



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

Your Ref	DA 15/7153
Our Ref	NCA/16/2023
Contact	Sumitava Basu
Telephone	9806 5247
Email	basus@cityofparramatta.nsw.gov.au

25 September 2023

ATTN: Andrew Watson,

COUNCIL SUBMISSION

NOTICE OF EXHIBITION to modify approved alterations and digital conversion of an existing advertising structure at M4 Motorway Overpass, Homebush West (DA 15/7153). The modifications include –

- **Amend Condition A2 to reflect ‘JCDecaux’ as the sign operator including a change in the logo; and**
- **Amend Condition A6 to decrease the advertising dwell time to from 45 seconds to 25 seconds.**

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:

1. Compliance with the following relevant regulatory controls:
 - State Environmental Planning Policy (Transport and Infrastructure) 2021 – Subdivision 2 Development in or adjacent to road corridors and road reservations;
 - State Environmental Planning Policy (Industry and Employment) 2021 – Chapter 3 Advertising and signage;
 - Parramatta Local Environmental Plan; and
 - Parramatta Development Control Plan 2023 – Section 2.15 Signage.
2. The following concerns but are not limited to be considered further for the proposed modifications to the approved development:
 - 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.
3. Any impacts on existing infrastructure, including easements which are benefited by City of Parramatta Council need to be fully addressed in the assessment of the application.

Council's Traffic and Transport Team has also provided comments in attachment 1 of this letter, for the consideration of the applicant.

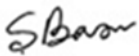
Conclusion

It is 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 Sumitava Basu on the details listed above.

Yours Sincerely



Sumitava Basu

**Senior Development Assessment Officer
Development and Traffic Services Unit**

Attachment 1 – Traffic and Transport comments

- It is noted that Auburn Council had raised an objection to under the original DA on the basis that it was located in close proximity to critical decision making points along the M4 motorway which could be a distracting to motorists and hinder their ability to take emergency action arising due to these decision points. This view has not changed;
- For the guidelines state for roads with a speed limit of 80km/h and over, the dwell times should not be less than 25 seconds. Accordingly, the proposed modification would comply with this aspect of the guidelines. Consideration is also given to the fact that a vehicle travelling at 80km/h will travel 556m in 25 seconds meaning a vehicle will generally still encounter one transition if traffic is free flowing; and
- There are no objections to the 25 seconds dwell time as it is per the guidelines. The proposal can be supported on Traffic and Transportation grounds.