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CoR Ref: COR2023/16

Dear Sir/Madam,

Digital Advertising Sign – Eden Park, M2 Motorway Macquarie Park DA 23/2904

Reference is made to the Notice of Exhibition of DA 23/2904 and your request for Council comments on the proposed advertising sign.

The proposal involves a new freestanding digital advertising sign on the M2 Motorway Road reserve adjacent to the Lane Cove Road on-ramp merge lane (orientated outbound) at Macquarie Park. The sign is proposed to be located on the eastern side of the M2 Hills Motorway (M2), adjacent to the Lane Cove Road eastbound merge (referred to as Eden Gardens), 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*. Council has further concerns in regard to introducing free standing signs along M2 motorway (this being the first such sign) resulting in visual clutter.

These concerns are listed below:

1. Visual Clutter

Appendix C of the Statement of Environmental Effects (SEE) (page 170) lists the SEPP's Schedule 5 Assessment criteria but does not respond to the specific criteria. This includes key considerations and questions relating to impacts on the character of the area, views and vistas, settings or landscape. The SEE should be revised to thoroughly address Schedule 5.

The proposed Eden Gardens digital sign is the first freestanding advertising sign to be built along the M2. The sign is large and in close proximity to another large format road sign (that faces the other direction). In addition to this, there is another very large signage on the Lane Cove Road bridge within the same visual catchment (refer street view below).



Council considers that placement of a second sign in this location is unwarranted. It will create visual clutter along a section of the motorway that has exceptional green vegetation corridor.

Currently the area adjoining M2 comprises predominantly of trees and dense vegetation which presents aesthetically pleasing views for motorists in addition to traffic safety. The proposed cluttering of

advertising signs would block the existing tree line. The proposal with multiple signage structures and displays within close proximity to each other would be distraction for motorists. Further, the proposed sign would not be compatible with the amenity and visual character of the area.

Furthermore, Council considers that the SEE does not adequately consider the impact of sign spacing on driver distraction/views. Specifically, the spacing between the location of the proposed digital advertising sign and existing advertising signage located on the Lane Cove Road bridge (heading west).

Under the Transport Corridor Outdoor Advertising and Signage Guidelines:

- sign spacing should limit drivers' view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor.

The separation between the proposed sign location and signage on the Lane Cove bridge is measured to be approximately 230m. Although that distance is more than 150m between signs, that figure is a minimum / 'no less' suggesting that the greater the separation between signs the better. The speed limit is 100km/h and with drivers travelling at speed, Council considers that the impact of sign spaces requires further analysis.

2. Location of certain names and logos

On page 48 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.

Furthermore:

- Given that the M2 is a State Road, it is recommended that the proposed development application be referred to TfNSW for comments and conditions.

In view of the above issues, Council is of the view that this development application should be refused. If the Department is of the

mind to approve the signage, it is recommended that the following condition be considered for inclusion 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, you may contact Council's Senior Coordinator Development Advisory Services – Sanju Reddy on telephone 9952 8187 if you require any clarification.

Yours sincerely



Sandra Bailey
Executive Manager City Development