



Planning &
Infrastructure

DEVELOPMENT APPLICATION ASSESSMENT REPORT

**ADVERTISING SIGNAGE – BLACKTOWN
INTERNATIONAL SPORTSPARK, EASTERN
ROAD, ROOTY HILL**

DA 024-05-2011

Assessment under Part 4 of the *Environmental
Planning and Assessment Act 1979*

July 2012

1. INTRODUCTION

This is a report on a development application seeking approval under Part 4 of the *Environmental Planning and Assessment Act 1979* (EP&A Act) for the construction and erection of two double sided, single pole advertising structures (including illumination), measuring 4.5 m x 18.99 m, and the use and display of general advertising at various locations within the Blacktown International Sportspark (formally Blacktown Olympic Park) precinct.

Blacktown International Sportspark is located within Western Sydney Parklands (WSP) within the Blacktown Local Government Area (LGA), bound by Eastern Road to the south, the Westlink M7 (M7) to the west, Charlie Bali Reserve to the east and the Western Rail Line to the north and (see Figure 1). The site is legally described as Lot 1 DP 1145826 and owned by Blacktown City Council (Council) and managed on Council's behalf by Blacktown Venue Management Limited (a company wholly owned by Council). The proposed advertising structures are wholly within Blacktown International Sportspark, as depicted by Figure 2.

Figure 1: Site Location

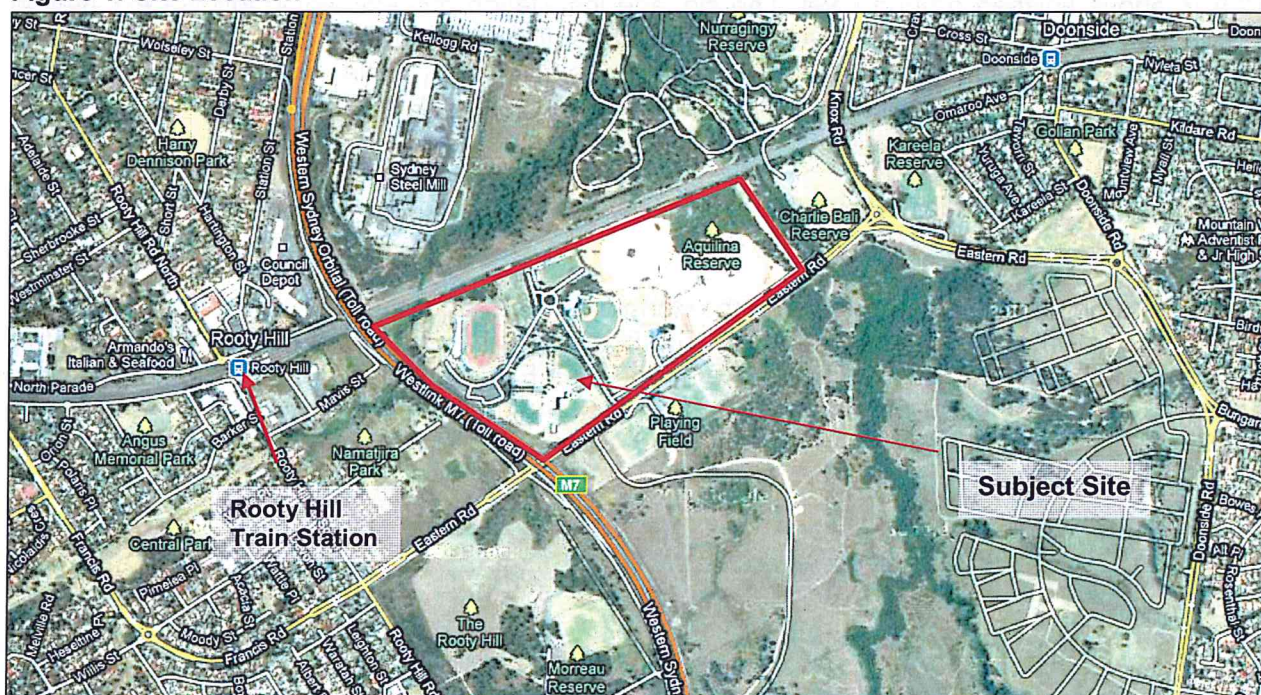


Figure 2: Site Layout

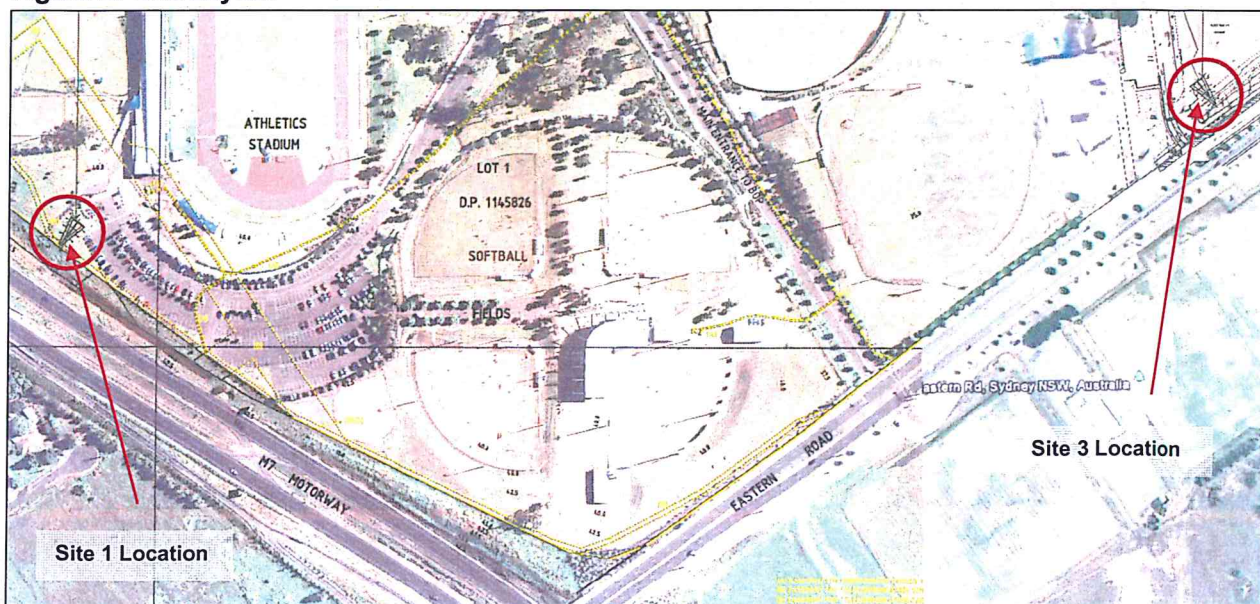
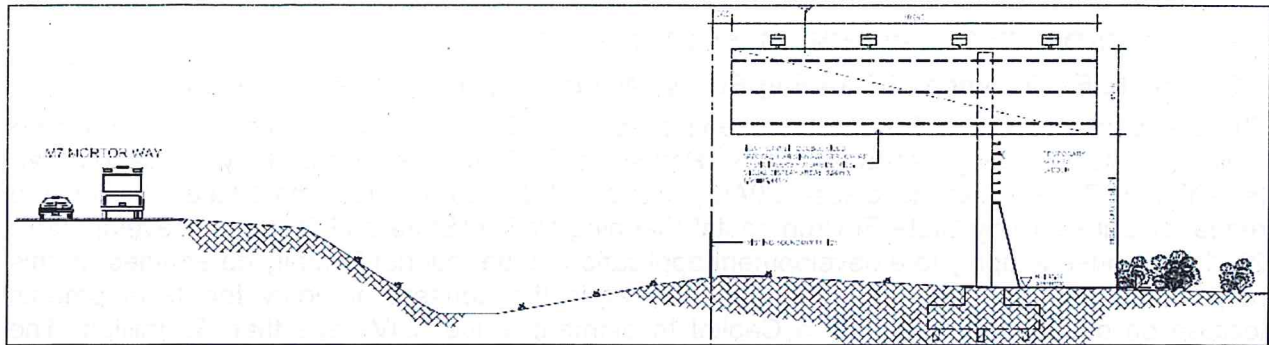


Figure 4: Site 1 Signage Elevation – Westlink M7



Site 3

Site 3, as amended, is located approximately 275 m north-east of the intersection of Eastern Road and the main entrance to Blacktown International Sportspark, adjacent to the eastbound carriage way of Eastern Road (see Figures 2 and 5). The proposed signage at Site 3 is to be setback approximately 10 m from the side boundary and measures 12.5 m in height (see Figure 6). Minimal vegetation exists along the side boundary of the subject site.

Figure 5: Site 3 Signage Location

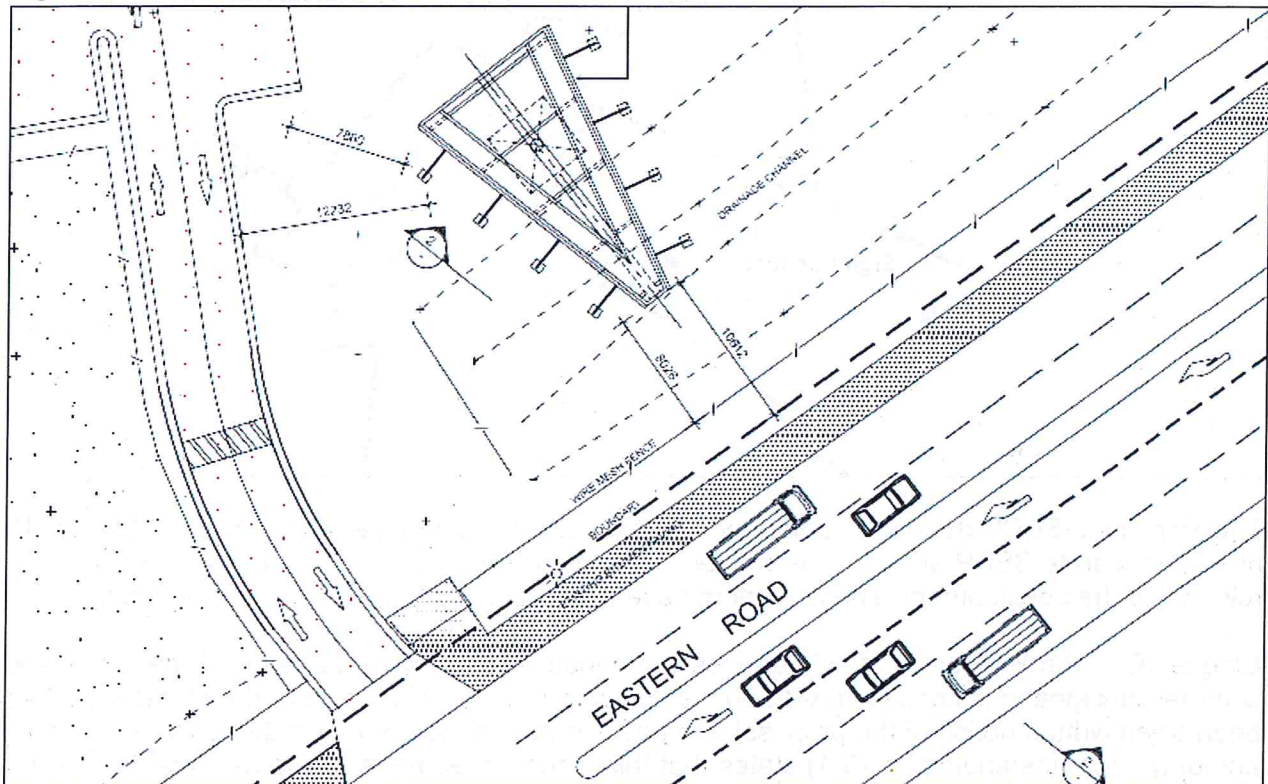
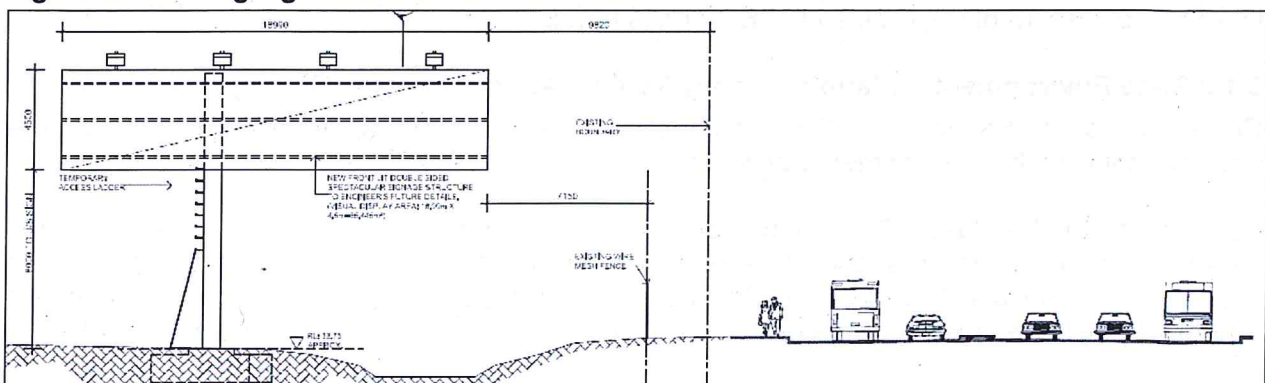


Figure 6: Site 3 Signage Elevation – Eastern Road



and Transport Corridor Outdoor Advertising and Signage Guidelines has been addressed in Tables 2 and 3 of Appendix A.

3.1.3 State Environmental Planning Policy No 55 – Remediation of Land

Clause 7 of State Environmental Planning Policy No 55 – Remediation of Land requires a consent authority to consider whether land is contaminated prior to granting consent to the carrying out of any development on that land, and to be satisfied that the land is suitable for the proposed use.

The subject site was previously redeveloped for the purposes of the Sydney 2000 Olympics and the department considers that the likelihood for potential contamination has been removed. Further, the disturbance required for the construction of the advertising structure footings would also be minor in nature. In this respect, the department is satisfied that the site locations for the advertising structures are suitable for their intended purpose.

3.1.4 State Environmental Planning Policy (Infrastructure) 2007

Clause 101 of the Infrastructure SEPP requires the consent authority to be satisfied that new development with frontage to a classified road would not compromise the operation and function of the road.

Accordingly, the department referred the development application to RMS for review given the location of signage adjacent to the M7 motorway. Concerns were initially raised by RMS, prompting the applicant to amend the development application to reduce sign clutter along the M7 and minimise impact on passing motorists. The amendments proposed were considered satisfactory by RMS (further comments provided in section 5.2 of this report).

The department is satisfied that the proposed development is of a nature that will not impact on the safety, efficiency and operation of the adjacent transport corridors and is not of a type that is sensitive to traffic generated noise and emissions. The proposed advertising structures are considered to be appropriately located and are accessible from Blacktown International Sportspark.

4. DELEGATION

Under the instrument of delegation signed on the 14 September 2011 and effective as of 1 October 2011, the Minister delegated his functions under section 80 of the EP&A Act to the Directors in the Major Projects Assessment division, where Council has not made an objection, a political donation disclosure statement has not been made and there are fewer than 10 public submissions in the nature of objections to the subject application. As Council does not object, no disclosure of a political donation has been made, and no public submissions were received in objection to the application, the Director, Metropolitan and Regional Projects North of the Major Projects Assessment, can determine the application.

5. CONSULTATION

The application was placed on public exhibition from Wednesday, 1 June 2011 until Friday, 1 July 2011. A copy of the development application was forwarded to Blacktown City Council, as required by clause 50(5) of the *Environmental Planning and Assessment Regulation 2000* and relevant government agencies.

A total of four submissions were received from public authorities, including: Blacktown City Council, Roads and Maritime Services (RMS), RailCorp and Sydney Water. Further submissions were received from Blacktown City Council and RMS in response to the amendment made to the development application. A late public submission was received from the Westlink M7 operator, WSO Co Pty Ltd in February 2012. Comments received during the exhibition are summarised and discussed below.

need to submit the footing design to Sydney Water for approval to ensure the design would not impact on the Submain at its approximate 4m depth.

Department Comment

As noted above, the proposed advertising structure at Site 4 has been deleted from the proposal and will therefore pose no potential impacts to Sydney Water's existing Eastern Creek Submain asset.

5.5 WSO CO PTY LTD (WESTLINK M7 OPERATOR)

A late submission was received in relation to the November 2011 version of the development application from WSO Co Pty Ltd in February 2012, specifically in relation to signage proposed at Sites 1 and 2 fronting the M7, providing the following comments:

- Clause 16 of Parklands SEPP applies to the DA as signage is commercial advertising and therefore RMS must be notified and their comments considered by the consent authority.
- Its major concern relates to the potential impact on traffic safety which is identified as an issue for consideration under clause 12(n) of Parklands SEPP. It is concerned that an uncoordinated approach across different consent authorities to advertising may see traveller safety adversely impacted. It believes that a full traveller safety study covering the entire length of the Westlink M7 needs to be undertaken.
- The proposed advertising structures are within close proximity to each other and the first is very close to an M7 guide sign, which is identified as a potential safety hazard and should be rejected on this basis.
- Westlink has been investing in revegetating the M7 corridor with native species and is required to establish and maintain the landscape and environs within the motorway corridor. It should be noted that vegetation within the motorway corridor will not be removed or modified in order to maintain site lines to advertising structures at any time.
- The advertising structures will adversely impact on the visual amenity and views along the motorway, particularly signage at Site 2 which protrudes above the skyline and compromises views.
- The Project Deed controlling its operation of the motorway prohibits it from erecting or permitting any third party to erect or display any advertising, promotional or similar signage on or near the motorway. Accordingly, it is not in a position to support the erection of advertising structures near the motorway.

In responding to the final revised DA scheme, dated April 2012, WSO Co Pty Ltd commented that the revised scheme was consistent with discussions held between themselves, RMS and the applicant, noting that the revised Site 1 location is no longer within close proximity to any M7 guide sign and therefore less of a hazard.

Notwithstanding, WSO Co Pty Ltd advised that they remain of the view that any advertising structure will adversely affect the visual amenity and views along the motorway and that a full traveller safety study covering the entire length of the Westlink M7 needs to be undertaken. Similarly, WSO Co Pty Ltd maintained their position that they do not support the erection of any advertising signage in the vicinity of the motorway.

Department Comment

It is noted that RMS has raised no objection to the proposed advertising signage at Site 1, noting that the signage is located wholly within the boundary of Blacktown International Sportspark. The matters raised above by WSO Co Pty Ltd have been considered as part of the assessment and are addressed within Section 2, Section 3 and Appendix A of this report and have been covered by conditions of consent where relevant.

The future establishment of vegetation within the M7 corridor will further influence the natural character and vegetated outlook from the motorway.

Figure 8: Westlink M7 – Eastbound (southerly direction)



Figure 9: Westlink M7 – Northbound



The proposed advertising signage structure at Site 1 is not considered to adversely impact on the visual amenity and views along the motorway corridor, considering the M7 motorway corridor is characterised by a number of different land uses and built environments that heavily influence the visual character of the motorway. In this respect, it is not considered that the proposed signage structure would have such a significant impact.

The department also considers that the proposed signage at Site 3 successfully integrates with the existing Sportspark precinct. The scale of the advertising structure is not considered to dominate the skyline (see Figure 10), nor will it significantly block views of the surrounding landscape, which is itself influenced heavily by the existing Sportspark.

The proposed signage structures are also considered to be consistent with other advertising structures adjacent to major transport corridors, in particular, the advertising structures constructed adjacent to the M7 corridor (approved under DA 041-04-2010) are of the same scale and function, i.e. double sided, front lit advertising structures (see Figure 11).

result in any adverse or significant impacts concerning environmental conservation areas, water supply and infrastructure, or impede or reduce public access to the WSP.

7. CONCLUSION

The development application has been assessed in accordance with the matters for consideration under Part 4 of the EP&A Act, and all relevant environmental planning instruments, and is considered to comply with all relevant standards and other relevant criteria. It is recommended that the proposed advertising signage at Sites 1 and 3 be approved, subject to conditions, as recommended by the department.

8. RECOMMENDATION

It is recommended that the Executive Director, Major Projects Assessment:

- (a) **Consider** all relevant matters prescribed in Section 79(C) of the *Environmental Planning and Assessment Act 1979*, including the findings and recommendations of this report; and
- (b) **Approve** the development application, subject to conditions, under section 80(1)(a) of the *Environmental Planning and Assessment Act 1979*, and sign the Notice of Determination (TAG A).

Prepared by:

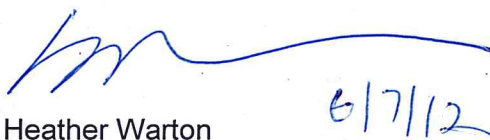
6/7/12

Peter McManus
Senior Planner

Endorsed by:

6/7/12

David Gibson
Team Leader

6/7/12

Heather Warton
Director
Metropolitan and Regional Projects North

Matter	Comment
The impact on significant views	The proposal would not impact on views.
The effect on drainage patterns, ground water, flood patterns and wetland viability	The proposal would not impact on the drainage pattern on site as no bulk earth works, physical hardstand structures or impervious areas are proposed. The proposal's impacts are expected to be negligible.
The impact on heritage items	The site does not contain any heritage items and is not located in the vicinity of any heritage items.
The impact on traffic and parking	The proposal is not considered to have a detrimental impact on traffic travelling along the M7 and Eastern Road. No objections to the proposal (as amended) are raised by RMS.

State Environmental Planning Policy No.64 – Advertising and Signage

Schedule 1 Assessment Criteria

Table 2: SEPP 64 Assessment Criteria

Matter	Comment
Character of the area	Blacktown International Sportspark is identified as being within the Western Sydney Parklands. However, the subject site and surrounding area are characterised by the urbanised sporting facilities located within the precinct and the existing adjacent transport corridors, including the M7, Eastern Road and Western Railway line. The M7's landscaped setbacks provide a mixture of vegetation, including shrubs and small trees. The northern edge of Eastern Road is characterised by low trees, approximately 2-3m in height. The proposed advertising structures are sited adjacent to the transport corridors and are considered to be compatible with the character of the locality and are not dissimilar to other advertising structures previously approved and constructed along the M7 and Great Western Highway under DA 041-04-2010.
Special areas	The proposed signage will not impact on the amenity or visual quality of Western Sydney Parklands.
Views and vistas	The proposal will not impact on, or compromise any important views, or impact on the rights of any other advertisers. The design and location of the proposed advertising structures at Sites 1 and 3 will not protrude significantly into the skyline, particularly when viewed from within a motorway. In addition, it is considered that the advertising structures will satisfactorily integrate with the existing characteristics of the sporting precinct and adjacent transport corridors.
Streetscape, setting or landscape	The scale and design of the advertising structure are consistent with other advertising structures located along transport corridors and are referred to as 'spectacular' advertising structures, that are generally located on highways, within the department's <i>Transport Corridor Outdoor Advertising and Signage Guidelines</i> . Further, in the absence of any existing advertising structures, the proposal is not considered to be or will not contribute to signage clutter.
Site and building	The scale of the proposed advertising structures is in keeping with the existing scale of structures located within Blacktown International Sportspark. Notwithstanding this, the signage sites are located away from the sporting precinct so as to address the adjacent transport corridors. Their proposed scales are similar to that of the existing large advertising signage structures commonly found along transport corridors, including the M7.
Associated devices and logos	The signage design provides for safety devices and also platforms between the two faces of the advertising structure, at both the top and bottom, enabling safe

- Natural or other conservation area - Open space - Waterway - Residential - Scenic protection area - National park or nature reserve	
Advertising structures should not be located so as to dominate or protrude significantly above the skyline or to obscure or compromise significant views or views that add to the character of the area.	The proposed advertising structures at Sites 1 and 3 will not protrude significantly above the skyline or compromise any significant views.
Advertising structures should not be located to diminish the heritage values of items or areas of local, regional or state heritage significance.	No items of heritage significance would be impacted on by the proposed development.
Advertising structures should be placed within the context of other built structures in preference to non-built areas. Signage should be used to enhance the visual landscape.	Proposed Sites 1 and 3 are located adjacent to existing at-grade parking areas, while the location of Site 1 also comprises existing vegetation that will assist in screening the structure.
Site-specific and Structure Criteria	
General Criteria	Comment
The advertising structure should demonstrate design excellence and show innovation in its relationship to the site, building or bridge structure.	The design of the double sided advertising structures are consistent with that of other motorway advertising structure. Furthermore, the proposal's design objectives seek to ensure compatibility with the visual character of Blacktown International Sportspark, provide effective communication and provide structures with a high quality finish and high standard of design.
The advertising structure should be compatible with the scale, proportion and other characteristics of the site, building or structure on which the proposed signage is to be located.	The proposed scale of the advertising structures are considered to be compatible with the scale of the existing stadium structures located within Blacktown International Sportspark.
The advertising structure should be in keeping with important features of the site, building or bridge structure.	The proposed advertising structures are considered to be in keeping with the recreational theme of the locality. Further, the role of advertisements is considered to be an acceptable associated use for an international sporting precinct.
The placement of the advertising structure should not require the removal of significant trees or other native vegetation.	The proposed location of Site 1 will require the removal of approximately two existing small trees. Their removal will not have a significant impact on the character of the locality. In addition, the department has recommended a condition requiring the suitable replacement of displaced trees.
The advertisement proposal should incorporate landscaping that complements the advertising structure and is in keeping with the landscape and character of the transport corridor.	While minimal vegetation is proposed, disturbed areas are proposed to be reinstated. A condition is also recommended requiring displaced trees from Site 1 to be suitably replaced.

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.	Section 3.4 of the Department of Planning and Infrastructure's Transport Corridor Outdoor Advertising and Signage Guidelines.
Advertisements should not be located in a position that has the potential to give incorrect information on the alignment of the road.	As noted above, locations of the proposed advertising structures are satisfactorily setback from the road corridors and existing guide signs so as not to have a negative impact on a driver's ability to view road and traffic devices.
A sign should not be located less than the safe sight distance from a merge point, exit ramp, traffic control signal, sharp curves or hazard within the road environment.	The proposed location of the advertising structures will not have a detrimental impact on a road user's capacity to travel safely within the road corridor. The position of Site 1 adjacent to the M7 motorway is setback from the existing guide sign and no lane merges or exit ramps exist within its locality. Site 3 is located away from the existing signalised intersection of Eastern Road and Blacktown International Sportspark and will not have a negative impact on a driver's ability to view the road and traffic devices.
Advertisements must not interfere with stopping sight distance for the road's design speed or the effectiveness of a traffic control device.	The proposed location of the advertising structures will not interfere with the stopping sight distance for the road's design.
Advertisements should not distract a driver's attention away from the road environment for an extended length of time.	A condition is recommended to be imposed requiring advertising sign content to be in accordance with the road safety guidelines for sign content, including the requirement that the content not be complex or hold a drivers attention.
Advertisements must not create a physical obstruction or hazard.	The proposed location of the advertising structures will not create a physical obstruction or hazard.
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 <i>Road Design Guide</i> .	The proposed locations of the advertising structures are outside of the clear zone.
Signs that are permitted to hang over roads or footpaths should meet wind loading requirements as specified in AS 1170.1 and AS1170.2.	The advertising structures are proposed to meet the wind loading requirements as specified in AS 1170.1 and AS1170.2.