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29 May 2023

CoR Ref: COR2023/16

Dear Sir/Madam

**Digital Advertising Sign over Lane Cove Overpass, M2 Motorway  
Macquarie Park DA23/2902**

Reference is made to the Notice of Exhibition of DA 23/2902 and your request for Council comments on the proposed advertising sign over the M2 motorway.

The proposal involves installation of a new digital/LED advertising sign (and associated cladding) on the western elevation of the Lane Cove Road overpass bridge on the M2 Motorway (inbound) at Macquarie Park. The sign is proposed to be located above the eastbound carriageway of the M2 Hills Motorway (M2) on the Lane Cove Road overpass in Macquarie Park (refer to the plan below).



Council has some concerns regarding compliance of the proposed signage under *State Environmental Planning Policy (Industry and Employment) 2021* and the corresponding *Transport Corridor Outdoor Advertising and Signage Guidelines*.

These concerns are listed below:

## 1. Location of certain names and logos

On page 44 of the SEE it is noted that (to comply with the SEPP): *the name or logo of the person who owns or leases an advertisement or advertising structure may appear only **within** the advertising display area* however the corresponding compliance comment *anticipates* the display of a logo *next to the digital sign*. To comply with Clause 3.18 of the SEPP, the name/logo should be included **within** the advertising display area/calculation.

## 2. Advertisements on bridges

Under 3.22 (2) *the consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.*

- Under the corresponding Guidelines, it is stated that *the advertisement must not extend below the soffit of the superstructure of the bridge to which it is attached, unless the vertical clearance to the base of the advertisement from the roadway is at least 5.8m.*

However, the plans provided appear to indicate that the vertical clearance is less than 5.8m. It is recommended that the consent authority address the above matters.

- Given that the M2 is a State Road, it is recommended that the proposed development application be referred to TfNSW for comments and conditions.
- It is also recommended that the following condition be included in the Conditions of Consent:
  - **Design and Installation of Advertising Sign.** The new sign is to be designed and installed in accordance with the *State Environmental Planning Policy (Industry and Employment) 2021 – Advertising & Signage and the Transport Corridor Outdoor Advertising and Signage Guidelines.*

**Reason:** To ensure the installed sign does not adversely impact on the safety of different road users travelling on Lane Cove Road.

Finally, Sanju Reddy, Council's Senior Coordinator Development Advisory Services can be contacted on telephone 9952 8187 if you require any clarification.

Yours sincerely



Sandra Bailey  
Executive Manager City Development