

Proposed advertising signage adjacent to M7 road corridor

Various sites, Fairfield

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Prepared for Western Sydney Parklands Trust

Statement of Environmental Effects

Architectus Group Pty Ltd
ABN 90 131 245 684
Level 3 341 George Street
Sydney NSW 2060
Australia
T 61 2 8252 8400
F 61 2 8252 8600
sydney@architectus.com.au
www.architectus.com.au

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Appendix D	Structural engineering drawings <i>Prepared by Jones Nicholson Consulting Engineers</i>
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Quality Assurance

Reviewed by



Michael Harrison

Director

Urban Design and Planning
Architectus Sydney Pty Ltd

29/01/2013.....
Date

This document is for discussion
purposes only unless signed.

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1 Introduction

1.1 Preliminary

This Statement of Environmental Effects (SEE) has been prepared by Architectus for the Applicant, the Western Sydney Parklands Trust, for proposed advertising signage. The signage is on land forming part of the Western Sydney Parklands and is located adjacent to the M7 Motorway road corridor in Fairfield local government area.

This SEE supports a Crown Development Application (DA) under Section 78A of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

Crown development consent is sought for:

- Four (4) advertising signs (billboards) adjacent to the M7 motorway road corridor, including:
 - Three (3) single-sided billboard signs and one (1) double-sided billboard sign;
 - Illumination of each sign; and
 - Solar panels affixed to the top of each sign.
- Unformed vehicular access route for construction and maintenance purposes;
- Tree removal; and
- Landscaping.

The dimensions of each sign are described at Section 3.3.

The description of the proposed development, assessment of environmental impacts, the suitability of the site to support the development, and the public interest, are detailed further below in this report.

1.2 Location and Legal Description

Location and legal description

The location of the proposed signage is described in Table 1 below.

Table 1: Location of proposed signage

Site No.	Site Description	Site legal description and address
Site 1 (single-sided sign)	WSPT land north of Redmayne Rd (north of The Horsley Drive)	Lot 6 DP 1021711 73-83 Chandos Rd, Horsley Park Fairfield Council
Site 2 (single-sided sign)	WSPT land south of Redmayne Rd (North of The Horsley Drive)	Lot 7 DP 1021711 54-64 Chandos Rd, Horsley Park Fairfield Council
Site 3 (double-sided sign)	WSPT land near the Sydney Equestrian Centre	Lot 19 DP 1022008 372 Wallgrove Rd, Horsley Park Fairfield Council
Site 4 (single-sided sign)	WSPT land south of Kosovich Place (east side)	Lot 14 DP 1021940 144 Wallgrove Drive, Cecil Park Fairfield City Council

Ownership

The owners' consent to the lodgement of the DA is included on the development application form submitted under a separate cover. The relevant owner is the Western Sydney Parklands Trust.

1.3 Project Team

The Project Team and their outputs for the project are described in **Table 2** below. Cadence Australia Pty Ltd is the Project Manager.

Table 2: Project Team and DA Documentation

DA Document	Consultant Name	Appendix
Tables of Compliance	<i>Architectus</i>	A
Architectural plans	<i>Architectus</i>	B
Landscape/Visual/Urban Design – Traffic Safety Assessment	<i>Architectus</i>	C
Flora and Fauna report	<i>Total Earth Care Pty Ltd</i>	D
Structural engineering drawing	<i>Jones Nicholson Consulting Engineers</i>	E
Waste Management Plan	<i>Cadence Australia Pty Ltd</i>	F

1.4 Consent authority

The site is located in Fairfield local government area.

State Environmental Planning Policy No 64—Advertising and Signage does not apply to Western Sydney Parklands land, as it is subject to *State Environmental Planning Policy (Western Sydney Parklands) 2009*. Therefore Fairfield City Council is the consent authority and will determine the Application.

1.5 Outline of the development proposal

Crown development consent is sought for:

- Four (4) advertising signs (billboards) adjacent to the M7 motorway road corridor, comprising:
 - Three (3) single-sided billboard signs and one (1) double-sided billboard sign;
 - Each sign will be illuminated;
 - Solar panels are fixed to the top of each sign;
- Unformed vehicular access route for construction and maintenance purposes;
- Tree removal; and
- Landscaping.

1.6 Consultation and previous applications

Previous DAs for advertising signage in the parklands adjacent to the M7 road corridor were lodged by the Western Sydney Parklands Trust in Liverpool, Fairfield and Blacktown local government areas. Some of the signage is in the same location as is currently proposed. The supporting Statement of Environmental Effects for each DA was prepared by planning consultant, James Lovell & Associates. It was decided to withdraw these DAs given comments received from Roads and Maritime Services (RMS) and M7 Westlink that are discussed below.

1.6.1 Consultation with Fairfield City Council

Written correspondence from Fairfield City Council to James Lovell & Associates dated 30 April 2012 on the previous DAs detailed three principal concerns on the part of Council and one from the RMS. These are discussed in **Table 3** below.

Table 3: Issues raised by Fairfield City Council

Issue	Response
Traffic safety is an issue given the close proximity to existing variable message signs.	The siting of the proposed signage has taken into account the locations and proximity to existing signage in the road corridor. The design and siting of the signage has been informed by traffic safety assessments prepared by traffic consultant, Traffix. Refer to Appendices C & D for details
Vegetation management may need to be conducted in the M7 road corridor in order to maintain clear sight lines to the proposed advertising structure. This issue was not addressed in the Statement of <u>Environmental Effects</u> .	As the site of the proposed development is not within the road corridor land and the Trust does not own the road reserve, there can be no vegetation management imposed on the M7 corridor by the Trust.
The proposed signage did not take into account existing signage and the requirements of the Urban Design and Landscape Sub Plan and State Environmental Planning Policy No. 64.	Refer to first response above. State Environmental Planning Policy No. 64 does not apply to development in the Western Sydney Parklands. Despite this, the assessment criteria of the SEPP have been addressed at Appendix A .
Feedback from NSW Roads & Maritime Services via Council recommended the proposed signage be considered concurrently.	DA's for seven proposed advertising signs across two LGAs are being lodged concurrently.

1.6.2 Meeting with Roads and Maritime Services and Westlink M7

A meeting was held with Roads and Maritime Services and Westlink M7 on 10 October 2012 regarding the proposed advertising signage.

The key issues from the meeting and a response against each issue are provided at **Appendix A**.

1.7 Need and justification for development

The Western Sydney Parklands Trust Plan of Management refers to income generation to support the management and development of the parklands. The proposed billboard signage will be a source of income for the parklands. Relevant extracts from the plan of management are provided below.

Parklands Development and Management

The Trust will develop and manage the Parklands in a responsible manner, to ensure the ongoing viability of the Parklands and the spaces, activities and programs it contains.

Objective 3:

Develop new business opportunities to support the management and further development of the Parklands.

Action 4:

Develop and explore minor income generating opportunities such as cafés, and shelter and bike hire.

The proposed development is consistent with Objective 3 specified above and is consistent with intent of Action 4 which is for minor income generation.

1.8 Relevant planning framework

1.8.1 Planning Instruments

The primary planning instruments applying to the proposed development include:

Legislation

- *Environmental Planning and Assessment Act 1979;*
- *Environmental Planning and Assessment Regulation 2000;*

Environmental Planning Instruments

State Environmental Planning Policy

- *State Environmental Planning Policy (Western Sydney Parklands) 2007 (SEPP(WSP));*
- *State Environmental Planning Policy (Infrastructure) 2007 (ISEPP);*
- *State Environmental Planning Policy No. 55 – Remediation of Land (SEPP 55);*

Notes:

- Clause 6 of *State Environmental Planning Policy (Western Sydney Parklands) 2007* specifies that *State Environmental Planning Policy No 64—Advertising and Signage* does not apply to the Western Sydney Parklands.
- Clause 5 'Area of application of this policy' of *State Environmental Planning Policy No 64—Advertising and Signage* specifies "(3) Despite subclause (1), this Policy does not apply to the following land: Land to which *State Environmental Planning Policy (Western Sydney Parklands) 2009* applies.
- Clause 6 of *State Environmental Planning Policy (Western Sydney Parklands) 2007* specifies that clauses 65 (3) and 66 (1) of *State Environmental Planning Policy (Infrastructure) 2007* do not apply.

Local Environmental Plan

None.

Note: Clause 6 of *State Environmental Planning Policy (Western Sydney Parklands) 2007* specifies that *Fairfield Local Environmental Plan 1994* does not apply to the Western Parklands.

Development Control Plans

There are no development control plans that apply.

Note:

Clause 6A 'development control plans' of *State Environmental Planning Policy (Western Sydney Parklands) 2009* provides that "A development control plan does not apply to the Western Parklands unless it is made by the Director-General." There are no such development control plans made for the Parklands by the Director-General. Despite this, the provisions of the Western Sydney Parklands Plan of Management have been addressed below.

An assessment of compliance with those planning instruments listed above is included at Tables of Compliance at **Appendix A** and summarised at Section 4 of this report.

While *State Environmental Planning Policy No 64—Advertising and Signage* does not apply to the land and proposed development, the assessment criteria of this SEPP has been considered in relation to the proposed signage at the Tables of Compliance at **Appendix A**. Similarly, assessment has been provided in relation to the Transport Corridor Outdoor Advertising and Signage Guidelines at **Appendix A**.

1.8.2 Other Plans

Other legislation and government policy that is of relevance to the proposed development include:

- Western Sydney Parklands Act 2006;
- Metropolitan Plan for Sydney 2036;
- Draft North West Subregional Strategy; and
- Western Sydney Parklands Plan of Management.

2 Site and Context

The locations of the proposed signage are described in the table below.

Table 4: Location of proposed signage

Site No.	Site Description	Site legal description and address
Site 1	WSPT land north of Redmayne Rd (north of The Horsley Drive)	Lot 6 DP 1021711 73-83 Chandos Rd, Horsley Park Fairfield Council
Site 2	WSPT land south of Redmayne Rd (North of The Horsley Drive)	Lot 7 DP 1021711 54-64 Chandos Rd, Horsley Park Fairfield Council
Site 3	WSPT land near the Sydney Equestrian Centre	Lot 19 DP 1022008 372 Wallgrove Rd, Horsley Park Fairfield Council
Site 4	WSPT land south of Kosovich Place (east side)	Lot 14 DP 1021940 144 Wallgrove Drive, Cecil Park Fairfield City Council

The Context Plan for each sign is shown at **Appendix B** and includes an aerial photograph showing the features of the land including vegetation.

The Flora and Fauna report at **Appendix E** provide a description of the flora and fauna species, communities and habitats in the vicinity of each site. Typically the sites are characterised predominately as open grassed areas with scattered trees and shrubs.

3 Proposed development

The following section describes the proposed development and is based on architectural plans prepared by Architectus. Reduced copies of these plans are included at **Appendix B**. Table 5 provides a schedule of the drawings that comprise the proposed development.

Table 5: Schedule of Drawings for Proposed Development

Title/Name	Prepared by
Site 1 - Context	Architectus
Site 1 - Site Plan and Access	Architectus
Site 1 - Plans and Sections	Architectus
Site 2 - Context	Architectus
Site 2 - Site Plan and Access	Architectus
Site 2 - Plans and Sections	Architectus
Site 3 - Context	Architectus
Site 3 - Site Plan and Access	Architectus
Site 3 - Plans and Sections	Architectus
Site 4 - Context	Architectus
Site 4 - Site Plan and Access	Architectus
Site 4 - Plans and Sections	Architectus

3.1 Site selection

The site selection process is described in the Landscape/Visual – Traffic Safety Assessment at **Appendix C**.

The site selection process and the siting and design of the proposed signage was informed by:

- Location and proximity of existing signage along the M7 that can affect traffic safety;
- Prevalence of trees in the road reserve that may obscure sightlines to the signs from the M7;
- Duration of sign visibility driving along the M7;
- Visibility of signage from nearby residence (potential for visual impacts); and
- Negating the need for clearing of vegetation for the signage footprint.

3.2 Proposed use

The proposed use of the land is for “**advertising signage**” and ancillary use of “solar energy systems”.

In accordance with Clause 9 of *State Environmental Planning Policy (Western Sydney Parklands) 2007* the land is unzoned land.

In accordance with Clause 11(2) of *State Environmental Planning Policy (Western Sydney Parklands) 2007*, signage for the purpose of advertising and ‘solar energy systems’ are permissible with development consent.

Clause 16 ‘Signage’ of *State Environmental Planning Policy (Western Sydney Parklands) 2007* applies, as the signage will be visible from a public place, and will comprise a “road sign” that is within 250m of a classified road.

3.3 Dimensions of proposed signage

The proposed signs will all comprise the following dimensions:

- Visual display areas (VDA) of 85.445m²;
- 18.99m (length) x 4.50m (width) and 14.4m (height); and
- 8 metres height to base of VDA.

The 'Plan and Section' drawings for each site details the dimensions for the proposed signage.

3.4 Materials and finishes

The proposed materials and finishes comprise:

- Steel frame;
- Vertical steel pole;
- Support frame and post painted/coated "River Gum" or similar;
- Solar panels fixed horizontally at top of each sign;
- Downward lights to visual display area.

3.5 Structural design

The structural design drawings for the two types of signage (single sided billboard and double sided billboard) are at **Appendix D**.

These drawings do not specify the sizing for footings for the signs because this will be subject to more detailed structural engineering analysis and geotechnical investigation testing at detailed design (prior to issue of construction certificate).

3.6 Lighting

The proposed signage will be illuminated at night. The Site Sections for each sign show the placement of lighting above each sign that will be solar powered. This lighting will focus down on to the advertisement. The billboard lighting will not be connected to any conventional electricity supply network.

The level of reflectance of the advertisement, and its content, will not 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.

3.7 Solar panels

Solar panels will be erected at the top of each billboard sign to provide stored power to illuminate the signs at night. The specifications for the solar panels are to be subject to detailed design.

3.8 Landscape treatment

The Landscape/Visual - Traffic Safety Assessment at **Appendix B** factors in a landscape assessment for each site and proposed sign. This has been informed by the flora and fauna assessment undertaken for each proposed sign by Total Earth Care. Refer to Section 4.4.6 for details.

3.9 Stormwater and sediment erosion management

The proposed development comprises structures that have a small development footprint. Therefore there will be little increase in impervious surfaces warranting associated stormwater infrastructure.

There will be minor earthworks proposed for installation of the signage. It is proposed that standard conditions of consent could be imposed to address erosion and sediment control issues if required.

3.10 Site access

Vehicular access to each site will be from within the parklands and not from the adjacent classified road. The Visual/Landscape and Traffic Safety Assessments at **Appendix B** include an aerial photograph nominating the location for unformed vehicular access routes to each sign. These routes have been identified so as to limit impact on ecological values.

3.11 Construction management

The construction of the proposed billboard signs will require vehicles and construction equipment to be transferred via the parklands to the individual sites for the purposes of construction and ongoing maintenance. There will be no vehicle access to the sites from the M7 motorway.

The flora and fauna report has addressed the vehicle routes to the sign locations. A review by the ecologists of the vegetation surrounding the proposed locations was undertaken to inform suitable vehicle access routes. The flora and fauna reports have also factored into their assessments the size of vehicles and equipment that would occupy the space surrounding each proposed sign.

The type of construction equipment used would be determined by the contractor. It is reasonable to assume that the following vehicles/equipment will be required:

- Excavator/bobcat to clear site and excavate for footings;
- Concrete trucks to deliver concrete for footing;
- Several semi-trucks to deliver prefabricated signage to site; and
- Mobile crane to erect signage.

The vehicular access routes will not comprise any permanent infrastructure. They will be unformed routes that construction and maintenance vehicles can use in order to avoid any species, community or habitat of ecological significance.

Access to the signs for maintenance will be infrequent. Maintenance will predominantly occur due to a need for a change in the advertisement on each sign.

Given the infrequency of vehicular access to the proposed signage, it was considered a formed road would not be required.

4 Environmental assessment

The following section provides an assessment of the environmental impacts of the proposed development in accordance with the Matters for Consideration listed in Section 79C(1) of the EP&A Act. The consent authority is required to take those matters into consideration in the determination of a development application.

The Tables of Compliance at **Appendix A** provide detailed assessment of the proposed development in relation to the provisions of the statutory instruments.

4.1 Strategic Planning Context

The strategic planning framework for the proposed development comprises the:

- Metropolitan Plan for Sydney 2036;
- Draft North West Subregional Strategy; and
- Western Sydney Parklands Plan of Management.

Refer to **Appendix A** for relevant details from these documents.

4.2 Section 79C(1)(a)(i) - EPIs

Section 79C(1)(a)(i) requires consideration of environmental planning instruments (EPIs) in the assessment of development applications. EPIs include State Environmental Planning Policies (SEPPs) (note Regional Environmental Plans are now considered deemed SEPPs); and Local Environmental Plans (LEPs).

4.2.1 State Environmental Planning Policies

State Environmental Planning Policy (Western Sydney Parklands) 2009 and *State Environmental Planning Policy (Infrastructure) 2007* are discussed below.

For relevant provisions of other SEPPs applying to the proposed works, refer to the Tables of Compliance at **Appendix A**.

State Environmental Planning Policy (Western Sydney Parklands) 2009

State Environmental Planning Policy (Western Sydney Parklands) 2009 is the primary environmental planning instrument applying to the land.

Zoning of site

In accordance with Clause 9(2) of the SEPP the site is unzoned land.

Permissibility of use

Clause 11(2) of the SEPP permits the proposed use, 'advertising signage', with development consent.

Clause 16 addresses signage that is visible from a public place. It specifies that consent must not be granted unless the consent authority

considers the signage is consistent with any signage policy prepared by the Trust and an application for a road sign must be referred to the Roads and Maritime Services (RMS) and any comments taken into consideration within 21 days.

The relevant Trust policy regarding signage is the Western Sydney Parklands Design Manual 2011. However it is only relevant to identification and directional signage in the parklands.

The DA will be referred to the RMS by Council.

The development also conforms to the Policy definition of a **road sign** under the clause.

The proposed development includes the ancillary land use/development of 'solar energy systems'

State Environmental Planning Policy (Infrastructure) 2007

Clause 101 of *State Environmental Planning Policy (Infrastructure) 2007* - Development with frontage to a classified road - specifies that consent must not be granted for development unless the consent authority is satisfied that the provisions of the Policy are addressed.

The proposed development site will not be accessed from a classified road as alternative access routes have been identified.

Safety and efficiency of the proposed development is addressed in the Traffic Safety Assessment, which is attached at **Appendix B**.

4.2.2 Regional Environmental Plans

There are no Regional Environmental Plans relevant to the proposed development.

4.3 Section 79C(1)(a)(iii) – Development control plans

Section 79C(1)(a)(i) requires consideration of development control plans (DCPs) in the assessment of development applications.

Clause 6A 'development control plans' of *State Environmental Planning Policy (Western Sydney Parklands) 2009* provides that "A development control plan does not apply to the Western Parklands unless it is made by the Director-General."

There are no such development control plans made for the Parklands by the Director-General. Despite this, the assessment criteria in *State Environmental Planning Policy No 64—Advertising and Signage* and the *Transport Corridor Outdoor Advertising and Signage Guidelines* have been addressed at **Appendix A**.

4.4 Section 79C(1)(b) Likely Impacts

Section 79C of the EP&A Act provides that the consent authority must take into consideration certain matters of relevance to the development in the determination of a Development Application. This includes the likely impacts of the proposed development.

4.4.1 Visual impact and amenity

The visual impact of the proposed advertising signage has been addressed in the Landscape/Visual Assessment prepared by Architectus. Refer to this report at **Appendix B**.

Visibility of proposed signage from M7 motorway

The visibility of the proposed signage has been assessed in the traffic safety assessment prepared by traffic consultant, Traffix at **Appendix B**. These assessments included cone view diagrams to determine the duration of visibility of proposed signage driving along the motorway, taking account of other variable messaging signs and other obstacles. Refer to Section 4.4.2 and **Appendix B** for duration of visibility of each sign.

The existing landscaping in road corridor was reviewed by aerial photograph, site visit and the approved landscape plans for the M7 motorway. The signage was sited according to currently visible locations. As the M7 road reserve land is not owned by the Trust, there can be no maintenance regime imposed over this land by the Trust.

Visual impact

The visual impact of the proposed signage has been evaluated in the Landscape/Visual – Traffic Safety Assessment at **Appendix B** on a site by site basis.

Site 1

- The signage will be obscured from nearby residence due to existing trees.
- It is concluded that the sign will not detract from the visual amenity of the area.

Site 2

- The signage will increasingly become more obscured by trees from nearby residences.
- It is concluded that the sign will not detract from the visual amenity of the area.

Site 3

- The signage will increasingly become more obscured by trees from nearby residences.
- It is concluded that the sign will not detract from the visual amenity of the area.

Site 4

- There are mature trees separating nearby residences from the proposed signage. These trees will obscure or provide only filtered views to the signage. The signage will become increasingly visually obscured from the residences as the trees further establish.
- It is concluded that the sign will not adversely detract from the visual amenity of the area or on nearby residences.

Reflectivity from solar panels

The solar panels are fixed to the top of signs horizontally. Therefore they will not pose a reflectivity concern for passing motorists or nearby residences.

4.4.2 Traffic and access

Traffic safety

A traffic safety assessment has been prepared for the proposed signage by Traffix. This is provided in the Landscape/Visual - Traffic Safety Assessment at **Appendix B** and includes view cone analysis.

The cone view analysis produced for each sign, and referred to at Section 4.4.1, factored in the location of existing variable message signs (VMS) along the road corridor. This analysis specifies the distances between the existing and proposed signage, and the time for which each sign or the signs collectively, would be in view.

Key assessment of traffic safety for each site is provided below:

Site 1

- The distance from the existing VMS is acceptable so as to not have an adverse impact on the effectiveness of the VMS.
- Following the VMS, the proposed sign would be legible for a further 23 seconds.
- As the proposed sign is a single-sided billboard, it would not distract north-bound traffic merging at on-ramp from Horsley Drive.

Site 2

- Site 2 would exit a northbound driver's field of view 275m prior to (south of) start of merge section of northbound on-ramp from the Horsley Drive.
- The site is within a driver's field of view.
- The sign would not distract driver's attention from the Horsley Drive on-ramp.

Site 3

Side facing southbound traffic:

- The sign is about 40m prior to (north of) an existing advisory sign that is 2km to the Elizabeth Drive southbound off-ramp.
- The sign would be legible for 14 seconds. Drivers would view it solely for 3 seconds.

Side facing northbound traffic:

- The sign is located 280m north beyond (north of) an existing advisory sign and 370m prior to (south of) an existing VMS.
- The sign is located northbound and southbound in a driver's field of view, and would not reduce the effectiveness of the existing VMS or advisory signs.

Site 4

- Sign is located 95m in advance of existing VMS.

- The proposed sign would be legible for 13 seconds.
- The sign is located northbound and southbound in a driver's field of view, and would not reduce the effectiveness of the existing VMS or advisory signs.

In summary, the above sites are considered acceptable for the signs on traffic safety grounds.

Access for construction and maintenance

The signs require temporary vehicle access for the purposes of construction and maintenance. The access will be via the parklands and not from the classified road, (the M7 motorway), due to traffic safety issues.

Refer to the proposed site plans at **Appendix B** showing the location of these unformed access routes.

For impacts on flora and fauna by proposed unformed access routes, refer to Section 4.4.4 below.

Excavation

The installation of the proposed signage will require minimal excavation to accommodate signage footings.

The process of laying sign foundations involves the insertion of screw piles using a truck mounted piling rig. This would be followed by excavation for foundations using an excavator, installation of concrete reinforcement and pouring of concrete foundation. Once the concrete is set, a steel plinth would be affixed to the foundation. Prefabricated sign components would be erected with the assistance of a mobile crane.

The nature of footings and the depth of excavation required will be subject to detailed design by a structural engineer that takes account of geotechnical stability, wind loads, and more. It will be subject to geotechnical investigations at detailed design phase and issue of construction certificate will be dependant on the consent authority being satisfied by these matters.

4.4.3 Services and utilities

Clause 10 of the Western Sydney Parklands SEPP requires assessment of the impact on utility services and easements.

The proposed signage will not require connection to utility services and will not impact on existing easements. The signs will be developed on Western Sydney Parklands land.

Lighting will be provided by electricity generated from solar panels affixed to the top of each sign.

As noted above, the proposed signage requires earthworks (excavation / drilling).

Vehicular access for construction and maintenance is addressed at Section 4.4.2 above.

4.4.4 Flora and fauna

A Flora and Fauna Assessment report was prepared for the proposed

development by ecology consultant, Total Earth Care Pty Ltd.

The assessment included consideration of the signage footprints, areas required for 'swing arms' of construction machinery and turning circles. This report is attached at **Appendix C**.

Site 1

- The proposed development site is a highly modified landscape that lacks most of the natural habitat features and resources. The site has a low level of fauna habitat value and is considered a fragmented moderate wildlife corridor.
- The site would be accessed from an existing network of cleared or disturbed route tracks, which would avoid significant areas of vegetation. Resilience for site access is considered 'low' and resilience for the construction site has been assessed as containing 'no native vegetation or native species'.

Site 2

- The proposed development site supports poor habitat resources. The site comprises of exotic grassland and artificial wetland and is devoid of native vegetation.
- The site would be accessed from an existing access route from Redmayne Road and a paddock that is void of native vegetation.
- Resilience for site access would be 'low' and resilience for the construction site has been assessed as containing 'no native vegetation or native species'.

Site 3

- The proposed development site is a highly modified landscape that supports poor habitat resources and is currently exotic grassland with planted native trees.
- The site would be accessed from an existing sealed road that services the Equestrian Centre via Saxony Road.
- Resilience for site access has been assessed 'no native vegetation or native species' and resilience for the construction site has been assessed as 'low'.
- This species, *Eucalyptus mollucana* Grey Box, occurs as a scattered grove of small planted individuals approximately 3 - 5 metres tall. Up to six of these trees may need to be removed as part of the construction and ongoing maintenance of the billboard. There are no species listed as threatened under the NSW TSC Act 1995 or the EPBC Act within the site study area.
- Seven threatened plant species occur within 10 km of the site however there is no suitable habitat for these species in the site study area. The area has some limited connectivity to the existing moderate wildlife corridor.

Site 4

- The proposed development site is a highly modified landscape that lacks many of the natural habitat features and resources that are important to the maintenance of native fauna diversity and life cycles. The area is largely dominated by exotic grassland.
- The site would be accessed from an existing unnamed sealed residential access road off Wallgrove Road. No access road construction is required for the proposed development site and

therefore an access resilience assessment was not undertaken for the site. The resilience for the site is 'low'.

- One mature *Corymbia maculata* Spotted Gum was identified in the immediate area. This species is listed as a characteristic species in the Critically Endangered Ecological Community Cumberland Plain Woodland (CPW). The lack of other native plant species and attendant lack of a structured native community has led the current report to find that CPW does not occur in the site study area. The area in the current Critically Endangered Ecological Community CPW is listed as 'Cleared and Disturbed Woodland'.
- No threatened plant species listed as threatened under the NSW TSC Act 1995 or the EPBC Act were identified within the site study area.
- Seven threatened plant species occur within 10 km of the site however there is no suitable habitat for these species in the site study area. The area is part of a fragmented corridor that is not considered to be a significant wildlife corridor for the movement and dispersal of native flora and fauna for the locality.

Conclusion

- There will be minimal impact upon native vegetation communities and fauna habitats.
- No Threatened Species, Threatened Communities or Threatened Populations listed under the *NSW Threatened Species Conservation Act 1995* (TSC Act) or the *Commonwealth Environment Protection and Biodiversity Conservation Act 1999* (EPBC Act) were noted within the subject sites (including both construction sites and access routes).
- No known or potential habitat for any Threatened or Migratory species or populations listed under the TSC Act or the EPBC Act was noted on the subject sites.
- The trees requiring removal are not part of a native vegetation community as per the TSC Act or the EPBC Act.
- Accordingly, no assessments of significance were required.

4.4.5 Tree removal

As discussed at Section 4.4.4, the development of the proposed signage requires some tree removal for development footprints, the movement of construction machinery around each sign, and the movement of vehicles for construction and maintenance purposes from nearby roads to the signs. Note that access will not occur from the M7 motorway.

Those trees required to be removed are up to 6 specimens of *Eucalyptus mollucana* Grey Box at Site 3. These are small specimens (between 3 - 5m tall) and are planted, and so do not comprise remnant woodland.

The SEPP (WSP) contains a clause relating to tree preservation. However this clause only comes into effect where there is a development control plan (DCP) specifying the location or type of trees to be removed. There is no such DCP applying to the parklands. Therefore, development consent or a permit is not required for tree removal in the parklands.

However, given SEPP (WSP) contains provisions (Aims of Policy and Matters to be considered by the consent authority) that require assessment of impact on the natural environment, including Endangered Ecological Communities and habitat corridors, the environmental impacts of tree removal still require assessment. As concluded at Section 4.4.4

above, those areas where works are proposed and those trees requiring removal, will not have significant adverse ecological impacts.

4.4.6 Landscaping

The Landscape/Visual – Traffic Safety Assessment includes a visual assessment of the proposed signage. This is discussed at Section 4.4.1 above. Refer to **Appendix B** for this report.

As there are a number of trees proposed to be removed, there will be compensatory tree planting. The proposed species will comprise the same species that are being removed, and will be planted at the rate of 5 trees for every tree that is removed. It is proposed that Council apply a condition of consent requiring that the new trees be planted in the vicinity of the respective signs, although not in a position that would visually obscure the signs from the highway.

4.4.7 Stormwater and sediment control

The proposed signage comprises only structures that have a small footprint and therefore minimal excavation and marginal increase impervious surfaces will result. Therefore stormwater infrastructure is not required to support the development. Should the consent authority consider erosion and sediment controls measures are required, it is considered such measures could be imposed as conditions of consent.

4.4.8 Waste

A Waste Management Plan has been prepared for the proposed development by Cadence Australia Pty Ltd. This report is at **Appendix E**.

There is no demolition works required for erection of each sign with the exception of removal of 6 small trees.

The waste generated during construction includes excavation material (100m³). It will be spread on site and seeded to assist with revegetation of areas.

There will be an excess of concrete and steel that will be returned to the suppliers.

4.4.9 Social

Section 79C of the EP&A Act provides that the consent authority must take into consideration certain matters of relevance to the development in the determination of a Development Application. This includes the likely impacts of the proposed development including the social impacts on the locality.

The key social benefit of the proposed development is that it will provide an ongoing income stream for the Western Sydney Parklands that will be fed back into the management, maintenance and development of the parklands for the benefit of the general public.

4.4.10 Economic

The likely economic impacts as a result of the proposed development

include:

- Temporary employment generation during construction and maintenance;
- Ongoing part-time employment associated with maintenance activities;
- Construction costs will contribute to the local and regional economy; and
- Ongoing income generation for the parklands that will assist with the management and maintenance of the parklands.

4.5 Section 79C(1)(c) Site suitability

Section 79C of the EP&A Act provides that the consent authority must take into consideration certain matters of relevance to the development in the determination of a Development Application including the suitability of the site for the proposed development.

The suitability of the proposed use of the site for 'advertising signage' is demonstrated by:

- The *Western Sydney Parklands Act 2006* identified that the plan of management for the parklands is to include proposals for income-earning activities;
- *State Environmental Planning Policy (Western Sydney Parkland) 2009* (WSP SEPP) permits the use of 'advertising signage' on the land;
- The proposed development satisfies the matters for consideration for development applications under Clause 12 of the SEPP (WSP);
- The Parklands Plan of Management specifically allows for income-generating proposals in the parklands;
- The Metropolitan Plan for Sydney 2036 allows for commercial uses in the parklands;
- The draft North West Subregional Strategy seeks to improve the quality of regional open space. The proposed development will support this aspiration;
- The proposed development will result in low/minor environmental impacts, as the proposed signage will:
 - Displace a number of small trees that are planted, do not comprise remnant woodland, are not of ecological value, and do not require consent for their removal. Compensatory planting of new trees is proposed at the rate of 5 trees for every tree removed;
 - Not detract from visual amenity as viewed from the M7 or nearby residences;
 - Not result in adverse traffic safety impacts;
 - Only require minimal excavation; and
 - Only marginally increase impervious area/surfaces.

4.6 Section 79C(1)(e) Public interest

Section 79C of the EP&A Act provides that the consent authority must take into consideration certain matters of relevance to the development in the determination of a Development Application. This includes the public interest.

Those matters representing the public interest in relation to the proposed development include:

- The proposed signage will provide ongoing income generation that will fund the maintenance, management and development of the parklands; and
- Refer above to Section 4.5 for other matters in the public interest.

Given the value that the public place on the parklands for recreation, ecological values, and other benefits, and that they are a public asset for use and enjoyment by all, there should be weight given to the key purpose of the signage which is providing an ongoing income stream for the maintenance, management and development of the parklands.

The sum of the public benefits outweighs the sum of the environmental impacts, particularly as any likely environmental impacts can be adequately mitigated with proposed measures.

5 Conclusion

The proposed development comprises proposed advertising billboard signage in Western Sydney Parklands land that is adjacent to the M7 Motorway road corridor in the Fairfield local government area. This Statement of Environmental Effects supports a Crown Development Application under Section 78A of the *Environmental Planning and Assessment Act 1979* (EP&A Act). Fairfield City Council is the relevant consent authority for the proposed development.

An assessment of the proposed development has been undertaken in relation to the relevant statutory and non-statutory planning framework. This provides that the proposed development is permissible with consent under *State Environmental Planning Policy (Western Sydney Parklands) 2009* (SEPP (WSP)) and is consistent with the other relevant provisions of this instrument.

As SEPP (WSP) applies to the proposed development, this means that *State Environmental Planning Policy No. 64 – Advertising and Signage* (SEPP 64) does not apply. However assessment has been provided against assessment criteria in SEPP 64 and the *Transport Corridor Outdoor Advertising and Signage Guidelines* given the close proximity to the M7 motorway. The proposed development is consistent with these policy documents.

The environmental assessment included specialist inputs from traffic safety, landscape/visual and ecological disciplines. This assessment informed the site selection process and the siting and design of each of the proposed signs. The conclusions of these specialist assessments finds that:

- The signs will be acceptable on road safety grounds;
- There will be minimal impact on the visual amenity of the area; and
- There will be no significant adverse impact on the ecological values of the area.

While a number of trees are required to be removed to enable construction and ongoing maintenance activities, the trees are not part of a native vegetation community as per the TSC Act or the EPBC Act. Furthermore new trees are proposed to be planted of the same species that are being removed, at the rate of 5 new trees for every tree removed.

The key public benefit from the proposed development will be the ongoing income generation from the signage that will support the management, maintenance and development of the parklands.

In summary, those matters for consideration in the assessment of a Development Application under Section 79C of the EP&A Act have been satisfied by the proposed development. The sum of the public benefits outweighs the sum of the environmental impacts, particularly as any likely environmental impacts can be adequately mitigated with proposed measures.

It is therefore concluded that the proposed development is in the public interest, and it is **recommended that the Development Application is approved.**

**Proposed advertising signage in Liverpool
Statement of Environmental Effects**

Appendix A

**Tables of Compliance
*Prepared by Architectus***

Proposed advertising signage adjacent to M7 road corridor

Various sites, Fairfield

January 2013

Prepared for Western Sydney Parklands Trust

Summary Compliance Tables

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Quality Assurance

Reviewed by



Michael Harrison

Director
Urban Design and Planning
Architectus Sydney Pty Ltd

23/01/2013.....
Date

This document is for discussion
purposes only unless signed.

1 Introduction

1.1 Preliminary

The proposed development comprises advertising signage that is adjacent to the M7 road corridor. This report assesses the proposed development against the statutory and non-statutory provisions of the relevant environmental planning framework, as required under Section 79C of the *Environmental Planning and Assessment Act 1979* (EP&A Act).

The report also responds to the key issues raised in a meeting with Roads and Maritime Services (RMS) held on 11 October 2012.

2 Legislation

2.1 Environmental Planning and Assessment Act 1979

The *Environmental Planning and Assessment Act 1979* (EP&A Act) is the primary legislation governing the proposed development of the land.

Determination

As the land is Crown land and the Applicant is a public authority the Development Application will comprise a Crown Development Application and will be determined in accordance with Section 89 of the EP&A Act.

It should be noted that sub-section (1) of the Section 89 provides that:

- (1) *A consent authority (other than the Minister) must not:*
- (a) *refuse its consent to a Crown development application, except with the approval of the Minister, or*
 - (b) *impose a condition on its consent to a Crown development application, except with the approval of the applicant or the Minister.*

2.2 Environmental Planning and Assessment Regulation 2000

Referral of DA to Minister

The Environmental Planning and Assessment Regulation 2000 (the Regulations) provides the following in relation to Crown Development Applications:

113B Period after which Crown development applications may be referred to Minister or regional panel

- (1) *For the purposes of section 89 (2) of the Act, the prescribed period is 70 days after the Crown development application is lodged with the consent authority.*
- (2) *For the purposes of section 89 (5) of the Act, the prescribed period is 50 days after the Crown development application is referred to the applicable regional panel under section 89 (2) (b) of the Act.*

Prescribed persons for Crown development

Clause 226 of the Regulations includes the following persons for the purposes of Division 4 of Part 4 of the EP&A Act:

226 Prescribed persons: section 88

(cf clause 81MM of EP&A Regulation 1994)

(1) The following persons are prescribed for the purposes of Division 4 of Part 4 of the Act (as referred to in section 88 (2) (a) of the Act):

(a) a public authority (not being a council).

2.3 Western Sydney Parklands Act 2006

Section 23 of the Western Sydney Parklands Act 2006 provides that the Trust is to prepare a plan of management for the parklands and that this plan is to identify matters that are significant to the parklands including proposals for income-earning activities.

23 Plan of management

(1) The Trust is to prepare and maintain a plan of management for the Parklands.

(2) The plan of management is to:

(a) set out how the Trust proposes to exercise its functions in relation to the Parklands and the key issues for the Trust in doing so, and

(b) identify the priorities of the Trust in exercising its functions having regard to the resources available to it, and

(c) identify matters that are significant to the Parklands as a whole, including the following:

(i) business and communication matters,

(ii) proposals for income-earning activities,

(iii) the establishment and maintenance of an ecological network made up of both land within and in the vicinity of the Parklands, including wildlife and habitat corridors,

(iv) the creation of an access and circulation network for the Parklands allowing both vehicular and pedestrian access to the Parklands and providing for internal circulation.

(3) The Trust may prepare an amendment to the plan of management or a replacement plan of management.

(4) The plan of management or amendment of the plan of management has no effect unless it is adopted by the Minister under section 27.

Section 5 of the Act provides that the Trust is a government agency.

5 Status of Trust

The Trust is a NSW Government agency.

3 Interpretation Act 1987

The *Interpretation Act 1987* provides that a NSW government agency has the status, privileges immunity of the Crown.

13A NSW Government agencies and statutory bodies representing the Crown

(1) If an Act provides that a body is:

(a) a NSW Government agency, or

(b) a statutory body representing the Crown,

the body has the status, privileges and immunities of the Crown.

4 Environmental planning instruments

This section provides assessment of the proposed development against the relevant environmental planning instruments. These include State Environmental Planning Policies (SEPPs) and Local Environmental Plans (LEPs).

The environmental planning instruments relevant to the proposed development include:

- *State Environmental Planning Policy (Western Sydney Parklands) 2007* (refer to Section 4.1);
- *State Environmental Planning Policy (Infrastructure) 2007* (refer to Section 3.2);
- *State Environmental Planning Policy No. 55 (Remediation of Land)* (refer to Section 4.3);

Note the following SEPP does not apply to the proposed development because the works are situated on Western Sydney Parklands land and therefore are subject to *State Environmental Planning Policy (Western Sydney Parklands) 2007*:

- *State Environmental Planning Policy No. 64 (Advertising and Signage)* (refer to Section 4.4).

4.1 State Environmental Planning Policy (Western Sydney Parklands) 2007

State Environmental Planning Policy (Western Sydney Parklands) 2007 is the primary environmental planning instrument applying to the land. Relevant provisions to the proposed development are addressed in Table 1 below.

Table 1 State Environmental Planning Policy (Western Sydney Parklands) 2007

Western Sydney Parklands SEPP provision	Compliance	Comment
2 Aim of Policy The aim of this Policy is to put in place planning controls that will enable the Western Sydney Parklands Trust to develop the Western Parklands into a multi-use urban parkland for the region of western Sydney by: <ul style="list-style-type: none"> (a) allowing for a diverse range of recreational, entertainment and tourist facilities in the Western Parklands, and (b) allowing for a range of commercial, retail, infrastructure and other uses consistent with the Metropolitan Strategy, which will deliver beneficial social and economic outcomes to western Sydney, and (c) continuing to allow for and facilitate the location of government infrastructure and service facilities in the Western Parklands, and (d) protecting and enhancing the natural systems of the Western Parklands, including flora and fauna species and communities and riparian corridors, and 	Yes	(b) For assessment of consistency with the Metropolitan Plan for Sydney 2036, refer to Section 6 below. (d) For an assessment of the impact on natural systems, refer to Section 4.5.4 in the Statement of Environmental Effects. (k) The illumination of the proposed signage will be undertaken from proposed solar panels that will generate electricity.

Western Sydney Parklands SEPP provision	Compliance	Comment
<p>(e) protecting and enhancing the cultural and historical heritage of the Western Parklands, and</p> <p>(f) maintaining the rural character of parts of the Western Parklands by allowing sustainable extensive agriculture, horticulture, forestry and the like, and</p> <p>(g) facilitating public access to, and use and enjoyment of, the Western Parklands, and</p> <p>(h) facilitating use of the Western Parklands to meet a range of community needs and interests, including those that promote health and well-being in the community, and</p> <p>(i) encouraging the use of the Western Parklands for education and research purposes, including accommodation and other facilities to support those purposes, and</p> <p>(j) allowing for interim uses on private land in the Western Parklands if such uses do not adversely affect the establishment of the Western Parklands or the ability of the Trust to carry out its functions as set out in section 12 of the <i>Western Sydney Parklands Act 2006</i>, and</p> <p>(k) ensuring that development of the Western Parklands is undertaken in an ecologically sustainable way.</p>		
<p>6 Relationship to other planning instruments</p> <p>Note. This clause is subject to section 36 (4) of the Act.</p> <p>(5) The following environmental planning instruments do not apply to the Western Parklands:</p> <p>Blacktown Local Environmental Plan 1988, Fairfield Local Environmental Plan 1994, Liverpool Local Environmental Plan 2008, State Environmental Planning Policy No 4—Development Without Consent and Miscellaneous Exempt and Complying Development, State Environmental Planning Policy No 19—Bushland in Urban Areas , State Environmental Planning Policy No 21—Caravan Parks , State Environmental Planning Policy No 30—Intensive Agriculture, State Environmental Planning Policy No 32—Urban Consolidation (Redevelopment of Urban Land), State Environmental Planning Policy No 64—Advertising and Signage, State Environmental Planning Policy (Affordable Rental Housing) 2009, State Environmental Planning Policy (Exempt and Complying Development Codes) 2008, State Environmental Planning Policy (Housing for Seniors or People with a Disability) 2004.</p> <p>(2) The excluded provisions of the State Environmental Planning Policy (Infrastructure) 2007 do not apply to the Western Parklands. Part 3 (other than the excluded provisions) of the State Environmental Planning Policy (Infrastructure) 2007 applies as if the Western Parklands were in a prescribed zone under that Policy. If there is any inconsistency between this Policy and that Policy:</p> <p>(a) to the extent the inconsistency relates to Schedule 2 to this Policy, this Policy prevails, and</p> <p>(b) to the extent the inconsistency relates to the remaining provisions of that Policy (other than the excluded provisions), that Policy prevails.</p> <p>(3) If there is an inconsistency between this Policy and any of the following Policies, the other Policy prevails to the extent of the inconsistency:</p> <p>State Environmental Planning Policy No 55—Remediation of Land,</p>	-	<p>This notes that <i>Fairfield Local Environmental Plan 1994</i> and <i>State Environmental Planning Policy No 64 - Advertising and Signage</i> do not apply to Western Sydney Parklands. There are also some excluded provisions from State Environmental Planning Policy (Infrastructure) 2007.</p>

Western Sydney Parklands SEPP provision	Compliance	Comment
<p>State Environmental Planning Policy (Mining, Petroleum Production and Extractive Industries) 2007,</p> <p>State Environmental Planning Policy (Sydney Region Growth Centres) 2006,</p> <p>Sydney Regional Environmental Plan No 9—Extractive Industry (No 2—1995).</p> <p>(4) Except as provided by subclauses (1)–(3), if there is an inconsistency between this Policy and any other environmental planning instrument, whether made before or after the commencement of this Policy, this Policy prevails to the extent of the inconsistency.</p> <p>(5) In this clause:</p> <p>excluded provisions, of the State Environmental Planning Policy (Infrastructure) 2007, means clauses 65 (3) and 66 (1).</p>		
<p>6A Development control plans</p> <p>A development control plan does not apply to the Western Parklands unless it is made by the Director-General.</p>	Yes	There is no development control plan made by the Director-General that applies to the parklands.
<p>9 Land use zones</p> <p>(1) Subclause (2) applies to land that before the commencement of this Policy was not in the Western Parklands and was zoned under a local environmental plan but that after the commencement of this Policy is in the Western Parklands.</p> <p>(2) From the commencement of this Policy the land is unzoned.</p> <p>Note. Land that before the commencement of this Policy was in the Western Parklands but after the commencement is no longer in the Western Parklands has been rezoned by amendment in Schedule 3 to the relevant local environmental plan.</p>	Yes	The proposed development is on unzoned land.
<p>11 Land uses</p> <p>(1) The following development may be carried out on land in the Western Parklands without consent, but only if it is carried out by or on behalf of a public authority:</p> <p>amenity facilities; community facilities; depots; entertainment facilities; environmental facilities; environmental protection works; function centres; information and education facilities; kiosks; public administration buildings; recreation areas; recreation facilities (outdoor); restaurants or cafes; roads; signage (for directional, informative, or interpretative purposes); ticketing facilities.</p> <p>(1A) Development for the purposes of extensive agriculture, other than farm buildings, may be carried out on public land in the Western Parklands without consent unless the land is in an environmental conservation area as shown on the Environmental Conservation Areas Map.</p> <p>(2) Any development not specified in subclause (1) or (3), or permitted without consent by subclause (1A), may be carried out in the Western Parklands only with consent.</p> <p>(3) Development for the purposes of residential accommodation is prohibited in the Western Parklands.</p> <p>(4) In this clause:</p> <p>(a) a reference to a type of building or other thing is a reference to development for the purposes of that type of building or other thing, and</p> <p>(b) a reference to a type of building or other thing does not include (despite any definition in or applying to this Policy) a reference to a type of building or other thing referred to separately in this clause.</p> <p>(5) This clause is subject to the other provisions of this Policy.</p>	Yes	The proposed use of 'advertising signage' and ancillary use, 'solar energy systems' is permissible only with development consent.

Western Sydney Parklands SEPP provision	Compliance	Comment
12 Matters to be considered by the consent authority—generally In determining a development application for development on land in the Western Parklands, the consent authority must consider such of the following matters as are relevant to the development:	-	-
(a) the aim of this Policy, as set out in clause 2	Yes	Refer to response to Clause (2) above.
(b) the impact on drinking water catchments and associated infrastructure	Yes	The sites are not located within areas nominated as Bulk Water Supply Infrastructure on maps under SEPP(WSP).
(c) the impact on utility services and easements	Yes	Refer to Statement of Environmental Effects for assessment of impacts.
(d) the impact of carrying out the development on environmental conservation areas and the natural environment, including endangered ecological communities	Yes	The proposed signage is not located within an environmental conservation area. Refer to Section 4.5.4 of the Statement of Environmental Effects for an assessment of flora and fauna impacts, and to the Flora and Fauna Report prepared by Total Earth Care Pty Ltd at Appendix C .
(e) the impact on the continuity of the Western Parklands as a corridor linking core habitat such as the endangered Cumberland Plain Woodland	Yes	Refer to Section 4.5.4 of the Statement of Environmental Effects for an assessment of flora and fauna impacts, and to the Flora and Fauna Report prepared by Total Earth Care Pty Ltd at Appendix C .
(f) the impact on the Western Parkland's linked north-south circulation and access network and whether the development will enable access to all parts of the Western Parklands that are available for recreational use	Yes	No impact. The signage is adjacent to the M7 motorway.
(g) the impact on the physical and visual continuity of the Western Parklands as a scenic break in the urban fabric of western Sydney	Yes	The proposed signage is located at the parkland's edge, and is associated with the M7 motorway. Therefore it will not impact on physical or visual continuity of the parklands.
(4) the impact on public access to the Western Parklands	Yes	The proposed signage will not affect public access to the Western Parklands.
(i) consistency with: (4) any plan of management for the parklands, that includes the Western Parklands, prepared and adopted under Part 4 of the <i>Western Sydney Parklands Act 2006</i> , or	Refer comment	Refer to Section 5 below for a response to the plan of management.
(4) any precinct plan for a precinct of the parklands, that includes the Western Parklands, prepared and adopted under that Part	Refer comment	As above.
(4) the impact on surrounding residential amenity	Yes	The proposed signage would not impact on surrounding residential amenity. Distances to the nearest residences are shown on the Site Plans for each site.
(4) the impact on significant views	Yes	The proposed signage would not impact significant views nor detract from visual amenity. The signs are situated in a modified landscape and there is existing vegetation in the road reserve that will provide the foreground view and soften the visual effect of the proposed signage.
(4) the effect on drainage patterns, ground water, flood patterns and wetland viability	Yes	The proposed signage comprises only structures that have a small footprint and therefore require minimal excavation and only marginally increase impervious surfaces. Therefore stormwater infrastructure is not required to support the development. Should the consent authority consider erosion and sediment controls measures are required, given the minimal infrastructure, it is considered such measures could be imposed as conditions of consent.
(4) the impact on heritage items	Yes	The proposed signage will not impact on any heritage items. The sites of proposed signage are not located within heritage items as shown on the Heritage Map under SEPP (WSP).

Western Sydney Parklands SEPP provision	Compliance	Comment
(n) the impact on traffic and parking.		A Traffic Safety Assessment was prepared by Traffix and is attached at Appendix B . The proposed signage will not impact parking.
13 Bulk water supply infrastructure not to be impacted Development consent must not be granted to any development on land in the Western Parklands unless the consent authority is satisfied that: (a) the development will have a neutral or beneficial impact on the quality of the water in the bulk water supply infrastructure shown on the Bulk Water Supply Infrastructure Map, and (b) the development will not impact on the integrity or security of the bulk water supply infrastructure, and © the development will not increase the risk of illegal access to the bulk water supply or security of the bulk water supply infrastructure, and (d) access to bulk water supply infrastructure for maintenance and operation activities by the Sydney Catchment Authority and Sydney Water Corporation will not be impeded by the development.	Yes	The sites are not located within Bulk Water Supply Infrastructure areas, as shown on the relevant map under SEPP (WSP). Due to the proposed signage requiring a small footprint, the proposed use and development will marginally increase impervious surfaces. The proposed use and development will not impact the bulk water supply infrastructure. Refer to the Statement of Environmental Effects.
14 Development in areas near nature reserves or environmental conservation areas (1) This clause applies to development on land in the Western Parklands that is in, or adjoins: (a) a nature reserve (within the meaning of the <i>National Parks and Wildlife Act 1974</i>), or (b) an environmental conservation area shown on the Environmental Conservation Areas Map. (2) Development consent must not be granted to development on land to which this clause applies, unless the consent authority has considered the following: (a) whether the development is compatible with and does not detract from the values of the nature reserve or environmental conservation area, (b) any management plans applicable to the nature reserve or environmental conservation area, © whether the development has been designed and sited to minimise visual intrusion when viewed from vantage points in the nature reserve or environmental conservation area.	Yes	The land proposed for development is not in nor adjoins a nature reserve or an environmental conservation area.
14A Flood planning (1) The objectives of this clause are as follows: (a) to minimise the flood risk to life and property associated with the use of land, (b) to allow development on land that is compatible with the land's flood hazard, taking into account projected changes as a result of climate change, © to avoid significant adverse impacts on flood behaviour and the environment. (2) This clause applies to land that is at or below the flood planning level. (3) Development consent must not be granted for development on land to which this clause applies unless the consent authority is satisfied that the development: (a) is compatible with the flood hazard of the land, and (b) is not likely to significantly adversely affect flood behaviour resulting in detrimental increases in the potential flood affectation of other development or properties, and © incorporates appropriate measures to manage risk to life from flood, and (d) is not likely to significantly adversely affect the environment or cause avoidable erosion, siltation, destruction of riparian vegetation or a reduction in the stability of river banks or watercourses, and	Refer comment	It is anticipated the land is situated above the flood planning level. The proposed development is only a structure. Therefore it will not adversely affect flood behaviour and will not be a risk to life because it is not habitable.

Western Sydney Parklands SEPP provision	Compliance	Comment
(e) is not likely to result in unsustainable social and economic costs to the community as a consequence of flooding. (4) A word or expression used in this clause has the same meaning as it has in the <i>Floodplain Development Manual</i> (ISBN 0 7347 5476 0), published by the NSW Government in 2005, unless it is otherwise defined in this clause.		
15 Heritage conservation	N/A	The proposed signage is not located within a heritage item as shown on the Heritage map under the SEPP (WSP).
16 Signage (1) This clause applies to signage that is visible from a public place. (2) Development consent must not be granted to the erection of signage unless: (a) the consent authority is satisfied that the signage is consistent with any signage policy prepared by the Trust, and (b) in the case of a road sign, the Roads and Traffic Authority has been given written notice of the development application and any comments received by the consent authority from the Roads and Traffic Authority within 21 days have been considered by the consent authority. (3) In this clause: <i>road sign</i> means a sign that has a display area greater than 20 square metres or that is higher than 8 metres above the ground and is within 250 metres of a classified road and any part of the signage is visible from the classified road.	Yes	(2) (a) There is no relevant signage policy prepared by the Trust. (b) The sign will be visible from a public place (the M7 motorway) and is situated within 250m of this road corridor. The proposed sign is defined as a road sign under this clause, and therefore the DA will be referred to the Roads and Maritime Services.
17 Development on private land	N/A	This clause does not apply.
17A Essential services Development consent must not be granted to development unless the consent authority is satisfied that any of the following services that are essential for the proposed development are available or that adequate arrangements have been made to make them available when required: (a) the supply of water, (b) the supply of electricity, (c) the disposal and management of sewage, (d) stormwater drainage or on-site conservation, (e) suitable road access.	Yes	The proposed signage does not require water or sewage supply. Required electricity will be supplied by solar panels on the proposed signage structure. There is no stormwater infrastructure proposed because there will be minimal increase in impervious area. The proposed signage will be accessed from the parklands only for construction and maintenance purposes. Temporary road access has been identified.
17B Earthworks (1) The objectives of this clause are as follows: (a) to ensure that earthworks for which development consent is required will not have a detrimental impact on environmental functions and processes, neighbouring uses, cultural or heritage items or features of the surrounding land, (b) to allow earthworks of a minor nature without requiring separate development consent. (2) Development consent is required for earthworks unless: (a) the work is exempt development under this Policy or another applicable environmental planning instrument, or (b) the work is ancillary to other development for which development consent has been given. (3) Before granting development consent for earthworks, the consent authority must consider the following matters: (a) the likely disruption of, or any detrimental effect on, drainage patterns and soil stability in the locality, (b) the effect of the proposed development on the likely future use or redevelopment of the land, (c) the quality of the fill or the soil to be excavated, or both, (d) the effect of the proposed development on the existing and likely amenity of adjoining properties, (e) the source of any fill material and the destination of any excavated material.	Yes	It is considered earthworks will be only of a minor nature, as the proposed development comprises only a structure.

Western Sydney Parklands SEPP provision	Compliance	Comment
<p>(f) the likelihood of disturbing relics,</p> <p>(g) the proximity to and potential for adverse impacts on any watercourse, drinking water catchment or environmentally sensitive area,</p> <p>(h) any appropriate measures proposed to avoid, minimise or mitigate the impacts of the development.</p> <p>Note. The <i>National Parks and Wildlife Act 1974</i>, particularly section 86, deals with harming Aboriginal objects.</p>		
18 Exempt development	N/A	The proposed signage is not exempt development.
19 Acquisition of land by corporation	N/A	No land will be acquired.
<p>19A Preservation of trees or vegetation</p> <p>(1) The objective of this clause is to preserve the amenity of the Western Parklands, including biodiversity values, through the preservation of trees and other vegetation.</p> <p>(2) This clause applies to species or kinds of trees or other vegetation that are prescribed for the purposes of this clause by a development control plan made by the Director-General.</p> <p>Note. A development control plan may prescribe the trees or other vegetation to which this clause applies by reference to species, size, location or other manner.</p> <p>(3) A person must not ringbark, cut down, top, lop, remove, injure or wilfully destroy any tree or other vegetation to which any such development control plan applies without the authority conferred by:</p> <p>(a) development consent, or</p> <p>(b) a permit granted by the council concerned.</p> <p>(4) The refusal by the council to grant a permit to a person who has duly applied for the grant of the permit is taken for the purposes of the Act to be a refusal by the council to grant consent for the carrying out of the activity for which a permit was sought.</p> <p>(5) This clause does not apply to a tree or other vegetation that the council is satisfied is dying or dead and is not required as the habitat of native fauna.</p> <p>(6) This clause does not apply to a tree or other vegetation that the council is satisfied is a risk to human life or property.</p> <p>(7) A permit under this clause cannot allow any ringbarking, cutting down, topping, lopping, removal, injuring or destruction of a tree or other vegetation that is or forms part of a heritage item unless the council is satisfied that the proposed activity:</p> <p>(a) is of a minor nature or is for the maintenance of the heritage item, and</p> <p>(b) would not adversely affect the heritage significance of the heritage item.</p> <p>Note. As a consequence of this subclause, the activities concerned will require development consent. The heritage provisions of clause 15 will be applicable to any such consent.</p> <p>(8) This clause does not apply to or in respect of:</p> <p>(a) the clearing of native vegetation:</p> <p>(i) that is authorised by a development consent or property vegetation plan under the <i>Native Vegetation Act 2003</i>, or</p> <p>(ii) that is otherwise permitted under Division 2 or 3 of Part 3 of that Act, or</p> <p>(b) the clearing of vegetation on State protected land (within the meaning of clause 4 of Schedule 3 to the <i>Native Vegetation Act 2003</i>) that is authorised by a development consent under the provisions of the <i>Native Vegetation Conservation Act 1997</i> as continued in force by that clause, or</p> <p>(c) trees or other vegetation within a State forest, or land</p>	Refer to comment	<p>There is no such DCP applying to the parklands. Therefore, development consent or a permit is not required for tree removal.</p> <p>Refer to Section 4.5.4 on flora and fauna impacts in the Statement of Environmental Effects and the flora and fauna report at Appendix C.</p>

Western Sydney Parklands SEPP provision	Compliance	Comment
<p>reserved from sale as a timber or forest reserve under the <i>Forestry Act 1916</i>, or</p> <p>(d) action required or authorised to be done by or under the <i>Electricity Supply Act 1995</i>, the <i>Roads Act 1993</i> or the <i>Surveying and Spatial Information Act 2002</i>, or</p> <p>(e) plants declared to be noxious weeds under the <i>Noxious Weeds Act 1993</i>.</p> <p>Note. Part 6 of <i>State Environmental Planning Policy (Sydney Region Growth Centres) 2006</i> applies to land under this Policy that is in an environmental conservation area shown on the Environmental Conservation Areas Map and in a growth centre (within the meaning of that Policy). That Part provides that a person must not clear native vegetation on any such land without approval under Part 3A of the Act (as continued by Schedule 6A to the Act) or development consent.</p>		
20 Bush fire hazard reduction	N/A	This clause does not apply to the proposed signage.
20A Savings and transitional provisions—Part 3A transitional projects and State significant development	N/A	This clause does not apply to the proposed signage.
<p>Schedule 2 Exempt Development</p> <p>Landscaping and public domain works</p> <p>(1) Must be any of the following development, carried out on public land:</p> <p>(a) cycleways, ticketing facilities, unenclosed single storey car parks and viewing platforms,</p> <p>(b) outdoor recreational facilities, including playing fields, but not including grandstands,</p> <p>(c) information facilities such as visitors' centres and information boards,</p> <p>(d) lighting, if light spill and artificial sky glow is minimised in accordance with AS/NZS 1158 Set: 2007, <i>Lighting for Roads and Public Spaces</i>,</p> <p>(e) landscaping, including irrigation schemes (whether they use recycled or other water),</p> <p>(f) amenity facilities,</p> <p>(g) maintenance depots,</p> <p>(h) environmental protection works,</p> <p>(i) the construction, maintenance and repair of:</p> <p>(i) walking tracks, boardwalks and raised walking paths, ramps, minor pedestrian bridges, stairways, gates, seats, barbecues, shelters and shade structures, and</p> <p>(ii) viewing platforms, and</p> <p>(iii) sporting facilities, including goal posts, sight screens and fences, and</p> <p>(iv) play equipment where adequate safety provisions (including soft landing surfaces) are provided, but only if any structure is at least 1.2m away from any fence,</p> <p>(j) routine maintenance (including earthworks associated with playing field regrading or landscaping),</p> <p>(k) bridle paths, cycle storage racks or areas, fences, gates, public art and walls,</p> <p>(l) earthworks and retaining walls.</p> <p>(2) If a visitors' centre or maintenance depot, maximum area of development—200m².</p> <p>(3) If a retaining wall, must:</p> <p>(a) not be higher than 600mm (including the height of any batters) above ground level (existing), and</p> <p>(b) if it is on a sloping site and stepped to accommodate the fall in the land—not be higher than 800mm above ground level (existing) at each step, and</p> <p>(c) have adequate drainage lines behind it.</p> <p>(4) If earthworks, must:</p> <p>(a) not redirect the flow of surface water onto an adjoining</p>	N/A	The proposed development is not exempt development.

Western Sydney Parklands SEPP provision	Compliance	Comment
property, and (b) cause surface water to be disposed of without causing a nuisance to adjoining owners, and (c) be located at least 1m from any registered easement, sewer main or water main, and (d) not require cut or fill more than 600mm below or above ground level (existing), and (e) if the fill is more than 150mm deep—not occupy more than 50% of the landscaped area.		

4.2 State Environmental Planning Policy (Infrastructure) 2007

State Environmental Planning Policy (Infrastructure) 2007 applies to the proposed development due to proposed frontage to a classified road.

Table 2 State Environmental Planning Policy (Infrastructure) 2007

ISEPP provision	Compliance	Comment
101 Development with frontage to classified road (1) The objectives of this clause are: (a) to ensure that new development does not compromise the effective and ongoing operation and function of classified roads, and (b) to prevent or reduce the potential impact of traffic noise and vehicle emission on development adjacent to classified roads. (2) The consent authority must not grant consent to development on land that has a frontage to a classified road unless it is satisfied that: (a) where practicable, vehicular access to the land is provided by a road other than the classified road, and (b) the safety, efficiency and ongoing operation of the classified road will not be adversely affected by the development as a result of: (i) the design of the vehicular access to the land, or (ii) the emission of smoke or dust from the development, or (iii) the nature, volume or frequency of vehicles using the classified road to gain access to the land, and (c) the development is of a type that is not sensitive to traffic noise or vehicle emissions, or is appropriately located and designed, or includes measures, to ameliorate potential traffic noise or vehicle emissions within the site of the development arising from the adjacent classified road.	Yes	(2) (a) The development will be accessed from Western Parklands land and not from the adjacent classified road, the M7 motorway. Temporary access routes have been identified to each signage site from across the parklands for the purposes of accommodating of construction and maintenance vehicles. (b) (i) Safety will not be compromised because alternative access is identified that it not to the classified road. (ii) Emission of smoke or dust would only occur during the construction of the development and the impact would be low/very minimal. (iii) N/A. Refer above. (c) The development is not a sensitive use as it is a structure. Refer to Appendix B for the Traffic Safety Assessment.

4.3 State Environmental Planning Policy No. 55 - Remediation of Land

State Environmental Planning Policy No. 55 - Remediation of Land applies to the proposed development.

Table 3 State Environmental Planning Policy no. 55 – Remediation of Land

SEPP 55 provision	Compliance	Comment
Clause 7(1): “a consent authority must not consent to the carrying out of any development on land unless:	Refer to comment	In accordance with the Managing Land Contamination Planning Guidelines, signage does not represent a sensitive use. Nor is the subject land currently used for an activity

SEPP 55 provision	Compliance	Comment
<p>(a) it has considered whether the land is contaminated, and</p> <p>(b) if the land is contaminated, it is satisfied that the land is suitable in its contaminated state (or will be suitable, after remediation) for the purpose for which the development is proposed to be carried out, and</p> <p>(c) if the land requires remediation to be made suitable for the purpose for which the development is proposed to be carried out, it is satisfied that the land will be remediated before the land is used for that purpose."</p>		<p>listed in Table 1 of the guidelines (Table 1: <i>Some Activities that may Cause Contamination</i>).</p> <p>Furthermore, there will be only minimal excavation required for the small development footprints.</p>

4.4 State Environmental Planning Policy No. 64 - Advertising and Signage

Clause 6 of *State Environmental Planning Policy (Western Sydney Parklands) 2007* (WSP SEPP) specifies that *State Environmental Planning Policy No. 64 - Advertising and Signage* (SEPP 64) does not apply to the parklands. Furthermore, Clause 6A of the WSP SEPP specifies that development control plans do not apply except where made by the Director-General.

In the absence of any applicable development control plan, and in order to provide guidance on the siting and design of the proposed signage, the provisions of SEPP 64 (Aims, objectives, etc; and Schedule 1 Assessment Criteria) have been addressed in Table 4 below.

Table 4 State Environmental Planning Policy No. 64 – Advertising and Signage

SEPP 64 Advertising and Signage	Compliance	Comment
Clause 3 Aims, Objectives, etc		
This Policy aims:		
(a) to ensure that signage (including advertising):		
(i) is compatible with the desired amenity and visual character of an area, and	Yes	Advertising signage is compatible adjacent to a motorway.
(ii) provides effective communication in suitable locations, and	Yes	The siting of the proposed signage is a suitable distance from existing motorway variable message signs. This is assessed in the Traffic Safety Assessment at Appendix B .
(iii) is of high quality design and finish, and	Yes	The support frame for the signs will be "River Gum" colour or similar, to ensure this part of the sign recedes into the background.
(b) to regulate signage (but not content) under Part 4 of the Act, and		Noted
(c) to provide time-limited consents for the display of certain advertisements, and	N/A	-
(d) to regulate the display of advertisements in transport corridors, and		The signage is located adjacent to a transport corridor. A traffic safety assessment has been provided at Appendix B .
(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.		There will be public benefit associated with the development of the proposed signage because the financial revenue generated will be fed back into the management, maintenance and development of the parklands.
Schedule 1 Assessment Criteria		
1 Character of the area <ul style="list-style-type: none"> Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located? Is the proposal consistent with a particular theme for outdoor advertising in the area or locality? 	Yes	The proposed billboard signage is consistent with existing advertising signage near the M7 Motorway.
2 Special areas <ul style="list-style-type: none"> Does the proposal detract from the amenity or visual quality 	Yes	The proposed signage does not detract from visual amenity or quality. The proposed signage has either been sited away

SEPP 64 Advertising and Signage	Compliance	Comment
of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?		from these areas or would be shielded from special areas (as defined by this clause) by existing landscaping.
3 Views and vistas <ul style="list-style-type: none"> Does the proposal obscure or compromise important views? Does the proposal dominate the skyline and reduce the quality of vistas? Does the proposal respect the viewing rights of other advertisers? 	Yes	<p>The proposed signage does not obscure important views, dominate the skyline nor reduce the quality of vistas.</p> <p>The proposed signage respects the viewing rights of other advertisers.</p>
4 Streetscape, setting or landscape <ul style="list-style-type: none"> Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape? Does the proposal contribute to the visual interest of the streetscape, setting or landscape? Does the proposal reduce clutter by rationalising and simplifying existing advertising? Does the proposal screen unsightliness? Does the proposal protrude above buildings, structures or tree canopies in the area or locality? Does the proposal require ongoing vegetation management? 	Yes	<p>The scale, proportion and form of the proposed signage are appropriate for the motorway setting.</p> <p>Some of the signage will be surrounded by existing trees which will assist to visually anchor the signage vertically within the landscape and soften the visual impact.</p> <p>The siting of the signage has been informed by mapping the location of the existing signage and ensuring that the billboards will be located a suitable distance away.</p> <p>For discussion of protrusion of signs above existing vegetation, refer above.</p> <p>There can be no control over vegetation management in the M7 road reserve because it is not under ownership of the Trust.</p>
5 Site and building <ul style="list-style-type: none"> 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? Does the proposal respect important features of the site or building, or both? Does the proposal show innovation and imagination in its relationship to the site or building, or both? 	Yes	<p>The proposed signage is compatible with the scale, proportion and other characteristics of existing signage along the M7 Motorway.</p> <p>The proposed signage respects the safety of the motorway and is predominately shielded from non-motorway areas by existing landscaping.</p>
6 Associated devices and logos with advertisements and advertising structures <ul style="list-style-type: none"> 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? 	Yes	The proposed signage has lighting (and the solar panels) integrated into the design of the proposed structure.
7 Illumination <ul style="list-style-type: none"> Would illumination result in unacceptable glare? Would illumination affect safety for pedestrians, vehicles or aircraft? Would illumination detract from the amenity of any residence or other form of accommodation? Can the intensity of the illumination be adjusted, if necessary? Is the illumination subject to a curfew? 	Yes	<p>Signage lighting is oriented downwards illuminate the face of each sign. Therefore lighting will not impact on amenity through glare.</p> <p>The solar panels will be fixed to the top of the signage horizontally. Therefore it will not contribute glare to passing motorists or nearby residences.</p>
8 Safety <ul style="list-style-type: none"> Would the proposal reduce the safety for any public road? Would the proposal reduce the safety for pedestrians or bicyclists? Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas? 	Yes	<p>The proposed signage would not reduce the safety of the adjacent public road.</p> <p>A traffic safety assessment was prepared by Traffix and is attached at Appendix B.</p>

4.5 Transport Corridor Outdoor Advertising and Signage Guidelines

The Transport Corridor Outdoor Advertising and Signage Guidelines do not apply to the proposed development because SEPP 64 is not applicable to development in the parklands and the proposed signage is

not located in a road or rail corridor.

However, in the absence of any applicable development control plan, and in order to provide guidance on the siting and design of the proposed signage, particularly in relation to traffic safety, the provisions of the Guidelines (Sign Location and Design) have been addressed in Table 5 below.

Table 5 Transport Corridor Outdoor Advertising and Signage Guidelines

Transport Corridor Outdoor Advertising and Signage Guidelines	Compliance	Comment
3.2.1 Sign Location and Design		
a) An advertisement must not obstruct the driver's view of the road particularly of other vehicles, bicycle riders or pedestrians at crossings.	Yes	The proposed signage would not obstruct the driver's view of the road. Refer to the view cone diagrams at the traffic safety assessments at Appendix B .
b) An advertisement must not obstruct a pedestrian or cyclist's view of the road.	Yes	As above
c) The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view: <ul style="list-style-type: none"> – to a road hazard, – to an intersection, – to a traffic control device (such as traffic signals, stop or give way signs or warning signs) or – to an emergency vehicle access point or Type 2 driveways (wider than 6-9 metres) or higher. 	Yes	As above
d) The advertisement must not distract a driver from or reduce the visibility and effectiveness of directional signs, traffic signals, other traffic control devices, regulatory signs or advisory signs or to obscure information about the road alignment.	Yes	As above
e) 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 sign 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.	Yes	As above
f) A sign should not be located: <ul style="list-style-type: none"> – less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves. – 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. – so that it is visible from the stem of a T-intersection. <i>*Refer to the RTA Road Design Guide for minimum stopping sight distances, minimum approach and safe intersection sight distances.</i>	Yes	As above
g) The advertisement must not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device. For example: <ul style="list-style-type: none"> – Could the advertisement be construed as giving instructions to traffic such as 'Stop' or imitate a traffic control device? – If the sign is in the vicinity of traffic lights, does the advertisement use flashing lights? 	Yes	As above
h) The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example: <ul style="list-style-type: none"> – 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 	Yes	As above. Refer to the view cone diagrams in the landscape/visual – traffic safety assessment at Appendix B .

Transport Corridor Outdoor Advertising and Signage Guidelines	Compliance	Comment
<p>peripheral view.</p> <ul style="list-style-type: none"> 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. 		
<p>i) The advertisement must not create a physical obstruction or hazard. For example:</p> <ul style="list-style-type: none"> Does the sign obstruct the movement of pedestrians or bicycle riders? (e.g. telephone kiosks and other street furniture along roads and footpath areas). 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? Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles? <p><i>*Where advertising structures hang over the road, refer to Section 2.5.5 Bridge signage criteria.</i></p>	Yes	<p>As above.</p> <p>The signage is not situated adjacent to or over roads or footpaths and does not protrude above a bridge or structure.</p>
<p>j) Where the sign supports are not frangible (breakable), the sign must be placed outside the clear zone as defined in Section 3.7 of the RTA's Road Design Guide or behind an RTA-approved crash barrier.</p> <p>Where a sign is proposed within the clear zone but behind an existing RTA-approved crash barrier, all its structures up to 5.3m in height (relative to the road level) are to comply with lateral clearances as specified by Section 6 of the RTA's Road Design Guide with respects to dynamic deflection and working width.</p>	Yes	As above
<p>k) 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.</p>	N/A	The signs are not proposed over roads.
<p>l) The location of a sign on footpaths or nature strips must meet the following criteria to ensure adequate clearance for pedestrian and wheel chair access.</p> <p>A sign must be positioned so that an absolute minimum envelope of 900 millimetres x 2000 millimetres of unobstructed clear path of travel is maintained for the entire length of the advertising structure (see figure below).</p>	N/A	The signage is located outside of the M7 road reserve.
<p>3.2.5 Illumination and reflectance</p> <p>An illuminated sign refers to any sign illuminated by an artificial source. Illuminated signs include variable message signs, video and/or animated signs and any conventional billboard illuminated by fluorescent and/or incandescent bulbs.</p> <p>In addition to design guidelines in relation to illumination and its effects (Section 2), the following assessment criteria are used to ensure that illumination and reflectance qualities of signs do not cause a road safety hazard.</p> <p>(a) Advertisements must comply with the following luminance rules shown below.</p> <p>(b) The maximum night-time luminance of the aforementioned signs in this section must be one-quarter of the above prescribed values.</p> <p>(c) 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.</p> <p>(d) The light sources for illuminated signs must focus solely on</p>	Yes	Refer to the section on illumination/lighting in the Statement of Environmental Effects.

Transport Corridor Outdoor Advertising and Signage Guidelines	Compliance	Comment
<p>the sign and:</p> <p>(i) be shielded so that glare does not extend beyond the sign; and,</p> <p>(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 65W incandescent bulb.</p> <p>(e) 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.</p> <p>Information in relation to Street Name Signs that are illuminated is also available in the RTA document Management of Illuminated Street Name and Advertising Sign proposals – January 2000 (Ref TM P99/3).</p>		



5 Western Sydney Parklands Plan of Management


This section takes into consideration the Western Sydney Parklands Plan of Management (December 2010).

The Minister for Western Sydney adopted the Plan of Management for the Western Sydney Parklands. The Plan of Management is the key strategic planning document for the parklands. It is a statutory consideration for all DA's in Western Sydney Parklands land as it is referenced in *State Environmental Planning Policy (Western Sydney Parklands) 2009*.

Table 6 Western Sydney Parklands Plan of Management

WSP Plan of Management provision	Compliance	Comment
Principles:		
The Parklands will be viable economically for the Trust and for those using the land.	Yes	The proposed signage would be a source of revenue for the Trust to assist the ongoing viability of the Parklands and its management, maintenance and development.
2.3 Strategic Directions 2020		
Parklands Development and Management The Trust will develop and manage the Parklands in a responsible manner, to ensure the ongoing viability of the Parklands and the spaces, activities and programs it contains.	Yes	As above
Objective 2: Maximise the use and community benefits of existing and new leased assets in the Parklands.		
1. Work with lessees to increase their business opportunities and marketing profile to attract a broader range of users and enhance community reach.	Yes	As above
Objective 3: Develop new business opportunities to support the management and further development of the Parklands		
4. Develop and explore minor income generating opportunities such as cafés, and shelter and bike hire.	Yes	The proposed signage would be a minor income generating opportunity.
Desired 2020 Outcomes:		
Expand minor income generating opportunities in recreational areas such as cafes, and shelter and bike hire.	Yes	The proposed signage would expand on the Trust's minor income generating opportunities.
Allow for new infrastructure and manage the impacts of new infrastructure/utilities within the Parklands.	Yes	The proposed signage would be a new infrastructure structure that would provide income generation. The impact of the proposed signage on the Parklands would be minor during construction and operation.
3.2 Precinct Management Guidelines		
Precinct 9 Horsley Park	Yes	The provisions of relevance to the proposed signage include:

WSP Plan of Management provision	Compliance	Comment
<p>Precinct Description:</p> <p>The Horsley Park Precinct (313ha) comprises undulating rural farming lands bounded by the M7 Motorway, industrial lands (Smithfield and Wetherill Park) and private quarrying and brick making facilities.</p> <p>Desired Future Character:</p> <p>A centre of sustainable urban farming, featuring market gardening, community gardens, farmers markets, agri-tourism, and education programs.</p> <p>Objectives:</p> <ul style="list-style-type: none"> — Engage existing farming landowners in sustainable urban farming practices. — Build a cohesive rural image (including from internal and boundary roads) that clearly identifies the Precinct as part of the Parklands. — Protect the Upper Canal and water supply quality. <p>Land Use Opportunities</p> <ul style="list-style-type: none"> — Agri-tourism and business — Urban farming/market gardens — Education facilities — Farm gate shops/markets — Walking, cycle and bridle trails — Existing and future service infrastructure <p>Key Management Priorities:</p> <p>Recreation and Parkland Infrastructure:</p> <ul style="list-style-type: none"> — Develop a walking and cycling track network through the Precinct. — Accommodate interim recreation uses to meet demand prior to full development of the urban farming program. — Enhance the visual quality of the farming landscape and create a cohesive urban farming identity for the Precinct's internal and boundary roads. <p>Environment and Conservation:</p> <ul style="list-style-type: none"> — Improve the biodiversity and bushland quality within the Precinct. — Work with partners to investigate water harvesting, landscape recycling systems and water recycling for irrigation. — Work with partners to improve the water quality in Eastern Creek. <p>Culture and Participation:</p> <ul style="list-style-type: none"> — Develop with partners sustainable farming educational programs. — Work with private landowners to engage them in the sustainable urban farming program. <p>Urban Farming:</p> <ul style="list-style-type: none"> — Activate further sites for urban farming. — Work with industry/educational groups to develop best practice urban farming programs and industry links across Sydney. — Create the opportunity for farmers markets and farm-gate sales. <p>Parklands Development and Management:</p> <ul style="list-style-type: none"> — Work with lessees and private landowners to develop plans for water recycling, renewable energies and waste management. — Plan for the impacts of future service infrastructure expansions in the Precinct. — Work with Sydney catchment Authority to identify 		<p>Objectives</p> <p><i>Build a cohesive rural image (including from internal and boundary roads) that clearly identifies the Precinct as part of the Parklands.</i></p> <p>Key Management Priorities:</p> <p>Recreation and Parkland Infrastructure:</p> <p><i>Enhance the visual quality of the farming landscape and create a cohesive urban farming identity for the Precinct's internal and boundary roads.</i></p> <p>The proposed signage will not reduce the rural image of the parklands as the signage is proposed at the motorway edge and therefore could be considered visually to be part of the road reserve rather than the parklands.</p>  

WSP Plan of Management provision	Compliance	Comment
appropriate access opportunities across the Upper Canal.		
Precinct 10 Abbotsbury	Yes	The provisions of relevance to the proposed signage include:
<p>Precinct Description:</p> <p>The Abbotsbury Precinct (708ha) is a scenic area including Cumberland Plain Woodland, the Sydney International Equestrian Centre, Calmsley Hill City Farm and picnic areas (Lizard Log, Sugarloaf Ridge and The Dairy). A north-south ridgeline with regional views creates two distinct areas.</p> <p>Desired Future Character:</p> <p>A major activity precinct for the Parklands offering a range of cultural, recreation and community uses with a high level of design quality, in a picturesque environment.</p> <p>Objectives:</p> <ul style="list-style-type: none"> — Enhance picnic areas, entertainment venues and play spaces by creating passive and active recreation hubs. — Enhance internal connections and legibility between destinations. — Protect bushland. — Expand recreation and tourism opportunities at the Sydney International Equestrian Centre. — Protect the Upper Canal and water supply quality. <p>Land Use Opportunities</p> <ul style="list-style-type: none"> — Regional passive recreation — Sport and fitness — Walking, cycle and bridle trails — Café/kiosk facilities — Entertainment facilities — Urban farming — Community facilities — Education facilities — Tourism and business — Indigenous culture and heritage facilities — Bushland regeneration/conservation — Service infrastructure <p>Key Management Priorities:</p> <p>Recreation and Parkland Infrastructure:</p> <ul style="list-style-type: none"> — Create a destination hub around Lizard Log. — Support the Precinct with increased use of Moonrise, The Dairy, Sugarloaf Ridge and ongoing management of Plough and Harrow. — Increase access between Plough and Harrow, The Dairy and Lizard Log by allowing walking, cycling and vehicle links. — Investigate development of a mountain bike course. — Deliver a strong and cohesive precinct image along Horsley Drive, M7 Motorway and at key entrances. <p>Environment and Conservation:</p> <ul style="list-style-type: none"> — Conduct a flora and fauna survey within the Precinct. — Continue existing fire, pest and weed management programs. — Explore the Indigenous and Non- Indigenous heritage values and opportunities in this Precinct. <p>Culture and Participation:</p> <ul style="list-style-type: none"> — Develop Lizard Log for entertainment, events and programs including café and tourism facilities. — Work with Sydney International Equestrian Centre and Calmsley Hill City Farm to expand recreation, education, tourism, heritage and business links. 		<p>Key Management Priorities:</p> <p>Recreation and Parkland Infrastructure:</p> <p><i>Deliver a strong and cohesive precinct image along Horsley Drive, M7 Motorway and at key entrances.</i></p> <p>Parklands Development and Management:</p> <p><i>— Consider income generating opportunities such as cafés and shelter and bike hire.</i></p> <p>The proposed signage will maintain the precinct image of the parklands as the signage is proposed at the motorway edge and therefore could be considered visually to be part of the road reserve rather than the parklands.</p> 

WSP Plan of Management provision	Compliance	Comment
Urban Farming: — Work with Calmsley Hill City Farm to develop education programs and other key partnership opportunities. Parklands Development and Management: — Consider income generating opportunities such as cafés and shelter and bike hire.		

6 Metropolitan Plan for Sydney 2036

This section takes into consideration the relevant provisions of the Metropolitan Plan for Sydney 2036 in respect of the proposed development.

Table 7 Metropolitan Plan for Sydney 2036

Metropolitan Plan for Sydney 2036	Compliance	Comment
Strategic Direction H: Achieving Equity, Liveability and Social Inclusion		
Objective H2 To ensure appropriate social infrastructure and services are located near transport, jobs and housing	Refer below	Refer below
Action H2.2 Develop Western Sydney Parklands as a major asset for Western Sydney Outside of National Parks, Western Sydney Parklands is the single largest area of open space in the Sydney metropolitan region. The parklands are 27 km long and straddle Eastern Creek, Horsley Park, Calmsley Hill and Hoxton Park. The NSW Government will continue developing the Parklands with key partners as a site of best practice urban parkland by: <ul style="list-style-type: none"> • providing a mix of sporting, recreation and conservation uses • protecting and promoting ongoing agriculture in suitable areas • developing park tourism and commercial uses • maintaining secluded areas for interaction with nature, and • delivering significant regional community and recreation facilities 	Yes	The proposed signage is consistent with the category of “developing park tourism and commercial uses” in the parklands.
Strategic Direction G: Tackling Climate Change and Protecting Sydney’s Natural Environment		
Objective G1 To reduce Sydney’s greenhouse gas emissions	Yes	Each of the proposed signs will have solar panels fixed to the top which will generate electricity to illuminate the signs.
Action G1.6 Continue planning initiatives that improve the uptake of low emissions and renewable energy technology.	Yes	As above

7 Draft North West Subregional Strategy

This section takes into consideration the relevant provisions of the draft North West Subregional Strategy in respect of the proposed development.

Table 8 Draft North West Subregional Strategy

Draft North West Subregional Strategy	Compliance	Comment
Environment, Heritage and Resources North West		
E3 Achieve sustainable use of natural resources	Refer below	Refer below
E3.3 Use energy efficiently and reduce greenhouse intensity of energy supply	Yes	The proposed signage would use energy generated through solar panels.
Parks, Public Places and Culture North West		
F1 Increase access to quality parks and public places		
F1.1 Improve the quality of regional open space	Yes	The proposed signage would improve the quality of the Western Sydney Parklands through ongoing income generation from advertising that will be fed back into the management, maintenance and development of the parklands.
NW F1.2.1 The NSW Government's Metropolitan Greenspace Program to further investigate opportunities to improve the quality and accessibility of existing regional open space.	Yes	As above
F2.2 Investigate future options for open space provision and management	Yes	As above
F3.1 Improve Sydney's major sporting and cultural event facilities	Yes	As above

8 Meeting with RMS and M7 Westlink

A meeting was held between the Project Team, Roads and Maritime Services (RMS) and Westlink M7 on 10 October 2012 to discuss the proposed signage. The key issues raised by the RMS are summarised below and a response is provided against each item.

Table 9 Comments from Meeting with RMS and M7 Westlink

Matters raised in meeting with RMS and M7 Westlink	Compliance	Comment
Site 1		
Concern was raised over the distance of the proposed signage from the road and the potential for motorists to look away from the road in order to 'appreciate' the advertisement.	Yes	View cone diagrams have been prepared for each sign to show the views from passing motorists towards each sign. Refer to the Landscape/Visual – Traffic Safety Assessment at Appendix B .
RMS indicated that only a southbound facing advertisement would be appropriate given the proximity to the on ramp from The Horsley Drive for northbound motorists.	Yes	This will be a single sided sign, southbound.
Site 2 (Previously Site 1A)		
RMS indicated a northbound sign would be appropriate. A southbound facing sign would be unlikely to be achievable.	Yes	This will be a single sided sign, northbound.
It was noted that there was scope available to adjust the location of the sign on the property.	Yes	The sign is located solely within the Trust land.
Westlink M7 indicated no major issues with this northbound location.	-	Noted
Site 3 (Previously Site 2)		

Matters raised in meeting with RMS and M7 Westlink	Compliance	Comment
RMS noted that the sign cannot be located immediately adjacent to the advisory sign, even if the advisory sign was considered 'middle order' in terms of importance.	Yes	Noted. The sign is now located 39m north of the existing directional sign. Refer to traffic safety assessment at Appendix B .
Westlink M7 suggested that the Trust boundary is no different to the cadastral map. There may be more space between the adjacent road and the motorway reserve to push the sign further north and away from the traffic sign.	Yes	The boundaries were re-examined and the proposed location of the sign has been placed further north on the site, 39m away from the existing sign.
The accuracy of the montage was questioned in terms of distance and it is shown from the edge of the motorway and it juxtaposition with the advisory traffic sign. The montage appears to show the sign closer to the motorway than the plan suggests.	Yes	The photomontage was re-examined for accuracy and adjusted accordingly.
Site 4 (Previously Site 2-2)		<i>Note the site location has been significantly changed in last update.</i>
It was unclear as to the actual proposed location of this sign due to the small scale plan.	Yes	This has been rectified.
The sign is likely to be feasible as a southbound facing advertisement due to the northbound on-ramp from Wallgrove Road.	Yes	This will be a single sided sign, southbound.
Consideration needs to be given to the distance from VMS signs, noting that the VMS has two 'phases'.	Yes	The proposed sign is situated 95m north of the existing VMS. The distance from VMS signs was considered in the 'cone-of-view' diagrams. Refer to Traffic Safety Assessment at Appendix B .
Other General Comments		
Recommendation was made by both RMS and Westlink M7 to prepare 'cone-of-view' diagrams to further assess the impact of the proposed use and development.	Yes	Refer to the view cone diagrams in the Landscape/Visual – Traffic Safety Assessment at Appendix B .
The photo montages must be reviewed for accuracy.	Yes	The photo montages were reviewed and adjusted accordingly where appropriate.
The proposed locations must also consider adjacent local roads and the cycle paths along the M7 from both a safety and visual perspective. There are potentially stop signs and crossings located along the other roads and cycle paths.	Yes	The proposed locations were re-examined in relation to other roads and cycle paths and existing signage. These paths are shown on the Context Plan and Site Plans.
The RMS noted that 'bad' precedents cannot be used to justify the proposed development's location and use.	-	Noted.
It was noted that the proposed pole height must be included in the final detailed drawings.	Yes	This is included in the Plans and Sections drawings.

9 Conclusion

The above Tables of Compliance should be read in conjunction with the Statement of Environmental Effects prepared by Architectus Group Pty Ltd.

The proposed development is assessed against the relevant environmental planning instruments, development control plans, and planning strategies and is generally consistent with stipulated aims, objectives and controls except where noted otherwise. Non-compliances are considered to be consistent with the objectives of the relevant provisions and are considered acceptable in this case.

It is recommended that the consent authority consider this Application favourably.