and it will continue to be sited appropriately in the road corridor.</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>Notwithstanding, and as outlined above, the area is characterised by a highly frequented road corridor with surrounding industrial uses and is therefore 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 not visible from any of the special areas listed.</li> </ul>	Yes
<b>3. Views and vistas</b>		

Schedule 5	Comment	Compliance
<i>Does the proposal obscure or compromise important views?</i>	<ul style="list-style-type: none"> <li>The proposal does not obscure or compromise important views given it is located within an established motorway corridor with no important views in proximity to the advertising sign.</li> </ul>	Yes
<i>Does the proposal dominate the skyline and reduce the quality of vistas?</i>	<ul style="list-style-type: none"> <li>The proposal does not dominate the skyline or reduce the quality of vistas given it is lower in height than the surrounding: <ul style="list-style-type: none"> <li>tree canopies;</li> <li>road directional signs; and</li> <li>warehouse building to the north.</li> </ul> </li> </ul>	Yes
<i>Does the proposal respect the viewing rights of other advertisers?</i>	<ul style="list-style-type: none"> <li>As described within Section 2.3, there are no nearby advertising signs.</li> <li>Therefore, the proposal will have no impact on the viewing rights of other advertisers.</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 as: <ul style="list-style-type: none"> <li>the site is situated within a highly frequented arterial road corridor</li> <li>the proposal seeks to extend the duration of an existing sign, no physical works are proposed</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 contribute to the visual interest of 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 signs. No additional advertising is proposed. 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 any trees or structures within the nearby area.</li> </ul>	Yes
<i>Does the proposal require ongoing vegetation management?</i>	<ul style="list-style-type: none"> <li>The proposal requires ongoing vegetation management. This will be undertaken by the relevant contractor as existing in accordance with current maintenance programs.</li> </ul>	Yes
<b>5. Site and Building</b>		
<i>Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both,</i>	<ul style="list-style-type: none"> <li>The existing advertising sign will remain compatible with the scale, proportion and characteristics of the site given the signage is located adjacent to a major road corridor.</li> </ul>	Yes

Schedule 5	Comment	Compliance
<i>on which the proposed signage is to be located?</i>		
<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 are no buildings within the immediate vicinity of the site, with the closest warehouse approximately 60m north 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 sign is accessed via two existing walkways with safety balustrades.</li><li>An operator logo will remain at the bottom left 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><li>The illuminated signage has been found to comply with the luminance limits outlined in AS4282 and the Transport Guidelines.</li><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 residents.</li><li>The signage shall not cause any unacceptable amenity impacts to nearby dwellings or accommodation.</li><li>It is further noted that under the original consent for the sign (DA 079-07-2009, refer Appendix 2), 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. The applicant is not aware of any notices of non-compliance with this condition.</li></ul>	Yes
<i>Would illumination affect safety for pedestrians, vehicles or aircraft?</i>		Yes
<i>Would illumination detract from the amenity of any residence or other form of accommodation?</i>		Yes
<i>Can the intensity of the illumination be adjusted, if necessary?</i>		Yes
<i>Is the illumination subject to a curfew?</i>		Yes
<b>8. Safety</b>		
<i>Would the proposal reduce the safety for any public road?</i>	<ul style="list-style-type: none"><li>A Signage Safety Assessment (SSA) has been prepared by TTPP and is included at Appendix 3.</li></ul>	Yes
<i>Would the proposal reduce</i>		

Schedule 5	Comment	Compliance
<p><i>the safety for pedestrians or bicyclists?</i></p> <p><i>Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?</i></p>	<ul style="list-style-type: none"> <li>The SSA confirms the proposal will not reduce the safety of any public road, pedestrians or cyclist.</li> <li>The signage will continue not to obscure sightlines from any public areas.</li> </ul>	

Table 8: 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.

On this basis, an assessment against the criteria concluded that the proposal is consistent with the Signage Guidelines (Appendix 1).

### 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>The sign is adjacent to the M4 Motorway (State classified road no. 6004) and located within the associated transport corridor.</p> <p>The assessment contained in this application concludes that the proposed signage would not compromise safety for road users in the vicinity and is not sensitive to traffic noise or vehicle emissions.</p>	Yes

Section	Comment	Compliance
<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>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 and concludes that 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.</p>	

Table 9: 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 sign is located on land zoned SP2 Infrastructure under the BLEP 2015. Signage is permissible with consent in the SP2 zone.

As detailed above, 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.



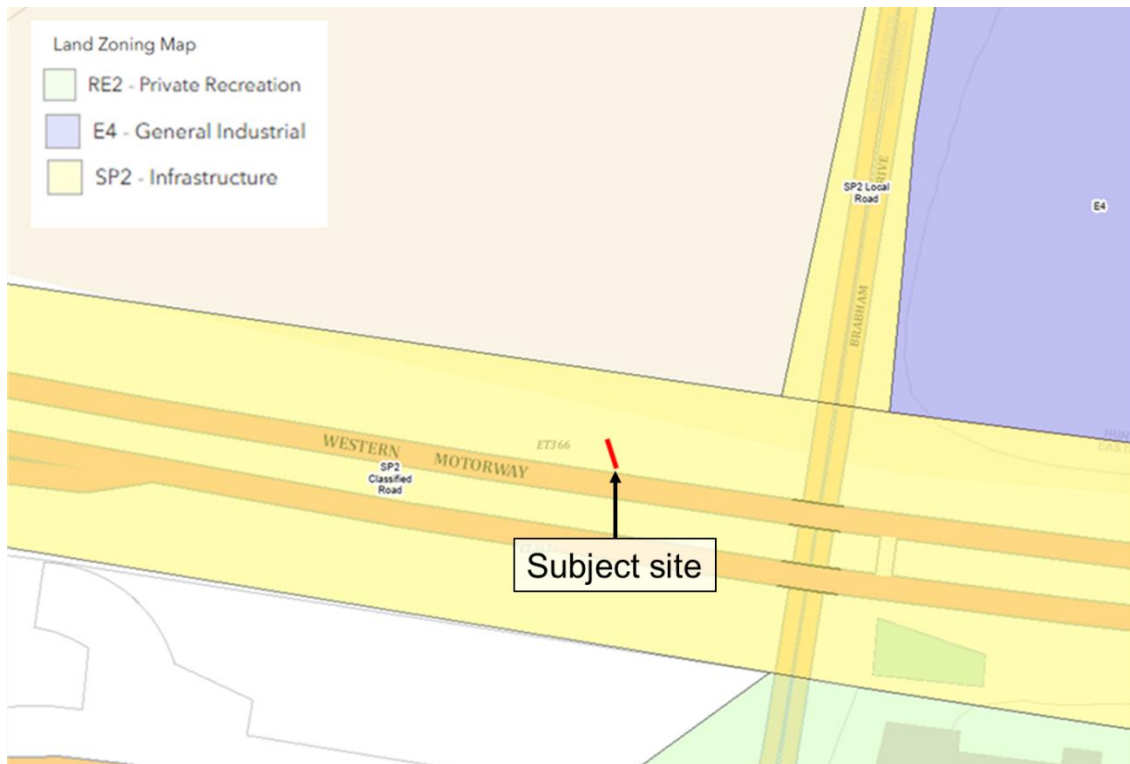


Figure 13: Land use zoning map (Source: E Spatial Viewer)

### 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.

There are no local heritage items or heritage conservation areas within the vicinity of the site.

On this basis, no heritage impacts are anticipated.

### 5.7 Blacktown Development Control Plan 2015

The proposal generally complies with the aims, objectives, and key provisions of the *Blacktown Development Control Plan 2015* (BDCP 2015).

*Part E Development in the Industrial Areas, Section 5.4.2 Advertising Structures* applies to the Huntingwood Industrial Estate which neighbours the site to the north. While the site is not located within the Huntingwood Industrial Estate an assessment against this section has been carried out.

The proposal is consistent with the objectives of Section 5.4.2 as the sign:

- will be of high quality design and finish and will provide visual interest along the M4 Motorway;
- will not impact on the visual appeal of the neighbouring industrial buildings; and
- will not conflict with any signage within the Huntington Industrial Estate.

## 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>nearest entry ramp to the M4 Motorway in the eastbound direction is 450m to the west from the M7 Westlink</li> <li>next closest is 6km to the west of Roper Road/Erskine Road</li> </ul>
<b>Road configuration and geometry</b>	<ul style="list-style-type: none"> <li>M4 eastbound – 3 lanes</li> <li>M4 westbound – 3 lanes</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 were 0 crashes within the legible distance and 5 crashes within the visible distance</li> </ul>
<b>Pedestrian and cyclist infrastructure</b>	<ul style="list-style-type: none"> <li>There are no pedestrian footpaths or cycleways on either side of the M4 Motorway</li> </ul>
<b>Safe stopping distance (SSD)</b>	<ul style="list-style-type: none"> <li>The minimum SSD for roads with a speed limit of 100km/h is 207m</li> <li>The sign is not located within the SSD of any decision making conflict point</li> </ul>

Table 10: Existing road environment

#### 6.1.2 Signage exposure

The lane configuration of the eastbound carriageway is shown within the figure below.

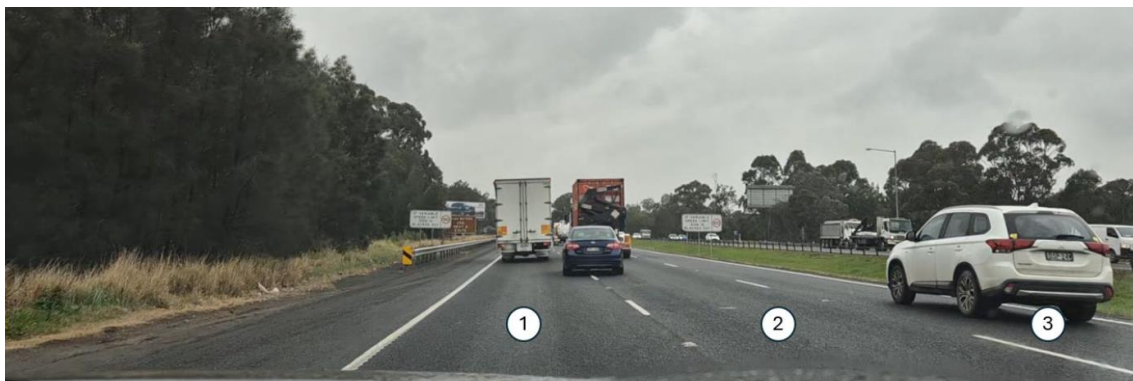


Figure 14: Lane configuration (Source: TTPP)

The sight distances to the sign from each lane are shown in the table and figures below.

Lane	Partially visible distance	Completely visible distance	Legible distance
Lane 1	260m	160m	110m
Lane 2	370m	180m	110m
Lane 3	400m	280m	110m

Table 11: Sight distances (Source: TTPP)



Figure 15: Eastbound Lane 1 (Source: TTPP)



Figure 16: Eastbound Lane 2 (Source: TTPP)





Figure 17: Eastbound Lane 3 (Source: TTPP)

### 6.1.3 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, no crashes occurred within the legible distance of the sign and five crashes occurred within the visible distance of the sign. Importantly no crashes were fatal and 4 out of the 5 crashes occurred within the partially visible area.

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

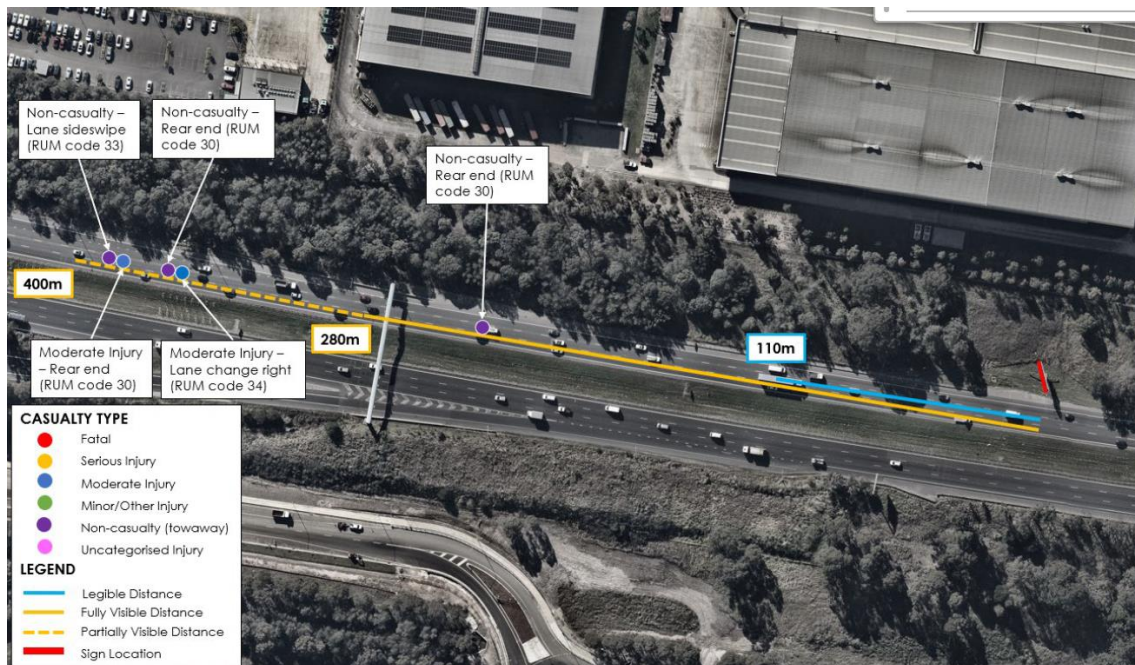


Figure 18: Crash type and severity (Source: TTPP)

In summary, the SSA found the above crash history not unusual for an arterial road in the setting given the high volumes of traffic and highly urbanised road environment.

The crash data does not indicate that the existing sign has had a negative impact on road safety, nor resulted in any decrease in road safety in the immediate vicinity of the site.

#### 6.1.4 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.

The minimum SSD on a major highway for a 100km/h speed zone is 207m. The site is not located within the SSD of any decision-making conflict point. The nearest downstream exit ramp is 1km east of the site – which is far beyond the SSD.

#### 6.1.5 Road safety criteria – Signage Guidelines

The SSA includes an assessment of the proposal against the criteria for road safety set out under Section 2 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
a. <i>The advertising structure must not protrude above the dominant skyline, including any buildings, infrastructure or tree canopies, when viewed from ground level within a visual catchment of 1km. Note: This impact should be measured from the vehicle approach location and any other critical viewpoints.</i>	<i>The advertising structure does not protrude above the tree canopies on approach from all three travel lanes, as shown in Figure 2.4, Figure 2.5 and Figure 2.6.</i>	Yes
b. <i>For a freestanding advertisement greater than 45sqm that requires consent from local council, a DCP must be in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct</i>	<i>The sign is less than 45sqm.</i>	Yes
c. <i>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.</i>	<i>Where the sign is in a transport corridor a landscape management plan may be required as part of the DA approval for a freestanding advertisement. This may include requirements to provide appropriate vegetation behind and adjacent to the advertising structure to minimise unintended visual impacts. Landscaping should include trees, shrubs and ground covers to provide adequate screening, softening, colour, soil stabilisation and weed reduction.</i>	Yes

Table 12: 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>		
a. <i>The advertisement must not distract a driver from, obstruct or reduce the visibility and effectiveness of, directional signs,</i>	<i>The proposed static sign will not obstruct or reduce the visibility and effectiveness of any directional signs, traffic control devices, regulatory</i>	Yes

Sign Design and Operation Criteria	Response provided by TTPP	Complies
<p>traffic signals, prescribed traffic control devices, regulatory signs or advisory signs or obscure information about the road alignment.</p>	<p>signs or advisory signs. A Variable Message Sign (VMS) is located approximately 200m downstream of the existing static advertising sign as shown in Figure 3.1. The proposed static sign is offset from the carriageway, while the VMS is elevated above the carriageway such that there are no backdrop issues for the VMS. There is also a default speed limit sign and a brown guidance sign located 140m and 70m upstream of the static sign respectively. However, the proposed static sign is elevated above these signs, such that there is no backdrop issue for either sign.</p>	
<p>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:</p> <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> <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>	<p>Details of the advertisements 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. Notwithstanding this, it is recommended that the content of the sign be reviewed against Table 5 of the Guidelines to avoid any content that may be construed as imitating a traffic control device.</p>	Yes

Table 13: Sign design and operation criteria – Section 3.3 of the Signage Guidelines (Source: TTPP)

### 6.1.6 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 past 5 years, there have been no incidents within the legible distance of the sign location (i.e. 110m away from the sign).
- The sign does not obstruct and/or reduce visibility of any traffic control devices, signage, pedestrians or cyclists.



- The signage is appropriately located so not to obstruct or reduce visibility of traffic controls devices, signage, pedestrians or cyclists, or require motorists to turn their head away from the road.
- The 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 is considered acceptable from a road safety perspective.

## **6.2 Illumination**

An LIA has been prepared by Electrolight (Appendix 4) to assess 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

The existing sign is illuminated at night only using four 120W dimmable LED floodlights mounted on bracket arms located 0.25m above and 2.1m out from the sign face. The lighting will continue to:

- operate at night and be switched off during the day
- be dimmed to ensure that the maximum luminance level is not exceeded
- use the same bracket arms as the current lighting and will therefore be mounted in the same locations

### **6.2.1 Illumination summary**

In summary, the LIA determines that the existing lighting:

- will be aimed towards the signage face at 15 degrees to ensure compliance
- 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

## **6.3 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 structures and is fit to remain adjacent to the M4 Motorway.



## 6.4 Visual Impact

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 figure below demonstrates that the nearest residential uses are located approximately 2km to the north-west and north-east of the site.

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

- the orientation of the sign, which faces eastbound traffic;
- there are limited south facing openings in these buildings; and
- there is a dense vegetation buffer between the sign and these buildings.

The sign will also not be visible from Sydney Motorsport Park as:

- it is orientated to face eastbound traffic; and
- the existing vegetation on the southern side of the motorway provides screening.

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.

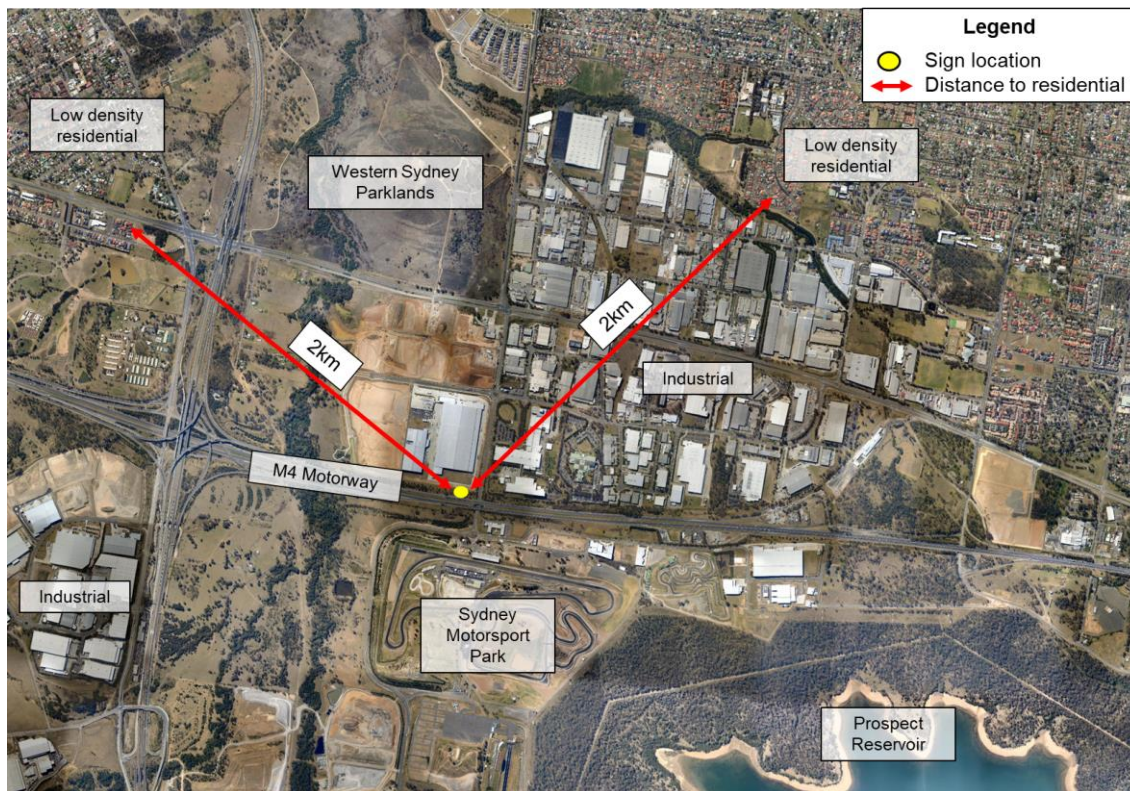


Figure 19: Surrounding land uses (Base source: Nearmap)

## 6.5 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 a major motorway within the context of a primarily industrial area;
- there will be no impact on any European or Aboriginal cultural heritage items or heritage conservation zones;
- there are no visual impacts on sensitive land uses due to its distance from these uses (approximately 2km away) and the road environment in which the sign is located, with further consideration to the surrounding locality's industrial nature;
- 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;
- no adverse illumination impacts are anticipated; and
- 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 and appropriate 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 6.6 below.

## 6.6 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 the northern side of the M4 Motorway, Eastern Creek, for a further 15-year period.

The sign is visible to motorists travelling eastbound 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:

- 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
- will have minimal impact on the locality as:
  - no physical changes are proposed to existing signs (consent is only sought for the continued operation for an additional 15 years)
  - the immediate environment consists of a busy transport corridor and vegetated area
  - no adverse lighting impacts are anticipated
- demonstrates compliance with the criteria set out in the Signage Guidelines in regard to land use compatibility, road safety and illumination requirements and the public benefit test
- 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.