



**Planning Proposal**

**Amendment of Campbelltown Local Environmental Plan 2015**

**Exempt development criteria for advertising signs on**

**Council sports fields and road side bus shelters.**

**October 2021**

## **Executive Summary**

The Planning Proposal seeks to amend the local exempt development provisions of Campbelltown Local Environmental Plan 2015 (CLEP 2015) to permit common forms of small scale advertising signs to be erected at Council sports fields and road side bus shelters without development consent.

The proposed exempt development criteria would control the location, scale and design of small scale advertising on Council owned sports fields and road side bus shelters to ensure they are of minimal environmental impact.

The inclusion of these sign types in the local exempt development provisions of CLEP 2015 would provide consistent criteria for the design and erection of these small-scale signs, and would streamline the existing Council approval process by removing the need for development consent.

## **Land to which the Proposal Relates**

The proposal relates to all of the land to which the exempt provisions of CLEP 2015 apply.

## **The Planning Proposal**

### **Part 1 – Objectives or Intended Outcomes**

The intended outcomes of this planning proposal are to:

- I. streamline the Council approval process for the placement of low-scale advertising at Council owned sports fields and road side bus shelters.
- II. provide consistent criteria for the design and location of these sign types to be considered as low-impact without the requirement for development consent.

### **Part 2 – Explanation of provisions**

The intended outcomes will be achieved by including exempt development provisions for low-scale advertising on Council sports fields and road side bus shelters under the Schedule 2 Exempt development of the Campbelltown Local Environmental Plan 2015.

Draft provisions are provided below.

#### *Schedule 2 – Exempt Development*

##### **Signage – Bus Shelter Advertising**

- (1) Maximum – 1 advertising panel per bus shelter, but the panel may have an advertisement on each side.
- (2) Maximum display area per panel – 1.2m x 1.8m.
- (3) Must not contain flashing or continuously moving electronic content.
- (4) Must be integrated into the design of the bus shelter so as not to obscure pedestrian paths of travel.
- (5) Must not adversely impact the amenity of a heritage item.
- (6) Must be erected by or on behalf of Council.

##### **Advertisements--signs on field fencing and amenity facilities at sports fields in Zone RE1**

- (1) Must have the consent, in writing, of Council.
- (2) Must only provide information about sponsors of teams or organisations using the sporting facility.
- (3) Must not contain direct product advertising for alcohol, tobacco products, or any form of adult entertainment (involving nudity, indecent acts or sexual activity).
- (4) Must not contain any offensive images or references (including sexual references, nudity, or illegal activity)
- (5) Must not obstruct any gates, access points or openings.
- (6) Must not dominate views from the street or from outside of the site on which it is displayed.
- (7) If affixed to perimeter fencing of the playing area
  - a. must not extend above the top or below the bottom of the fencing, and
  - b. have a maximum length of 3 m, and
  - c. have a maximum height of 1 m.

- (8) Must be removable signs or fixings, and must not be painted directly onto fencing or any amenity facilities.
- (9) Must not cover more than 20 per cent of the wall surface area of any amenity facilities.
- (10) Must not be illuminated.
- (11) Must be installed in accordance with relevant building standards

## Part 3 – Justification

### Section A – Need for the planning proposal

#### 1. Is the planning proposal a result of any strategic study or report?

The planning proposal is the result of a strategic review of the regulatory framework for the approval of advertising signs at Council owned sports fields and road side bus shelters throughout the Campbelltown Local Government Area.

#### 2. Is the planning proposal the best means of achieving the objective or intended outcomes, or is there a better way?

Yes, the planning proposal is considered to be the best way to achieve the intended outcomes.

### Section B – Relationship to strategic planning framework

#### 3. Is the planning proposal consistent with the objectives and actions of the applicable regional, sub-regional or district plan or strategy (including any exhibited draft plans or strategies)?

Yes. The Planning Proposal is considered to be consistent with the relevant objectives and actions outlined in the Greater Sydney Region Plan and the Western City District Plan. Tables 1 and 2 below demonstrate the consistency of the Planning Proposal with the relevant provisions of the Greater Sydney Region Plan and the Western City District Plan.

**Table 1: Greater Sydney Region Plan**

Greater Sydney Region Plan Priority	Compliance Statement
<b>Infrastructure and Collaboration</b>	
<b>Objective 4: Infrastructure use is optimised</b> Applicable Actions and Strategies: <input type="checkbox"/> Maximisation of the utility of existing infrastructure assets and consideration to the strategies to influence behaviour changes, to reduce the demand for new infrastructure, including supporting the development of adaptable and flexible regulations to allow decentralised utilities.	Consistent. The proposal will optimise the use of existing Council assets.
<b>Objective 5: Benefits of growth realised by collaboration of governments, community and business</b>	Consistent. The proposal will streamline collaboration between Council and community and business groups relating to placement of the specified advertising signage.

<b>Liveability</b>	
<p><b>Objective 6: Services and infrastructure meet communities changing needs</b></p> <p>Applicable Actions and Strategies:</p> <ul style="list-style-type: none"> <li>• Deliver social infrastructure to reflect the needs of the community now and in the future.</li> <li>• Optimise the use of available public land for social infrastructure.</li> </ul>	<p>Consistent. The proposal will facilitate the sustainable management of Council bus shelters and optimise the use of Council sports fields by community sporting groups.</p>
<p><b>Objective 7: Communities are healthy, resilient and socially connected.</b></p> <p>Applicable Actions and Strategies:</p> <ul style="list-style-type: none"> <li>• Deliver inclusive places for people of all abilities that support healthy, t and socially connected communities</li> <li>• Providing walkable places with active street life and a human scale.</li> <li>• Prioritising opportunities for people to walk, cycle and use public transport. co-locating schools, social, health, sporting, cultural and shared facilities.</li> <li>• Promoting local access to healthy fresh food and supporting local fresh food production.</li> </ul>	<p>Consistent. The Planning Proposal will improve the public use of Council sports fields and will provide efficiencies for the use and maintenance of these facilities. This is consistent with the promotion of a healthy and resilient community.</p>
<p><b>Objective 12: Great Places that bring people together</b></p> <p>Applicable Actions and Strategies:</p> <ul style="list-style-type: none"> <li>• Deliver great places by prioritising people friendly public realms, balancing the function of streets, providing fine grain urban form and walkability, encourage contemporary heritage where possible and used a placed based approach.</li> <li>• In Collaboration Areas, Planned Precincts and Planning for Centres investigate the need for precinct based provision of adaptable car parking and infrastructure in lieu of private provision of car parking. Ensure parking availability takes into account the level of public transport and consider the capacity for places to change and evolve</li> </ul>	<p>Consistent. The proposal will facilitate the maintenance and financial management of bus shelters, enhancing the public realm through improved connectivity and access to public transport.</p>

to accommodate different activities over time.	
<b>Objective 13: Environmental heritage is conserved and enhanced</b> Applicable Actions and Strategies: <ul style="list-style-type: none"> <li>• Conserve and enhance environmental heritage by engaging with the community early in the planning process to understand Aboriginal, European and natural heritage values.</li> <li>• Conserve and interpret Aboriginal, European and natural heritage to foster distinctive local spaces.</li> </ul>	Consistent. The proposal does not affect listed items of environmental heritage.
<b>Sustainability</b>	
<b>Objective 31: Public open space is accessible, protected and enhanced</b>	Consistent. The proposal will facilitate the use and maintenance of public open space areas by community groups.

**Table 2: Response to Western City District Plan Priorities**

<b>Western City District Plan Priority</b>	<b>Compliance Statement</b>
<b>Infrastructure and Collaboration</b>	
<b>Planning Priority W1: Planning for a city supported by infrastructure</b> Applicable Actions: (2) Infrastructure aligns with forecast growth – growth infrastructure compact (4) Infrastructure use is optimised.	Consistent. The proposal will optimise use of sports fields by community sporting groups and improve revenue streams from low scale advertising associated with Council's bus shelter assets.
<b>Planning Priority W2: Working through collaboration</b>	Consistent. The proposal will allow streamlined collaboration between Council, community sporting groups and advertisers to approve new advertising signage in a consistent manner without development consent.
<b>Liveability</b>	
<b>Planning Priority W3: Providing services and social infrastructure to meet people's changing needs.</b> Applicable Actions: (9) Deliver social infrastructure to reflect the needs of the community now and in the future.	Consistent. The proposal will streamline the sustainable use of social infrastructure on Council sports fields and road side bus shelters.

<p><b>Planning Priority W4: Fostering healthy, creative, culturally rich and socially connected communities</b></p> <p>Applicable Actions:</p> <p>(11) Deliver healthy, safe and inclusive places for people of all ages and abilities that support active, resilient and socially connected communities by:</p> <ul style="list-style-type: none"> <li>a. providing walkable places at a human scale with active street life</li> <li>b. prioritising opportunities for people to walk, cycle and use public transport</li> <li>c. co-locating schools, health, aged care, sporting and cultural facilities promoting local access to healthy fresh food and supporting local fresh food production.</li> </ul>	<p>Consistent. The proposal will optimise the sustainable use of Council sporting fields by providing local community groups consistent criteria for the placement of advertising signs without development consent. The proposal will improve the financial management and upkeep of bus shelters facilitating improved opportunities for public transport.</p>
<p><b>Sustainability</b></p>	
<p><b>Planning Priority W18: Delivering high quality open space</b></p>	<p>Consistent. The proposal will provide consistent criteria to control the visual impacts of advertising signage on Council sporting fields.</p>

#### 4. Is the planning proposal consistent with a council's local strategy or other local strategic plan?

##### **Campbelltown Community Strategic Plan – Campbelltown 2027**

The overarching Campbelltown Community Strategic Plan 2027 (CSP) represents the principal community outcome focused strategic plan guiding Council's policy initiatives and actions.

Campbelltown 2027 focusses on delivering four key outcomes over the next 10 years:

- a vibrant, liveable city
- a respected and protected natural environment □ a thriving, attractive city □ a successful city.

The planning proposal is consistent with the following relevant strategies of the CSP relevant to the achievement of the above key outcomes:

3.1- Support the resilience, growth and diversity of the local economy

3.2- Ensure that service provision supports the community to achieve and meets their needs.

4.3- Responsibly manage growth and development, with respect for the environment, heritage and character of our city.

The Planning Proposal would facilitate revenue streams for Council and community sporting groups and would promote local business opportunities through sponsorship. The proposal would provide consistent criteria to ensure advertising signage on sports fields and bus shelters is low scale and



low impact. As such, the proposal is consistent with the above strategies and broader outcomes identified by the CSP.

### **Campbelltown Local Strategic Planning Statement (LSPS)**

The Campbelltown Local Strategic Planning Statement (LSPS) came into effect on 31 March 2020.

The LSPS is Campbelltown City Council's plan for our community's social, environmental and economic land use needs over the next 20 years. The LSPS provides context and direction for land use decision making within the Campbelltown Local Government Area.

Its purpose is to:

- Provide a 20 year land use vision for the Campbelltown LGA
- Outline the characteristics that make our city special
- Identify shared values to be enhanced or maintained
- Direct how future growth and change will be managed
- Prioritise changes to planning rules in the Local Environmental Plan (Campbelltown Local Environmental Plan 2015) and Council's Development Control Plans
- Implement the Region and District Plans as relevant to the Campbelltown LGA □ Identify where further detailed strategic planning may be needed.

Four related themes comprise the community's vision for the City of Campbelltown as a vibrant place to live, a successful, thriving and attractive city that respects and protects its heritage and natural environment. These themes will be monitored against identified measures over time and implemented through 16 planning priorities.

The proposed CLEP 2015 amendments are consistent with the following planning priorities of the LSPS:

- Planning Priority 1 - :Creating a great place to live, work, play and visit
- Planning Priority 11 -Striving for increased local employment
- Planning Priority 15 - Strengthening relationships with key stakeholders □ Planning Priority 16 - Involving our community.

The proposal will provide consistent criteria for advertising signage at sporting fields by community sporting groups providing a better environmental outcome and streamlining the regulation of these signs by removing the need for development consent. The proposal will improve the regulation and display of advertising signage on Council bus shelters providing better environmental outcomes for public transport users, opportunities for local business advertising, and an enhanced revenue stream for Council.

## 5. Is the planning proposal consistent with applicable State Environmental Planning Policies?

The following table provides a brief assessment of consistency against each State Environmental Planning Policy (SEPP) that is relevant to the Planning Proposal.

State Environmental Planning Policies	Comment	Consistency
SEPP (Exempt and Complying Development Codes) 2008	<p>The policy provides exempt and complying development criteria to permit development without development consent.</p> <p>The proposal complements the exempt development provisions of the Codes SEPP for the erection of signage without development consent in the LGA</p>	Consistent
SEPP (Infrastructure) 2007	<p>The policy aims to facilitate the delivery of infrastructure across the State.</p> <p>The proposal complements the exempt development provisions of the Infrastructure SEPP for the erection of signage without development consent in the LGA</p>	Consistent.
SEPP 64 – Advertising and Signage	<p>The policy aims to ensure signage is compatible with desired amenity and visual character of the area.</p> <p>SEPP 64 does not alter the permissibility of signage, and the proposal does not introduce any potential land uses conflicts with this SEPP. Under this proposal third party advertising would only be permitted subject to appropriate criteria to ensure signage is low impact and compatible with the desired character of the area.</p>	Consistent
Greater Metropolitan Regional Environmental Plan No 2 – Georges River Catchment	The proposal would not impact on the water quality and river flows of the Georges River and its tributaries.	Consistent

## 6. Is the planning proposal consistent with applicable Ministerial Directions (Section 9.1 Directions)?

A review of the consistency of this planning proposal with the relevant Ministerial Directions under Section 9.1 has been undertaken. Each Ministerial Direction is listed below with an annotation stating whether it is relevant to the planning proposal and confirming consistency.

Consideration of S9.1 Directions	Comment	Consistency
<b>1. Employment and Resources</b>		
1.1 Business and Industrial Zones	The Proposal does not directly relate to business and industrial zoned land.	Not applicable
1.2 Rural Zones	Not relevant to the Proposal. The proposal does not propose any amendments to rural zones.	Not applicable
1.3 Mining, Petroleum Production and Extractive Industries	Not applicable	Not applicable
1.4 Oyster Aquaculture	Not applicable	Not applicable
1.5 Rural Lands	This direction does not apply to Campbelltown Local Government Area.	Not applicable
<b>2. Environment and Heritage</b>		
2.1 Environment Protection Zones	This proposal would not result in any adverse impacts to listed items of environmental heritage or places of indigenous heritage significance.	Consistent
2.2 Coastal Protection	Not applicable	Not applicable
2.3 Heritage Conservation	This direction does not apply as no listed heritage items or conservation areas exist within the subject site.	Not applicable
2.4 Recreation Vehicle Areas	Not applicable	Not applicable
2.5 Application of E2 and E3 Zones and Environmental Overlays in Far North Coast LEPs	Not applicable	Not applicable
2.6 Remediation of Contaminated Land	Not applicable	Not applicable
<b>3. Housing, Infrastructure and Urban Development</b>		
3.1 Residential Zones	The proposal would not impact upon housing or related infrastructure. The exempt development requirements would limit the potential impact of advertising signs on the environment.	Consistent
3.2 Caravan Parks and Manufactured Homes	Not applicable	Not applicable

3.3 Home Occupations	The Ministerial Direction was revoked on 9 November 2020.	Not applicable
3.4 Integrating Land Use and Transport	The proposal would be consistent with improving public transport access by regulating the placement of advertising signs associated with road side bus shelters.	Consistent
3.5 Development Near Licensed Aerodromes	Not applicable	Not applicable
3.6 Shooting Ranges	Not applicable	Not applicable
3.7 Reduction in non-hosted short term rental accommodation period	Not applicable	Not applicable
<b>4. Hazard and Risk</b>		
4.1 Acid Sulfate Soils	The proposal would not result in an intensification of land uses on land identified as having a probability of containing acid sulfate soils on the Acid Sulfate Soils Planning Maps	Consistent
4.2 Mine Subsidence and Unstable Land	The proposal would not result in increased potential for damage to life, property and the environment on land identified as unstable or potentially subject to mine subsidence. Consultation with the Mines Subsidence Board is required.	Consistent subject to consultation with Mines Subsidence Board
4.3 Flood Prone Land	The proposal would not create, remove or alter a zone or a provision that affects flood prone land	Not applicable
4.4 Planning for Bushfire Protection	The proposal does not expand or alter land uses in bush fire prone areas. Consultation with NSW Rural Fire Service is required.	Consistent subject to consultation with NSW Rural Fire Service
<b>5. Regional Planning</b>		
5.1 Implementation of Regional Strategies	The Ministerial Direction was revoked on the 17th of October 2017.	Not applicable
5.2 Sydney Drinking Water Catchments	The proposal does not affect land within the Sydney drinking water catchment.	Not applicable
5.3 Farmland of State and Regional Significance on the NSW Far North Coast	Not applicable	Not applicable
5.4 Commercial and Retail Development along the Pacific Highway, North Coast	Not applicable	Not applicable
5.5 - 5.8	Ministerial Directions have been Revoked	Not applicable
5.9 North West Rail Link Corridor Strategy	Not applicable	Not applicable

5.10 Implementation of Regional Plans	Refer to Tables 1 and 2 of this proposal for an assessment of consistency with the relevant actions and priorities of the Greater Sydney Region Plan and Western City District Plan.	Consistent
5.11 Development of Aboriginal Land Council Land	The proposal does not affect land shown on the Land Application Map of State Environmental Planning Policy (Aboriginal Land) 2019.	Not applicable
<b>6. Local Plan Making</b>		
6.1 Approval and Referral Requirements	The proposal does not trigger the need for any additional concurrence, consultation or referral to a Minister or Public Authority.	Consistent
6.2 Reserving Land for Public Purposes	The proposal does not create, alter or reduce existing zonings or reservations of land for public purposes.	Not applicable
6.3 Site Specific Provisions	This direction does not propose any restrictive site specific planning controls.	Consistent
<b>7. Metropolitan Planning</b>		
7.1 Implementation of a Plan for Growing Sydney	Ministerial Direction revoked 9 November 2020.	Not applicable
7.2 Implementation of Greater Macarthur Land Release Investigation	Ministerial Direction revoked 28 November 2019.	Not applicable
7.3 Parramatta Road Corridor Urban Transformation Strategy	Not applicable	Not applicable
7.4 Implementation of North West Priority Growth Area Land Use and Infrastructure Implementation Plan	Not applicable	Not applicable
7.5 Implementation of Greater Parramatta Priority Growth Area Interim Land Use and Infrastructure Implementation Plan	Not applicable	Not applicable
7.6 Implementation of Wilton Priority Growth Area Interim Land Use and Infrastructure Implementation Plan	Not applicable	Not applicable
7.7 Implementation of Glenfield to Macarthur Urban Renewal Corridor	The proposal does not introduce development that is inconsistent with the precinct plans approved by the Minister for Planning and published on the Department's website on 22 December 2017.	Consistent

7.8 Implementation of the Western Sydney Aerotropolis Plan	The proposal does not introduce development that is inconsistent with the Western Sydney Aerotropolis Plan.	Consistent
7.9 Implementation of Bayside West Precincts 2036 Plan	Not applicable	Not applicable
7.10 Implementation of Planning Principles for the Cooks Cove Precinct	Not applicable	Not applicable
7.11 Implementation of St Leonards and Crows Nest 2036 Plan	Not applicable	Not applicable
7.12 Implementation of Greater Macarthur 2040	The proposal does not introduce development that is inconsistent with the Greater Macarthur 2040	Consistent
7.13 Implementation of the Pyrmont Peninsula Place Strategy	Not applicable	Not applicable

## **Section C – Environmental, social and economic impact**

**7. Is there any likelihood that critical habitat or threatened species, populations' or ecological communities or their habitat will be adversely affected as a result of the proposal?**

No.

The proposed exempt development provisions would not result in any critical habitat or threatened species, populations or ecological communities or habitat being adversely affected.

**8. Are there any other likely environmental effects as a result of the planning proposal and how are they proposed to be managed?**

No.

The proposed exempt development provisions will effectively mitigate any likely environmental impacts.

**9. Has the planning proposal adequately addressed any social and economic effects?**

Yes.

The proposal would provide a consistent set of standards to control the placement of low impact advertising signs on bus shelters and sporting fields without the need for development consent, reducing costs and time associated with the duplicate approval of these sign types by Council. The proposed exempt development provisions will facilitate advertising by local businesses in a consistent manner to limit any environmental and social impacts of such advertising signage and to ensure appropriate safety standards are maintained. Such signage would still be managed and approved by Council as the land owner under a separate agreement with the advertising sign users.

## **Section D – State and Commonwealth Interests**

**10. Is there adequate public infrastructure for the planning proposal?**

Yes.

The planning proposal will not result in any need for additional public infrastructure.

**11. What are the views of the State and Commonwealth public authorities consulted in accordance with the Gateway Determination?**

Consultation will occur with relevant State Government authorities identified in the Gateway Determination.

## **Part 4 – Mapping**

No maps are proposed to be amended by this proposal.

## Part 5 – Community consultation

Community consultation would take place following a Gateway determination in accordance with the Gateway Determination directives. It is anticipated that public exhibition would include:

A notice and all relevant documentation forming the PP to be placed on Council's website and the NSW Planning Portal

- A 28 day exhibition period
- Consultation with the following Stage Government agencies:
  - Transport for NSW / Roads and Maritime Services
  - NSW Rural Fire Service
  - Mines Subsidence Board

## Part 6 – Project Timeline

The anticipated timeline for finalising the LEP amendment is provided as follows:

Date	Item
25 August 2021	Review by Local Planning Panel
October 2021	Report to Council for endorsement and submission to DPIE for Gateway Determination
December 2021	Gateway Determination
January – February 2022	Public exhibition period and government agency consultation
March 2022	Consider submissions and complete post-exhibition report
April 2022	Council meeting to consider post exhibition report
May 2022	Finalise drafting of proposed amendments with DPIE
June 2022	Making of LEP amendment