

Our Ref 14/12429
Your Ref DA 23/11560

27 March 2024

Director – Transport and Water Assessments
NSW Department of Planning, Housing and Infrastructure
Locked Bag 5022
PARRAMATTA NSW 2124

**CONTINUED USE OF EXISTING ADVERTISING SIGNAGE – COWPASTURE ROAD,
BOSSLEY PARK (DA 23/11560)**

Dear Sir/Madam

Reference is made to the Notice of Exhibition DA 23/11560 and your request for Council comments.

The proposal involves the installation of a new static advertising signage which seeks to display advertising for a period of 15 years on an existing billboard structure on the northern and southern elevations of the Cowpasture Road pedestrian bridge in Bossley Park.

Council notes that in 1998, approval was given for the construction of the overhead bridge including the incorporation of an advertising display area on the basis that the advertising revenue would facilitate the construction and maintenance of the bridge. The advertising area was therefore limited to a maximum period of 20 years. The time period with respect to the advertising component has since ended, and it has been requested that the advertising display area continue to operate as part of the bridge structure.

Council has reviewed the proposal and raises the following matters;

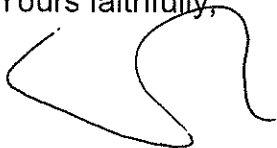
- a) It is noted that the advertising signage was originally agreed to under the original consent DA 121/98 to allow the RTA to recover the cost of construction of the pedestrian bridge. Council requests that financial justification be provided as to why this advertising revenue is still required, including a copy of the agreement with oOh! Media and the operational expenses associated with the bridge.
- b) Council requests that the proposed advertising period of 15 years be reduced to 10 years and that advertising slots be provided for the benefit of Council for promoting community events.

- c) Figure 7 on page 13 of the Statement of Environmental Effects makes reference to a proposed **digital** advertising display. Council recommends that the figure be updated to clarify that the proposed advertising display is non-digital and static.
- d) The submitted elevations and mock-ups by oOh! suggest that the oOh! Logo is located outside both advertising display areas to the bottom left. Part 3.18(1) of the State Environmental Planning Policy (Industry and Employment) 2021 (IESEPP) stipulates that the logo of the person who owns or leases an advertising structure may only appear within the advertising display area. Where the advertising display area has no borders or surrounds, Part 3.18(2) stipulates that the logo may also be located within a strip below the advertisement running for its full width. Council recommends that the proposal be revised to ensure that the logo is incorporated into the advertising display area in the above manner.
- e) The area measurement of the logo is unclear. Part 3.18(3) of the IESEPP stipulates that the area of such a logo must not be greater than 0.25 square metres. Council recommends that the submitted documentation be updated to include this measurement. Should the logo exceed 0.25 square metres, Council also recommends that the logo area be reduced accordingly.
- f) The submitted materials do not provide any details on the type of advertising material proposed for the signage. Notwithstanding this, Council recommends that any third-party advertising adhere to the advertising standards set out in the following documents:
- Australian Association of National Advertisers (AANA) Code of Ethics (February 2021).
 - AANA Code of Ethics: Practice Note (February 2021).
 - Australian Digital Advertising Policy and Regulations Guide 2015.
- g) All proposed illumination and/or lighting of the advertising display area shall meet the relevant Australian Standards so that it does not impact on the amenity of any adjoining residential properties and does not distract road users.

Given the issues raised, Council does not support the application as submitted and requests that these matters be addressed prior to any determination of the application.

Thank you for providing Council the opportunity to comment on the above proposal. Should you wish to discuss the above matters further, please contact Council's Development Planner Mr. David Duong directly on Ph. 9725 0879 within Council's City Development Directorate.

Yours faithfully,



SUNNEE CULLEN
MANAGER DEVELOPMENT PLANNING