

15 August 2024

Mary Garland
Team Leader, Transport and Water Assessments
NSW Department of Planning, Housing and Infrastructure
Locked Bag 5022
Parramatta NSW 2124

Dear Mary,

**Response to Submission (DA23/16891)
Advertising Sign – Parramatta Road, Auburn**

This letter has been prepared by *Keylan Consulting Pty Ltd* (Keylan) on behalf of Transport for NSW (TfNSW) (the Applicant) to address the Department of Planning, Housing, and Infrastructure (DPHI) request for a Response to Submissions (RtS) dated 5 July 2024 in relation to Development Application (DA23/16891).

A response to the issues raised in DPHI's letter and submissions received from Transport for NSW (TfNSW) and Cumberland City Council is detailed in the table at Attachment A.

The response reinforces the findings of the SEE and supporting information, that the proposed digital advertising sign:

- will not adversely impact on the amenity of nearby areas
- demonstrates compliance and meets the objectives of Chapter 3 and Schedule 5 of the Industry and Employment SEPP
- will result in acceptable lighting, road safety and visual impacts
- will provide a provide a public benefit to the community

We trust that this response provides sufficient information required for DPHI to determine the application.

Please do not hesitate to contact Lauren Donohoe, Senior Planner at lauren@keylan.com.au should you wish to discuss any aspect of this project.

Yours sincerely

Padraig Scollard

Padraig Scollard BA MRUP
Associate

Attachments:

Attachment A: Response to issues raised by DPHI, TfNSW and Council

Attachment A

Response to issues

Ref.	Issues raised	Response
1	DPHI	
1.1	<i>Please note, the Department requires the Applicant to provide a revision to the architectural drawings (Drawing No. 081123-2/3 Rev 27/05/24, dated November 2023), showing the logo size and location to be compliant with clause 3.18 of the State Environmental Planning Policy (Industry and Employment) 2021.</i>	<p>The Applicant is willing to accept the logo size and location (pursuant to the provisions of the Industry and Employment SEPP) as a condition of consent.</p> <p>Accordingly and as discussed with the Department, amended Architectural Plans demonstrating a compliant operator logo are not considered necessary to be submitted.</p>
2	TfNSW	
2.1	<p><i>Reference is made to Council's referral regarding the abovementioned Development Application (DA) which was referred to Transport for NSW (TfNSW) for comment. TfNSW advises that:</i></p> <ul style="list-style-type: none"> <i>The subject DA TfNSW is the Applicant and as such clauses 3.10 and 3.14 of the State Environmental Planning Policy (Industry and Employment) 2021 is applicable, with the Minister of Planning and Public Spaces as the relevant Consent Authority.</i> <i>The DA does not require TfNSW concurrence under section 138 of the Roads Act, 1993 as the DA is for the continuous use of the static signage, bridge mounted illuminated static advertising sign installed on the pedestrian overbridge at Parramatta Road (classified road) at Auburn. No changes or physical works are proposed to the existing sign within the road or road reserve</i> <i>Previous DA 63-7-2008 granted limited time approval for the existing signage and retention of the signage beyond the approved timeframe requires a new DA for the continual use.</i> <i>The advertising sign is visible to motorists travelling both east and westbound on Parramatta Road.</i> 	Noted.

Ref.	Issues raised	Response
	<ul style="list-style-type: none"> Safety Assessment dated 29 May 2024 states the crash history does not indicate that the existing sign has had a negative impact on road safety, nor resulted in any decrease in road safety in the immediate vicinity of the site. 	
2.2	<p>As such, TfNSW recommends that the following requirements are included in any Development Consent issued by the relevant Planning Authority:</p> <ol style="list-style-type: none"> The proposed signs design and operation shall be in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 requirements. The images displayed on the sign should not contain or use: <ul style="list-style-type: none"> Flashing or flickering lights or content. Animated displays, moving parts or simulated movement. Complex signage including text and information that hold a driver's attention beyond "glance appreciation" Signage resembling traffic control devices by use of colour, shape or words that can be construed as giving instruction to traffic for example, red, amber, or green circles, octagons, crosses, triangles, and words such as 'stop' or 'halt'. A method of illumination that distracts or dazzles; and Dominant use of colours red or green. 	
3	Cumberland City Council	
3.1	<p>Council has reviewed the submitted information and the following response is provided. Planning Comments The proposed development proposal seeks to continue the operation of two existing approved static advertising signs on the pedestrian overbridge at Parramatta Road, Auburn, for a further 15-year period.</p> <p>The two existing signs are located on either side of the Parramatta Road pedestrian overbridge. The overbridge spans over Parramatta Road in a general north-south alignment, allowing pedestrians to safely cross Parramatta Road and access Auburn North Public School from the residential properties on the southern</p>	Noted and agreed.

Ref.	Issues raised	Response
	<p><i>side of the road. The signs are oriented towards eastbound and westbound traffic.</i></p> <p><i>Cumberland City Council has no objection for the continued use of the two static signage, ensuring these signages will not produce any glare and light.</i></p>	