



Draft Voluntary Planning Agreement

7 Arkley Street, Bankstown NSW 2200

Prepared by: Maple Media Pty Ltd

Date: April 2026

1. Purpose

This document accompanies the Development Application for a proposed wall mounted electronic promotion sign at 7 Arkley Street, Bankstown NSW 2200.

It is submitted as a draft framework only to confirm the Applicant's willingness to enter into a Voluntary Planning Agreement (VPA) with Canterbury-Bankstown Council. The detailed terms, scope and form of any final VPA are intended to be negotiated with Council during the assessment process.

This draft is not executed and is not intended to create any binding obligations unless and until a final agreement is negotiated, approved by Council and executed by all parties.

2. Parties

Proposed parties to the VPA are:

Canterbury-Bankstown Council (Council)

Maple Media Pty Ltd (Applicant / Developer)





3. Land and Development

Land: 7 Arkley Street, Bankstown NSW 2200, being Lot 9 in Deposited Plan 260146.

Development: Construction and operation of a building-integrated electronic promotion sign comprising two electronic display faces mounted to the Fairford Road elevation of the host building. Face A measures 4.0 metres by 6.0 metres and Face B measures 12.5 metres by 4.25 metres, together with associated skirting, side treatment and logo box elements, as shown on the town planning drawings.

Planning context: The site is located within the Canterbury-Bankstown local government area and fronts Fairford Road within an established industrial and urban services setting with a strong vehicular character

4. Proposed Public Benefit

The Applicant proposes the following public benefit for Council consideration as part of the VPA:

- Provision of free community, emergency and transport messaging on the electronic sign in accordance with an agreed messaging protocol.

Indicative arrangement (to be confirmed with Council):

- Availability to display Council-approved community messages and emergency or incident-related information when requested by Council or relevant agencies.





- Priority display for emergency messaging, including the ability to interrupt scheduled advertising content when reasonably required.
- Content, display times, notice periods and governance arrangements to be agreed, with operation consistent with any consent conditions and the approved Digital Signage Management Plan.

5. Negotiation Items and Next Steps

The following matters are proposed to be resolved with Council during assessment and prior to finalisation of the VPA:

- The type of public benefit to be delivered, including any alternative or supplementary benefit preferred by Council.
- The messaging allocation model (for example, percentage of time, number of slots per hour, or other agreed mechanism).
- Activation triggers for emergency messaging and the process for requests and approvals.
- Term of the VPA and review arrangements.
- Administrative provisions, including dispute resolution, reporting and record keeping, and any costs associated with preparation and registration (if required).

6. Disclaimer

This document is provided for discussion and negotiation purposes only. It does not replace Council's statutory VPA process and does not constitute legal advice. The Applicant will work with Council to prepare a formal VPA document in Council's preferred form if requested.

