

Billboard Locations M7 Motorway

Supplementary Visual Impact Assessment

For: Western Sydney Parklands Trust
Date: September, 2013

Architectus Group Pty Ltd
ABN 90 131 245 684

Architectus Melbourne

Level 7 250 Victoria Parade
East Melbourne VIC 3002
Australia

T +61 3 9429 5733
F +61 3 9429 8480

melbourne@architectus.com.au

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

Managing Director
Ray Brown

Architectus Group Pty Ltd
ABN 90 131 245 684
Architectus Melbourne
Level 7, 250 Victoria Parade
East Melbourne VIC 3002
Australia
T +61 3 9428 5733
F +61 3 9429 8480
melbourne@architectus.com.au

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
Managing Director
Ray Brown

Contents

1.0	Introduction	4
2.0	Regional context - existing, approved & proposed sign locations & types	5
3.0	Parkland uses and activity locations	6
4.0	Horsley Park Precinct	7
5.0	Abbotsbury Precinct	8
6.0	Horsley Park Precinct Urban Farming Masterplan	9
7.0	Landscape Character	11
8.0	Proposed sign locations - Visual impact assessment	18
	Site 1	18
	Site 2	21
	Site 3	24
	Site 4	28
Appendix	Methodology	31
Appendix	Sign locations & types	32

1.0 Introduction

Introduction

Architectus was engaged to undertake an assessment of possible locations for proposed advertising signage (billboards) on Western Sydney Parklands Trust land adjacent to the M7 Motorway. The purpose of the assessment was to identify a range of possible sites for the signage by undertaking preliminary assessment, followed by more in-depth environmental assessment for the preferred sites.

Architectus examined the proposed sites from visual landscape and urban design impact perspectives. Further to this assessment, Fairfield City Council requested that a visual impact assessment be submitted that considers the potential visual impacts of proposed signs on the users of the Parklands. They requested the details of the types of uses in the parklands in the vicinity of the signs and any walking trails/other areas that are accessible to the public where the signs may be visible. It is recommended that a photomontage be prepared for each site, showing the proposed signs when viewed from within the parklands at varying distances.

A response addressing the cumulative impact of the proposed signs in relation to the signs recently approved within the corridor in Liverpool and Blacktown was also requested.

Site Locations

A total of six (6) sites were examined in detail including the previously submitted sites 2-3, 2-4, 2-2 and 2-8 that formed part of previous Development Applications lodged with Fairfield and Liverpool City Councils.

The proposed sites include:

- Site 1 on WSPT land north of Redmayne Rd (North of The Horsley Drive) Horsley Park, City of Fairfield
- Site 2 on WSPT land south of Redmayne Rd (North of The Horsley Drive) Horsley Park, City of Fairfield
- Site 3 on WSPT land near the Sydney Equestrian Centre - Horsley Park, City of Fairfield
- Site 4 on WSPT south of the Sydney International Equestrian Centre - Horsley Park, City of Fairfield
- Site 5 on WSPT land south of Elizabeth Drive (2nd pedestrian overpass) Cecil Hills City of Liverpool
- Site 6 on WSPT land south of site 4 - Cecil Hills, City of Liverpool

Draft photomontages photoshopped into approximate locations on still images taken from the video of site inspections made on August 21, 2012 and September 11, 2013 are provided on pages following the location map along with supplementary visual impact assessments based on the potential impact on park users.

Methodology

The six proposed sites were investigated along the M7 motorway and video recorded in each direction on August 21, 2012. Individual sites were visited on foot where possible.

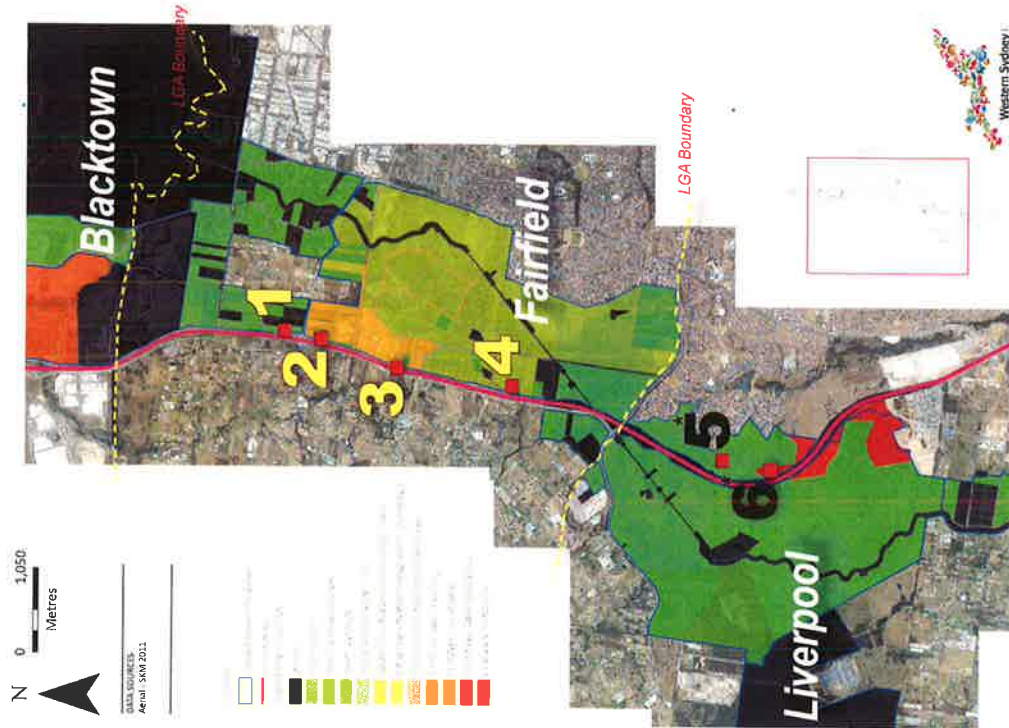
The original M7 motorway planting plans were assessed against current field conditions following approximately seven seasons of growth since implementation of planting. This was to determine if proposed signage will be visually obscured by regrowth or future replanting in these locations.

Sign imagery was 'photoshopped' into approximate locations on still images taken from the video recordings and are provided on pages following the location map.

Visual Character of Area

From a visual analysis perspective, the landscape of the M7 has a relatively high visual absorption capacity. 'Visual absorption capacity' is an estimation of the capacity of the landscape and built environment to absorb development without creating significant visual change that would result in a reduction of scenic or visual quality. This is usually dependent on vegetation cover, landform and existing built form and is influenced by the level of visual contrast between the proposed development and the existing elements within the physical environment.

The view from the M7 motorway route across the site areas can be described predominately as a peri-urban landscape. There have been a high number of 'cultural' modifications such as the road way infrastructure, including signage, walls, bridges etc, telecommunications towers, high voltage powerlines, built form, quarries etc.



The nature of the parklands as a 'working park' is a unique characteristic. The adopted WSPT Horsley Park Precinct Urban Farming Masterplan indicates that the character of the Horsley Park Precinct will change over time to a 'working' market farm area within the parklands with glass houses and market gardens sited in the vicinity.

There are patches of remnant or planted native vegetation. The extent of revegetation of the parklands that is visible from the motorway has been highly variable in terms of its success or establishment. This is evident from aerial photo and ground observations along the motorway. It is a highly altered, albeit attractive parkland and 'parkway' motorway and cannot be considered a 'pristine' environment.

The proposed signage will therefore not undermine the positive qualities of The Parklands and will be acceptable when safety considerations and impacts on residential areas have been factored into siting and design.

*Sites 6 and 5 which feature signs of the same dimensions have been approved by Liverpool City Council

Location of Proposed Signs

2.0 Regional context - existing, approved & proposed sign locations & types



Major Billboard - Bungalabee Precinct south of Eastern Road on M7 southbound



Bridge Sign - Prospect Highway Overpass M4 eastbound



Building Mounted Sign - M7 northbound near Bemera Road Hoxton Park

The Western Sydney Parklands are located within a matrix of major motorways and highways. Along these major roads a series of advertising responses has been developed to provide large format messaging which can be "read" at speed and at some distance.

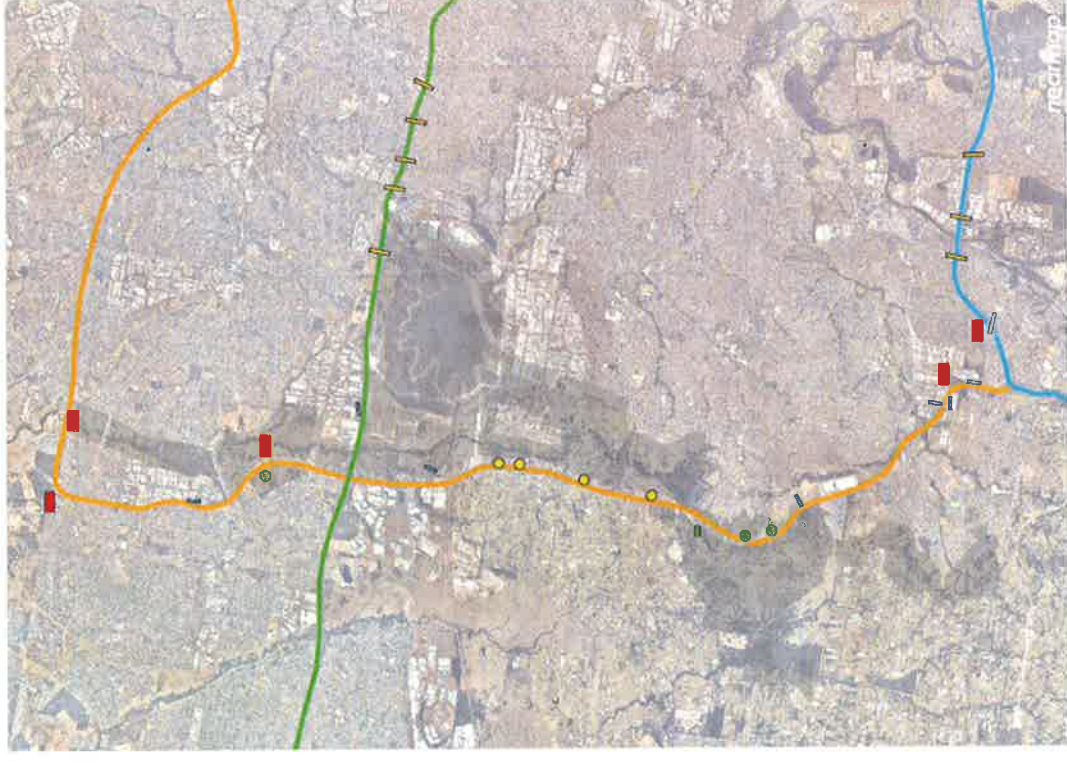
Three main types include:

- Billboard or Sky Signs of varying sizes
- Bridge mounted signs
- Wall mounted Building Signs which identify premises and also serve as advertisements

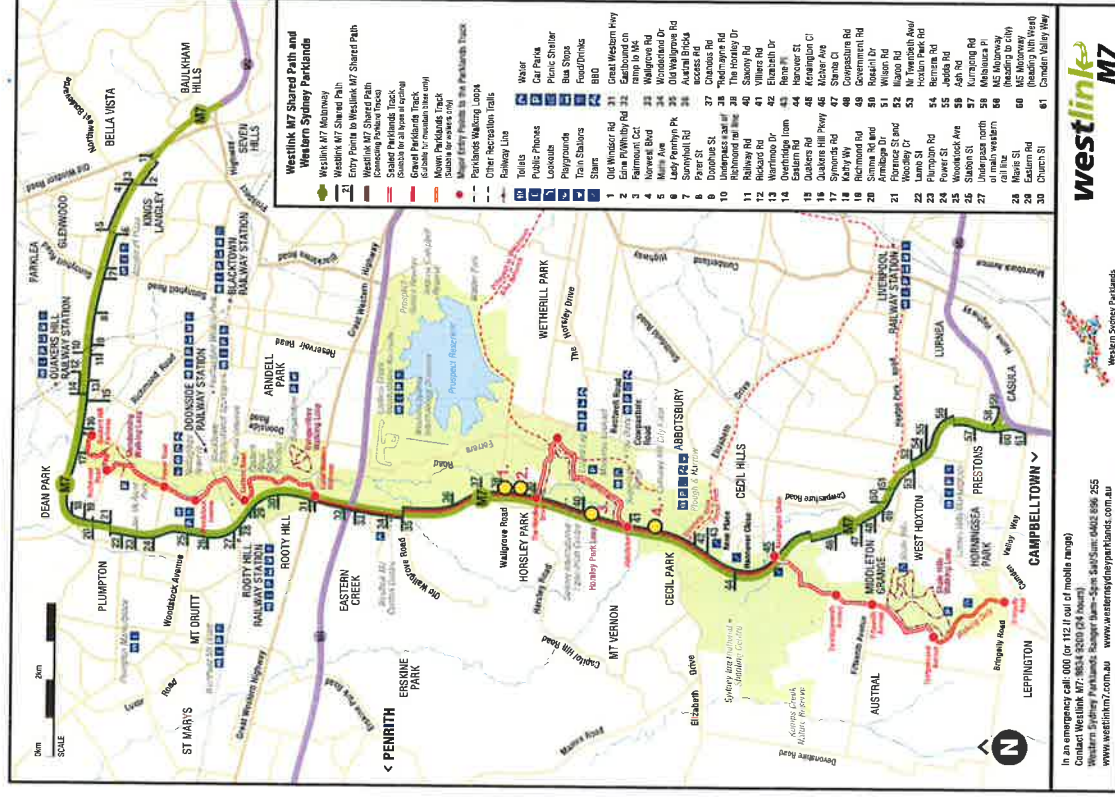
The spacing of these signs is highly variable from several kilometres apart to as close as 200 metres.

The cumulative effect is variable by location. Where signs are located on both bridges and as billboards of varying size and format such as on the M5 and M4, it becomes more visually cluttered. The spacing of billboards with open space breaks reduces the overall visual impact.

A larger version of this plan is located in the Appendix which shows distances between the proposed signs.



3.0 Parkland uses and activity locations



The maps shown here indicate that the sites selected for sign locations (yellow dots) are in locations with limited user activities and facilities compared with other parts of The Parklands.

Source: WSPT Website

4.0 Horsley Park Precinct

Precinct 9 Horsley Park

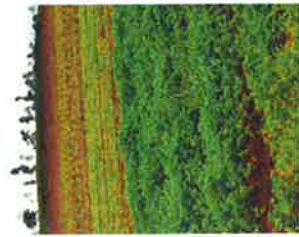


Precinct Description:
The Horsley Park Precinct (313ha) comprises undulating rural farming lands bounded by the M7 Motorway, industrial lands (Smithfield and Werriell Park) and private quarrying and brick making facilities.

Desired Future Character:
A centre of sustainable urban farming, featuring market gardening, community gardens, farmers markets, agri-tourism, and education programs.

Objectives:
— Engage existing farming landowners in sustainable urban farming practices.
— Build a cohesive rural image (including from internal land boundary roads) that clearly identifies the precinct as part of the Parklands.
— Protect the Upper Canal and water supply quality.

Land Use Opportunities
— Agri-tourism and business
— Urban farming/market gardens
— Education facilities
— Farm gate shops/markets
— Walking, cycle and bridle trails
— Existing and future service infrastructure



Pictured: Existing farming in Horsley Park.
Photo: Andy Stevens.

Key Management Priorities:

Recreation and Parkland Infrastructure:

- Develop a walking and cycling track network through the Precinct.
- Accommodate interim recreation uses to meet demand prior to full development of the urban farming program.
- Enhance the visual quality of the farming landscape and create a cohesive urban farming identity for the Precinct's internal and boundary roads.

Environment and Conservation:

- Improve the biodiversity and bushland quality within the Precinct.
- Work with partners to investigate water recycling, landscape recycling systems and water recycling for irrigation.
- Work with partners to improve the water quality in Eastern Creek.

Culture and Participation:

- Develop with partners sustainable farming educational programs.
- Work with private landowners to engage them in the sustainable urban farming program.

Urban Farming:

- Activate further sites for urban farming.
- Work with industry/educational groups to develop best practice urban farming programs and industry links (e.g. school visits).
- Create the opportunity for farmers' markets and farm-gate sales.

Parklands Development and Management:

- Work with lessees and private landowners to develop plans for water recycling, renewable energies and waste management.
- Plan for the impacts of future service infrastructure expansions in the Precinct.
- Work with Sydney catchment Authority to identify appropriate access opportunities across the Upper Canal.

The Horsley Park Precinct as identified in the WSPT Plan of Management shows existing parklands tracks which run along the M7 and via Border Rd to the ridgeline and across to the Upper Canal.

Site inspections were made of the ridgeline road and track and it was determined that intervening vegetation, distance and the undulating topography minimised viewing opportunities to the sites.



Source: WSPT Plan Of Management p63

5.0 Abbotsbury Precinct

Precinct 10 Abbotsbury



Precinct Description:
The Abbotsbury Precinct (Yodha) is a scenic area including Cumberland Plain Woodland, the Sydney International Equestrian Centre, Calmsley Hill City Farm and picnic areas (Lizard Log, Sugarloaf Ridge and The Dairy). A north-south ridge with regional views creates two distinct areas.

Desired Future Character:

A major activity precinct for the Parklands offering a range of cultural, recreation and community uses with a high level of design quality, in a picturesque environment.

Objectives:

- Enhance picnic areas, entertainment venues and play spaces by creating passive and active recreation hubs.
- Enhance internal connections and legibility between destinations.
- Expand recreation and tourism opportunities at the Sydney International Equestrian Centre.
- Protect the Upper Canal and water supply quality.

Land Use Opportunities

- Regional passive recreation
- Sport and fitness
- Walking, cycle and bridle trails
- Cafe/kiosk facilities
- Entertainment facilities
- Urban farming
- Community facilities
- Education facilities
- Tourism and business
- Indigenous culture and heritage facilities
- Bushland regeneration/conservation
- Service infrastructure

Key Management Priorities:

Recreation and Parkland Infrastructure:

- Create a destination hub around Lizard Log.
- Support the Precinct with increased use of Moonrise, The Dairy, Sugarloaf Ridge and ongoing management of Plough and Harrow.
- Improve access between Plough and Harrow, The Dairy and Lizard Log by allowing walking, cycling and vehicle links.
- Investigate development of a mountain bike course.
- Deliver a strong and cohesive precinct image along Horsley Drive, M7 Motorway and at key entrances.

Environment and Conservation:

- Conduct a flora and fauna survey within the Precinct.
- Continue existing fire, pest and weed management programs.
- Explore the Indigenous and Non-Indigenous heritage values and opportunities in this Precinct.

Culture and Participation:

- Develop Lizard Log for entertainment, events and programs including cafe and tourism facilities.
- Work with Sydney International Equestrian Centre and Calmsley Hill City Farm to expand recreation, education, tourism, heritage and business links.

Urban Farming:

- Work with Calmsley Hill City Farm to develop education programs and other key partnership opportunities.

Parklands Development and Management:

- Consider income generating opportunities such as cafes and shelter and bike hire.

Western Sydney Regional Park Plan of Management
This Precinct contains the Western Sydney Regional Park Plan of Management, as required under the National Parks and Wildlife Act.

Pictured: Lizard Log.
Photo: Phil Carrick Vision.



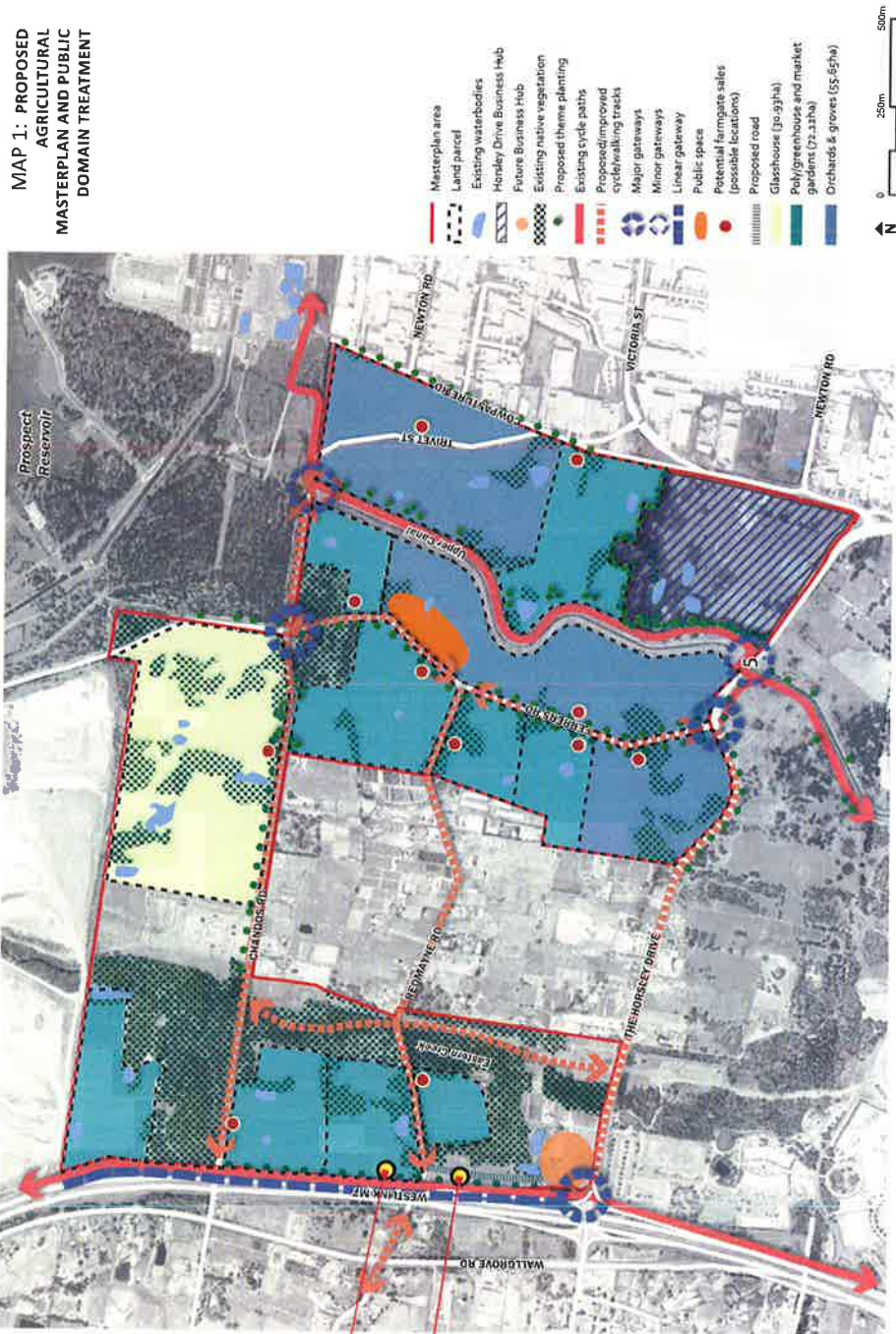
6.0 Horsley Park Precinct - Urban Farming Masterplan - Land Use

This extract from 'The Horsley Park Precinct Urban Farming Masterplan' shows that Sites 1 and 2 will be located near the approved Horsley Park Business Hub. They will also be sited near proposed glass houses.

Site 1 oriented to southbound traffic

Site 2 oriented to northbound traffic

Western Sydney Parklands | HORSLEY PARK PRECINCT URBAN FARMING MASTERPLAN



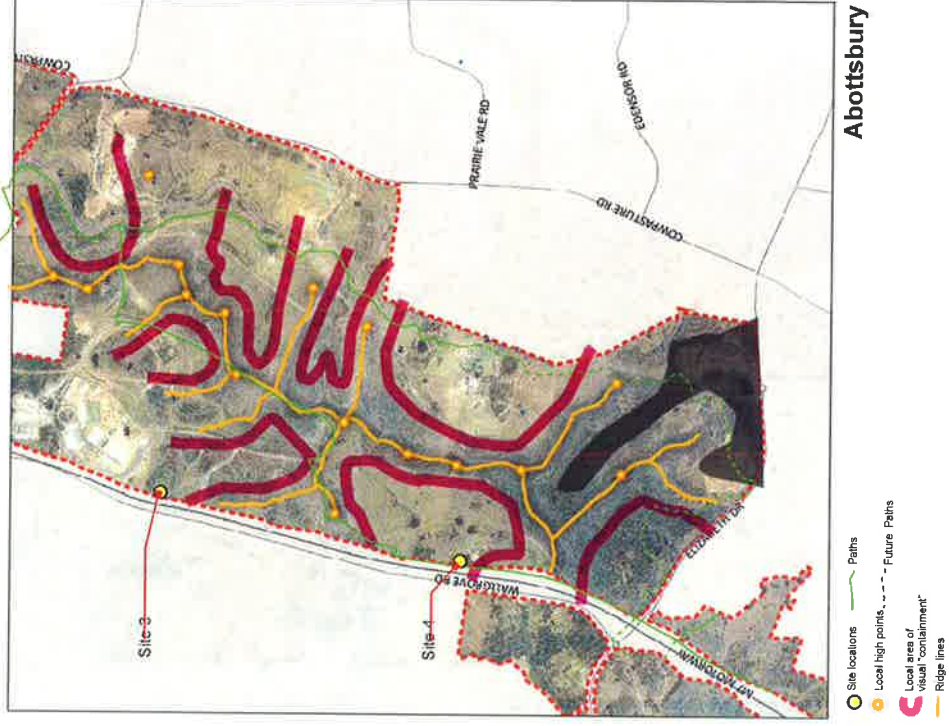
Source: Horsley Park Precinct - Urban Farming Masterplan

7.0 Landscape character - topography & vegetation

The landscape character of the Horsley Park and Abbotsbury Precincts of the Parklands is defined by the undulating topography and divided into distinct visual catchments by a strong north-south ridgeline. The remnant indigenous vegetation of the area also adds to the ability of this landscape to "visually absorb" change depending on the siting and design of proposed elements.

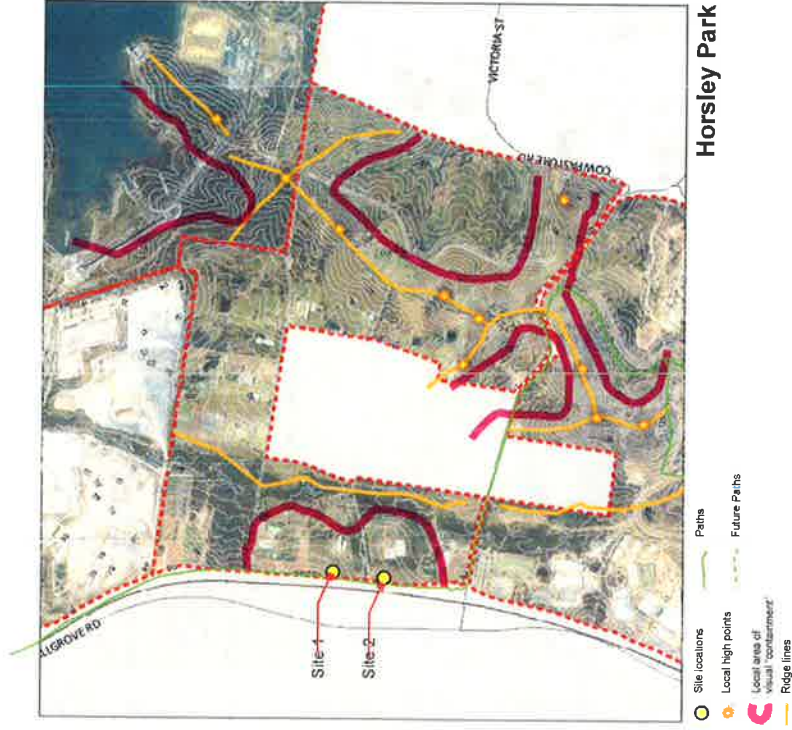


7.0 Landscape character - visual containment



A combination of major and minor ridgelines connecting local high points and defined in most instances by vegetation has resulted in pockets of relative visual 'containment' in the southern portions of the Horsley Park and Abottsburry Precincts of The Parklands. This means that views from a user perspective are highly fragmented at ground level with ridges and vegetation and other features marking distinct visual units.

Overlaying the path network on these maps reveals that the selected sites are generally at some distance from the existing network within The Parklands, with either no or very broken and distant views to the signs. In other instances the paths are located along the M7 with its highly modified physical and visual environment.



7.0 Landscape character - study area aerial view

Prospect Reservoir

M7 Motorway

Quarry

Farms

Site 1

Redmayne Road

Site 2

The Horsley Drive

Sydney International Equestrian Centre

Site 3

Saxony Drive

Kosovich Place

Site 4

Elizabeth Drive



Source: Nearmap - August 2013

7.0 Landscape Character - Overall - Sites 1-4



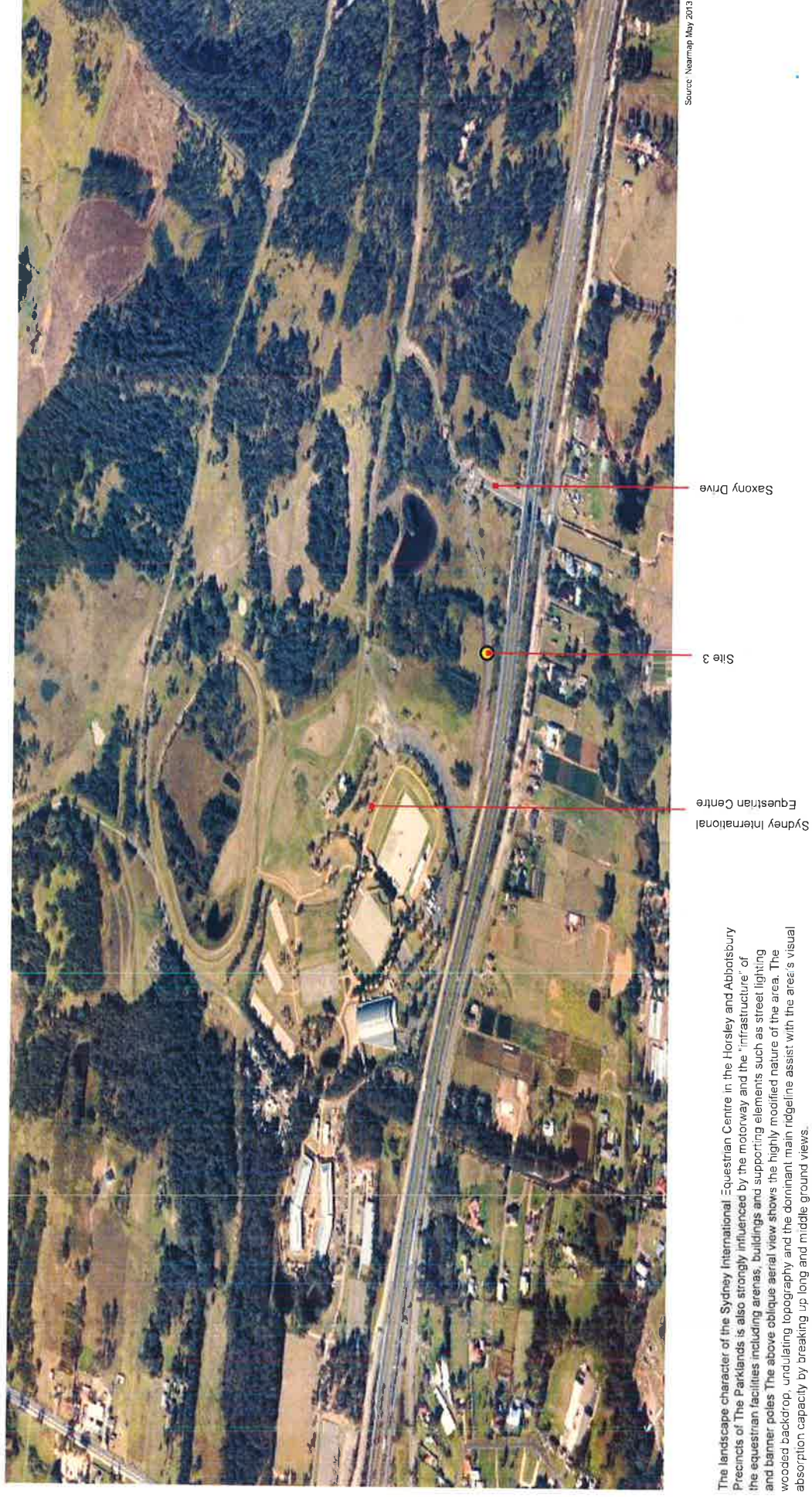
The landscape character of The Parklands is defined by a combination of topography, vegetation cover and "cultural" modifications such as the road way infrastructure, including signage, walls, bridges, telecommunications towers, high voltage powerlines, built form, quarries and the built form of residential, rural residential and others. The above oblique aerial view shows the highly modified nature of the area.

7.0 Landscape character - Sites 1 & 2



The landscape character of The Parklands is strongly influenced by the motorway and 'industrial' infrastructure. The area will become further modified by the introduction of glasshouses and additional market gardens proposed as part of the 'Horsley Park Precinct - Urban Farming Masterplan'. The above oblique aerial view shows the highly modified nature of the area. The wooded backdrop and the low ridgeline assist with the area's visual absorption capacity by breaking up long and middle ground views.

7.0 Landscape character - Site 3



7.0 Landscape character - Site 4



Source: Neatmap May 2013

Densely wooded ridge

Site 4

Kosovich Place

High Voltage Powerlines

Grazing paddocks

Ridge Line

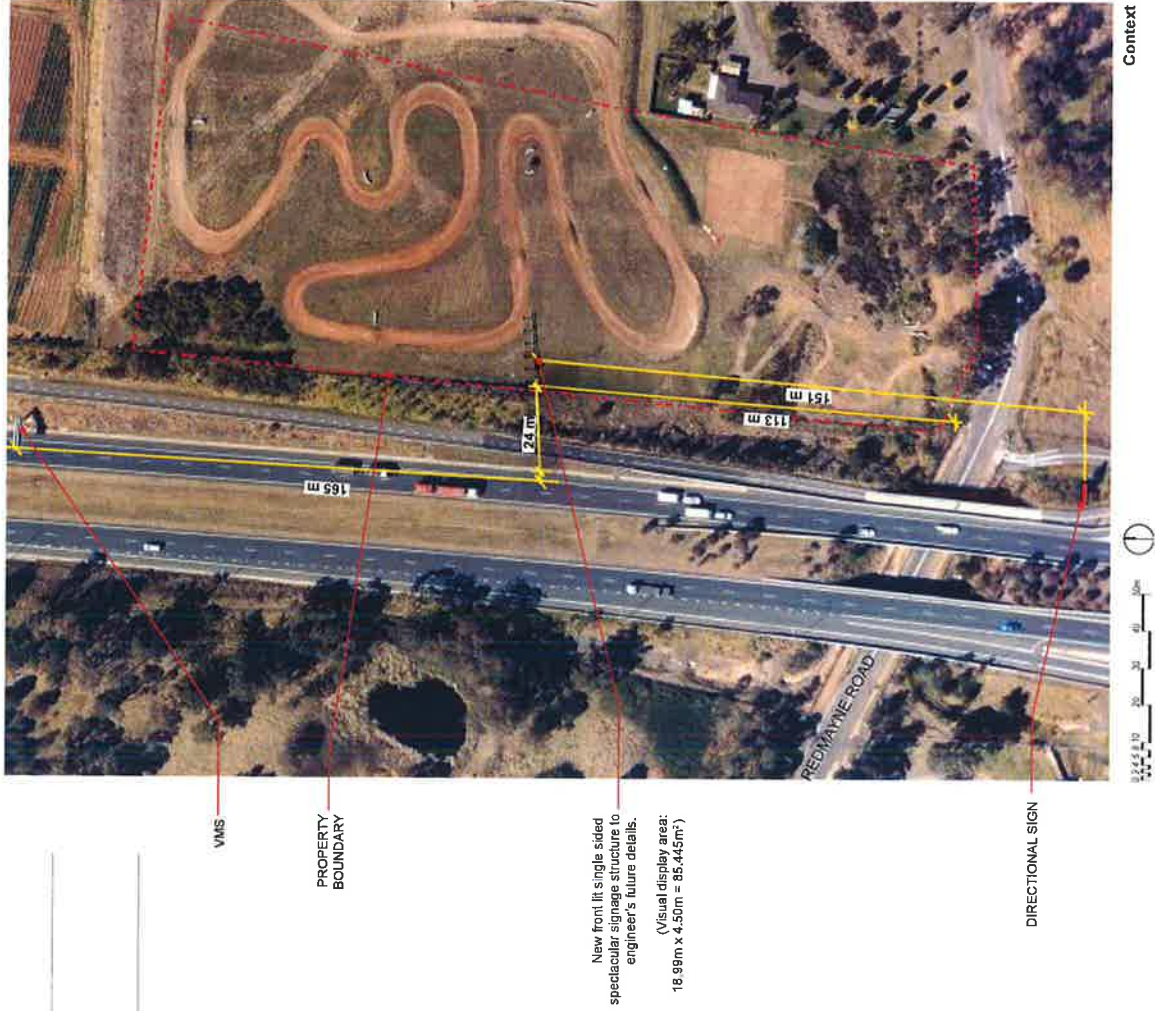
Telecommunications Towers

The landscape character of the southern part of the Abbotsbury Precincts of The Parklands is less influenced by the motorway infrastructure due to the stronger wooded backdrop, highly undulating topography and the dominant main ridge line. These features give the area one of the higher visual absorption capabilities in the parkland by limiting the opportunity for long and middle ground views. In spite of this more 'natural' character, the above oblique aerial view shows there is still highly modified land within the precinct due to the presence of the motorway, powerlines and telecommunications towers.

8.0 Proposed sign locations - visual impact assessment

Site 1

Plan location:	Details of sign
WSPT land north of Redmayne Rd (north of The Horsley Drive) Lot 6 DP 1021711 73-83 Chandos Rd, Horsley Park LGA: Fairfield City Council	New front lit single sided (display oriented to southbound traffic) spectacular signage structure to engineer's future details. (Visual display area: 18.99m x 4.50m = 85.445m ²)
Description of sign	
Single sided Billboard Sign oriented to southbound traffic	8 metres in height to base of display area Colour of support frame and post "River Gum" or similar. Solar powered lighting.



Site 1 - Existing conditions



View north off Redmayne Rd towards subject site centre left



View north from M7 bicycle/pedestrian overpass to Redmayne Rd towards subject site



View east from vegetated mound separating site from M7 bicycle/pedestrian path. Site currently used for motorcross track. The wooded ridge beyond separates the visual catchment from the market gardens to the east

Site 1 - Visual impact

Visual Impact

- Site is on WSPT land (Motorcycle Club lease area)
- The existing motorway planting is not fully established – gaps exist
- Sign will generally be visible southbound and will be framed by adjoining vegetation as it becomes established
- Residences to west of site will not be affected because of dense trees along Wailgrove Road and screening effects of substation and mounding
- Traditional park "users" will be not adversely affected by the proposal as the adopted WSPT Horsley Park Precinct
- Urban Farming Masterplan indicates that the character of this precinct will change over time to a "working" market farm area within the parklands with glass houses sited in the vicinity.
- Sign would not detract from visual amenity of area



View of proposed sign from M7 southbound



View north off Redmayne Rd towards proposed sign. This is a one sided sign (view is of rear of sign). Use of coloured frame in 'Rivergum' or similar colour will minimise visual impact. Future glass houses to be sited in area of open paddock.



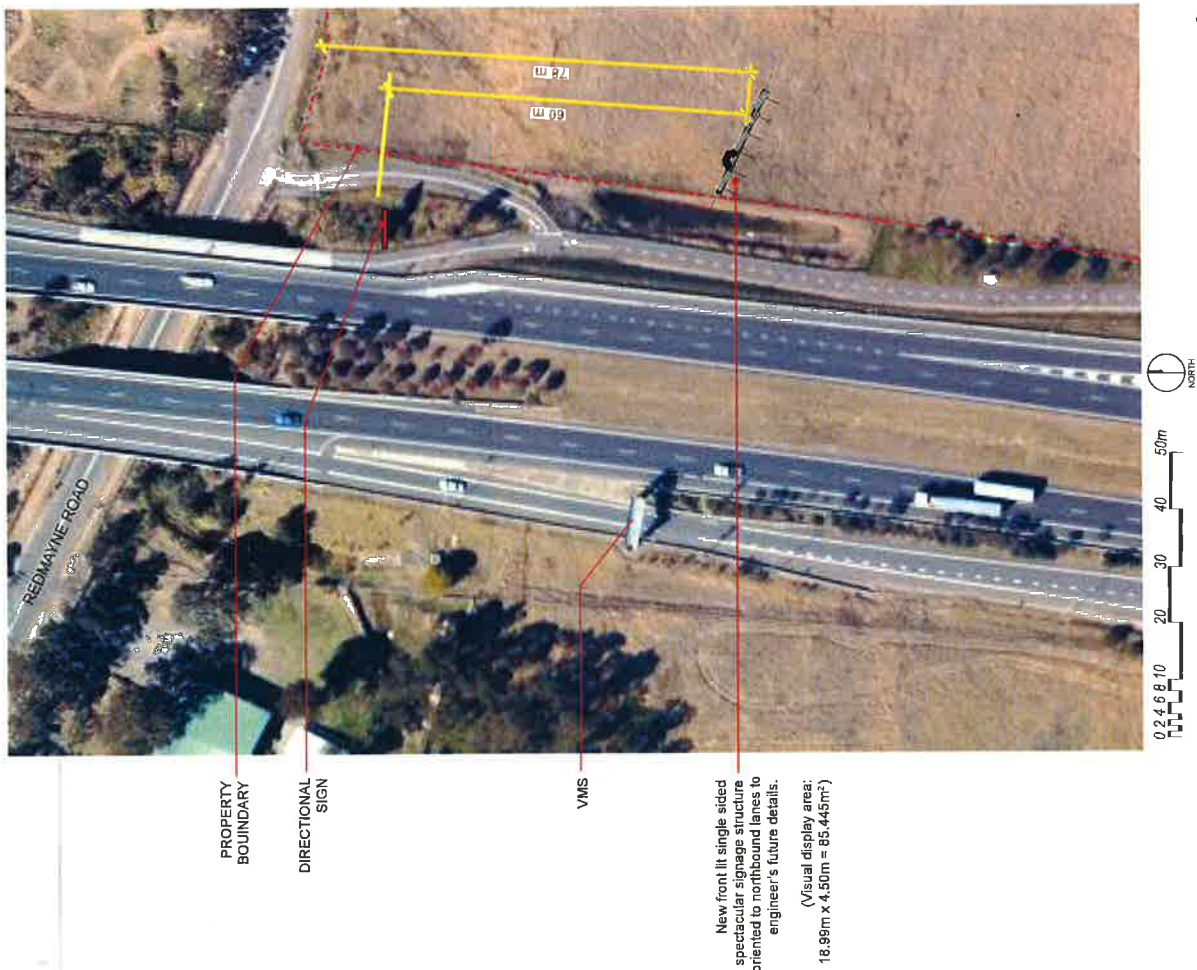
View north from M7 bicycle/pedestrian overpass to Redmayne Rd towards subject site. This is a one sided sign (view is of rear of sign). Use of coloured frame in 'Rivergum' or similar colour will minimise visual impact. Future glass houses to be sited in area of open paddock. Primary users of this precinct of park will be workers in the future market gardens.

Site 2

Plan location:
WSPT land south of Redmayne Rd (North of The Horsley Drive)
Lot 7 DP 1021711 - 54-64 Chandos Rd, Horsley Park
LGA: Fairfield City Council

Description of sign
Single sided Billboard Sign oriented to northbound traffic

Details of sign
New front lit single sided (display oriented to northbound traffic) spectacular signage structure to engineer's future details.
(Visual display area: 18.99m x 4.50m = 85.445m²)
8 metres in height to base of display area
Colour of support frame and post "River Gum" or similar. Solar powered lighting.



Site 2 - Existing Conditions



View southeast from Redmayne Road entry to M7 bicycle/pedestrian path. Wooded ridge beyond separates visual catchment from future market gardens to the east.



View southeast from Redmayne Road ramp entry to M7 bicycle/pedestrian path.

Site 2 - Visual impact

Visual Impact

- Powerlines form part of backdrop when viewed southbound
- Visible motorway infrastructure elements such as Jersey Barrier
- The existing motorway planting is not fully established —gaps exist
- Sign will generally be visible northbound and will be framed by adjoining vegetation as it becomes established
- Residences to west of site will not be adversely affected and less so as trees further establish along Wallgrove Road and will be further assisted by the screening effects of mounding
- Traditional park "users" will be not adversely affected by the proposal as the adopted WSPT Horsley Park Precinct Urban Farming Masterplan indicates that the character of this precinct will change over time to a "working" market farm area within the parklands. The immediate area will form a vegetated buffer and link.
- Sign would not detract from visual amenity of area



View of proposed sign from M7 northbound



View southeast from Redmayne Road ramp entry to M7 bicycle/pedestrian path towards subject site. This is a one sided sign (view is of rear of sign). Use of coloured frame and panel, in 'Rivergum' or similar colour, will assist in minimising visual impact. Future glass houses to be sited in area beyond wooded area. Primary use of this part of the precinct of the park will be as an indigenous vegetation buffer from the motorway.

Site 3

Plan location:

WSPT land near the Sydney Equestrian Centre
 Lot 19 DP 1022008
 372 Wallgrove Rd, Horsley Park
 LGA: Fairfield City Council

Description of sign

Double sided Billboard Sign oriented to southbound and northbound traffic

Details of sign

New front lit double sided (display oriented to southbound and northbound traffic) spectacular signage structure to engineer's future details.
 (Visual display area: 18.99m x 4.50m = 85.445m²)
 11 metres in height to base of display area
 Colour of support frame and post "River Gum" or similar. Solar powered lighting.



New front lit double sided spectacular signage structure to engineer's future details.
 (Visual display area: 18.99m x 4.50m = 85.445m²)

Directional sign

Context

Site 3 - Existing conditions



View northwest along Saxony Drive entry road to Sydney International Equestrian Centre to subject site centre left



View south along Saxony Drive entry road to Sydney International Equestrian Centre to subject site at top of rise with car park at left



View southbound of Sound Wall "advertising feature" from M7



View southwest along from southern arena at Sydney International Equestrian Centre to subject site centre left (behind ridge)

Site 3 - Visual impact

Visual Impact

- Site is on elevated area above motorway before directional sign
- Visible motorway infrastructure elements such as Jersey Barriers and sound walls
- Other visible infrastructure elements such as flag poles, street lights and telecommunication towers in vicinity
- The existing motorway planting is not fully established—gaps exist
- Sign will generally be visible southbound and will be framed by adjoining vegetation as it becomes established
- Sign may be partly blocked by planting northbound
- Sign location is "revealed" following a long stretch of concrete acoustic barrier wall
- Primary uses of this area are of parkland are focussed on Equestrian Centre arenas.
- A combination of undulating topography and screening vegetation will minimise impact of sign on park users
- Sign would not detract from visual amenity of area



View of proposed sign from M7 southbound



View of proposed sign from M7 northbound



View northwest along Saxony Drive entry road to Sydney International Equestrian Centre to proposed doubles sided sign.

Site 3 - Visual impact



View south along Saxony Drive entry road to Sydney International Equestrian Centre to proposed sign at top of rise with car park at left



View southwest along from southern arena at Sydney International Equestrian Centre to proposed sign centre left (behind ridge)

Site 4

Plan location:

WSPT land south of Kosovich Place (east side)

Lot 14 DP 1021940

144 Wallgrove Drive, Cecil Hills

LGA: Fairfield City Council

Description of sign

Single sided Billboard Sign oriented to southbound traffic

Details of sign

New front lit single sided (display oriented to southbound traffic) spectacular signage structure to engineer's future details.

(Visual display area: 18.99m x 4.50m = 85.445m²)

8 metres in height to base of display area

Colour of support frame and post "River Gum" or similar. Solar powered lighting.

HIGH VOLTAGE POWERLINE

New front lit single sided spectacular signage structure to engineer's future details.
(Visual display area: 18.99m x 4.50m = 85.445m²)

EXISTING ACCESS ROAD

VMS

RESIDENCE



Context

Site 4 - Existing conditions



View south from M7 bicycle/pedestrian overpass over Kosovich Place towards subject site. Access to the parklands is limited in this part of the Precinct. Overhead high voltage powerlines and nearby telecommunication towers are major visual intrusions.



View southeast from driveway/road next to mound separating M7 bicycle/pedestrian path at right from private drive towards subject site.



View north from driveway/road next to mound separating M7 bicycle/pedestrian path at left from private drive towards subject site.

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 on its own property will not be adversely affected
- Primary users of this area of parkland are cyclists, walkers and equestrian users. A combination of undulating topography and screening vegetation will minimise impact of sign on users



View of proposed sign from M7 southbound



View south from M7 bicycle/pedestrian overpass over Kosovich Place towards proposed sign. This is a one sided sign (view is of front of sign). Use of coloured frame will minimise visual impact.



View south/southeast from driveway/road next to mound separating M7 bicycle/pedestrian path at right from private drive towards proposed sign.



View north from driveway/road next to mound separating M7 bicycle/pedestrian path at left from private drive towards proposed sign. The view is of the rear of the single sided sign which is oriented to southbound traffic. This is the aspect from the nearby residence which is further to the south and east of the chain link fence in image at left.

Appendix- Methodology for preparation of photomontages

Development of Photomontages

Photomontage simulations were prepared for each of the six sites. The methodology for determining the height and width of the signs in each location is described in detail in the accompanying methodology (see inset)

This method of producing visual simulation has been used in determining highway sign locations and telecommunications infrastructure, in particular, for mobile phone towers, in Victoria since the mid 1990s. It has been accepted in the Victorian Civil and Administrative Tribunal (VCAT) Planning and Environment division as a means of portraying the visual impact of proposed installations.

Methodology

Using a digital photograph imported into Photoshop software:

A series of red markers are inserted that represent a one metre height measured from a known element on the site - the Jersey Barrier.

The red markers show that using a known dimension on the site (the control unit) (Height of Jersey Barrier - approx 1m) we can display the sign based on the known dimensions.

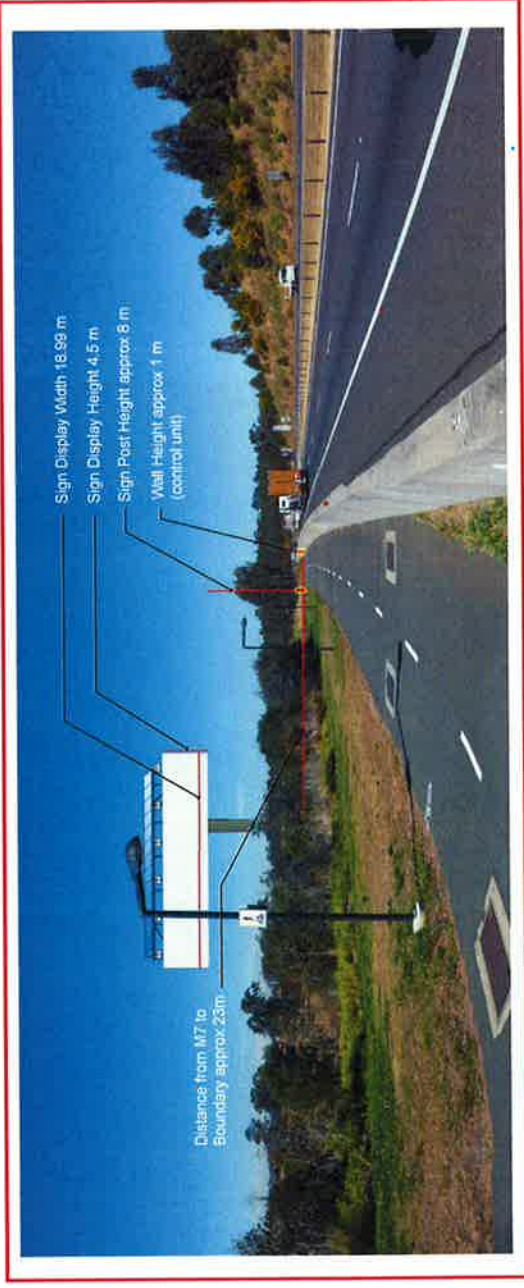
The post is 8 times as tall as the marker unit (8 metres)

The Sign Display is 4.5 times as tall (4.5 metres)

The Sign width is 18.99 times the unit in width (18.99 metres)

The distance from the Jersey barrier to the boundary is 23 times the unit in width (23 metres)

The drawing of the sign was imported from Illustrator software, rendered and "stretched to" fit the above dimensions



Methodology Diagram

Modification of signage structure colour



Original signage structure colour

Optional signage structure colour

A suggested use of a colour such as Colobond "River Gum" (or similar) green (indicative only) is used to show how using a more naturalistic colour may reduce the contrast between the sign structure and its background. Black is also a potential "colour" it is recessive against vegetation as demonstrated by the M7 infrastructure elements such as light standards.

The Western Sydney Parklands are located within a matrix of major motorways and highways. Along these major roads a series of advertising responses has been developed to provide large format messaging which can be "read" at speed and at some distance.

Three main types include:

- Billboard or Sky Signs of varying sizes
- Bridge mounted signs
- Wall mounted Building Signs which identify premises and also serve as advertisements

The spacing of these signs is highly variable from several kilometres apart to as close as 500 metres or less.

The cumulative effect is variable by location. Where signs are located on both bridges and as billboards of varying size and format such as on the M5 and M4, it becomes more visually cluttered. The spacing of billboards with open space breaks reduces the overall visual impact

Appendix - Sign locations & types



architectus

Architectus Group Pty Ltd
ABN 90 131 245 684
Architectus Melbourne
Level 7, 250 Victoria Parade
East Melbourne VIC 3002
Australia
T +61 3 9428 5733
F +61 3 9428 8480
melbourne@architectus.com.au

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
Managing Director
Ray Brown