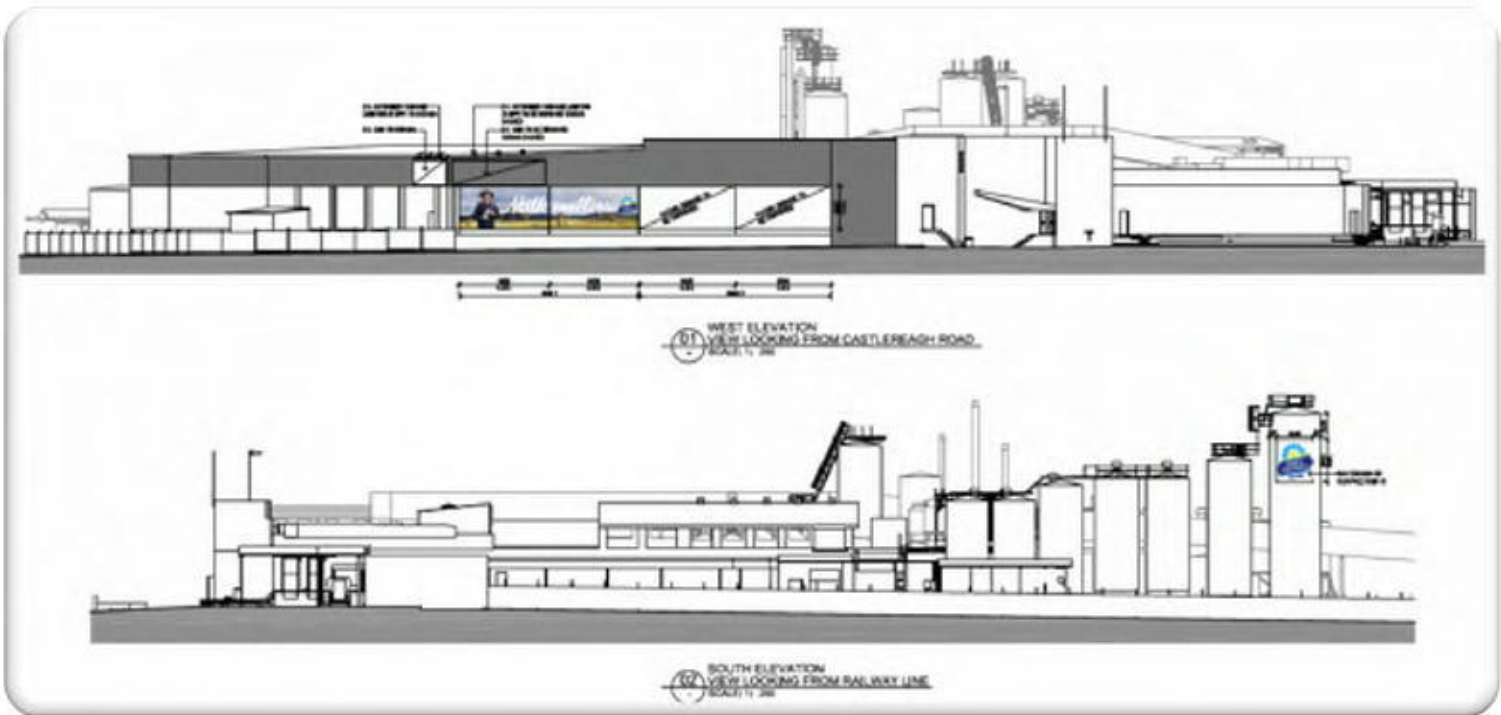


2257- 2265 CASTLEREAGH ROAD PENRITH
PROPOSED ADVERTISING SIGNAGE
STATEMENT OF ENVIRONMENTAL EFFECTS &
IMPACT STATEMENT



1 March 2016

CONTENTS

1 Introduction	3
1.1 Preliminary	3
1.2 Location and Legal Description	3
1.3 Ownership	3
1.4 Consent Authority	3
2 Site and Context	4
3 Proposed Development	7
3.1 Sign Location	7
3.2 Proposed Use	7
3.3 Dimensions of proposed signage	7
3.4 Materials and finishes	8
3.5 Lighting	8
3.6 Landscape treatment	8
3.7 Proponent requirement Sign 1 and Sign 2	8
4 Environmental Assessment	9
5 Conclusion	13
Appendix A – Compliance Tables	14
A.1 SEPP 55 – Remediation of Land	14
A.2 SEPP 64 – Advertising and Signage	15
A.3 Transport Corridor Outdoor Advertising and Signage Guidelines	21
A.4 Penrith DCP 2014 – C9 Advertising and Signage	25

1. INTRODUCTION

1.1 Preliminary

This Statement of Environmental Effects (SEE) has been prepared by H-Square Global Project Services (HGPS) for the Applicant, Ink Architects, who are managing this proposed development on behalf of Lion Group, for the proposed advertising signage. The proposed signage is located on an existing industrial building and structure situated at 2257-2265 Castlereagh Road, Penrith.

This SEE supports a Development Application (DA) and development consent is sought for:

- Removal of existing signage and install new advertising signage on existing building facing Castlereagh Road.
- Install new advertising signage on the tallest existing silo facing Museum Drive and the Railway Line.

The dimensions of each sign are described within Section 3 and 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

The proposed signage is to be erected at 2257-2265 Castlereagh Road, Penrith and the legal description is Lot 10 in Deposited Plan No. 607528.

1.3 Ownership

The owners' consent to the lodgement of the DA is included on the development application form submitted under a separate cover and the relevant owner is the Lion Group.

1.4 Consent Authority

The site is located in the local government area of Penrith; therefore Penrith City Council is the consent authority.

2. SITE AND CONTEXT

1.1 Location

The address of the subject site is 2257-2265 Castlereagh Road, Penrith and access to the site is from Museum Drive. The subject site is bound by Museum Drive to the north, Castlereagh Road to the west and the railway corridor to the south.

The subject site is zoned General Industrial IN1 in the Penrith Local Environmental Plan 2010 and is an existing food processing plant of Dairy Farmers products.

The subject site is within an industrial zoned precinct, serviced by the railway line, Castlereagh Road and established landscaping treatment at the perimeter of the subject site.



Location Map



Photo 1 – Subject Site Corner of Museum Drive and Castlereagh Road



Photo 2 & 3 – Subject Site Castlereagh Road Frontage





Photo 4 - View of existing Silos and Signage from Great Western Highway / Railway Car park



Photos 5 & 6 - Existing entrance from Museum Drive, Silos are screened by existing vegetation



3.1 Signage Location

The proposed signage location was informed by:

- Proximity of existing signage along Castlereagh Road that may affect traffic safety;
- Duration of existing and proposed sign visibility driving along Castlereagh Road;
- Visibility of signage (potential for visual impacts); and
- Negating the need for clearing of vegetation for the signage footprint.

3.2 Proposed use

The proposed use for signage at the subject site is permissible within Penrith LEP 2010, General Industrial IN1 zone subject to Council assessment and approval.

The Penrith LEP 2010 defines signage as any sign, notice, device, representation or advertisement that advertises or promotes any goods, services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage, and includes any of the following:

- a. an advertising structure,
 - b. a building identification sign,
 - c. a business identification sign,
- but does not include a traffic sign or traffic control facilities.

3.3 Dimensions of proposed signage

The proposed signs will all comprise the following dimensions:

Sign 1 – Existing Building Castlereagh Road Frontage

- Visual display areas (VDA) of 62.07m²; and
- 16.060m (length) x 3.865m (height).

Sign 2 – Existing Building Castlereagh Road Frontage

- Visual display areas (VDA) of 66.42m²; and
- 17.185m (length) x 3.865m (height).

Sign 3 and 4 – Existing Silo

- Visual display areas (VDA) of 12.92m²; and
- 3.4m (length) x 3.8m (height).

Include with this development application are plans and section drawings for the proposed signs and locations which include the dimensions for the proposed signage.

3.4 Materials and finishes

The proposed materials and finishes comprise:

- Either steel or aluminium powder coated frames;
- Silo signs - acrylic sign with painted coloured logo;
- Main building signs – tensioned fabric sign with painted coloured images and logo;
- Support frames powder coated;

3.5 Lighting

The proposed new signage will not be illuminated at night.

3.6 Landscape treatment

The proposed development does not require any alterations to the existing landscape or require the removal of any trees.

3.7 Proponent Requirement - Sign 1 and Sign 2

1. The proponent is seeking approval for the location and size of Sign 1 and Sign 2.
2. The proponent is seeking flexibility with regard to when and how often the content of the signage will be updated.
3. Presently this submission to Council for DA determination, reflects the proponent wishes to only utilise Sign 1, however, in due course the proponent may wish to activate Sign 2 and this can be acknowledged in the Conditions of Consent.

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 within Appendix A provide detailed assessment of the proposed development in relation to the provisions of the statutory instruments.

4.1 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).

4.1.1 Environmental Planning Policies and Instruments

For relevant provisions of EPIs applying to the proposed works, refer to the Table of Compliance within Appendix A.

4.2 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.

Penrith DCP 2014 is applicable where relevant including the assessment criteria in *State Environmental Planning Policy No 64 - Advertising and Signage* and the *Transport Corridor Outdoor Advertising and Signage Guidelines* which are addressed within Appendix A.

4.3 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.

4.3.1 Visual impact and amenity

Visibility of proposed signage from Castlereagh Road

The visibility of the proposed signage has been assessed and the existing landscaping along the Castlereagh Road corridor and Museum Drive filters visibility of the proposed signage in the nominated locations due to the maturity of the trees and shrubs. Additionally the proposed signage on the silo is in accordance with scale of the existing industrial development and is buffered by existing landscaping on the northern elevation and sufficiently setback from the Railway Corridor on the southern elevation.

In summary the visual impact is insignificant for the following reasons:

- Generally the signage along Castlereagh Rd and Museum Drive will be filtered and obscured in parts from passing motorists due to the scale of existing trees and shrubs.
- The signage facing the railway corridor is sufficiently setback from the Great Western Highway such as to not distract motorists and is obscured in some sections due to the railway corridor gantry and power lines.
- The proposed signage is within an Industrial Precinct and this type of signage and proposed visual language will contribute to softening the industrial quality of the buildings and structures and act as a precinct marker, in a similar approach as utilised by the Fire Museum's use of an elevated retired fire truck.
- There are mature trees and shrubs separating nearby premises from the proposed signage. These trees will obscure or provide only filtered views to the signage.

It is concluded that the proposed signage will not adversely detract from the visual amenity of the area or on nearby premises and uses.

4.3.2 Services and utilities

The proposed signage will not require connection to any utility services.

4.3.4 Tree removal

No trees or shrub removal is proposed or required by this proposed development due to the nominated locations on established building façade and silo structure.

4.3.5 Landscaping

The existing landscaping will not be affected by the proposed development, as the signage is restricted to the existing building façade facing Castlereagh Rd and the Silo structure within the body of the operating facility.

4.3.6 Stormwater and sediment control

The proposed signage is to be affixed to existing building façade and silo structure, which will have negligible impact to stormwater and no excavation is associated with the proposed development. Therefore stormwater infrastructure is not required to support the development.

4.3.7 Waste

The proposed development will generate minimal waste; the removed signage will be recycled by the nominated sign contractor/installer and waste associated with the installation of the new signage will be removed from site by the installer and either recycled or disposed in an accredited waste management facility.

4.3.8 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 awareness to the public that within this precinct is a reputable food processor who is proud to be based in Penrith and the resultant jobs associated at the operating facility. Additionally the proposed signage will soften the industrial edge of the development from a built environment perspective and maintain the existing landscaping as no trees or shrubs are to be removed or altered.

4.3.9 Economic

The likely economic impacts as a result of the proposed development include:

- Temporary employment generation during construction and maintenance; and
- Installation phase will contribute to the local economy.

4.4 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 signage is demonstrated by:

- *Penrith LEP 2010* permits the use of signage on the land subject to authority approval;
- The proposed development satisfies the matters for consideration for development applications under EPIs;
- The proposed development will result in low environmental impacts, as the proposed signage will:
 - Displace no existing trees or shrubs;
 - Not detract from visual amenity as viewed from the Castlereagh Rd, Museum Drive or the railway corridor or nearby premises in the industrial precinct;
 - Not result in adverse traffic safety impacts;
 - No excavation; and
 - No increase to impervious area/surfaces.

4.5 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:

- Raising awareness to the public that within this precinct is a reputable food processor who is proud to be based in Penrith;
- Sustain jobs associated at the operating facility; and
- Contribute towards the built environment by softening the industrial edge of the development ; and
- Maintaining the existing landscaping as no trees or shrubs are to be removed or altered.

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

5 CONCLUSION

The development application proposing signage at 2257-2265 Castlereagh Road, Penrith, is supported with this Statement of Environmental Effects and Impact Statement and Penrith 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 planning framework. This demonstrates that the proposed development is permissible with consent under various applicable EPIs.

State Environmental Planning Policy No. 64 - Advertising and Signage (SEPP 64) does apply and assessment has been provided against the assessment criteria in SEPP 64 and the *Transport Corridor Outdoor Advertising and Signage Guidelines* given the close proximity to the existing Railway Corridor, Castlereagh Road and Great Western Highway. The proposed development is consistent with these policy documents.

The impact assessment included considerations from traffic safety and visual impact perspectives. This assessment informed the signage selection process and the design of each of the proposed signs. The conclusions of these assessments identified 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.

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 by appropriate conditions of consent.

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

APPENDIX - A COMPLIANCE TABLES

OVERVIEW

This section provides compliance table assessment of the proposed development against the relevant environmental planning instruments (EPIs). These include State Environmental Planning Policies (SEPPs), Local Environmental Plans (LEPs) and Development Control Plans (DCPs).

A.1. SEPP No.55 – Remediation of Land

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

SEPP 55 Provision	Compliance	Comment
<p>Clause 7(1):</p> <p><i>a consent authority must not consent to the carrying out of any development on land unless:</i></p> <ul style="list-style-type: none"> <i>a. it has considered whether the land is contaminated, and</i> <i>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</i> <i>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.</i> 	<p>Yes</p>	<p>In accordance with the Managing Land Contamination Planning Guidelines, signage does not represent a sensitive use.</p> <p>Furthermore, there will be no excavation required for the proposed development.</p>

A.2. SEPP No.64 – Advertising and Signage

In order to provide guidance on the proposed signage, the provisions of *SEPP 64 (Aims, objectives, etc; and Schedule 1 Assessment Criteria)* have been addressed in the compliance table below.

SEPP 64	Compliance	Comment
<p>Clause 3 Aims, Objectives, etc</p> <p>This Policy aims:</p> <p>(a) to ensure that signage (including advertising):</p> <p>(i) is compatible with the desired amenity and visual character of an area, and</p> <p>(ii) provides effective communication in suitable locations, and</p> <p>(iii) is of high quality design and finish, and</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p>	<p>Signage is compatible adjacent to Castlereagh Rd and the Railway Corridor.</p> <p>The siting of the proposed signage is a suitable distance from the adjacent roadway and railway corridor.</p>
<p>(b) to regulate signage (but not content) under Part 4 of the Act, and</p>		Noted
<p>(c) to provide time-limited consents for the display of certain advertisements, and</p>	N/A	
<p>(d) to regulate the display of advertisements in transport corridors, and</p>	Note	Existing signage and proposed signage is adjacent a railway corridor.
<p>(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.</p>	Note	There will be public benefit associated with the development of the proposed signage – refer to Section 4.5 of the SEE.

SEPP 64	Compliance	Comment
<p>Clause 17 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground</p> <p>1. This clause applies to an advertisement:</p> <ol style="list-style-type: none"> that has a display area greater than 20 square metres, or that is higher than 8 metres above the ground. <p>2. The display of an advertisement to which this clause applies is advertised development for the purposes of the Act.</p> <p>3. The consent authority must not grant consent to an application to display an advertisement to which this clause applies unless:</p> <ol style="list-style-type: none"> the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 1 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and the application has been advertised in accordance with section 79A of the Act, and the consent authority gave a copy of the application to the RTA at the same time as the application was advertised in accordance with section 79A of the Act if the application is an application for the display of an advertisement to which clause 18 applies. 	<p>Yes</p> <p>Yes</p> <p>Yes</p>	<p>The proposed signage, Sign 1 and Sign 2 are greater than 20 square metres and Sign 3 and Sign 4 are higher than 8 metres above the ground.</p> <p>In accordance with Council's advertising and notification policy, the Development Application will be handled by Council accordingly.</p> <p>The applicant has provided a Statement of Environmental Effects and Impact Statement that also addresses the assessment criteria in Schedule 1. Please refer to the sections below.</p> <p>Council as part of the assessment process will be required to advertise and notify this development application.</p> <p>Council as part of the assessment process will refer the development application to the RTA (RMS).</p>

SEPP 64	Compliance	Comment
<p>Clause 18 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road</p> <p>1. This clause applies to the display of an advertisement to which clause 17 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.</p> <p>2. The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of the RTA.</p> <p>3. In deciding whether or not concurrence should be granted, the RTA must take into consideration:</p> <ul style="list-style-type: none"> a. the impact of the display of the advertisement on traffic safety, and b. the Guidelines. c. (Repealed) <p>4. If the RTA has not informed the consent authority within 21 days after the copy of the application is given to it under clause 17 (3) (c) (ii) that it has granted, or has declined to grant, its concurrence, the RTA is taken to have granted its concurrence.</p> <p>5. Nothing in this clause affects clause 16.</p> <p>6. This clause does not apply when the Minister for Planning is the consent authority.</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p> <p>Note</p> <p>N/A</p> <p>N/A</p>	<p>The proposed signage, Sign 1 and Sign 2 are within 250 metres of a classified road, i.e. Castlereagh Road.</p> <p>Council as part of the assessment process will refer the development application to the RTA (RMS).</p> <p>The applicant has provided a Statement of Environmental Effects and Impact Statement that also addresses the assessment criteria in Schedule 1.</p> <p>Council as part of the assessment process will monitor referral response time from RTA (RMS).</p> <p>The proposed development is not within a transport corridor.</p> <p>Council is the determining authority.</p>

SEPP 64 Schedule 1 – Assessment Criteria	Compliance	Comment
<p>2 Special areas</p> <ul style="list-style-type: none"> Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas? 	Yes	<p>The proposed signage does not detract from visual amenity or quality.</p> <p>The proposed signage is not sited near these areas as it is within an industrial precinct and is softened by existing landscaping.</p>
<p>3 Views and vistas</p> <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>
<p>4 Streetscape, setting or landscape</p> <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 roadway and railway setting.</p> <p>The proposed signage will contribute visual interest due to the limited existing architectural quality associated with industrial precinct developments.</p> <p>Existing trees will assist to visually anchor the signage vertically within the urban landscape and to also screen the silos from certain vantage points along the roadway and railway corridor.</p> <p>The siting of the signage has been informed by mapping the location of the existing buildings and structures on site and ensuring that the signage will be located a suitable distance away to minimise driver distraction.</p>

SEPP 64 Schedule 1 – Assessment Criteria	Compliance	Comments
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 road and rail corridor.</p> <p>The proposed signage respects the safety of the motorists and is predominately shielded from non-roadway 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	No - the proposed signage proposes no lighting as the signage is affixed directly to wall of the existing building and nominated silo.
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? 	N/A	The proposed development proposes no lighting for the new signage.
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>The location of the proposed signage is sufficiently setback from the roadway and railway and is screened by mature vegetation.</p>

A.3. Transport Corridor Outdoor Advertising and Signage Guidelines

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 the table below, noting that the signs are not within a transport corridor but adjacent to a railway corridor and classified road.

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 will not obstruct the driver's view of the road.
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: (i) to a road hazard, (ii) to an intersection, (iii) 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.

Transport Corridor Outdoor Advertising and Signage Guidelines	Compliance	Comment
3.2.1 Sign Location and Design		
<p>f. A sign should not be located:</p> <ul style="list-style-type: none"> (i) less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves. (ii) 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. (iii) so that it is visible from the stem of a T-intersection. 	Yes	The proposed signage will not obstruct the driver's view of the road.
<p>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:</p> <ul style="list-style-type: none"> (i) Could the advertisement be construed as giving instructions to traffic such as 'Stop' or imitate a traffic control device? (ii) If the sign is in the vicinity of traffic lights, does the advertisement use flashing lights? 	Yes	The proposed signage will not obstruct the driver's view of the road.
<p>h. The advertisement should not distract a driver's attention away from the road environment for an extended length of time. For example:</p> <ul style="list-style-type: none"> (i) 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 peripheral view. (ii) 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. 	Yes	As above.

Transport Corridor Outdoor Advertising and Signage Guidelines	Compliance	Comments
3.2.1 Sign Location and Design		
<p>i. The advertisement must not create a physical obstruction or hazard. For example:</p> <p>(i) Does the sign obstruct the movement of pedestrians or bicycle riders ? (e.g. telephone kiosks and other street furniture along roads and footpath areas).</p> <p>(ii) 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?</p> <p>(iii) Does the sign protrude laterally into the transport corridor so it could be hit by trucks or wide vehicles?</p>	Yes	The signage is not situated within the transport corridor or over roads or footpaths and does not protrude above a bridge or structure nor obstruct the driver's view of the road.
<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. 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>	Yes	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. 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>	Yes	The signage is located outside of the transport corridor.

Transport Corridor Outdoor Advertising and Signage Guidelines	Compliance	Comments
3.2.5 Illumination and reflectance		
<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. 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 the sign and:</p> <ul style="list-style-type: none"> (i) be shielded so that glare does not extend beyond the sign; and, (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>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>	N/A	The proposed development does not propose any illumination.

A.4. Penrith Development Control Plan 2014
C9 Advertising and Signage
9.4 Commercial, Mixed Use and Industrial Zones

DCP B. Objectives	Compliance	Comment
a. To promote an integrated design approach to all signage in character with the locality and its architectural and landscape features;	Yes	The proponent is undertaking a holistic signage revamp at the subject industrial facility and is maintaining the existing mature vegetation, which softens and partially screens the proposed signage. The proposed signage is a rationalisation at the subject site and can not be construed as 'proliferation'.
b. To prevent the proliferation of advertising signs.	Yes	
c. To permit the adequate display of information concerning the identification of the premises, the name of the occupier and the activity conducted on the land.	Yes	
d. To encourage a coordinated approach to advertising signs where multiple occupancy of buildings or sites occurs.	N/A	
e. To prevent distraction to motorists and road users, and minimise the potential for traffic conflicts.	Yes	
f. To ensure signage does not create conflicts or safety problems for pedestrians.	Yes	

DCP C. Controls	Compliance	Comment
1. Applicants intending to erect a sign (advertisement) should first consult the relevant environmental planning instrument applying to the subject property to determine whether or not an advertisement requires development consent.	Yes	The applicant has consulted with Council and a Development Application is required.
2. All advertising is to be - a. constructed of high quality, durable materials; b. considered in conjunction with design and construction of buildings; c. restricted to one sign identifying the name of the occupants and/or products manufactured or produced on the site; and d. contained wholly within the site.	Yes Yes Yes Yes Yes	The proposed signage will be constructed with high quality and durable materials. The proposed signage location and resulting design will improve a bland industrial interface with Castlereagh Rd and the Railway Corridor without disturbing the existing mature vegetation and the signage is contained wholly on site. Due to the scale of the facility, multiple boundary interfaces and associated jobs on site, an opportunity exists to provide signage on merit.
3. Signs should generally be confined to the ground level of the building, awning or fascia, unless it can be demonstrated that the building is of a scale, architectural style and in a location that would be enhanced by signage at different elevations (see Figure C9.3 below).	Yes	The proposed signage, Sign 1 and Sign 2 have been confined to the ground level facing Castlereagh Rd, which is partially screened by existing vegetation. Sign 3 and Sign 4 are to be affixed to the Silo and this will act as a positive place marker in the landscape and primarily viewed from the railway corridor and railway car park. This approach has merit to reinvigorate the visual elements associated at the subject site.
4. The sign is to be contained fully within the confines of the wall or awning to which it is mounted.	Yes	The proposed signage as detailed in the plans demonstrates conformance to this control.

DCP C. Controls	Compliance	Comment
5. In the case of multiple occupancy of a building or site:	N/A	Not applicable as the site is a single occupancy.
6. Projecting wall signs, generally, will not be supported unless it can be demonstrated to be of an architectural style which is particularly suited to that building in relation to its design.	N/A	Not applicable as proposed signage is affixed flush to the nominated surfaces.
7. Illuminated Signs	N/A	The proposed development is not proposing any illuminated signs.