

# STATEMENT OF ENVIRONMENTAL EFFECTS STANDARD FORM

(To be used for signage/ advertising structures only)

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**General Enquiries**  
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This pro-forma may be used as a Statement of Environmental Effects where the proposal is for minor development requiring development consent.

| SIGNAGE DETAILS  |                         |                           |
|--|-------------------------|---------------------------|
| <b>Number of signs proposed</b>  |                         |                           |
| Advertising structure  |                         |                           |
| Building identification sign   |                         |                           |
| Business identification sign   |                         |                           |
| <b>Select signage type(s):</b>   |                         |                           |
| Above awning   | Flagpole/post supported | Roof or sky               |
| A-Frame (on-site)  | Flush wall              | Special event (temporary) |
| Below awning   | Fascia                  | Projecting wall           |
| Banner   | Gateway                 | Window                    |
| Business directory   | Hoarding                | Wine Barrel               |
| Business identification  | Internal                | Other                     |
| <b>Dimensions and details (fixed, freestanding, height above ground level, etc) of the advertisement structures:</b>   |                         |                           |
|  |                         |                           |
| <b>If illumination is proposed, provide details on the type of illumination to be used (floodlit, flashing, backlit or neon, lux level etc) for each sign:</b> |                         |                           |
|  |                         |                           |

| CONTEXT AND SETTING   | Yes | No |
|---|-----|----|
| Is the development out of character with the area (eg is the proposal consistent with surrounding development)?   |     |    |
| Will the development be visually prominent with the existing landscape?   |     |    |
| Will the development impact any item of heritage of cultural significance?  |     |    |
| ENVIRONMENTAL IMPACTS   | Yes | No |
| Will excavation and/or filling be required?   |     |    |
| Could the proposal disturb any aboriginal artefacts or relics?  |     |    |
| FLORA AND FAUNA IMPACTS   | Yes | No |
| Will the development result in the removal of any native vegetation from the site?  |     |    |
| SEPP 64 ASSESSMENT CRITERIA (only applicable for advertisement signs where visible from a public place)   | Yes | No |
| <b>Prohibited advertisements</b>  |     |    |
| Is the advertisement prohibited on the land?  |     |    |
| <b>Advertisements on rural or non-urban land</b>  |     |    |
| If the sign is located on rural land, does the advertisement relate to the subject site or adjoining land to which it is displayed?   |     |    |
| <b>Transport corridor land</b>  |     |    |
| Is the sign located on transport corridor land?   |     |    |
| <b>Character of the area</b>  |     |    |
| 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?   |     |    |
| <b>Special areas</b>  |     |    |
| 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? |     |    |
| <b>Views and vistas</b>   |     |    |
| 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?  |     |    |
| <b>Streetscape, setting or landscape</b>  |     |    |

|   |  |  |
|---|--|--|
| 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?  |  |  |
| <b>Site and building</b>  |  |  |
| 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?   |  |  |
| <b>Associated devices and logos with advertisements and advertising structures</b>  |  |  |
| 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?       |  |  |
| <b>Illumination</b>   |  |  |
| 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?  |  |  |
| <b>Safety</b>   |  |  |
| 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?   |  |  |