

28 June 2013

Diane Cuthbert  
Executive Manager, Environmental Standards Department  
Fairfield City Council  
PO Box 21  
Fairfield NSW 1860

Architecture  
Urban Design  
Planning  
Interior Architecture

**RE: Proposed M7 billboard signage - DA No. 60.1/2013  
Response to letter from Fairfield City Council dated 16 April 2013**

Dear Ms Cuthbert,

We provide a response on behalf of the Western Sydney Parklands Trust (WSPT) to the letter received from Fairfield City Council dated 16 April 2013 regarding Crown Development Application No. 60.1/2013 for proposed M7 billboard signage. There are four advertising signs proposed as part of the DA on Western Sydney Parklands (WSP) land adjacent to the M7 road corridor.

Architectus Sydney  
Level 3 341 George Street  
Sydney NSW 2000 Australia  
T 61 2 8252 8400  
F 61 2 8252 8600  
sydney@architectus.com.au  
www.architectus.com.au

We have received an objection from Fairfield City Council (Council letter dated 16 April 2013 at **Attachment A**) to the DA. We would have appreciated the opportunity to discuss these concerns with Council before the objection was finalised. So we address the key concerns raised by Council further below. In the first instance we provide some background on the application and planning framework.

Auckland  
Brisbane  
Melbourne  
Shanghai  
**Sydney**

## 1. Background

The billboard signage is an important element in the WSPT's financial strategy to allow for the ongoing management and maintenance of the parklands. The statutory basis for this function is as follows:

1. The *Western Sydney Parklands Act 2006* identifies:
  - a. One of the functions of the WSPT to be "*to undertake or provide, or facilitate the undertaking or provision of, commercial, retail and transport activities and facilities in or in relation to the Parklands with the object of supporting the viability of the management of the Parklands*" (Section 12(2)(j)).
  - b. That the plan of management is to "identify matters that are significant to the Parklands as a whole, including...proposals for income-earning activities" (Section 23(2)(c)(ii)).
2. State Environmental Planning Policy (Western Sydney Parklands) 2009 contains as one of its aims, "*(b) allowing for a range of commercial, retail, infrastructure and other uses consistent with the Metropolitan Strategy, which will deliver beneficial social and economic outcomes to western Sydney.*"
3. The WSPT Plan of Management identifies that the Trust has been established as a self-funded agency. It provides that "*the Trust is developing an income stream of \$10 million per annum within the 10 year life of this Plan.*" It specifically allows for income-generating proposals in the parklands.

Architectus Group Pty Ltd  
ABN 90 131 245 684

Managing Director:  
David Sainsbery  
Nominated Architect  
NSWARB 5551  
ARBV 13176

The key statutory planning framework applying to the development is the *State Environmental Planning Policy (Western Sydney Parklands) 2009* (WSP SEPP). The WSP SEPP excludes the application of *State Environmental Planning Policy No 64 – Advertising and Signage* (SEPP 64). The WSP SEPP also excludes the application of the *Fairfield Local Environmental Plan 1994* (refer Clause 6 of the WSP SEPP) and excludes the application of any development control plan unless it is made by the Director-General (refer to Clause 6A). There is no development control plans made by the Director General that apply to the parklands (refer to Clause 6).

There are other billboard signs that are of the same size as the proposed signs in the subject DA that have been recently approved on WSP land adjacent to the M7 road corridor. These include:

- Two billboard signs (DA-56/2013) approved by Liverpool City Council on 31 May 2013;
- One billboard sign (DA 11-2602) approved by Blacktown City Council on 28 June 2012.

Three other billboard signs fronting the M7 motorway in WSP land in Blacktown LGA were approved some years ago by the Department of Planning and Infrastructure. Two of these signs are constructed and one is not yet constructed.

## 2. Response to Council's letter dated 16 April 2013

### 2.1 Character of the Rural Area

*"Signs are excessively large":*

Response:

- The proposed signs are the same size as the WSPT billboard signs approved by Blacktown City Council (DA 11-2602) and Liverpool City Council (DA-56/2013).
- Visually the scale of the signs is in keeping with the scale/width/hierarchy of the motorway.

*"Out of character in the rural area"; Signs are poorly sited so that they obscure and detract from scenic views of the rural landscape"*

Response:

- The billboard signs are part of the visual/view catchment of the M7 road corridor.
- The adjoining landscape can be more accurately described as a "peri-urban" landscape rather than a "rural" landscape. It is not "pristine" and is clearly punctuated by road infrastructure, high voltage power lines, and the like.
- The signs for the most part are bordered by trees and embankments in the road reserve which largely prevent long ranging views from the motorway into the parklands.
- The signs have been carefully located to have the least impacts. In relation to the sign situated near the existing residence, refer to **Section 2.5** Objection, below.

### 2.2 Conflict with the Aims of SEPP (Western Sydney Parklands) 2009

The WSPT believes the proposed advertising signage is consistent with the aims and matters for consideration set out in the WSP SEPP because it will:

- Provide commercial infrastructure that is consistent with the Metropolitan Strategy that will deliver beneficial social and economic outcomes to western Sydney, as the revenue from the signage will feed back into the management and maintenance of the WSP. The Draft Metropolitan Strategy for Sydney to 2031 contains the most recent Government directions for the WSP. Metropolitan Priorities relevant to the WSP include:
  - *"plan for the enhancement of this metropolitan-significant park servicing the growing population of Western Sydney for active and passive recreation."*

- “support the activation initiatives of the parklands to provide ongoing improvements to its facilities.”
- Facilitate government infrastructure.
- Facilitate public access to and enjoyment of the parklands.

The matters to be considered by the consent authority in determining an application (Clause 12) under the WSP SEPP were addressed in the Statement of Environmental Effects for the DA. Specific matters in Clause 12 that relate to visual impact include:

*“(g) the impact on the physical and visual continuity of the Western Parklands as a scenic break in the urban fabric of western Sydney”*

Response:

As aforementioned, the adjoining landscape can be more accurately described as a “peri-urban” landscape and not rural. It is not “pristine” and is clearly punctuated by road infrastructure, high voltage power lines, and the like. The addition of the advertising signs adjacent to the road corridor is therefore consistent with the language and character of the landscape.

The signs have been sited to minimise direct impacts on existing trees in the WSP as much as possible, and have been deliberately spaced out so as to not pose a traffic safety issue.

*“(k) the impact on significant views”*

Response:

Refer to response above. There are no significant views (rural or otherwise) which will be impacted.

The proposed signage is also consistent with Clause 16 ‘Signage’ of the WSP SEPP. This clause makes provision for ‘road signs’ that are greater than 20 square metres in area; more than 8 metres above ground level; or within 250m of a classified road. The clause provides that the road sign is to be referred to the RTA for comment. The very existence of such a clause and its nature/content means that it has in part been formulated for the purpose of advertising signage along classified roads, it being noted that the M7 is the primary classified road that borders or intersects with the parklands.

## 2.3 Inconsistency with Plan of Management for the Parklands

*“The proposed advertising structures are inconsistent with the provisions of the Western Sydney Parklands Plan of Management 2020 in so far as the plan contains no explicit statements that contemplates or supports the erection of advertising structures as proposed.”*

Response:

Whilst the WSP Plan of Management does not contain explicit statements in respect of proposed advertising signage in the parklands nor in terms of its location this does not mean that the proposed signs are inconsistent with the WSPT’s plan of management. The billboard signs are consistent with the WSPT’s Plan of Management because the signage is consistent with the strategic directions and objectives of the plan, for example, “*Objective 3: Develop new business opportunities to support the management and further development of the Parklands*”.

The WSP Plan of Management also allows for income-generating proposals: “*Lease up to 2 percent of the Parklands over a number of sites for business uses to generate income to manage the Parklands.*”

Of more relevance is that the WSP SEPP allows for advertising signage adjacent to a classified road corridor as permissible with consent. The WSP SEPP is a statutory planning instrument that has greater statutory weight under Section 79C considerations in the *Environmental Planning and Assessment Act 1979*, than the WSP Plan of Management.

## 2.4 Submissions

The submissions received on the DA are provided at **Attachment B**.

### *RMS*

Council's letter notes that the submission from the RMS was an objection. This is not the case. The RMS specifically references that they retracted earlier letters provided to Council on the DA. The most recent RMS letter of 22 March 2013 contains information on a condition of approval for the M7 motorway project, which references the implementation of the approved Urban Design and Landscaping Sub Plan. It provides that the RMS as owner of the road corridor is not agreeable to carry out any pruning or vegetation management practices to maintain clear sight lines to the signage.

The WSPT notes this issue and understands that the RMS is not obligated to carry out these activities for the Trust. Therefore it cannot be a legitimate planning consideration in the determination of the DA. And nor can the RMS letter be considered to be an objection.

It should also be noted that as the signs are situated on land within the WSP, the WSPT will be responsible for the maintenance of vegetation surrounding their signs on their land.

### *Westlink*

It is acknowledged that M7 Westlink object to the proposal on the basis of vegetation management on their own land, but more specifically, visual amenity. Vegetation management issues are addressed above under the response to the 'RMS' submission. In relation to visual amenity, the M7 Westlink is a private/public consortium that is charged with the management and operation of the motorway. It is not considered that visual amenity issues are within their remit. In saying this however, the application included a comprehensive visual impact assessment of views to the signs from the motorway.

## 2.5 Objection

### *Resident*

Council's letter raises the concerns of a nearby resident to proposed Sign 4 that canvasses a range of issues including visual impact. Council state in their letter:

#### *Objections*

*You are advised that during the period of public exhibition, Council received a submission from a nearby resident objecting to the proposed. The following issues were raised in this submission:*

- i. The proposed sign (Site 4) is located too close and will spoil any views from the property.*
- ii. The addition of the proposed sign will contribute to visual clutter and is likely to cause accidents on the M7 Motorway.*
- iii. Illumination from the sign is likely to have an impact on the property.*
- iv. The proposal results in a security risk as the signs require continuous maintenance resulting in workers having to access the property's driveway.*

Council's letter does not evaluate which of these issues is a legitimate planning concern and whether any would have any weight in the determination of a DA. The issues are addressed in turn below:

- i. The issues raised by the resident were addressed in the visual impact assessment that supported the DA. These issues are addressed further below.
- ii. The RMS does not object to the sign on traffic safety grounds.

- iii. Proposed Sign 4 is a single sided spectacular sign with visual display area orientated northward away from the residence. The sign will only be front lit, facilitated by lights fixed to the top of the sign that are oriented downward so that they only illuminate the front of the sign. Therefore the illuminated part of the sign will not be visible from the residence.
- iv. The Site Access Plan for Sign 4 clearly shows the proposed access route to the site which is away from the residential property. Therefore maintenance workers will not access the site from the residential property boundary.

#### *Visual Impact*

Proposed Sign 4 is situated 155m north of the objecting residence. We provide an extract at **Attachment C** from the design package of Site 4 – Visual Impact that formed part of the DA. This shows that there are intervening trees and other existing vegetation which will separate the sign from the existing residence. The colour of the support frame and post for the sign is “River Gum” or similar, which is a natural colour that will allow the sign supports and the rear of the sign to visually recede/blend into its landscaped surroundings.

### **3. Concluding Statements**

We note Council’s intention to refer the application to the Joint Regional Planning Panel – Sydney West Region (JRPP) recommending refusal. Since this is a Crown DA, in accordance with Section 89(1)(a) of the *Environmental Planning and Assessment Act 1979*, the consent authority cannot refuse its consent to a Crown DA without the approval of the Minister.

Following receipt of this letter, should Council still wish to refer the DA to the JRPP for determination, we please request that this letter forms part of the Assessment Report to the JRPP.

We would welcome the opportunity to meet all of you to discuss Council’s concerns in further detail.

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Please do not hesitate to contact us should you require further information. Sue Robinson, Manager, Urban Design and Planning can be contacted via [sue.robinson@architectus.com.au](mailto:sue.robinson@architectus.com.au) and Jane Fielding, Senior Planner can be contacted via [jane.fielding@architectus.com.au](mailto:jane.fielding@architectus.com.au) or telephone (02) 8252 8400.

Yours sincerely



Michael Harrison

Director, Urban Design and Planning

**ATTACHMENT A**

**In reply please quote:** DA 60.1 / 2013

**Contact:** Mr T Copping on 9725 0883

16 April 2013

Kerry Jahangir  
Level 4, 10 Valentine Avenue  
PARRAMATTA NSW 2155

Dear Sir,

**RE: DEVELOPMENT APPLICATION NO. 60.1/2013  
4 x ILLUMINATED ADVERTISING STRUCTURES**

**PREMISES: LOT 6 DP: 1021711, NO. 73 REDMAYNE ROAD, HORSLEY PARK;  
LOT 7 DP: 1021711, NO. 54 CHANDOS ROAD, HORSLEY PARK;  
LOT 14 DP: 1021940, NO. 144 WALLGROVE ROAD, CECIL PARK;  
LOT 19 DP: 1022008, NO. 372 WALLGROVE ROAD, HORSLEY PARK**

I refer to the abovementioned development application proposing the construction of four (4) advertising structures adjacent to the M7 Motorway. Please be advised that the following issues are raised regarding this development proposal.

### **Character of the Rural Area**

The proposed advertising structures are located behind the road reserve and have been elevated over the embankment so that the signs are visible to road users on the M7 Motorway. Each of the proposed signs is over 14 metres high and has approximately 85m<sup>2</sup> of advertising space.

It is considered that the proposed signs are excessively large and out of character in the rural area. In addition, the proposed signs are poorly sited so that they obscure and detract from scenic views of the rural landscape and therefore would result in unacceptable impacts on the visual amenity and character of the surrounding rural area.

## **Conflict with Aims of SEPP (Western Sydney Parklands) 2009**

Council is required to consider the Aims of the SEPP pursuant to clause 12(a) of the SEPP when determining a development application. The aims of the SEPP are not considered to provide any planning justification for the proposed advertising structures.

## **Inconsistency with Plan of Management for the Parklands**

It is considered that the proposed advertising structures are inconsistent with the provisions of the Western Sydney Parklands Plan of Management 2020 in so far as the plan contains no explicit statements that contemplates or supports the erection of advertising structures as proposed. Consistency with the applicable plan of management is a relevant consideration for Council when determining a development application pursuant to clause 12(i) of the SEPP (Western Sydney Parklands) 2009.

## **Submissions**

Council has received objections from the NSW Roads and Maritime Services and the Westlink M7 who have raised concerns regarding the impact on visual amenity and vegetation management in the road corridor and therefore do not support the proposal for these reasons.

## **Objections**

You are advised that during the period of public exhibition, Council received a submission from a nearby resident objecting to the proposed. The following issues were raised in this submission:

- i. The proposed sign (Site 4) is located too close and will spoil any views from the property.
- ii. The addition of the proposed sign will contribute to visual clutter and is likely to cause accidents on the M7 Motorway.
- iii. Illumination from the sign is likely to have an impact on the property.
- iv. The proposal results in a security risk as the signs require continuous maintenance resulting in workers having to access the property's driveway.

Submissions received are attached to this letter for your information.

Having regard to the issues above, you are advised that your development application is not supported and should be withdrawn. Should you fail to withdraw this application the application will be referred to the Joint Regional Planning Panel with a recommendation for refusal.

Please advise Council in writing how you wish to proceed with the application within **FOURTEEN (14) DAYS** from the date shown heron.

Should you wish to discuss these issues further please contact Thomas Copping on 9725 0883 or Klaus Kerzinger on 9725 0292 to arrange a meeting at a mutually convenient time

Yours faithfully,

A handwritten signature in black ink, appearing to read 'K. Kerzinger', with a stylized, cursive script.

**Klaus Kerzinger**  
**Senior Development and Project Planner**

**ATTACHMENT B**

WSO Co Pty Ltd  
ACN 102 757 924  
ABN 73 102 757 924

101 Wallgrove Road  
Eastern Creek NSW 2766

PO Box 236  
Horsley Park NSW 2175

General Enquiries  
T 02 9834 9200 F 02 9834 9211

20 March 2013

Mr Tom Copping  
Development Planner  
Fairfield City Council  
PO Box 21  
Fairfield NSW 1860

FAIRFIELD CITY COUNCIL

21 MAR 2013

**ENTERED**  
25 MAR 2013

TO:	T. Copping
FILE:	13/02336
DOC ID:	1544241
CRM:	
SCAN DATE:	22/3/2013

Dear Mr Copping

**Development Application Number 60/2013: Proposed construction of advertising structures adjacent to the M7 Motorway.**

I refer to your letter of 18 February 2013 in relation to abovementioned development application. In relation to both the specific DA currently lodged with Council and more generally, we make the following comments:

**Traffic Safety**

We acknowledge the preparation of a traffic safety plan. However, the application inadequately describes the nature of signs, specifically, whether the signs are 'static' non-changeable signs. The assessment does not differentiate between static and non-static signage and as such if considered for approval the approval should only be for static, non-electronic signs.

**Vegetation Management**

We note that vegetation management is to be conducted solely from within the Western Sydney Parklands land. It must be noted that the Westlink M7 has an obligation to plant and maintain vegetation in accordance with the original Minister's Conditions of Approval eg cl. 59 and 70. addressing landscape design. Overtime the landscape development will result in tree growth potentially blocking site lines to the advertising structures. Westlink M7 is not in a position to maintain any site lines to the advertising structures as this would breach our Deed obligations.

**Visual Amenity**

Notwithstanding the amendments made to the original proposal, the impact of advertising structures on the physical and visual amenity and views is still considered significant. Historically, the motorway and Western Sydney Parklands area were part of a corridor established as a buffer from suburban development and an area with high visual and environmental value as well as the provision of major infrastructure.

As previously stated any advertising structure impacts on the visual amenity needs to be carefully considered. We believe the proposed advertising structures will adversely affect the visual amenity and views along the motorway.

In particular we are concerned that the advertising structures dominate and protrude significantly above the skyline and compromise views. They will be particularly dominant for the public using the Westlink M7 shared path as they will be located in very close proximity to the path.

Specifically, we note that whilst SEPP 64 does not apply to the WSPT, it has been used as an assessment tool in development application documentation. In relation to Clause 3 1a (i) 'is compatible with the desired amenity and visual character of an area' the assessment states 'advertising is compatible adjacent to a motorway.' We would restate our position that the Westlink M7 was designed to preclude and cannot permit advertising within the motorway. This planning control was clearly designed to reduce the visual impact from advertising. We therefore disagree with the conclusion that 'advertising is compatible adjacent the motorway'.

**Siting of Structures to the property boundary**

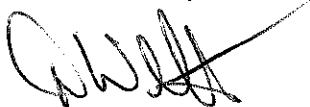
We note that whilst the piers of the advertising signs are located within the boundary of the WSPT, the advertising board itself is designed to abut directly with our boundary. This presents potential future maintenance issues and we request that a 1 metre minimum off set to the boundary be conditioned on the signs if approval is granted.

**Concluding comments**

We also note that in the Architectus report that Westlink M7 representatives were noted as present at a meeting on 10 October 2012. This does not appear to be the case, as we have no record of a representative attending.

If you would like to discuss our comments further, please do not hesitate to contact me on 9834 9212.

Yours sincerely,



**Daniel Lovett**  
**Community, Stakeholder and Environment Manager**  
**Westlink M7**

Our Reference: SYD13/00254  
Your Reference: DA60.1/2013  
Contact: Xi Lin  
Telephone: 8849-2906



**Transport**  
Roads & Maritime  
Services

Development Planner  
Fairfield City Council  
PO Box 21  
Fairfield NSW 1860

## PROPOSED CONSTRUCTION OF ADVERTISING STRUCTURES ADJACENT TO THE M7 MOTORWAY

Dear Mr Tom Copping,

I refer to Council's letter dated 14 February 2013 (Ref: DA60.1/2013) with regard to the abovementioned development application, which was referred to the Roads and Maritime Services (RMS) for comment.

RMS retracts the previous letters dated 13 March and 21 March 2013 regarding the subject development application and provides the following comment to Council for its consideration in the determination of the development application:

- Vegetation within the M7 corridor remains a significant issue as the maturing vegetation, that includes large numbers of eucalypts in the vicinity of these signs, is expected to interfere with sight lines to these sign.

The Planning Minister's Conditions of Approval for the M7 project require implementation of an approved Urban Design and Landscaping Sub Plan which includes extensive plantings of specific local native species. These Conditions also require this landscaping to be maintained for the life of the project.

RMS aims to establish native vegetation corridors within its motorway (and road) reserves and as the owner of this road corridor is not agreeable to carrying out any pruning or vegetation management practices within the road corridor to maintain clear site lines between road users and the advertising display panels.

Any inquiries in relation to this matter can be directed to the nominated Assistant Planner Xi Lin, on telephone 8849 2906 or via email [xi.lin@rms.nsw.gov.au](mailto:xi.lin@rms.nsw.gov.au).

Yours sincerely,

James Hall  
**Senior Land Use Planner**  
**Transport Planning, Sydney Region**  
22 March 2013

Roads and Maritime Services

Our Reference: SYD13/00254  
Your Reference: DA60.1/2013  
Contact: Xi Lin  
Telephone: 8849-2906



Transport  
Roads & Maritime  
Services

FAIRFIELD CITY COUNCIL

Development Planner  
Fairfield City Council  
PO Box 21  
Fairfield NSW 1860

**ENTERED**

28 MAR 2013

27 MAR 2013

TO:	T. Copping
FILE:	13/02336
DOC ID:	AS48353
CRM:	
SCAN DATE:	27-3-13

**PROPOSED CONSTRUCTION OF ADVERTISING STRUCTURES ADJACENT TO THE  
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Yours sincerely,

James Hall  
Senior Land Use Planner  
Transport Planning, Sydney Region  
22 March 2013

Roads and Maritime Services

372 Wallgrove Road  
Horsley Park



WSO Co Pty Ltd  
ACN 102 757 924  
ABN 73 102 757 924

101 Wallgrove Road  
Eastern Creek NSW 2766

PO Box 236  
Horsley Park NSW 2175

General Enquiries  
T 02 9834 9200 F 02 9834 9211

20 March 2013

Mr Tom Copping  
Development Planner  
Fairfield City Council  
PO Box 21  
Fairfield NSW 1860

FAIRFIELD CITY COUNCIL

21 MAR 2013

TO:	T. Copping
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Dear Mr Copping

**Development Application Number 60/2013: Proposed construction of advertising structures adjacent to the M7 Motorway.**

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**Traffic Safety**

We acknowledge the preparation of a traffic safety plan. However, the application inadequately describes the nature of signs, specifically, whether the signs are 'static' non-changeable signs. The assessment does not differentiate between static and non-static signage and as such if considered for approval the approval should only be for static, non-electronic signs.

**Vegetation Management**

We note that vegetation management is to be conducted solely from within the Western Sydney Parklands land. It must be noted that the Westlink M7 has an obligation to plant and maintain vegetation in accordance with the original Minister's Conditions of Approval eg cl. 59 and 70. addressing landscape design. Overtime the landscape development will result in tree growth potentially blocking site lines to the advertising structures. Westlink M7 is not in a position to maintain any site lines to the advertising structures as this would breach our Deed obligations.

### **Visual Amenity**

Notwithstanding the amendments made to the original proposal, the impact of advertising structures on the physical and visual amenity and views is still considered significant. Historically, the motorway and Western Sydney Parklands area were part of a corridor established as a buffer from suburban development and an area with high visual and environmental value as well as the provision of major infrastructure.

As previously stated any advertising structure impacts on the visual amenity needs to be carefully considered. We believe the proposed advertising structures will adversely affect the visual amenity and views along the motorway.

In particular we are concerned that the advertising structures dominate and protrude significantly above the skyline and compromise views. They will be particularly dominant for the public using the Westlink M7 shared path as they will be located in very close proximity to the path.

Specifically, we note that whilst SEPP 64 does not apply to the WSPT, it has been used as an assessment tool in development application documentation. In relation to Clause 3 1a (i) 'is compatible with the desired amenity and visual character of an area' the assessment states 'advertising is compatible adjacent to a motorway.' We would restate our position that the Westlink M7 was designed to preclude and cannot permit advertising within the motorway. This planning control was clearly designed to reduce the visual impact from advertising. We therefore disagree with the conclusion that 'advertising is compatible adjacent the motorway'.

### **Siting of Structures to the property boundary**

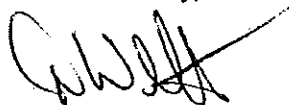
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### **Concluding comments**

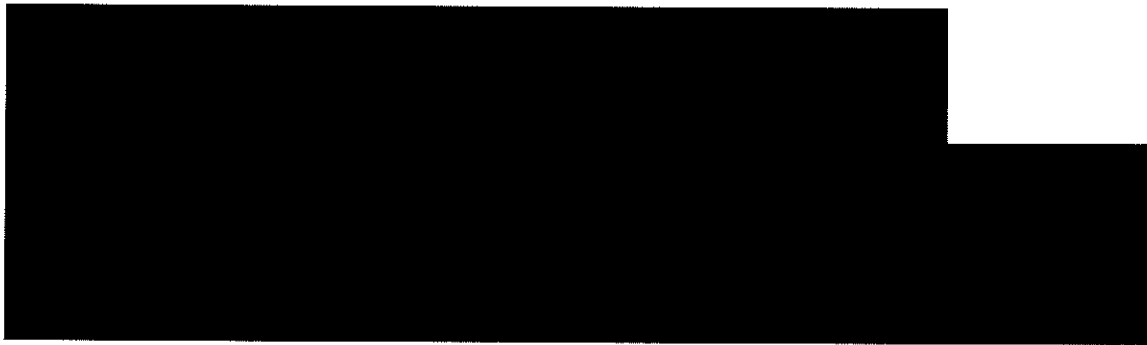
We also note that in the Architectus report that Westlink M7 representatives were noted as present at a meeting on 10 October 2012. This does not appear to be the case, as we have no record of a representative attending.

If you would like to discuss our comments further, please do not hesitate to contact me on 9834 9212.

Yours sincerely,



**Daniel Lovett**  
**Community, Stakeholder and Environment Manager**  
**Westlink M7**



We have conducted a research of our own in regards to the billboard and have found the location that has been selected, in our opinion to be ridiculous.

As you can see from the photos we have taken attached, trees will need to be torn down to make room for the Billboard.

Then directly in line with the billboard are the 2 concrete electric posts that will interfere with drivers when trying to read your sign at one point or another, causing the driver unnecessary distraction.

Also, from the photos you will note that within seconds of reading your billboard drivers will also have to note the following signs:

1. The Etag sign to their right
2. Then to the left and above the electric flashing info sign
3. Then to their left again an exit sign to exit to Elizabeth drive

**ALL THIS NEEDS TO BE READ WITHIN 20 SECONDS .**

These accumulation of signs, will endeavour to confuse the drivers and cause accidents that already occur at the exit for Elizabeth drive.



This construction we feel will affect us in the following ways:

1. Upset the family immensely
2. It will become a SAFELY ISSUE – As we are isolated, our elderly mother worries about strange people entering the driveway. We too, don't know who these people are and thus increases our insecurities and lessens out safety
3. The light on this sign will shine toward our home at night
4. Spoil our view
5. DEVALUE out property
6. Further intrusions by more maintenance workers for the sign and this will continue forever.



Photo 1



Photo 2



Photo 3

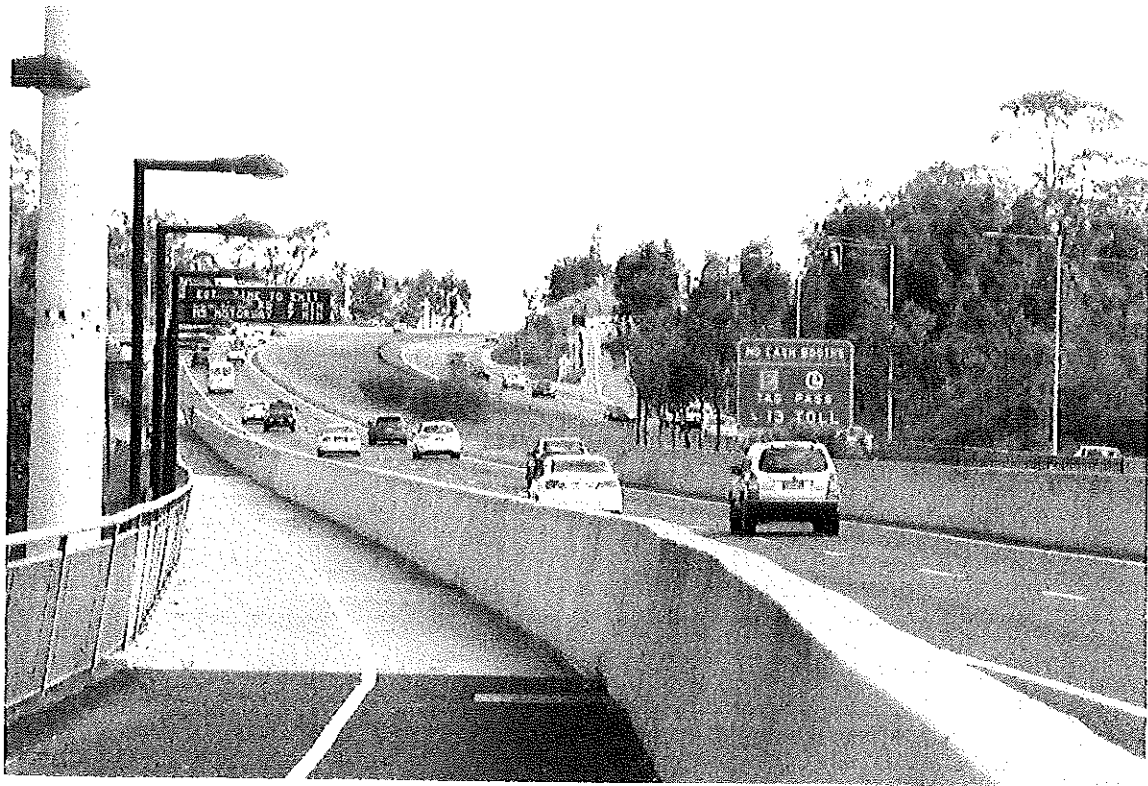



Photo 4





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**ALL THIS NEEDS TO BE READ WITHIN 20 SECONDS .**

These accumulation of signs, will endeavour to confuse the drivers and cause accidents that already occur at the exit for Elizabeth drive.



This construction we feel will affect us in the following ways:


1. Upset the family immensely
  2. It will become a SAFELY ISSUE – As we are isolated, our elderly mother worries about strange people entering the driveway. We too, don't know who these people are and thus increases our insecurities and lessens out safety
  3. The light on this sign will shine toward our home at night
  4. Spoil our view
  5. DEVALUE out property
  6. Further intrusions by more maintenance workers for the sign and this will continue forever.
- 

Photo 1



Photo 2



Photo 3



Photo 4



**ATTACHMENT C**

# Site 4 - Visual Impact

## Visual Impact

- Sign is located south of overpass below the crest of hill
- Some planting may obscure sign southbound
- Little median planting to obscure sign northbound
- Sign will generally be visible southbound and northbound and will be framed by adjoining vegetation as it becomes established
- Sign would not detract from visual amenity of area.
- Nearby residence to south screened by large trees will not be adversely affected



Photomontage



Photo 1 - Location of proposed sign as seen from access road, M7 southbound to right of mound.

Sign to be located in front of large trees adjacent to road at left



Photo 2 - Location of proposed sign as seen from entry driveway to residence showing vegetation between sign location and residence (distance of over 150 meters)



Photo 3 - Location of proposed sign as seen from entry driveway to residence further south