



# Development Application Statement of Environmental Effects

M2 Motorway Static Signage  
Kent Street Overpass

Prepared for Manboom Signage Partnership Pty Limited (ACN 151 794 044) of  
Level 11, 151 Macquarie Street Sydney as Nominee of Manboom Signage Partnership

31.07.25  
25047

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Appendix	Title	Prepared by
A.	Owner's Consent	<i>TfNSW</i>
B.	Lighting Impact Assessment	<i>Webb Australia</i>
C.	Static Sign Road Safety Assessment Report	<i>NTRO</i>
D.	Site Plan Kent Street Eastbound	<i>DBCE</i>
E.	Site Plan Kent Street Westbound	<i>DBCE</i>
F.	Structural Safety Report	<i>DBCE</i>

# 1.0 What You Need to Know

## Where is the site?

The site comprises two signs attached to the Kent Street pedestrian overpass located along the M2 Motorway primarily within The Hornsby Shire Local Government Area (LGA) (noting a minor portion of the westbound sign sits within the City of Parramatta (LGA). For further details on each site, refer to **Section 5.4**.



## What is this DA for?

This DA is seeking consent to extend the duration of existing signage along the M2 Motorway in accordance with conditions of consent under the approved DA 031-07-2011. The development will seek the ongoing use of two (2) static advertisement signs attached to either side of the Kent Street overpass. This DA is on behalf of Manboom Signage Partnership Pty Ltd.

## Why is it being lodged?

Consent for the existing signage under the approved DA 031-07-2011 is due to lapse on 8 November 2026. This DA is being lodged in accordance with condition A4 of the consent which states that a new DA must be submitted prior to the lapsing date if it is intended to continue the use beyond this.

## Does it comply with the relevant planning controls?

The development generally complies with all relevant planning controls, including the Industry and Employment SEPP and the Transport Corridor Outdoor Advertising and Signage Guidelines. For further details on planning controls, refer to **Section 5.0**.

## What are the key impacts and how will they be managed?

This proposal has considered potential key impacts associated with the signage including illumination, traffic safety and structural integrity. Each of these issues have been assessed by relevant consultants and it has been concluded that the signage will not result in any adverse or significant impacts. A detailed assessment of these considerations is at **Section 5.4**.

## Who is responsible for approving it?

As the signage is along a 'transport corridor land' (which includes the M2 Motorway), the Minister for Planning and Public Spaces is the relevant consent authority for the project as per section 3.10(e) of the Industry and Employment SEPP.

## 2.0 Introduction

This Statement of Environmental Effects (SEE) has been prepared to accompany a development application for the M2 Motorway on behalf of Manbloom Signage Partnership Pty Ltd. The purpose of this SEE is to assess the proposed signage in accordance with the relevant planning controls.

This DA is seeking to extend the duration of existing signage along the M2 Motorway in accordance with Condition A4 of DA 031-07-2011. No changes to the existing signage structures, content or operating arrangements are proposed under this development application and it remains consistent with the development approval under DA 031-07-2011.

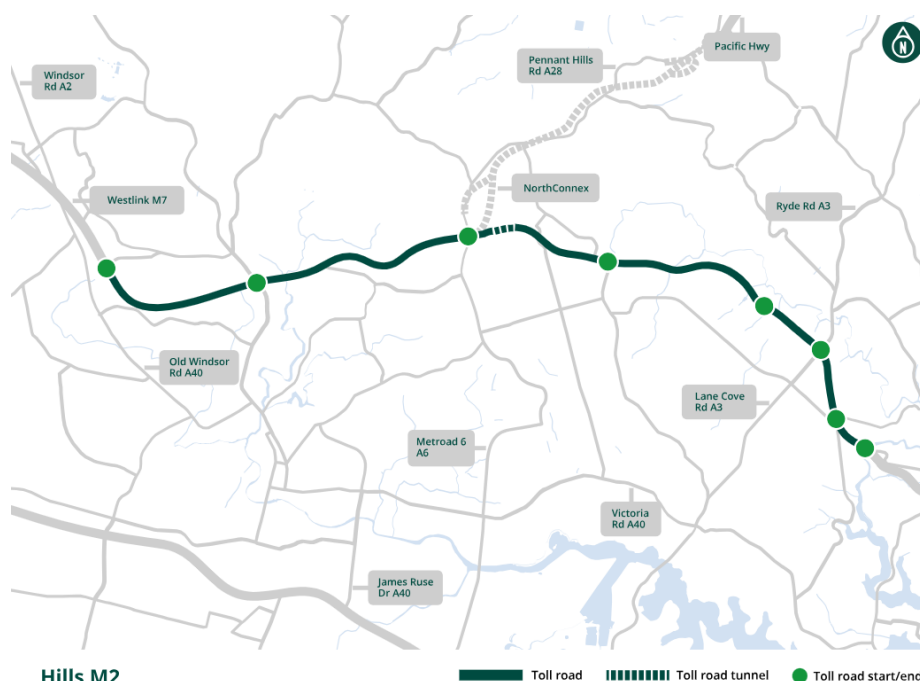
This SEE has been prepared by Beam Planning in accordance with Section 4.15 of the *Environmental Planning & Assessment Act 1979* (EP&A Act) and describes the site, its environs, and the proposed development, provides an assessment of the potential environmental impacts and identifies the steps to be taken to protect or lessen the potential impacts on the environment. It should be read in conjunction with the accompanying supporting documentation appended to this report (see **Appendix List**).

### 2.1 About the M2 Motorway

The Hills M2 Motorway (the Motorway) is a 21km tollway that comprises a dual carriageway with 2-3 lanes in eastbound and westbound directions, servicing Sydney's lower north shore and northwest regions. The Motorway connects to other key infrastructure including the M7 Motorway, the Lane Cove Tunnel and the NorthConnex Tunnel, and comprises 460m of the Epping/Norfolk twin tunnel (see **Figure 1**). Additionally, the M2 Motorway is a key public transport corridor, with a two-lane dedicated bus corridor along 8km of the Motorway between Epping and Baulkham Hills.

The M2 Motorway comprises several LGAs, including The Hills Shire, Hornsby Shire, the City of Parramatta and the City of Ryde. It is characterised by a series of vehicle overpasses and pedestrian bridges, providing multiple entry and exit ramps and key interchanges, particularly at Windsor Road and Pennant Hills Road. Moreover, the Motorway is situated within an urban corridor, with sound barriers protecting neighbouring residential and natural land uses.

Since its opening in 1997, the Motorway has undergone several upgrades. With significant development and growth in surrounding areas, the 2010-2013 upgrades included lane widening and additional entry and exit ramps. The most recent upgrade was completed in 2018, in which improvements to the integration of the NorthConnex Tunnel and an additional westbound lane between Pennant Hills Road and Windsor Road were undertaken. In 2005, Transurban assumed operational control of the M2 Motorway and in 2014, Transurban acquired full ownership of the operational management of the Motorway.



## 3.0 Project Background

The Hills M2 Motorway has a significant planning history. Since 1999, The Hills Motorway Ltd (the operator) was granted exclusive signage rights to Manboom Pty Ltd along the M2 Motorway and subsequently amended to Manboom Signage Partnership Pty Limited (the applicant). Although the M2 Motorway passes through three local government areas (LGAs), advertising signage was only permissible within the Hornsby LGA. Consequently, the site was subject to multiple signage development application applications lodged with Hornsby Shire Council, resulting in three separate approvals.

Following the gazettal of Amendment No. 2 to State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), which has since been repealed and its provisions incorporated into the State Environmental Planning Policy (Industry and Employment) 2021, signage and advertising was made permissible within transport corridors regardless of local environmental plans. As a result of this, a DA (DA 051-07-2010) was lodged with Hills Shire Council in June 2010. DA 051-07-2010 was approved on 22 October 2010, granting consent to the installation of 11 new static illuminated advertising signs along the M2 Motorway.

During the preparation of the DA 051-07-2010, the 'M2 Upgrade Project' was underway and some signage locations were withheld from the DA and were submitted and approved under DA 031-07-2011 in 2011. Some of these signs have also since been converted to digital signs under subsequent DAs. Refer to **Table 1** for a detailed summary of the relevant development consent.

**Table 1** Signage DA History for M2 Motorway

DA Number	Site	LGA	Details	Date of Approval
051-07-2010	M2 Entry – Epping Road (eastbound)	City of Ryde Council	All signage sites were approved with a consent period of 15 years except for: M2 Entry – Epping Road (eastbound) M2 Entry – Epping Road (westbound) Lane Cove Road (eastbound) Lane Cove Road (westbound) Northern On-Ramp Pennant Hills Road Pennant Hills Road (eastbound) Pennant Hills Road (westbound) Windsor Road (westbound) Watkins Road (eastbound) Watkins Road (westbound) Ixion Street (westbound) Gooden Reserve (eastbound) M2 Exit Langdon Road (eastbound) M2 Exit Langdon Road (westbound)	22 October 2010
	M2 Entry – Epping Road (westbound)	Hills Shire Council		
	Delhi Road (eastbound)	Hornsby Shire Council		
	Delhi Road (westbound)			
	Lane Cove Road (eastbound)			
	Lane Cove Road (westbound)			
	Northern On-Ramp Pennant Hills Road			
	Pennant Hills Road (eastbound)			
	Pennant Hills Road (westbound)			
	Windsor Road (westbound)			
	Watkins Road (eastbound)			
	Watkins Road (westbound)			
	Ixion Street (westbound)			
	Gooden Reserve (eastbound)			
	M2 Exit Langdon Road (eastbound)			
	M2 Exit Langdon Road (westbound)			
031-07-2011	Kent Street Pedestrian Bridge (eastbound)	Hills Shire Council	All signage sites were approved with a consent period of 15 years except for: Four (4) bus stop shelter signs (eastbound and westbound) Cropley Drive (westbound)	8 November 2011
	Kent Street Pedestrian Bridge (westbound)	Hornsby Shire Council		
	Murray Farm Road (westbound)			
	Barclay Road (eastbound)			
	Barclay Road (westbound)			
	Four (4) bus stop shelter signs (eastbound and westbound) Cropley Drive (westbound)			

<sup>1</sup>Note: The highlighted sites indicate the signage that has been converted from static signage to digital signage under subsequent DAs. These sites are not relevant to this DA.



A key condition of consent under DA 031-07-2011 stipulated that the consent would lapse 15 years from the date of commencement of consent:

#### **A4 Duration of Consent**

*This development application consent is issued for a limited period of 15 years. The consent will expire 15 years after the determination date in Part A Schedule 1 of the consent.*

*Note: A new Development Application must be submitted prior to that date for assessment and determination if it is intended to continue the use beyond the cessation date.*

Given that the development application was approved in November 2011, the existing consent is approaching its lapse date and necessitates the lodgement of a new development application.

Following the State-wide Council Boundary Review process in 2016, Hornsby Shire LGA transferred a section of land to the City of Parramatta LGA, including a portion of the M2 Motorway. As a consequence of these reforms, the LGAs have been altered since the approval of the previous DAs. This development application pertains to the Kent Street Pedestrian Bridge of the M2 Motorway which is primarily located within the Hornsby Shire LGA, but it is noted that a minor portion of the westbound sign now extends marginally within the Parramatta LGA as a result of the boundary realignment.

A separate, concurrent development application has been submitted to DPHI for the ongoing use of other signage approved under DA 051-07-2010 which is located within The Hills Shire Council and the City of Parramatta LGA.

### **3.1 Land Ownership**

Transport for NSW (TfNSW) is the landowner of the M2 Motorway and The Hills Motorway Ltd is the concession holder under the Deed of Advertising executed in December 1999. Pedestrian and vehicle bridges which cross the Motorway are also owned by TfNSW, including the pedestrian bridge to which the signage subject of this DA is attached.

### **3.2 Planning Context**

The following legislation and guidelines are relevant to the proposed development:

- *Environmental Planning and Assessment Act 1979 (EP&A Act)*
- *Roads Act 1993*
- *State Environmental Planning Policy (Industry and Employment) 2021*
- *Biodiversity Conservation Act 2016*
- Transport Corridor Outdoor Advertising and Signage Guidelines ('the Guidelines')

As per section 138 of the *Roads Act 1993*, the erection of a structure or the carrying out a work in, on or over a public road is prohibited without the consent of the appropriate roads authority. Consent may also not be granted with respect to a classified road without the concurrence of TfNSW. The M2 Motorway is registered as a 'tollway', a type of classified road under the *Roads Act 1993*. As such, concurrence with TfNSW is required.

### **3.3 Consultation**

#### **3.3.1 Department of Housing, Planning and Infrastructure**

Representatives of the applicant and the planning team held a pre-lodgement meeting with the Department of Housing, Planning and Infrastructure on 8 May 2025. During this meeting, the representatives of the applicant outlined the proposed development and provided an overview of the potential assessment issues that would be addressed as part of the application. DPHI provided constructive feedback and outlined the necessary DA requirements and processes. Overall, the feedback received has been used to inform this development application.

#### **3.3.2 Transport for NSW**

As land owner, consultation with TfNSW was undertaken in preparation of this development application. Landowner consent for this application has been received from TfNSW.

### **3.3.3     Hornsby Shire Council**

The project team also engaged Hornsby Shire Council via email during the process of this development application on 23 April 2025. Council did not raise any significant concerns and requested that the Beecroft Cheltenham Heritage Conservation Area be considered in this SEE. Accordingly, this has been addressed in **Section 5.4.1**.

### **3.3.4     City of Parramatta Council**

As a portion of the M2 Motorway straddles the City of Parramatta LGA, the City of Parramatta Council was engaged on 6 May 2025. Council did not raise any concerns and agreed with the list of supporting documentation prepared for the DA.

## 4.0 The Proposed Development

This chapter sets out the proposed development and the associated works that consent is being sought for under this DA.

### 4.1 Description of Development

Development consent is being sought to extend the duration of existing static signage along the M2 Motorway for an additional 15 years in accordance with conditions of consent under the approved DA 031-07-2011. The development includes:

- The retention and ongoing use of two (2) static illuminated advertising signs along the M2 Motorway, each with a display area of 42.21m<sup>2</sup> (measuring 12.6m by 3.35m), at the following locations:
  - Kent Street Eastbound
  - Kent Street Westbound
- The existing signage locations will be retained, with all signage to remain affixed to a pedestrian bridge over the M2 Motorway.

Plans of the existing signage are included at **Appendix D-E**. All signs will continue to be static advertisements within a narrow steel box frame and illuminated by a dimmable back-lit light box. No physical works or modifications are proposed to the signs. No vegetation is identified at the signage locations and ongoing vegetation maintenance and management is not required.

This development application does not seek consent for the content of the advertisements on the signage; however, all advertising content will comply with the Guidelines. As required by the Industry and Employment SEPP and the Guidelines, a public benefits agreement is required, which is addressed in **Section 5.3**. The location of the signs is below at **Figure 2** and **Section 5.4** provides a detailed description of each individual site.



**Figure 2** M2 Motorway Signage Locations

Source: SDT Explorer, with edits by Beam Planning

## 5.0 Planning Assessment

This section provides an assessment of the matters the consent authority must consider when determining a development application under Section 4.15(1) of the Environmental Planning & Assessment Act 1979 (EP&A Act).

### 5.1 Power to Grant Approval

**Table 2** identifies the relevant consent authority for the development under which consent for the project is sought.

**Table 2** Relevant consent authority

Consent Authority	Assessment
Minister for Planning	Under section 3.10(e) of the Industry and Employment SEPP, the Minister for Planning is the relevant consent authority as the advertisements are displayed on transport corridor land comprising a road known as the M2 Motorway, or associated road use land that is adjacent to such a road.

### 5.2 Statutory Framework

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

**Table 3** Industry and Employment SEPP Assessment

Section	Control	Comment
<b>Chapter 3 Part 3.1 Preliminary</b>		
<b>Section 3.1(1)(a) Aims, objectives etc</b>	(1) This Chapter aims – (a) to ensure that signage (including advertising) – (i) is compatible with the desired amenity and visual character of an area, and	The signage, including advertising, is compatible with the desired amenity and visual character of the area and local context. The surrounding land uses and visual character of the signage areas remain consistent from the time of approval of DA 031-07-2011. An assessment of each sign is included at <b>Section 5.4</b> below.
	(ii) provides effective communication in suitable locations, and	The signage will continue to provide effective communication in the existing locations that were approved under DA 031-07-2011 and in accordance with the previous site-selection process. The retention of these signage locations continues to be suitable and safe, as identified by supporting technical reports.
	(iii) is of high quality design and finish, and	The signage will remain unchanged from the time of consent, maintaining a visually appropriate and well-integrated design and finish that aligns with the context of the site and surrounding area. It is noted that regular maintenance of the signage is undertaken to ensure it retains its high quality finish.
<b>Section 3.11 Matters for consideration</b>	(2) If the Minister for Planning is the consent authority or section 3.16 or 3.22 applies to the case, the consent authority must not grant consent to an application to display an advertisement to which this Chapter applies unless the advertisement or the advertising structure, as the case requires – (a) is consistent with the objectives of this Chapter as set out in section 3.1(1)(a), and	Refer to Section 3.1(1)(a) above for an assessment against the objectives.
	(b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 5 and the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of – (i) design, and	An assessment against Schedule 5 is addressed in <b>Section 5.2.2</b> .

Section	Control	Comment
	(ii) road safety, and	An assessment of road safety is provided in <b>Section 5.4</b> .
	(iii) the public benefits to be provided in connection with the display of the advertisement, and	The public benefits associated with this development is discussed in <b>Section 5.3</b> .
	(c) satisfies any other relevant requirements of this Chapter.	An assessment against other relevant requirements of Chapter 3 Advertising and Signage is addressed further in this table.
	(3) In addition, if section 3.16 or 3.22 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.	Section 3.22 applies to this development and as such a public benefits agreement will be entered into. Refer to <b>Section 5.3</b> for details on the public benefits agreement.
<b>Section 3.12 Duration of consents</b>	(1) A consent granted under this Part ceases to be in force - (a) on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or (b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.	The existing consent for signage along the M2 Motorway is nearing expiration after a 15-year consent period. This DA is seeking approval for an additional 15-year consent period.
	(2) The consent authority may specify a period of less than 15 years only if - (a) before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or	No changes are being proposed to this development and is seeking consent for an extension period of 15 years. The site is not undergoing change in accordance with any environmental planning instruments, and no other provision requires this consent period to be reduced.
	(b) the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development, and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or	
	(c) the specification of a lesser is required by another provision of this Chapter.	
<b>Division 3 Particular advertisements</b>		
<b>Section 3.14 Transport corridor land</b>	(1) Despite section 3.8(1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases - (a) ... (b) ... (c) the display of an advertisement on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.	The land is identified as the M2 Motorway and as such, the display of an advertisement on transport corridor land is permitted with consent.

Section	Control	Comment
	(2) Before determining an application for consent to the display of an advertisement in such a case, the Minister for Planning may appoint a design review panel to provide advice to the Minister concerning the design quality of the proposed advertisement.	No changes to the design of the signage are proposed and remains consistent with the previous DA consent.
	(3) The Minister must not grant consent to the display of an advertisement in such a case unless – (a) the advice of any design review panel appointed by the Minister has been considered by the Minister, and (b) the Minister is satisfied that the advertisement is consistent with the Guidelines.	No changes to the design of the signage are proposed and remains consistent with the previous DA consent. An assessment against the Guidelines is addressed in <b>Section 5.2.2.</b>
<b>Section 3.15 Advertisements greater than 20 square metres or higher than 8 metres above the ground</b>	(1) This section applies to an advertisement – (a) that has a display greater than 20 square metres, or (b) that is higher than 8 metres above the ground.	The advertisement has a display area greater than 20 square metres and thus, this section applies.
	(2) The consent authority must not grant consent to an application to display an advertisement to which this section applies unless – (a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 5 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and	An assessment against Schedule 5 of the Industry and Employment SEPP is addressed in <b>Table 4.</b>
	(b) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which section 3.16 applies.	Section 3.16 does not apply to this development and as such, this provision is not applicable.
<b>Section 3.16 Advertisements greater than 20 square metres of, and visible from, a classified road</b>	(6) This section does not apply when the Minister for Planning is the consent authority.	As the Minister for Planning is the relevant consent authority for this development, section 3.16 does not apply to this DA.
<b>Section 3.22 Advertisements on bridges</b>	(1) A person may, with the consent of the consent authority, display an advertisement on a bridge.	An assessment against the Guidelines is addressed in <b>Section 5.2.2.</b>



The Industry and Employment SEPP requires an assessment against the design criteria identified in Schedule 5 and is addressed in **Table 4** below.

**Table 4** Design Assessment Criteria - Schedule 5 Industry and Employment SEPP 2021

Provision/Standard	Proposal
<b>1 Character of the area</b>	
Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?	The signage continues to be compatible with the existing and desired future character of the area. The signage aligns with the character of the motorway and is consistent with additional signage development in other key transport corridors.
Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?	The proposal seeks to extend the duration of existing signage which continues to be consistent with the general theme for outdoor advertising along the M2 Motorway.
<b>2 Special areas</b>	
Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?	The extension of the signage will not 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. The signage is not prominently visible from surrounding sites, including residential dwellings, and will not diminish the visual amenity of the local character.
<b>3 Views and vistas</b>	
Does the proposal obscure or compromise important views?	The existing location of the signage will continue to not obscure or compromise important views.
Does the proposal dominate the skyline and reduce the quality of vistas?	All signage is located on existing structures and do not protrude above the structures. As such, the proposed development will not dominate the skyline or reduce the quality of any vistas.
Does the proposal respect the viewing rights of other advertisers?	There are no additional signs within the vicinity of the signage sites. As no other signage is proposed, there are no existing or potential advertising rights of other advertisers that would be impacted.
<b>4 Streetscape, setting or landscape</b>	
Is the scale, proportion and form appropriate for the streetscape, setting or landscape?	No changes to the existing signage are proposed. The scale, proportion and form of the signage continues to be appropriate for the identified setting of the M2 Motorway and considers its surroundings. The design of the signage continues to complement the existing tollway and integrates within its context, with limited visibility from surrounding areas.
Does the proposal contribute to the visual interest of the streetscape, setting or landscape?	The extension of the signage will continue to enhance the visual interest of the M2 Motorway and aligns with the relevant guidelines.
Does the proposal reduce clutter by rationalising and simplifying existing advertising?	The signage locations had been previously selected to minimise clutter and consider the spatial context of the M2 Motorway. The signage locations will be retained under this development application and will not add any additional signage, ensuring the M2 Motorway is of low visual impact.
Does the proposal screen unsightliness?	The specified signage sites ensure that signage is located and designed appropriately to improve visual aesthetic along the M2 Motorway. As addressed above, no changes to the design of the signage is proposed and will continue to be of high visual amenity.
Does the proposal protrude above buildings, structures or tree canopies in the area or locality?	As confirmed by the Road Safety Assessment ( <b>Appendix C</b> ), the signage does not protrude above buildings, structures or tree canopies in the area or locality.
Does the proposal require ongoing vegetation management?	No vegetation management is required for the ongoing retention of the signage.
<b>5 Site and Building</b>	
Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?	The existing signage continues to be compatible with the scale, proportion and other characteristics of the site, and accommodates and visually enhances the site.
Does the proposal respect important features of the site or building, or both?	No changes are proposed to the existing development and the signage will continue to respect important features and surrounding areas of the M2 Motorway.

Does the proposal show innovation and imagination in its relationship to the site or building?	The existing signage meets all relevant criteria and guidelines for its intended purpose, which is for advertisement in a transport land corridor.
<b>6 Associated devices and logos with advertisements and advertising structure</b>	
Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?	No safety devices, platforms, lighting devices or logos have been designed as an integral part of the signage or structure on which it is to be displayed.
<b>7 Illumination</b>	
Would illumination result in unacceptable glare?	No changes are proposed to the existing signage. The illumination features adjustable backlit lighting and does not create an unacceptable glare. All lighting continues to comply with Australian standards.
Would illumination affect safety for pedestrians, vehicles or aircraft?	The lighting features adjustable illumination levels and does not impact safety for pedestrians, vehicles, or aircraft. As such, the existing signage will continue to operate in a manner that maintains compliance with applicable safety and lighting standards.
Would illumination detract from the amenity of any residence or other form of accommodation?	The signage is not visible from local residential sites and illumination extends only to the immediate vicinity of the signage. As no changes are proposed to the existing signage, the illumination will continue to not detract from the amenity of any residence or other form of accommodation.
Can the intensity of the illumination be adjusted, if necessary?	The lighting system allows for adjustable illumination levels, with dimming capabilities available as required.
Is the illumination subject to a curfew?	As addressed in the Lighting Impact Assessment ( <b>Appendix B</b> ), the signage is subject to a curfew. All lighting will comply with the requirements for curfewed hours.
<b>8 Safety</b>	
Would the proposal reduce the safety for any public road?	No changes to the locations of the existing signage are proposed and will continue to ensure safety for any public road. This is confirmed by the Road Safety Assessment ( <b>Appendix C</b> ) and is addressed in <b>Section 5.4</b> .
Would the proposal reduce the safety for pedestrians or bicyclists?	No changes to the locations of the existing signage are proposed and will continue to uphold the safety of pedestrians and cyclists.
Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?	No changes to the locations of the existing signage are proposed and do not obscure sightlines from the public domain. Accordingly, pedestrian safety, including children, will be maintained.

### 5.2.2 Transport Corridor Advertising and Signage Guidelines

An assessment against the Transport Corridor Advertising and Signage Guidelines ('Guidelines') is required in accordance with the Industry and Employment SEPP. The Guidelines outline the provisions of SEPP 64 prior to its repeal and outlines relevant design criteria for advertising structures within transport corridors.

No physical changes to the existing signage are being proposed and as such, the development remains compliant with the relevant design criteria. Additionally, there have been no changes to the relevant statutory and planning frameworks that would alter the assessment. The assessment against the Guidelines is supported by accompanying technical reports.

The general assessment criteria under Schedule 1 (SEPP 64) is now referred to as the Design Assessment Criteria under Schedule 5 (Industry and Employment SEPP) and has since been amended. For an assessment against the updated criteria in Schedule 5, refer to **Table 4** in **Section 5.2.1**. An assessment against the Specific Design Criteria of the Guidelines is provided in **Table 5** below.

**Table 5** Specific Design Criteria for Transport Corridors under the Guidelines

Section	Control	Comment
<b>2.3 Macro-Scale Planning Principles</b>		
<b>2.3.2 Sign placement in transport corridors in urban areas</b>	Advertising structures within urban areas must be consistent with the general assessment criteria in	The general assessment criteria in Table 2 is now integrated with the Industry and Employment SEPP and has been addressed in <b>Table 4</b> of this report.



Section	Control	Comment
	Table 2 as well as any relevant requirements of SEPP 64.	
	<p>In particular, consideration must be given to the compatibility of the advertising proposal with the character of the urban area. As a guideline, advertising in urban areas should be restricted to rail corridors, freeways, tollways or classified roads:</p> <p>a. within or adjacent to strategic transport corridors passing through enterprise zones, business development zones, commercial core zones, mixed use zones or industrial zones</p> <p>b. within or adjacent to strategic transport corridors passing through entertainment districts or other urban locations identified by the local council in a relevant strategy as being appropriate for such advertising.</p>	The proposed development is situated along the M2 Motorway, a registered tollway. The M2 Motorway is identified in various strategic frameworks, provided by Hornsby Shire Council and the City of Parramatta, as a key transport corridor connecting to various parts of Greater Sydney and other urban locations.
	Consideration must be given to the compatibility of advertising development with surrounding land uses and whether such advertising will impact on sensitive locations. For instance, placement of advertising along transport corridors should not result in increased visibility of signage in adjacent or surrounding residential areas.	This SEE has considered the compatibility of advertising development within the surrounding land uses and any potential impacts on sensitive locations. Refer to <b>Section 5.4</b> for further details.
<b>2.5 Site-Specific and Structural Criteria</b>		
<b>2.5.1 General criteria</b>	a. The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure	As no changes are proposed, the signage will maintain its appropriate design and retain its integrated relationship with the site and bridge structure.
	b. The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located.	No changes to the existing signage are proposed and it will continue to remain compatible with the scale, proportion and other characteristics of the site.
	c. The advertising structure should be in keeping with important features of the site, building or bridge structure.	The advertising structure will continue to maintain all important features of the site and bridge structure.
	d. The placement of the advertising structure should not require the removal of significant trees or other native vegetation.	No vegetation is identified at the signage locations. As such, the ongoing use of the advertising structures do not require the removal of significant trees or other native vegetation.
	<p>e. The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor.</p> <ul style="list-style-type: none"> <li>The development of a landscape management plan may be required as a condition of consent.</li> <li>Landscaping outlined within the plan should require minimal maintenance.</li> </ul>	As the existing signage aligns with the previous consent, landscaping is not required and would not be appropriate in context of a motorway.
	f. Any safety devices, platforms, lighting devices or logos should be designed as an integral part of the signage or structure on which it is to be displayed.	As no changes to the existing signage are proposed, the development remains compliant with this. All safety devices and the like are integrated into the existing signs.

Section	Control	Comment
	g. Illumination of advertisements must comply with the requirements in Section 3.3.3.	Refer to Section 3.3.3. of this table for an assessment against the requirements.
	h. Illumination of advertisements must not cause light spillage into nearby residential properties, national parks or nature reserves.	No changes are proposed to the existing method of lighting of the signage and illumination levels will remain compliant with the latest relevant Australian Standards, as confirmed by the Lighting Impact Assessment ( <b>Appendix B</b> ). As such, the signage will not result in any unacceptable light spillage into nearby properties, parks or reserves.
<b>2.5.5. Bridge signage criteria</b>	a. The architecture of the bridge must not be diminished.	No changes are proposed to the existing signage. As such, the architecture of the bridge will continue to be maintained.
	b. The advertisement must not extend laterally outside the structural boundaries of the bridge	The existing signage will remain unchanged and will continue to be contained within the structural boundaries of the bridge.
	c. The advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8m.	No changes are proposed to the existing signage and all signage will remain above the soffit of the superstructure of the bridge to which the signage is attached. This is confirmed by the Road Safety Assessment attached at <b>Appendix C</b> .
	d. On a road or pedestrian bridge, the advertisement must: <ul style="list-style-type: none"> <li>i. not protrude above the top of the structural boundaries of the bridge</li> </ul>	The existing signs are located entirely within the structural boundaries of the bridge and do not extend above its upper limits. As no alterations are proposed, the signs will continue to remain contained within these boundaries.
	<ul style="list-style-type: none"> <li>ii. not block significant views for pedestrians or other bridge users (e.g. cyclists)</li> </ul>	The existing signage does not block significant views for pedestrians or other bridge users and as such, this will be maintained. This is confirmed by the Road Safety Assessment attached at <b>Appendix C</b> .
	<ul style="list-style-type: none"> <li>iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users.</li> </ul>	The existing signage does not create a tunnel effect, impede surveillance or in any other way reduce safety for drivers, pedestrians or other bridge users. As no changes are proposed to the signage, the development continues to comply with this criterion. This is confirmed by the Road Safety Assessment attached at <b>Appendix C</b> .
<b>3.2 Sign Location Criteria</b>		
<b>3.2.1 Road clearance</b>	a. The advertisement must not create a physical obstruction or hazard. For example:	The following criteria has been assessed by the Road Safety Assessment ( <b>Appendix C</b> ).
	<ul style="list-style-type: none"> <li>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)?</li> </ul>	The advertisements do not create a physical obstruction or hazard and does not obstruct the movement of pedestrians or bicycle riders.
	<ul style="list-style-type: none"> <li>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?</li> </ul>	The advertisements do not create a physical obstruction or hazard. The signs do not protrude below the bridge and has sufficient clearance between the road surface and the bottom of the sign.
	<ul style="list-style-type: none"> <li>iii. Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</li> </ul>	The advertisements do not create a physical obstruction or hazard and do not protrude laterally into the transport corridor.

Section	Control	Comment
	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.	The development does not require the installation of non-frangible sign supports. As such, compliance with clear zone requirements or the installation of an RMS-approved crash barrier is not applicable.
	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.	The signage is not situated within a clear zone and this criterion is not applicable to this development application.
	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.	As confirmed by the Structural Safety Report ( <b>Appendix F</b> ), both signs comply with the wind loading requirements as specified in AS1170.1 and AS1170.2 and complies with this control.
<b>3.2.2 Line of sight</b>	To maximise visibility of the road and minimise the time a driver's attention is directed away from the road, the following criteria apply to all advertising signage: a. An advertisement must not obstruct the driver's view of the road, particularly of other vehicles, bicycle riders or pedestrians at crossings.	The following criteria has been assessed by the Road Safety Assessment ( <b>Appendix C</b> ).  No changes to the existing signage are proposed. As such, the signage will continue to prioritise road safety and will not obstruct the driver's view of the road and of other vehicles or pedestrians.
	b. An advertisement must not obstruct a pedestrian or cyclist's view of the road.	As addressed above, the signage does not obstruct a pedestrian or cyclist's view of the road.
	c. 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.	The signage is not situated in a location that has the potential to give incorrect information on the alignment of the road and complies with this criterion.
	d. The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example: 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.	All signage is situated above the M2 Motorway and is positioned in such a way that the driver's head is not required to turn away from the road and the components of the traffic view.
	ii. The sign should be oriented in a manner that does not create 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.	All signage is positioned above the M2 Motorway to prevent headlight reflections and ensure driver safety.

Section	Control	Comment
<b>3.2.3 Proximity to decision making points and conflict points</b>	To minimise distraction near decision making points and conflict points, and ensure there is sufficient distance for a driver to recognise, react and, if required, stop safely before reaching one of these points, the following criteria apply to all advertising signage: a. The sign should not be located: i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment. iii. so that it is visible from the stem of a T-intersection.	The Road Safety Assessment confirms all signage is situated in an appropriate location and there is sufficient distance at all points for a driver to recognise, react and stop safely before a decision making or conflict point. As such, all signage satisfies this criterion.
	b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view: i. of a road hazard ii. to an intersection iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs) iv. to an emergency vehicle access point or Type 2 driveways (wider than 6-9m) or higher.	The Road Safety Assessment confirms all signage is situated in an appropriate location and will not distract a driver at a critical time. Additionally, the signs do not obstruct a driver's view of a road hazard, intersection, prescribed traffic control device or emergency vehicle access point. As such, all signage satisfies this criterion.
<b>3.3 Sign Design and Operation Criteria</b>		
<b>3.3.3 Illumination and reflectance</b>	a. Advertisements must comply with the luminance requirements in Table 5 below.	Compliance with the luminance requirements in Table 5 of the Guidelines is addressed in the Lighting Impact Assessment, attached at <b>Appendix B</b> . For further details on illumination, refer to <b>Section 5.4</b> .
	b. For night time use, the sign (whether internally illuminated or lit from its exterior) must not cast a shadow on areas that were previously lit and that have a special lighting requirement, e.g. pedestrian crossings	All signage does not result in shadows on areas that were previously lit and that have a special lighting requirement and will remain compliant with this criterion.
	c. The light sources for illuminated signs must focus solely on the sign and: i. be shielded so that glare does not extend beyond the sign ii. with the exception of back lit neon signs, have no light source visible to passing motorists with a light output greater than that of a 15W fluorescent/LED bulb.	All light sources focus solely on the sign. No glare will extend beyond the sign and lighting will not impact driver safety, adhering to the light output standards in this guideline.
	d. The level of reflectance of an advertisement, and its content, is not to exceed the 'Minimum coefficients of Luminous intensity per unit area for Class 2A Material', as set out in Australian Standard AS/NZS 1906.1:2007. Flashing illuminated advertisements will not be approved.	All signage does not exceed the standards outlined in this section.

### 5.2.3 Biodiversity Conservation Act 2016

An assessment against the *Biodiversity Conservation Act 2016* is required and is addressed in **Table 6** below.

**Table 6** Biodiversity Conservation Act Assessment

Standard	Comment
<b>Section 7.3 Test for determining whether proposed development or activity likely to significantly affect threatened species or ecological communities, or their habitats</b>	
(1) 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 -	The existing signage is not situated within an area that has an identifiable threatened species or ecological communities, or their habitats. No changes are proposed to the existing signage and is not likely to significant affect threatened species or ecological communities, or their habitats and will not have an adverse effect on the life cycle of the threatened species.
(a) 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,	
(b) in the case of an endangered ecological community or critically endangered ecological community, whether the proposed development or activity -	The existing signage is not situated within an area that has an identifiable endangered ecological community or critically endangered ecological community. As such, the retention of the signage will not have an adverse effect on the extent of the ecological community and will not substantially or adversely modify the composition of an ecological community.
(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	
(ii) 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,	
(c) in relation to the habitat of a threatened species or ecological community -	The existing signage is not situated within an area that has an identifiable habitat of a threatened species or ecological community.
(i) the extent to which habitat is likely to be removed or modified as a result of the proposed development or activity, and	The continuation of the signage will not remove or modify a habitat as a result of the development.
(ii) 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	The retention of the signage will not fragment a habitat or isolate from other areas of habitat.
(iii) 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,	No habitat has been identified on the site and as a result, no removal, modification, fragmentation or isolation of a habitat will occur.
(d) 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),	The existing signage is not within an area that has been declared an area of outstanding biodiversity value and will have no impact on the local biodiversity.
(e) 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.	The existing signage is not or is not part of a key threatening process and it's retention will not increase the impact of a key threatening process.

## 5.3 Public Benefit

Under clause 4.2.2 of the Guidelines and section 3.11(3) of the Industry and Employment SEPP, proponents of advertising along tollways are required to provide for public benefits in association with any approved advertising signage. As the M2 Motorway is classified as a tollway, a provision for public benefits is required under this development application.

Negotiations between Manboom, Transurban and TfNSW regarding public benefits are currently in progress, with a formal agreement expected to be finalised prior to the granting of development consent.



## 5.4 Individual Site Description and Assessment

The following sections provide detailed descriptions of each individual signage site and an assessment against the relevant design criteria outlined in the Guidelines.

### 5.4.1 Site 1: Kent Street Eastbound

Site Name	Kent Street
LGA	Hornsby Shire Council
Signage Direction	Eastbound
Advertising Area Dimensions	42.21m <sup>2</sup> (12.6m x 3.35m)
Site Description	Site 1 is situated on the western side of the Kent Street Pedestrian Bridge. Refer to <b>Figure 3</b> for an aerial of the site.
Surrounding Context	The site is surrounded by various zoning including R2 Low Density Residential, C2 Environmental Conservation and RE1 Public Recreation. Specifically, the Beecroft/Cheltenham Heritage Conservation Area lies directly north of the site, in addition to the Cheltenham Oval.
Planning Framework	No strategic planning frameworks identify the site for future development.



**Figure 3** Aerial view of Kent Street Eastbound M2 Motorway signage outlined in red and LGA boundary in blue

Source: Spatial Viewer, with edits by Beam Planning



**Figure 4** Existing signage at Kent Street Eastbound M2 Motorway

Source: WEBB

## Lighting

A Lighting Impact Assessment, prepared by Webb Australia and attached at **Appendix B**, has assessed the lighting requirements and compliance for the proposed signage. The LIA has considered surrounding sites with potential views to the signage and has assessed the signage's compliance with the following standards and guidelines:

- AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting (AS4282);
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017; and
- Industry and Employment SEPP.

The LIA and supporting modelling and data demonstrate that the proposed signage complies with all applicable standards and will not affect the surrounding environment and amenity. The proposed signage comprises a backlit structure with dimmable lighting and has a maximum Upward Light Ratio of 50.9%. The signage will operate over a 24-hour period and will operate at 57cd/m<sup>2</sup> at night to ensure compliance with curfew requirements.

As such, the proposed signage and associated lighting meet the relevant standards and will not result in adverse impacts or affect the safety of pedestrians, residents or vehicular traffic.

## Road Safety

A Road Safety Assessment (RSA) has been prepared by NTRO and is attached at **Appendix C**. The RSA provided an assessment of the existing signage at Kent Street Eastbound. The assessment also involved a visual inspection of the signage itself, as well as the condition of the road before and after the signage. The assessment concluded that the signage is visible from approximately 340m and is compliant with the Safe Stopping Distance for the identified speed zone. No obstructions including vegetation, additional signage or furniture surround the site. As such, the RSA confirms that the position of the signage is appropriate and will not result in any adverse road safety impacts.

Additionally, the RSA demonstrated compliance with the Transport Corridor Outdoor Advertising and Signage Guidelines and is addressed in **Section 5.2.2**.



## Structural Safety

A Structural Safety Report, prepared by Dennis Bunt Consulting Engineers Pty Ltd (DBCE) (**Appendix F**), has assessed the structural safety of the existing Kent Street Eastbound signage, including adjacent cladding at the pedestrian bridge over the M2 Motorway. The assessment confirmed that safety measures are in place to prevent the signage from falling, including safety cables, and that the existing signage remains compliant with all relevant Australian Standards and guidelines. The design life of the sign box, associated structures and cladding are 50 years. DBCE has certified the structures are in good condition and are being maintained. Structural engineering drawings of the signage provided at **Appendix D**.

## Visual Amenity and Landscape Character

An assessment against the Guideline for Landscape Character and Visual Impact Assessment is required to determine the landscape character impact and visual impact of the signage. This assessment considers the sensitivity of the surrounding landscape character and visual amenity, particularly from key vantage points, and evaluates the magnitude of impact resulting from the ongoing retention of the signage, in accordance with the Landscape Character and Visual Impact Rating Matrix.

The signage is situated within an urban transport corridor, specifically a tollway, that is a visually and physically hostile environment, characterised by high-speed traffic, built structures and limited vegetation, resulting in a harsh and heavily engineered setting. The sensitivity of the area is rated as 'negligible-low' as the site lacks significant environmental or aesthetic value and has limited visual or recreational significance to the surrounding landscape. Further, the ongoing retention of the Kent Street Eastbound signage is of 'negligible-low' magnitude. The signage is of a reasonable scale, is generally not visible from surrounding sites and remains consistent with its existing environment. As no changes are proposed, it does not introduce a new or unexpected element into the view. In conjunction with the assessed sensitivity of the area, the overall visual and landscape character impact is minimal and considered appropriate within the existing tollway context.

Therefore, any further mitigation or assessments, including a Visual Impact Assessment, are not required.

## Heritage

The site is located adjacent to the Beecroft-Cheltenham Heritage Conservation Area, a local environmental heritage item identified in Part 2, Schedule 5 of the Hornsby LEP 2013. The existing development does not have any adverse impacts on or detract from the heritage conservation area. No physical works are required within or surrounding the heritage area, with no impacts on the fabric and character of the conservation area. The signage is of appropriate scale that complements the surrounding built environment and is oriented to face the M2 Motorway, minimising its visibility from any surrounding vantage points. A site visit to the heritage area confirmed that the signage is not visible, as demonstrated in **Figure 5**. Further, the signage is compliant with all lighting requirements, with negligible light spillage on the heritage conservation area. Critically, the heritage conservation area is protected from the M2 Motorway by a physical buffer comprising sound barriers and established vegetation, which effectively shields it from any effects of the development. Overall, the retention of the existing will have no impact on the Beecroft-Cheltenham Heritage Conservation Area and the identified heritage area will continue to be preserved.



**Figure 5** View of the Kent Street Pedestrian Bridge from the Beecroft-Cheltenham Heritage Conservation Area along Castle Howard Road, facing south-west

Source: Beam Planning



## 5.4.2 Site 2: Kent Street Westbound

Site Name	Kent Street
LGA	Hornsby Shire Council and City of Parramatta
Signage Direction	Westbound
Advertising Area Dimensions	42.21m <sup>2</sup> (12.6m x 3.35m)
Site Description	Site 2 is situated on the eastern side of the Kent Street Pedestrian Bridge. Refer to <b>Figure 6</b> for an aerial photo of the site.
Surrounding Context	The site is surrounded by various zoning including R2 Low Density Residential, C2 Environmental Conservation and RE1 Public Recreation. Specifically, Epping Heights Public School lies directly south of the site, with the Beecroft/Cheltenham Heritage Conservation Area lying directly north of the site.
Planning Framework	<p>Following the development approval of DA 031-07-2011, the City of Parramatta experienced significant local government reforms in 2016, which included the absorption of areas from adjoining LGAs. The Kent Street Pedestrian Bridge was previously situated within the Hornsby Shire LGA, however, is now partially located within the boundaries of the Parramatta LGA (see <b>Figure 6</b>). The southern portion of the signage is within the Parramatta LGA, and its northern portion is within the Hornsby Shire LGA. To remain consistent with DA 031-07-2011, this site has been included in this development application.</p> <p>No strategic frameworks identify the site for future development.</p>



**Figure 6** Aerial view of Kent Street Westbound M2 Motorway signage outlined in red and LGA boundary in blue

Source: Spatial Viewer, with edits by Beam Planning



**Figure 7** Existing signage at Kent Street Westbound M2 Motorway

Source: WEBB

### Lighting

A Lighting Impact Assessment, prepared by Webb Australia and attached at **Appendix B**, has assessed the lighting requirements and compliance for the proposed signage. The LIA has considered surrounding sites with potential view to the signage and has assessed the signage's compliance with the following standards and guidelines:

- AS/NZS 4282:2023 Control of the Obtrusive Effects of Outdoor Lighting (AS4282);
- Transport Corridor Outdoor Advertising and Signage Guidelines 2017; and
- Industry and Employment SEPP.

The LIA and supporting modelling and data demonstrates that the proposed signage's compliance with all applicable standards and will not affect the surrounding environment and amenity. The proposed signage comprises a backlit structure with dimmable lighting and has a maximum Upward Light Ratio of 50.9%. The signage will operate over a 24-hour period and will operate at 57cd/m<sup>2</sup> at night to ensure compliance with curfew requirements.

As such, the proposed signage and associated lighting meet the relevant standards and will not result in adverse impacts or affect the safety of pedestrians, residents or vehicular traffic.

### Road Safety

A Road Safety Assessment (RSA) has been prepared by NTRO and is attached at **Appendix C**. The RSA provided an assessment of the existing signage at Kent Street Westbound. The assessment also involved a visual inspection of the signage itself, as well as the condition of the road before and after the signage. The assessment concluded that the signage is visible from approximately 200m and is compliant with the Safe Stopping Distance for the identified speed zone. No obstructions including vegetation, additional signage or furniture surround the site. As such, the RSA confirms that the position of the signage is appropriate and will not result in any adverse road safety impacts.

Additionally, the RSA demonstrated compliance with the Transport Corridor Outdoor Advertising and Signage Guidelines and is addressed in **Section 5.2.2**.

### Structural Safety

A Structural Safety Report, prepared by DBCE (**Appendix F**), has assessed the structural safety of the existing Kent Street Westbound signage, including adjacent cladding at the pedestrian bridge over the M2 Motorway. The assessment confirmed that safety measures are in place to prevent the signage from falling, including safety cables, and that the existing signage remains compliant with all relevant Australian Standards and guidelines. The design life of the sign box,

associated structures and cladding are 50 years. DBCE has certified the structures are in good condition and are being maintained. Structural engineering drawings of the signage are provided at **Appendix E**.

### Visual Amenity and Landscape Character

As per the eastbound sign, the westbound sign is located within a tollway which has a negligible-low sensitivity, lacking any significant environmental or aesthetic value. The signage is also of a reasonable scale, is not visible from surrounding sites and remains consistent with its existing environment. As no changes are proposed, it does not introduce a new or unexpected element into the view. Accordingly, in conjunction with the assessed sensitivity of the area, the overall visual and landscape character impact is minimal and no further mitigation or assessments, including a Visual Impact Assessment, are required.

## 6.0 Conclusion

This SEE has demonstrated that the existing signage along the M2 Motorway continues to align with and is consistent with the relevant planning controls and objectives, specifically the Industry and Employment SEPP and the Transport Corridor Outdoor Advertising and Signage Guidelines.

A detailed assessment of the potential planning issues such as traffic safety, illumination and impacts on surrounding sites has revealed that the retention of the existing signage for a further 15 years will not result in any adverse or significant impacts on the M2 Motorway and any adjacent or nearby sites. The sign structure and cladding have a design life of 50 years and has been, and will continue to be, properly maintained.

Given its ongoing compatibility with the setting, the absence of adverse impacts and its compliance with applicable planning provisions, in addition to the delivery of public benefits, the retention of the existing signage is considered appropriate.