



Department of Planning and  
Environment  
4 Parramatta Square,  
12 Darcy Street  
Parramatta NSW 2150

<b>Your Ref</b>	DA 22/14804
<b>Our Ref</b>	NCA/24/2022
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**24 December 2022**

ATTN: Andrew Watson,

### **COUNCIL SUBMISSION**

**NOTICE OF EXHIBITION for Installation of a new two-sided monopole digital advertising sign and removal of an existing static sign near the northern elevation of the M4 Western Motorway, Rosehill. The proposed new sign has dimensions of 8.15m x 5.45m, will be digitally illuminated and attached to a new monopole structure.**

I refer to the above application and the request to provide advice on the proposed works.

Council has reviewed the supplied Architectural plans and associated documents and request that the following items are adequately addressed in the applicant's EIS:

### **Planning Comments**

- Compliance with the following relevant regulatory controls:
  - State Environmental Planning Policy (Industry and Employment) 2021– Chapter 3 Advertising and signage.
  - Parramatta Local Environmental Plan 2011 – Clause 27 Demolition requires development consent: and
  - Parramatta Development Control Plan 2011 – Section 5.5 Signage.
- The following concerns is to be considered further:
  - The scheme to be sympathetic to the existing streetscape;
  - No important views to be compromised or obscured;
  - No impacts upon the viewing rights of other advertisers;
  - No unsightliness to be screened;
  - The illumination will not detract, glare and obscure the safe movement of the traffic on the adjoining street.
- Ensure any likely impact on all exiting infrastructures, including easements which is benefited by City of Parramatta Council is fully addressed in the application.

## **Traffic Comments**

- The proposal is to replace the existing landscape orientated static signs that face both eastbound and westbound traffic with portrait orientated digital advertising signage. Although the orientation is changing, the overall size of the proposed signs will be similar in regard to area.
- The road at the location of the proposed signs is applicable to a variable speed limit with the default speed limit being 90km/h. This means that the Stopping Sight Distance as per Austroads Guide to Road Design Part 3 is 119m for the recommended reaction time of 2 seconds.
- For both the approach and departure side of both sides, there are no decision-making points or conflict points in accordance with section 3.2.3 of the outdoor advertising signage guidelines. It is noted that the closest decision making/conflict point (i.e. the merge point and diverge points) for both directions are more than 350m away, and therefore are unlikely to be impacted by the proposal.
- Considering this, and the fact that the location already has an existing static sign which has not created a reported safety concern, the proposal can be supported on Traffic grounds.

## **Conclusion**

It should be noted that this the recommendation of Council officers and this submission has not been endorsed at a Council meeting.

Council appreciates the opportunity to comment on the above application and look forward to continued collaboration.

Should you wish to discuss the above matters, please contact Deepa Randhawa on the details listed above.

Yours Sincerely

**Senior Development Advisory Planner**  
**Deepa Randhawa**