



Statement of Environmental Effects

Proposed Electronic Promotion Sign
7 Arkley Street, Bankstown NSW 2200
Lot 9 in Deposited Plan 260146

Prepared by: Maple Media Pty Ltd

Date: 14 April 2026

Project element	Summary
Proposal	Construction and operation of a building-integrated electronic promotion sign with two display faces mounted to the Fairford Road elevation of the host building.
Display areas	Face A: 4.0 m x 6.0 m (24.0 m ²) Face B: 12.5 m x 4.25 m (53.13 m ²) Combined display area: approximately 77.13 m ²
Land description	7 Arkley Street, Bankstown NSW 2200 Lot 9 in Deposited Plan 260146
Planning controls	Canterbury-Bankstown Local Environmental Plan 2023 Zone E4 General Industrial Floor Space Ratio 1:1 Minimum lot size 1000 m ² Acid sulfate soils Class 4 and Class 5 Classified road adjacent
Operational settings	Static images only Minimum dwell time 10 seconds Transition time not more than 0.1 second No animation, flashing, scrolling or video
Hours of operation	24 hours per day, 7 days per week, subject to any consent conditions
Estimated capital investment value	\$103,788.89 inclusive of GST

1. Introduction

This Statement of Environmental Effects has been prepared for Maple Media Pty Ltd to accompany a Development Application for an electronic promotion sign at 7 Arkley Street, Bankstown NSW 2200. The report addresses the site, the proposed development, and the relevant planning controls that apply to the land.

The proposal is for a wall mounted electronic promotion sign with two display faces oriented to Fairford Road. The sign is designed as a rear mounted form fixed to the existing building envelope and is intended to display third-party advertising content in a static digital format.

This report has been prepared having regard to the town planning drawings, title and deposited plan information, the planning controls summary for the site, and the statutory assessment framework under the Environmental Planning and Assessment Act 1979 and the State Environmental Planning Policy (Industry and Employment) 2021.

2. Site Description and Context

2.1 Site description

The subject land is known as 7 Arkley Street, Bankstown NSW 2200 and is described as Lot 9 in Deposited Plan 260146. The site is located within the Canterbury-Bankstown local government area and occupies a position at the eastern end of Arkley Street, directly adjoining Fairford Road.

The site contains an existing industrial building within an established employment precinct. The immediate built form is utilitarian and industrial in character, comprising warehouses, workshops, service trade premises, hardstand areas and building-integrated signage directed primarily to passing traffic.

The property report supplied for the site identifies the land as being zoned E4 General Industrial under the Canterbury-Bankstown Local Environmental Plan 2023, with a floor space ratio control of 1:1 and a minimum lot size of 1000 square metres. The site is not identified as heritage land and is recorded as being affected by Acid Sulfate Soils Class 4 and Class 5. The site is also identified as classified road adjacent.

2.2 Surrounding locality and advertising theme

The locality is characterised by a strong vehicular environment rather than a pedestrian main street setting. Fairford Road functions as a major road corridor and the site is experienced primarily by motorists travelling northbound and southbound. Development in the surrounding area is predominantly industrial and service-commercial in nature, with low-rise buildings, broad frontages, vehicle access points and built form that responds to passing traffic rather than fine-grain pedestrian activity.

The local advertising theme is similarly commercial and traffic-oriented. Signage in the area generally comprises fascia signs, wall-mounted signs, pole mounted advertising signs, business identification displays and larger format advertising structures integrated with industrial buildings and frontages. There are also several advertising structures in the near vicinity of the site, which contribute to an established signage character along the corridor and reinforce that outdoor advertising is already a recognised component of the visual environment.

It is also relevant that the subject site itself has accommodated advertising signage in recent years. The site has therefore already participated in the prevailing advertising pattern of the locality, and the presence of signage at this location is not a new or unfamiliar element in the streetscape. In that respect, the proposal is better understood as the continuation and updating of an established advertising presence, rather than the introduction of advertising to a previously unaffected site.

In this context, a building-integrated electronic promotion sign is consistent with the broader character of the corridor, provided it is appropriately designed and subject to the usual controls relating to luminance, dwell time, transition speed and road safety. The proposal would sit comfortably within an already modified roadside environment and would not appear visually isolated, anomalous or out of character.

3. The Proposal

The proposal seeks consent for the construction and operation of two electronic promotion signs mounted on the wall and integrated with the Fairford Road elevation of the building. The sign is mounted on two corners of the host building and contains two display faces, identified on the town planning drawings as Face A and Face B.

Component	Description
Sign form	Building-integrated corner-mounted electronic promotion sign
Face A	4.0 m wide x 6.0 m high
Face B	12.5 m wide x 4.25 m high
Depth	250 mm
Content format	Static digital images only
Dwell time	Minimum 10 seconds per advertisement
Transition	Not more than 0.1 second
Illumination	LED display with automatic brightness control and ambient light sensor
Other controls	No animation, flashing, scrolling, intermittent light or moving imagery

The sign will be remotely managed via a secure content management system and will default to a black screen in the event of malfunction. The proposal is intended to support third-party advertising, together with the capacity to display emergency or community messaging where required.

No substantive earthworks are required for the development. The proposal is confined to the sign structure, associated mounting and electrical components, and related cladding / skirting elements shown on the architectural drawings.

4. Statutory Planning Framework

4.1 Environmental Planning and Assessment Act 1979

In determining the application, the consent authority is required to consider the matters for consideration in section 4.15(1) of the Environmental Planning and Assessment Act 1979, including the provisions of any environmental planning instrument, any proposed instrument, any development control plan, the likely impacts of the development, the suitability of the site, submissions and the public interest.

The proposal has been assessed against the relevant statutory controls applying to the land and is considered suitable for the site for the reasons set out below.

4.2 Canterbury-Bankstown Local Environmental Plan 2023

The planning controls summary supplied for the site identifies the relevant local environmental plan as the Canterbury-Bankstown Local Environmental Plan 2023. The subject land is zoned E4 General Industrial.

The objectives of the E4 General Industrial zone include providing a range of industrial, warehouse, logistics and related land uses and ensuring the efficient and viable use of land for industrial uses. The proposal is compatible

with those objectives because it is integrated with an existing industrial building, does not undermine the industrial function of the land, and is consistent with the commercial and service character of the Fairford Road corridor.

LEP control	Assessment
Zone E4 General Industrial	The proposal is compatible with the industrial and roadside commercial character of the locality and does not prejudice the ongoing industrial use of the land.
Height of building: N/A	No mapped building height control is identified in the property report. The proposal is for signage rather than a building envelope change.
Floor space ratio: 1:1	The proposal is signage only and does not create additional floor space.
Minimum lot size: 1000 m ²	No subdivision is proposed.
Heritage: N/A	The property report records no heritage item or heritage conservation area affecting the land.
Acid sulfate soils: Class 4 and Class 5	No excavation of a scale that would trigger acid sulfate soils concerns is proposed.
Classified road adjacent	This reinforces the transport corridor context of the site and the need for appropriate road safety and illumination controls.

4.3 Canterbury-Bankstown Development Control Plan 2023

The Canterbury-Bankstown Development Control Plan 2023 applies to land within the local government area. The DCP includes general chapters dealing with site analysis and waste management, and has been amended to reflect the new employment zones. The proposal is consistent with the broad aims of the DCP in that it responds to the industrial character of the site, does not interfere with the functional operation of the property, and can be managed through appropriate conditions relating to construction, waste, lighting and maintenance.

To the extent relevant to signage assessment, the proposal is also compatible with the built form and streetscape of the locality, avoids unnecessary clutter by integrating with the host building, and does not encroach into the public domain or pedestrian circulation areas.

4.4 State Environmental Planning Policy (Industry and Employment) 2021

Chapter 3 of the State Environmental Planning Policy (Industry and Employment) 2021 applies to signage visible from a public place or public reserve. Development consent must not be granted unless the consent authority is satisfied that the signage is consistent with the objectives of the Chapter and satisfies the assessment criteria in Schedule 5.

Schedule 5 matter	Key issue	Assessment
Character of the area	Compatibility with locality	The sign is consistent with the industrial and traffic-oriented character of Fairford Road and the broader employment precinct.
Special areas	Sensitive land	The supplied property report does not identify heritage or reservation

		constraints affecting the site, and the proposal does not intrude into any environmentally sensitive open space setting.
Views and vistas	Obstruction / dominance	The sign is read in the context of an industrial building and major road corridor. It does not block a recognised vista or public landmark.
Streetscape, setting and landscape	Scale and clutter	The proposal is integrated with the host façade and avoids a stand-alone or freestanding presentation. In that context it is more orderly than a detached structure and is compatible with existing roadside signage patterns.
Site and building	Relationship to building	The sign is attached to an existing industrial building and sized to respond to that large-format façade condition.
Associated devices and logos	Integration of ancillary elements	Skirting, cladding and any logo box are incorporated as part of the overall sign design rather than appearing as separate visual elements.
Illumination	Glare and amenity	The sign will operate with LED technology, automatic dimming, static content, and a black screen default in the event of malfunction. Subject to the final lighting controls, illumination can be managed to avoid unreasonable impacts.
Safety	Road safety and visibility	Static display, minimum dwell time, rapid but non-distracting transition, and the absence of animation or flashing all support an acceptable road safety outcome, subject to any referral authority input.

4.5 State Environmental Planning Policy (Transport and Infrastructure) 2021

The planning controls summary records that the site is adjacent to a classified road. That circumstance reinforces the importance of ensuring the final development operates with appropriate road safety, luminance and content controls. The proposal has been framed as a static digital sign with no flashing, animation, scrolling or moving images, and with a minimum dwell time of 10 seconds. Those settings are consistent with the conventional controls typically applied to electronic signs viewed from transport corridors.

Any referral or concurrence requirements that arise because of the site's relationship to Fairford Road can be addressed as part of the DA assessment process. Nothing in the proposal suggests that the development is unsuitable for consideration on that basis.

5. Environmental Impacts

5.1 Visual impact

The proposal is located within a visually robust industrial corridor where buildings, vehicle movements, hardstand areas, service infrastructure and commercial signage are already part of the established character. The sign is integrated with the host building and directed to Fairford Road rather than to a sensitive pedestrian environment. In that context, the proposal is not expected to produce an unacceptable visual outcome.

5.2 Road safety

The proposal has been designed as a static digital display and does not involve flashing, animation, streaming video or split-screen content. Dwell time and transition settings reduce the potential for driver distraction, and the sign is positioned on an existing building rather than within the carriageway or public verge. Subject to any detailed traffic review required by the consent authority or TfNSW, the proposal is capable of operating safely.

5.3 Amenity and illumination

The use of automatic brightness control and ambient light sensors will allow the display to respond to changing background conditions. The digital sign can be dimmed as required, and the management plan provides for a black screen default in the event of malfunction. These controls mean the sign can be operated without causing unreasonable glare or amenity impacts.

5.4 Construction, waste and servicing

The works are relatively limited in scope and are associated with the sign structure and façade integration only. Waste generation will be modest and can be managed through normal construction waste protocols, including sorting and lawful disposal of packaging, offcuts and any redundant components.

6. Suitability of the Site and Public Interest

The site is suitable for the proposed development because it occupies a major road frontage within an industrial precinct, is not identified as heritage land, and is already experienced as part of a commercial and service-based roadside environment. The proposal is of a type commonly associated with major transport corridors and employment land, and its impacts can be effectively regulated through conditions of consent and the sign management plan.

The development is also in the public interest. It allows contemporary advertising infrastructure to be delivered in an appropriate urban context and provides a platform that can also accommodate community messaging or emergency information where required.

7. Conclusion

This Statement of Environmental Effects has been prepared in support of a Development Application for a building-integrated electronic promotion sign at 7 Arkley Street, Bankstown NSW 2200.

The subject land is identified as Lot 9 in Deposited Plan 260146 within the Canterbury-Bankstown local government area and is zoned E4 General Industrial under the Canterbury-Bankstown Local Environmental Plan 2023. The site is not affected by heritage controls, is not subject to a mapped building height control in the supplied planning information, and is located adjacent to a classified road. These planning characteristics, together with the functional industrial nature of the site and its exposure to passing traffic, establish an appropriate context for the proposed signage.

The proposal has been designed to respond to the prevailing character of the locality, which is defined by industrial and service-commercial development, a strong vehicular focus, and an established pattern of commercial signage

and advertising structures. The site itself has also accommodated advertising signage in recent years, reinforcing that signage at this location is neither novel nor inconsistent with the surrounding streetscape. In that respect, the proposal represents a logical continuation and modernisation of an established advertising presence.

Having regard to the site context, the applicable planning controls, and the operational safeguards proposed in relation to illumination, dwell time, transition speed and content management, the development is considered capable of operating without giving rise to unacceptable impacts on visual amenity or road safety. The proposal is compatible with the industrial character of the locality, appropriate to its classified road setting, and consistent with the broader outdoor advertising theme of the area.

For these reasons, the proposed development is considered to be well founded on planning merits, suitable for the site, and in the public interest. Accordingly, the application warrants favourable consideration and the granting of development consent, subject to standard and reasonable conditions.