

20 August 2024

Michael Young  
Principal Planner, Transport and Water Assessments  
NSW Department of Planning, Housing and Infrastructure  
Locked Bag 5022  
Parramatta NSW 2124

Attn: Sam Kelly

Dear Michael,

**Response to Submissions and Request for Information  
Advertising Sign – Ash Road facing M7 Motorway, Prestons (DA23/16892)**

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's (DPHI) request for a Response to Submissions (RtS) dated 8 August 2024 in relation to Development Application DA23/16892.

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

The response reinforces the findings of the SEE and supporting information, that the proposed 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 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](mailto: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 and TfNSW

## Attachment A

### Response to issues

Ref.	Issues raised	Response
1	DPHI	
1.1	<i>Provide revised architectural drawings (Drawing No. 121123-2/2 Rev 16/07/24, dated November 2023), showing the logo size and location which are compliant with clause 3.18 of the State Environmental Planning Policy (Industry and Employment) 2021.</i>	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.
1.2	<i>Confirmation on the size and area of the sign, including confirmation that the logo is not greater than 0.25 square metres and that the combined size of the display area and logo is less than 45 square metres.</i>	Accordingly, and as discussed with the Department, amended Architectural Plans demonstrating a compliant operator logo are not considered necessary to be submitted.
1.3	<i>Provide an updated advertising display area size that includes the logo.</i>	
1.4	<i>Preparation and submission of a landscape management plan in accordance with 2.5.4(c) of the Transport Corridor Outdoor Advertising and Signage Guidelines, or justification as to why a landscape plan is not required.</i>	<p>Section 2.5.4(c) of the <i>Transport Corridor Outdoor Advertising and Signage Guidelines</i> states a Landscape Management Plan may be required to provide appropriate vegetation behind and adjacent to the advertising structure to minimise unintended visual impacts.</p> <p>In order to minimise unintended visual impacts of the southbound facing sign (which is currently a white skin), the Applicant is willing to accept a condition of consent that requires the advertising skin panel to be painted or replaced with a 'glaucous' colour. This will ensure the southbound facing sign seamlessly blends into the local environment, mitigating adverse impacts. The following wording is suggested for a condition:</p> <p><i>To reduce the visual impacts of the discontinued southbound advertising face. The applicant will seek to paint or replace the skin of the advertising panel to a muted natural colour, that will blend into the surrounding natural environment.</i></p> <p>Given the implementation of the above condition of consent, it is considered a Landscape Management Plan is not required to be submitted.</p>

Ref.	Issues raised	Response
2	TfNSW	
2.1	<p>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:</p> <ul style="list-style-type: none"> <li>For 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.</li> <li>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 illuminated static advertising sign installed adjacent to Lot 41 DP 1164508 of the M7 Motorway (classified road) and no changes or physical works are proposed to the existing sign within the road or road reserve.</li> <li>Previous DA granted limited time approval (DA lapsed 1st December 2023) for the existing signage and retention of the signage beyond the approved timeframe requires a new DA for the continual use.</li> <li>The advertising sign is visible to road users on the M7 Motorway (classified road) travelling northbound.</li> <li>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.</li> </ul>	Noted.
2.2	<p>Based on the information identified above 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"> <li>The proposed signs design and operation shall be in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 requirements.</li> <li>The images displayed on the sign should not contain or use:</li> </ol>	

Ref.	Issues raised	Response
	<ul style="list-style-type: none"><li>• <i>Flashing or flickering lights or content.</i></li><li>• <i>Animated displays, moving parts or simulated movement.</i></li><li>• <i>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'.</i></li><li>• <i>A method of illumination that distracts or dazzles; and</i></li><li>• <i>Dominant use of colours red or green.</i></li></ul>	