



DA 23/2896 or PAN -310914 (Murray Farm Road Overpass)

By lodgement: [NSW Planning Portal](#); janith.desilva@dpie.nsw.gov.au

June 30, 2023

**Mr Anthony Witherdin
Director
Key Sites Assessments**

Dear Anthony

Subject: Request for Additional Information. DA 23/2896

I refer to your letter dated May 29, 2023, in relation to DA 23/2896. Appendix A of your letter requests information be provided by the Applicant:

Request: “provide a visual impact assessment of any view/amenity impacts of the proposal to the residences located to the west of the sign, along Ferndale and Saracen Road”.

The Applicant has considered this request and kindly refers you to the visual impact analysis provided in the Statement of Environmental Effects (SEE) submitted with the DA – section 5.2.2 Visual Impact, page 75. Please note the streets within your request referenced to the west of the sign are referenced within the SEE as to the south of the sign. The planner, Urban Concepts, sets out details as north or south of the motorway.

In preparing the SEE, the Applicants’ planning consultant (Urban Concepts) visited the location to review the public domain as part of the work necessary to prepare the SEE. Extensive review and analysis were undertaken which is documented within the SEE at section 2. *Site and Environmental Description and Context, pages 13-21 inclusive*. Multiple photos are included to confirm residents will not be impacted, including for Ferndale Road and the residents in the south (these are queried with Appendix A as west of the sign) with notations for north of the sign. This analysis and commentary are included from the site inspection underpinning the visual impact summary at 5.2.2

Section 5.2.2 of the SEE- Visual Impact, details Urban Concepts professional opinion taking into consideration their site review and deep experience in planning requirements for Out of Home signage development applications, be it static or digital displays.

The Applicant requested Urban Concepts re-review the information provided within the SEE in relation to resident visual impact and their conclusion that the “proposed digital sign on view lines from the public and private domain is low”. Attached is their additional advice in relation to this matter.

The SEE also includes an independent illumination report. The lighting report found the night-time operation of the sign will not cause any reduction in visual amenity to dwellings to the south of the sign, the same residents you have

noted as west of the sign in Appendix A. The illumination analysis by Electrolight is included in the SEE in full at Appendix D.

The Applicant is not aware of any representations by either the residents or Hornsby Council in relation to adverse amenity or impacts from the proposed sign arising from the public exhibition and noting residents were contacted by letter as part of this process and provided within the opportunity to consider the proposed new sign and provide comments in relation to any concerns they might have.

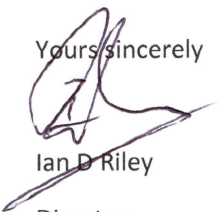
The Applicant therefore submits the information provided within the SEE, Appendix D and additional advice from Urban Concepts adequately addresses any view/ amenity impact from the proposed sign. To request the Applicant to perform a VIA which may involve contacting residents is effectively a repeat of the Public Exhibition process and "is not a requirement for the proposed sign" as detailed within Urban Concepts additional advice (attached).

Request: Submit the executed Public Benefit Offerfor the proposed sign"

The Applicant has lodged on the portal (in confidence) a copy of the Public Benefit Offer letter prepared by TfNSW dated May 9, 2023, and sent to the DPE, attention Mr Muick Cassel.

Can you therefore kindly confirm the information as submitted within the DA, together with the additional advice from Urban Concepts has adequately addressed potential view/ amenity impacts upon residents located within the named roads.

Yours sincerely



Ian D Riley

Director

Manboom Signage Pty Ltd

iriley@audant.com.au

21 June 2023

Ian Riley
Manboom Signage Partnership,
L11, 151 Macquarie Street,
Sydney, NSW, 2000.

Dear Ian,

Department of Planning and Environment (NSW DPE) Request for Visual Impact Assessment for DA 23/2895 (Beecroft Road Overpass) and DA23/2896 (Murray Farm Road Overpass).

You have asked me to provide comment about the request by the NSW DPE for a Visual Impact Assessment (VIA) in respect of DA 23/2895 Beecroft Road Overpass and DA23/2896 Murray Farm Road Overpass. Both Applications seek consent for the installation of a digital advertising screen on the road overpasses that form part of the M2 Motorway and fall within the Hornsby Shire Council Local Government Area.

As the author of the Statement of Environmental Effects (SEE) that accompanied both DA's, I fully considered the visual context and impact of the proposed digital signs on surrounding land uses and concluded that a Visual Impact Assessment (VIA) was not required. I drew this conclusion having regard to the following facts:

- The subject M2 digital signs are viewed against the Motorway bridge infrastructure. In both cases, the digital signs sit below the dominant skyline and are within the profile of the bridge. They do not extend above the mesh safety screens.
- Both signs are fully compliant with the bridge sign criteria set out in Clause 3.22 of Chapter 3 of the Industry and Employment SEPP 2021 (IESEPP 2021) and in Section 2.5.5 of the Transport Corridor Advertising and Signage Guidelines 2017. This criteria ensures that signage mounted on bridges is of an appropriate scale and proportion relative to the host bridge.
- The Lighting Impact Assessments that were prepared by Electrolight for both DA's definitively concluded that there would be no nuisance or adverse amenity impact resulting from the night time operation of the digital signs on adjacent residents.
- In the public domain there were limited, if any, views of the digital screens at both sites. The substantial landscaped buffers and the height of the M2 acoustic wall barriers block view lines to the digital screens.
- In terms of views from the private domain for the Beecroft Road Overpass sign, I was unable to access private residences to assess the impact of the sign. There are four homes (11 & 13 Stewart Close and 28 & 28A Old Beecroft Road) that may experience a partial view of the Beecroft Road sign. As the Beecroft Road sign is going above the outbound traffic lanes, and the homes are located on the northern side of the Motorway and sit perpendicular to the road reserve they do not have a direct line of sight to the sign and there is a considerable physical separation and landscape buffer between these homes and the sign. Refer Figure 2.5A-H in the Beecroft Road Overpass SEE. The fact that a property may have a partial view of a sign does not translate to a negative visual impact. That part of the sign that may be seen from these homes would be viewed against the bridge motorway infrastructure. I believe the sign will not dominate the view as it would form a minor part of a broader view composition. As indicated in the point above, the lighting assessment concluded that there is no night time nuisance resulting from the illumination of the sign.
- In terms of views from the private domain for the Murray Farm Road Overpass I was unable to access private residences to fully assess the impact of the sign. There are four homes (2, 4 and 6-8 Ferndale Road and 6 Saracen Road) that may experience a partial view of the Murray Farm Road sign. As the Murray Farm Road sign is going above the inbound traffic lanes, and the homes are located on the southern side of the Motorway and sit perpendicular to the road reserve, I believe that they will not have a direct line of sight to the sign as there is a considerable physical separation and landscape buffer between these homes and the sign. Refer to Figures 2.4A-D in the Murray Farm Road Overpass SEE.

I note that in requesting a VIA the NSW DPE has drawn a comparison between the M2 bridge signs and the DA for a portrait freestanding advertising structure that Sydney Trains lodged for its Ashfield site with a VIA. In my opinion the Sydney Trains digital sign, being a portrait freestanding supersite structure in a local road /rail corridor has a much greater potential visual exposure than the proposed M2 Motorway digital signs which have a contained visual catchment and viewing audience being the traffic travelling on the Motorway. Further, the assessment criteria for freestanding advertising structures specified in Clause 3.21 of Chapter 3 of IESEPP 2021 stipulates that a consent authority must consider the visual impact of a freestanding sign within a 1 kilometre visual catchment of the sign. Clause 3.21 is reproduced below. This is not a requirement for the proposed signs that are attached to road bridges. I have also reproduced Clause 3.22 that relates to Bridge Signs below.

'3.21 Freestanding advertisements

- (1) The consent authority may grant consent to the display of a freestanding **advertisement only if the advertising structure on which the advertisement is displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.**
- (2) This section does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under section 3.13.

3.22 Advertisements on bridges

- (1) A person may, with the consent of the consent authority, display an advertisement on a bridge.
- (2) The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.'

The provisions that relate to advertisements on bridges, and specifically the subject applications, in Section 2.5.5 of the Transport Corridor Advertising and Signage Guidelines 2017 are reproduced below:

'2.5.5 Bridge signage criteria

- a. The architecture of the bridge must not be diminished. Note: Consideration should be given to whether the advertising structure is compatible with the form and scale of the bridge, and sympathetic to the bridge style and design. Consideration should be given to whether the advertisement significantly detracts from the principle structural qualities of the bridge or any important decorative inclusions. It is preferable that the sign be directly integrated into the structural design of the bridge. The sign should not compromise the architectural and visual quality of the bridge structure.
- b. The advertisement must not extend laterally outside the structural boundaries of the bridge. Note: The structural boundaries of the bridge include the solid part of the structure, road deck, handrail and safety guard fencing, but do not include additional devices attached to the structure such as lighting and power poles.
- c. 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.
- d. On a road or pedestrian bridge, the advertisement must:
- i. not protrude above the top of the structural boundaries of the bridge
 - ii. not block significant views for pedestrians or other bridge users (e.g. cyclists)
 - iii. not create a tunnel effect, impede passive surveillance, or in any other way reduce safety for drivers, pedestrians or other bridge users.
- g. Any advertising sign proposed for development on a bridge over a classified road requires that construction drawings be submitted for review and approval by RMS bridge engineers prior to construction to ensure all road safety requirements are met.
- h. Any advertising sign proposed for development on a bridge over a road requires provision of a fall arrest system (sign and sign support structure to bridge) to ensure the sign will not detach in case of impact by an over high vehicle.'

The VIA that accompanies the Sydney Trains DA is satisfying the Clause 3.21 assessment criteria. The Sydney Trains DA relates to an advertising structure on rail land that will capture a road corridor audience. As such its visual impact extends beyond the rail corridor and must consider the land use context of this expanded visual catchment.

Further, I note that both the Beecroft Road Overpass and Murray Farm Road Overpass DA's have progressed through public exhibition. The NSW DPE has advised that no submissions were made by adjoining residents expressing concern or comment about any aspect of the proposed development including visual impact. I am also advised that Hornsby Shire Council raises no objection.

The NSW DPE has asked the Applicant to model perspectives that show the view of the proposed signs from affected outlooks. As stated above, I believe the affected outlooks will be from a limited number of private residences. Again, this is not comparable to the Sydney Trains DA that considered only public domain impact. Modelling perspectives for views from the private domain requires making direct contact with the owner/occupant to gain access to the private property. This is usually undertaken when a property owner is located in a direct line of sight to the sign, in close proximity to a sign, or has raised a visual impact concern. I note that none of these criteria apply to the Beecroft Road Overpass or Murray Farm Road Overpass DA's. As such should the Applicant resolve to prepare a VIA for these sites I would request the Department to nominate the views that it would like to be modelled. Of course, the Applicant would need to consent to this work being undertaken which would involve additional time and expense.

Yours faithfully,



Belinda Barnett

Director, Urban Concepts