

Friday, 14<sup>th</sup> March 2014

Fairfield City Council  
PO Box 21  
Fairfield  
NSW 1860

Attention: Thomas Copping  
Planner

cc. Chair, Joint Regional Planning Panel (Sydney West Region)  
c/o Regional Panels Secretariat, Department of Planning & Infrastructure

RE: M7 Billboard Signage DA (Fairfield) – JRPP DA 2013SYW072  
Response to Request for Information

Dear Mr Copping,

We respond to the request for further information made by the Joint Regional Planning Panel (Sydney West Region) (JRPP) arising from the JRPP meeting of 24 October 2013 on behalf of the Western Sydney Parklands Trust (Trust). The request for information was set out in the “Minutes of the Sydney West Joint Regional Planning Panel meeting held at Fairfield City Council on Thursday, 24 October 2013 at 5:30pm” (Minutes).

## 1. Introduction

This letter responds to the key matters set out in the Minutes (refer to **Attachment A** for the Minutes). In addition this letter provides information on the following matters in support of the development application (DA):

2. Amendment to Western Sydney Parklands Plan of Management 2020
3. Social and economic benefits of the proposed signage for the Parklands
4. Impact of Site 4 / Sign 4 on Usatti residence
5. Visual impact of Site 3 / Sign 3 on entrance feature to Parklands
6. Permissibility of proposed signage and merit assessment against key statutory provisions
7. Response to draft conditions of consent
8. Matters tabled by Architectus on behalf of the Trust at the JRPP Meeting held on 24 October 2013 for the DA

## 2. Amendment to the Western Sydney Parklands Plan of Management 2020

At the JRPP meeting held on 24 October 2013 where the DA was considered, an extract of the Draft Supplement to the Western Sydney Parklands Plan of Management 2020 was tabled on behalf of the Trust to the Panel and other attendees. At the time of this meeting it was a confidential document that had been forwarded to the NSW Minister for Environment with recommendation for public exhibition.

Architecture  
Urban Design  
Planning  
Interior Architecture

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

Auckland  
Brisbane  
Melbourne  
Shanghai  
Sydney

Architectus Group Pty Ltd  
ABN 90 131 245 684

Managing Director Sydney:  
Ray Brown  
Nominated Architect  
NSWARB 6359

This Draft Supplement was subsequently placed on exhibition from 28 October 2013 to 25 November 2013 and adopted as an amendment to the Western Sydney Parklands Plan of Management 2020 (Plan of Management 2020) on 2<sup>nd</sup> March 2014 by the Minister for the Environment under Section 27 of the Western Sydney Parklands Act 2006. Refer to the adopted Amendment to the Plan of Management at **Attachment B**.

Section 3.7 'Partnering to create other revenue opportunities' of the Plan of Management Amendment specifies:

*The Trust has identified ten locations throughout the Parklands for commercial billboards sites. The billboards are located on the edge of the Parklands adjacent to major arterial roads. The locations of these billboards are of low environmental and scenic landscape value and in areas which do not detract from the recreational values and facilities of the Parklands.*

The Amendment to the Plan of Management provides greater detail on the nine business hubs proposed in the Parklands. It includes a 'Parklands Land Use Framework Plan' identifying the location of the business hubs. This plan has been edited by Architectus to show the location of the proposed billboard signs in Fairfield. Refer to this plan at **Attachment C**. Three of the proposed signs will be located in close proximity to two of the proposed business hubs.

The proposed signs that are the subject of this DA are the last of the proposed ten signs for the Western Sydney Parklands (Parklands).

The Plan of Management Amendment therefore specifically provides for the proposed signs and details the importance of the signs in raising revenue, to provide a sustainable base to fund the recreational, environmental and community programs for the Parklands.

### 3. Social and economic benefits of proposed signage for the parklands

The Minutes specify:

*"The Panel understands that, before a recommendation of this application for approval, it must understand whether or not there will be a social and economic benefit for Western Sydney Parklands in terms of the contribution the signs will make to the management, development and enhancement of the Parklands."*

The Plan of Management Amendment provides that the Trust is to achieve \$10 million per annum in order to manage and develop the Parklands by 2020. The Western Sydney Parklands Act 2006 (WSP Act) establishes the Trust as a self-funded agency. The Trust is completely self-funded for recurrent expenditure (operational costs), however the Trust is the recipient of capital grants. It relies on \$4 million/annum of capital funding from other sources. This is confirmed in the letter from the Trust at **Attachment D**.

The quantum of expected revenue from the proposed signs for the Trust is confirmed in the letter from the Trust at **Attachment D**. This provides that the present dollar value to the Trust over the 15 year timeframe is \$451k to \$627k depending on the site. In total, the Trust will profit by \$1.978 million over the 15 years for the four signs the subject of the DA.

It is important to refer to the Expenditure Program for the Parklands that is submitted separately, as this explains the tangible benefits to the community of specific proposed improvements to the Parklands. The expenditure program relates to the \$10 million per annum revenue referred to above. Refer to this at **Attachment E**.

The Minutes specify:

*"Taking into account the stated position of the RMS and WSP that tree trimming will not be allowed what impact would there be on the advertising revenue as landscaping grows up in front of the signs."*

In response to these matters, the issue of tree trimming was discussed with the signage contractor during the tender evaluation process, and under the terms of the commercial

agreement with the contractor, it is confirmed there will be no impact upon advertising revenue to the Trust as landscaping grows up in front of the signs.

Furthermore, the proposed signs are to be located in positions where there is better visibility to the signs from the M7 road carriageway, accounting for approved planting and growth habit. The approved landscape plans as part of the Minister's approval for the DA for the M7 motorway were reviewed by landscape architect, Frank Hanson, a qualified Landscape Architect, a member of the Australian Institute of Landscape Architects (AILA) and Manager of Urban Design and Planning at Architectus.

Attachments:

- Letter from the Western Sydney Parklands Trust detailing expected revenue from the proposed billboard signage (prepared by Western Sydney Parklands Trust) **(Attachment D)**
- Program of Expenditure for the Parklands (prepared by Western Sydney Parklands Trust) **(Attachment E)**

#### 4. Impact of Sign 4/Site 4 on Usatti residence

The impacts of proposed Sign 4 on the Usatti residence have been evaluated in detail from light spill and visual impact perspectives. A lighting specialist was engaged to record existing light levels in the vicinity of the proposed signage location and to determine the impact of the proposed sign with associated lighting on the adjacent residence. Personnel from Architectus also visited the site to take photographs from the residence towards the proposed sign, for the purposes of creating photomontages to show the impact of the proposed sign on the residence. A surveyor visited the site and residence to obtain survey coordinates and RLs of features to inform and ensure the accuracy of the photomontages. Permission was sought from the Usatti family via Council to obtain access to their property for the surveyor, lighting specialist and Architectus personnel.

##### 4.1 Light spill impacts and mitigation measures

The M7 Billboards Site 4 - Obtrusive Lighting Inspection Report (refer to **Attachment F**) was prepared by Webb Australia to assess the compliance of the proposed billboard Sign 4 to the Australian Standard AS4282 "Control of the obtrusive effects of outdoor lighting", and evaluate impacts on the Usatti property. Webb Australia surveyed the location of the sign during the day and at night time and illuminance measurements were taken.

The findings of the report are that the proposed sign complies with the requirements of the Obtrusive Lighting Standard AS4282. It concludes:

- "The impact to the neighbouring resident from the proposed billboard lighting installation would be extremely minimal as demonstrated by the lighting calculations above."

The lighting report details the following mitigation measures that will further alleviate the impact of proposed lighting of the sign on the Usatti residence:

- Given that existing trees between the proposed location of the billboard and the neighbouring resident were not included in the calculations it may be assumed that these existing trees would facilitate in screening the billboard lighting installation from the resident dwellings.
- Webb Australia Group has been advised by the Trust that new proposed trees and vegetation will be planted between the proposed billboard and the neighbouring resident ensuring absolute minimal impact to the neighbouring resident's property from the proposed billboard lighting installation.
- As a further mitigating measure Webb Australia Group has proposed that the inclusion in the billboard construction of an opaque black coloured screening material along the full length of the top of the billboard between the floodlights and the neighbouring

resident property would virtually eliminate any obtrusive glare to the neighbouring resident.

Despite the “extremely minimal” light spill impact on the residence, in response to these recommendations, the Trust would consent to the ‘opaque black coloured screening material’ referred to above being imposed as a condition of development consent.

#### 4.2 Visual impacts and mitigation measures

The visual impacts of the proposed sign on the Usatti residence (main residence and granny flat) were evaluated with the aid of photomontages that have been prepared by Architectus. Refer to the Supplementary Visual Impact Assessment for Site 4 at **Attachment G**. The accuracy of the photomontages were informed by obtaining site survey information of the site, residence and surrounding features. The site survey was prepared by Land Partners and is at **Attachment H**.

Three photomontages were prepared of the view to the proposed sign. Two were prepared of viewpoints from the verandah of the main residence and one from the verandah of the granny flat.

Three versions of these photomontages are presented in the Supplementary Visual Impact Assessment for Site 4 at **Attachment G**, comprising:

- Existing view
- Proposed view with sign
- Proposed view with sign and line of proposed trees/other vegetation

Note the sign shown in these photomontages is depicted solid to the top of the solar panels that will be affixed to the top of the sign. This is because it is expected that the ‘opaque black coloured screening material’ referred to above will be fixed to the sign. It is also expected that as the back of the sign will present to the residence, that the back of the sign will continue the colour scheme of “River Gum” or similar rather than present as black in colour.

Collectively these photomontages demonstrate that the visual impact of the proposed sign on these viewpoints will be ‘negligible’. This is because the height of the proposed sign will be partially screened by existing vegetation and is consistent with the height of this vegetation. Furthermore, the low visual impact is attributed to the other existing infrastructure (telecommunication towers, etc) that “draw the eye” away from the proposed sign.

Despite the ‘negligible’ adverse visual and light spill impacts of the sign on the residence, as a mitigation measure, a Landscape Plan was prepared to further ameliorate these impacts by screening the sign from the residence. This Landscape Plan was prepared by Frank Hanson, a qualified Landscape Architect who is a member of the Australian Institute of Landscape Architects (AILA) and Manager of Urban Design and Planning at Architectus. This plan provides for a mix of tall trees and lower storey trees/shrubs in order to fully screen the view.

Once again, despite the ‘negligible’ adverse visual and light spill impacts of the sign on the residence, the Trust would consent to the imposition of a condition of development consent requiring that the screening detailed in the Landscape Plan be implemented.

Photographs from the verandah of the granny flat were ‘stitched’ together to make a panorama to show the full extent of view that encompasses numerous telecommunication towers. Refer to this view, titled “Panorama from verandah of residence showing visible buildings and structures” at **Attachment G**. Accordingly the ‘importance of private views’ from these viewpoints has been categorised as “low”. The panorama also demonstrates that in its context, the proposed sign will not visually dominate the view from the residence.

Attachments:

- M7 Billboards Site 4 - Obtrusive Lighting Inspection Report (prepared by Webb Australia) (**Attachment F**)
- Updated Supplementary Visual Impact Assessment for Site 4 incorporating Landscape Plan (prepared by Architectus) (**Attachment G**)

- Plans of Levels and Detail – No. 144 Wallgrove Rd, Cecil Hills being Lot 14 DP 1021940 (prepared by Land Partners) (**Attachment H**)

## 5. Visual impact of Sign 3 / Site 3 on entrance feature to Parklands

At the JRPP meeting held on 24 October 2013 one of the Panel Members expressed concern that proposed Sign 3 will potentially have a detrimental visual impact on one of the nearby entry features to the Parklands.

The Trust uses a consistent design palette for vehicular entry features (feature walls and signage) that is reflected in the Trust Design Manual.

This entry feature marks the commencement of the access road to the Equestrian Centre and provides access to other areas of the Parklands. The entry feature is located internally to the Parklands and does not face the M7 motorway. It is accessed off Saxony Drive. Saxony Drive is adjacent to but does not connect to the M7 motorway. Saxony Drive connects to Wallgrove Road and Wallgrove Road runs parallel to the M7 motorway.

The entry feature is located approximately 230 metres from the proposed billboard sign. This is sufficient distance to ensure that the billboard sign will not visually dominate the view of the entry feature.

Furthermore, as the proposed sign will be located adjacent to the M7 road corridor, it will visually present as part of the road infrastructure and therefore will not be inconsistent with the boundary treatment of the Parklands along the M7 motorway.

The proposed billboard sign will have a limited visual catchment within the Parklands due to nature of topography and existing trees. It will not be able to be viewed from the Equestrian Centre. This is demonstrated in the Supplementary Visual Impact Assessment prepared by Architectus (September 2013).

## 6. Permissibility of proposed signage and merit assessment against key statutory provisions

### 6.1 Permissibility of proposed signage

The permissibility of the proposed billboard signage was discussed in the Statement of Environmental Effects and subsequent planning advice issued to Council and the JRPP on behalf of the Trust. This documentation specified that the development is permissible with development consent.

The permissibility of the development has been further strengthened by the adoption of an Amendment to the Plan of Management, which states the Trust has identified ten locations for commercial billboard signs throughout the Parklands. Refer to the adopted amendment to the Plan of Management at **Attachment B**.

### 6.2 Legal interpretation

Legal advice has been sought by the Trust to address the issue of permissibility of the development and the compliance of the proposed signage with Clause 16 'Signage' of the WSP SEPP. Refer to this advice at **Attachment I**.

It is noted that the JRPP meeting minutes direct Council to seek legal advice in respect of "whether the application satisfies the legal requirements of Clause 16 of the SEPP".

### 6.3 Response to key matters in Council Report

Following its merit assessment of the proposed signage against the provisions of the State Environmental Planning Policy (Western Sydney Parklands) 2009 (WSP SEPP), Council has formed the view that the proposal does not meet some of the provisions of the WSP SEPP.

These are addressed in turn in brief below. Note these have been addressed in previous correspondence and in verbal responses at the JRPP meeting.

***The proposed development would have an unacceptable impact on the physical and visual continuity of the Western Parklands as a scenic break in the urban fabric of western Sydney***

Response:

The proposed signs will not fragment the physical or visual continuity of the Parklands corridor. The signs are to be located at the edge of the Parklands and will visually form part of the highway infrastructure.

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.

Relevantly, the Plan of Management 2020 states that the Parklands are to be home to a wide range of uses comprising:

- 40% dedicated to bushland
- 25% sport and recreation
- 22% long term infrastructure (water storage, electricity easements, gas sewerage)
- 10% urban farming
- 2% Business hubs
- 1% Tourism

The Parklands includes land uses such as ‘Wet and Wild’ and Austral Bricks which are visible from the M7 motorway. There is also a recently approved business hub in Horsley Park for proposed industrial use near to Signs 1 and 2, known as the Horsley Park Business Hub.

Furthermore, a broad range of land uses, including commercial uses, may be developed without consent under WSP SEPP in the Parklands, including amenity facilities; community facilities; depots; entertainment facilities; environmental facilities; environmental protection works; function centres; information and education facilities; kiosks; public administration buildings; recreation areas; recreation facilities (outdoor); restaurants or cafes; roads; signage (for directional, informative, or interpretative purposes); ticketing facilities. The only prohibited use in the Parklands is development for the purposes of residential accommodation. The addition of the proposed signs adjacent to the road corridor is therefore consistent with the language and character of the peri-urban landscape. Moreover, the visual catchment of the signs from within the Parklands is limited by the intervening topography and trees, which limit the visual impact on surrounding land uses and the signs are therefore not inconsistent with the WSP SEPP or the WSP Plan of Management.

***The proposed development would not be consistent with the Plan of Management 2020 "and associated precinct plans"***

Response:

Clause 12 (i) (i) of the WSP SEPP requires consideration of the consistency with “any plan of management for the parklands, that includes the Western Parklands, prepared and adopted under Part 4 of the Western Sydney Parklands Act 2006”. Clause 12 (i) (ii) of the SEPP requires consideration of the consistency with “any precinct plan for a precinct of the parklands, that includes the Western Parklands, prepared and adopted under that Part”.

The proposed signage is consistent with the Plan of Management 2020 (as amended) which specifically allows for income-generating activities in the Parklands, including billboard signs.

It should also be noted that Part 4 Division 4 of the WSP Act provides for precinct plans, but to date there have been no such precinct plans prepared by the Trust and adopted under this Part of the WSP Act. Therefore the reference to precinct plans does not apply to the proposed signage.

The Plan of Management 2020 contains some guidance in the 'Parkland Precinct' plans and associated 'Precinct Management Guidelines'. Essentially, the defined Parkland precincts and guidelines depict the indicative future character of the respective precincts. The Plan of Management 2020 states that "in coming years detailed Precinct plans will be developed by the Trust in consultation with key stakeholders and the community." Furthermore, item 5 under "Next Steps" of the Plan of Management 2020 (page 78) refers:

**"5. Prepare Precinct Plans and Recreational Capital Works Program**

Commence precinct plans and prioritise according to demand for facilities.

Plan and implement a capital works program."

Therefore, the 'Parkland Precincts' and 'Precinct Guidelines' referred to in the Plan of Management 2020 are to be used as a guide only, and do not definitively set out where the respective land uses and activities are to be located. As already mentioned, precinct plans have yet to be prepared and adopted under the WSP Act.

Furthermore, refer to the Supplementary Visual Impact Assessment prepared by Architectus which provides a response to the respective 'Parkland Precincts' and 'Precinct Guidelines' outlined in the Plan of Management 2020.

***Proposed Sign 4 would have unacceptable impact on residential amenity and significant views***

Response:

Proposed Sign 4 would have negligible visual and light spill impacts on the existing residence. This is discussed more at **Section 4** above. In summary, there will be negligible impact because:

- The intervening distance (155 metres) of the sign to the residence and existing intervening trees which will at least mostly obscure the view of the sign.
- Proposed trees and other vegetation will, in time, completely screen the sign from the residence.
- The signage content will face away from the residence.
- The illumination of the sign is facing away from the residence. The lighting impacts were found by the lighting specialist to be "extremely minimal". Despite this a mitigation measure is proposed to further limit light spill towards the residence. Refer to 'lighting impacts' above.
- The back of the signage structure will be painted in a natural colour that recedes into the background.
- The prevailing outlook of the residence is to transmission towers and highway infrastructure.

The negligible / low visual impact is demonstrated by the photomontages prepared from the viewpoints toward the sign from the verandahs of the main residence and granny flat.

There would be no impact on significant views as the proposed signs are to be located in areas of low environmental and scenic value. The Plan of Management Amendment also notes:

*"The locations of these billboards are of low environmental and scenic landscape value and in areas which do not detract from the recreational values and facilities of the Parklands."*

***The proposed development does not meet the provisions of the Design Manual***

Response:

The fact that the type of signage proposed is not provided for in the Design Manual does not mean that the proposed signage is inconsistent with the Design Manual. The Design Manual

relates to signage for park infrastructure only and is not applicable to the proposed advertising signage.

Refer to a response to this issue in the legal advice at **Attachment I**.

***The proposed development is not in the public interest.***

Response:

The proposed signage will generate important revenue that will provide a sustainable base from which to fund recreational, environmental and community programs. The proposed signage revenue forms part of required \$10 million / annum that is required to fund the scheduled programs. Refer to the response at **Section 3** above.

**7. Response to draft conditions of consent**

The draft conditions of consent were issued to the Applicant for review and comment shortly before the JRPP meeting. More detailed comments on key draft conditions of consent are set out below.

**PRIOR TO THE ISSUE OF A CONSTRUCTION CERTIFICATE**

Condition 2 Outstanding Long Service Levy Fee

*Prior to the issue of a Construction Certificate, a receipt for payment of the Long Service Levy (in accordance with the Building and Construction Industry Long Service Levy Payments Act 1986) shall be submitted to the Certifying Authority.*

*The Long Service Levy is calculated at 0.35% of the value of building works, as is in force at the date of this consent. The rate of calculation is subject to change and should be verified (and adjusted) at the date of payment.*

*Payment can be made to Fairfield City Council or direct to the Long Service Levy Corporation.*

Response:

There are exemptions under the Building and Construction Industry Long Service Payments Act 1986 for the development as it is being undertaken by the Crown. The relevant provisions are set out below.

*Building and Construction Industry Long Service Payments Act 1986 No 19*

*34 Buildings in respect of which long service levy payable*

*(1) A long service levy is payable in respect of the erection of every building, except as provided by this section.*

*(2) A long service levy is not payable:*

*(a) (Repealed)*

*(b) in respect of the erection of a building if a long service levy has already been paid in respect of the erection of that building or of other buildings of which that building forms part, or*

*(c) in the circumstances and to the extent prescribed by the regulations.*

*(3) (Repealed)*

*Building and Construction Industry Long Service Payments Regulation 2011*

*13 Exemptions from levy*

*(2) For the purposes of section 34 (2) (c) of the Act, a long service levy is not payable in respect of the erection of a building (or a part of a building) if the Corporation is satisfied that:*



*(a) the building is to be erected for a body constituted under any State or Commonwealth Act (other than an Act prescribed for the purposes of paragraph (a) of the definition of worker in section 3 (1) of the Act) or for a local council or county council, and*

*(b) all the persons to be employed on site in erecting the building (or part of the building) will be persons employed under a contract of employment with that body or council.*

These Regulations provide that if a building is erected for a body constituted under a State Act (and note the Trust is constituted under the Western Sydney Parklands Act 2006), and that the persons employed to erect the building are employed under a contract of employment with that body, that the Applicant is exempt from payment of the levy.

While it is proposed that the sign operator will construct the advertising signage structures, the structures will remain a Trust asset and will be leased by the Trust. Furthermore, the signage operator will construct the signs in accordance with a head contract.

Accordingly this condition should be removed.

### Condition 3. Section 94A Levy Development Contributions

*Prior to the issue of a Construction Certificate, a receipt for the payment to Fairfield City Council of Section 94A Levy Contributions shall be submitted to the Certifying Authority.*

*The Section 94A Levy as determined at the date of this consent is \$15,300.*

*The contribution amount payable may be adjusted at the date of payment. Any unpaid contributions will be adjusted on a quarterly basis to account for movements in the Australian Bureau of Statistics, Producer Price Index – Building Construction (New South Wales).*

Response:

Relevant extracts from the Fairfield City Council Indirect (Section 94A) Development Contributions Plan 2011 (**Contributions Plan**), as amended 11 December 2013, are provided below.

*7 Development to which this plan applies*

*3. This Plan applies to development applications and complying development certificates by or on behalf of the Crown. For the purpose of applying Indirect (Section 94A) Development Contributions to Crown Development the following principles apply:*

*(a) Section 94A Development Contributions apply to Crown developments that propose an expansion/increase the current facility size and floor space and/or provide additional capacity to accommodate additional persons. (An example of this would be development at a school which would result in an increase in the number of people/student or expansion of the local police station to accommodate additional people/officers).*

*(b) Section 94A Development Contributions do not apply to Crown developments that propose a redevelopment of facilities that purely involves internal fit out, refurbishment or upgrading facilities with no increase in capacity or additional persons. (An example of this would be upgrading / internal fit out of a trade quality kitchen/workshop at a high school. This does not increase the capacity, purely the quality of facility).*

Proposed condition 3 should not be applied to the DA because the proposed signage does not fall within the scope of paragraph 3(a) of Section 7 of the Contributions Plan. The proposed signage does not increase floorspace or provide additional capacity to accommodate additional persons.

Accordingly, this condition should be removed.

## PRIOR TO THE COMMENCEMENT OF ANY WORKS

### 5. Construction Certificate Required

*Prior to the commencement of any building and construction works, a Construction Certificate is required to be issued by a Certifying Authority.  
Enquiries regarding the issue of a Construction Certificate can be made to Council's Customer Service Centre on 9725 0222.*

### 6. Appointment of a Principal Certifying Authority

*Prior to the commencement of any construction works, the person having benefit of a Development Consent, or Complying Development Certificate must:  
a. appoint a Principal Certifying Authority; and  
b. notify Council of the appointment.*

### 7. Notify Council of Intention to Commence Works

*The applicant must notify Council, in writing of the intention to commence works at least two (2) days prior to the commencement of any construction works on site.*

Response:

Division 2 'Crown building work and other Crown development', Section 109R 'Building, demolition and incidental work' of the EP&A Act provides:

*(2) Crown building work cannot be commenced unless the Crown building work is certified by or on behalf of the Crown to comply with the technical provisions of the State's building laws in force as at:  
(a) the date of the invitation for tenders to carry out the Crown building work, or  
(b) in the absence of tenders, the date on which the Crown building work commences, except as provided by this section.*

As Crown development work, the development can be certified by a person qualified to conduct a Certification of Crown Building works (as a Certifying Authority) in accordance with Section 109R of the EP&A Act. Therefore draft conditions 5, 6 and 7 do not apply to Crown development and the subject application.

Accordingly, Conditions 5, 6 and 7 should be removed.

## PRIOR TO OCCUPATION OF THE DEVELOPMENT

### Condition 10. Interim / Final Occupation Certificate Required

*Prior to the commencement of any use and/or occupation of the subject development (whole or part), either an Interim Occupation Certificate or Final Occupation Certificate must be issued.  
Prior to the issue of any Occupation Certificate, the Principal Certifying Authority must be satisfied that the development (part or whole) is in accordance with the respective Development Consent, Construction Certificate or Complying Development Certificate.*

Occupation certificates are not required for buildings in various circumstances including buildings erected by or on behalf of the Crown or a person prescribed by the Environmental Planning and Assessment Regulation 2000 (EP&A Regulation) to be the Crown (see section 109M(2)(d), EP&A Act).

Accordingly, Condition 10 should be removed.

## GENERAL CONDITIONS

### 23. Advertising Conditions

*Condition 23(b)*

*The maximum permitted advertising space for each sign shall be 85m<sup>2</sup> (4.5 metres high by 19 metres long).*

Response:

Condition 23(b) should be reworded to reflect the signage dimensions referred to on the development drawings.

*Condition 23(d)*

*Advertisements must not imitate a traffic control device or traffic directional sign.*

Response:

The Westlink M7 and the RMS are the relevant road authorities for the M7 motorway and they have not required application of this condition or similar condition on the DA in their submission.

Accordingly, Condition 23(d) should be removed.

*Condition 23(e)*

*There shall be no display of advertisements that would result in a traffic hazard to motorists on the M7 Motorway. In this regard, advertising shall not contain messages that are distractive or otherwise inconsistent with road safety.*

Response:

It is noted that the JRPP Meeting Minutes direct Council to seek legal advice on this draft condition in respect of how it can be refined and enforced.

The condition in its present form is vaguely worded and does not contain clear criteria against which the objective of the condition can be assessed, contrary to section 80(4) of the EP&A Act.

Furthermore, the Westlink M7 and the RMS are the relevant road authorities for the M7 motorway and they have not required application of this condition or similar condition on the DA in their submission.

It should be noted that sign operators are not permitted to display for any licensed sign in the parklands, advertisements:

- (i) relating to tobacco products;
- (ii) promoting alcohol;
- (iii) of a religious nature;
- (iv) relating to political organisations or advertisements of a political nature;
- (v) which depict gratuitous violence; or
- (vi) which could be regarded as pornographic in nature or as having express sexual overtones or connotations.

These restrictions are reflected in the license agreement with the sign operator. However the Trust is not proposing that a condition to be imposed limiting the content of the signs as per the restrictions set out above (as this is not a planning consideration).

The condition is therefore unenforceable and should be removed.

*Condition 23(f)*

*The design and illumination of the signs shall be in accordance with AS/NZS 1906.1:2007, so as not to impact upon the amenity of the occupants of adjoining and nearby residential properties.*

Response:

The Applicant's lighting consultant has advised that the reference to AS 1906.1 in the "TRANSPORT CORRIDOR OUTDOOR ADVERTISING AND SIGNAGE GUIDELINES"

specifically refers to the impact of the reflectance's of an illuminated advertising sign on *road safety*. The above condition refers to impact upon the amenity of the occupants of adjoining and nearby residential properties which is not reflective of the purpose of AS/NZS 1906.1:2007.

Furthermore, as already outlined above, despite negligible impact on residential properties, the Trust would consent to the imposition of conditions relating to "opaque black coloured screening material" and the proposed Landscape Plan.

Accordingly, Condition 23(f) should be removed.

#### **8. Matters tabled by Architectus at JRPP meeting of 24 October 2013**

Those matters tabled by Architectus in written form regarding the DA on behalf of the Trust in the JRPP Meeting held on 24 October 2013, are provided at **Attachment J**.

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We trust this planning advice meets the requirements of the Fairfield City Council and the Joint Regional Planning Panel (Sydney West Region). Please contact Jane Fielding, Associate - Planning for further details on (02) 8252 8400 or via [jane.fielding@architectus.com.au](mailto:jane.fielding@architectus.com.au).

Yours sincerely,



Michael Harrison  
Director, Urban Design and Planning

**ATTACHMENTS:**

**Attachment A:** Minutes of the Sydney West Joint Regional Planning Panel meeting held at Fairfield City Council on Thursday, 24 October 2013 at 5:30pm (prepared by JRPP (Sydney West Region))

**Attachment B:** Amendment to the Western Sydney Parklands Trust Plan of Management 2020 – adopted by the NSW Minister for the Environment on 2<sup>nd</sup> March 2014 (prepared by the Western Sydney Parklands Trust)

**Attachment C:** Parklands Land Use Framework Plan showing location of proposed Billboard Signs (Fairfield) (prepared by the Western Sydney Parklands Trust and edited by Architectus)

**Attachment D:** Letter from Western Sydney Parklands Trust detailing expected revenue from the proposed billboard signage (prepared by Western Sydney Parklands Trust)

**Attachment E:** Program of Expenditure for Parklands (prepared by Western Sydney Parklands Trust)

**Attachment F:** Trust M7 Billboards Site 4 - Obtrusive Lighting Inspection Report (prepared by Webb Australia)

**Attachment G:** Supplementary Visual Impact Assessment for Site 4/Sign 4 incorporating Landscape Plan (prepared by Architectus)

**Attachment H:** Plans of Levels and Detail – No. 144 Wallgrove Rd, Cecil Hills being Lot 14 DP 1021940 (prepared by Land Partners)

**Attachment I:** Legal advice regarding DA Signage (prepared by Lander & Rogers Lawyers)

**Attachment J:** Matters tabled at JRPP meeting by Architectus on behalf of the Trust on 24 October 2013 for the DA (prepared by Architectus)

ATTACHMENT A

**MINUTES OF THE SYDNEY WEST  
JOINT REGIONAL PLANNING PANEL MEETING  
HELD AT FAIRFIELD CITY COUNCIL  
ON THURSDAY, 24 OCTOBER 2013 at 5.30 PM**

Present:

Mary-Lynne Taylor - Chair  
Bruce McDonald – Panel Member  
Paul Mitchell – Panel Member  
Councillor Ninos Khoshaba – Panel Member  
Robert Cologna – Panel Member

Council staff in attendance:

Thomas Copping – Development Planner  
Sunnee Cullen – Development Co-ordinator

Apologies: Nil

1. The meeting commenced at 5.45 pm

The Chair welcomed everyone to the Sydney West Regional Panel Meeting.

2. **Declarations of Interest** – Panel Chair – Mary-Lynne Taylor declared that she has non-pecuniary interest, the legal firm with which Mrs Taylor is associated has provided advice to Sydney Western Parklands and did not feel that she had a conflict of interest that would affect her decision making on this application.

3. **Business Item -**

Item 1 - 2013SYW072 - Fairfield, 60.1/2013, Proposed Advertising Signage Adjacent to the M7 motorway, 44 Wallgrove Rd, Cecil Park; 73 Redmayne Rd Horsley Park; 54 Chandos Rd Horsley Park; 372 Wallgrove Rd, Horsley Park

4. **Public Submissions –**

**Addressing the Panel against the item –**

- Mary Usatti and family
- Elizabeth Workman – Senior Project Officer on behalf of Fairfield City Council

**Addressing the Panel on behalf of Sydney Western Parklands in favour of the item –**

- Michael Harrison (Director, Urban Design and Planning)
- Jane Fielding – Architect - on behalf of the applicant

## 5. Panel Decision

In this matter, the Panel has been advised of the opposition of Fairfield Councillors to this application, and of the opposition of the Usatti family to the sign proposed in the vicinity of their residence. The Panel has been provided with all reports filed with this application including visual assessment material supplied by an expert for the parklands. The panel has visited all the proposed sign sites.

The Panel understands that, before a recommendation of this application for approval, it must understand whether or not there will be a social and economic benefit for Western Sydney Parklands in terms of the contribution the signs will make to the management, development and enhancement of the Parklands.

This information has not been supplied and the Panel seeks a response from the applicant. The applicant's representatives informed of a requirement to generate an annual income of at least \$10 million and the Panel requires detailed information of what proportion of that required income would be generated by the proposed advertising structures. Taking into account the stated position of RMS and WSP that tree trimming will not be allowed what impact would there be on the advertising revenue as landscaping grows up in front of the signs. The Panel requires to be fully informed of the landscape analysis that deals with this concern.

As the applicant suggests that it can deal with possible adverse impact of the Usatti residence property by screening, the Panel requires the full measures proposed to screen the structure from that residential property to be supplied. In particular, the Panel seeks to know the full impact of nighttime lighting of the sign.

The Panel directs the Council to obtain legal advice whether the application satisfies the legal requirements of Clause 16 of the SEPP, to ascertain how the provisions of s23e can be refined and enforced and to revise any conditions of consent necessary depending on the applicant's response.

Accordingly the Panel unanimously defers the decision of this application and requests the Council to provide the legal advice as soon as possible and a supplementary report within 14 days from the receipt of the applicant's further response.

The Panel has determined, upon receipt of the additional information, it will re-visit the subject sites and the existing approved sign sites when the matter comes before the Panel at the next meeting.

The Council is asked to advise the Usattis when the information about the screening of the sign near them is available.



6. The chair thanked those present for their assistance to the panel and the meeting closed at 8.15pm.

Endorsed by



Mary-Lynne Taylor  
Chair  
Sydney West Joint Regional Planning Panel  
Date: 6 November 2013

**ATTACHMENT B**





Western Sydney Parklands


# WESTERN SYDNEY PARKLANDS **PLAN** OF MANAGEMENT 2020

**SUPPLEMENT**

February 2014







The Plan of Management Supplement for the Western Sydney Parklands is an amendment to the *Plan of Management 2020* adopted by the Minister for Western Sydney on 25 January 2011. The Supplement is adopted by the Minister for Environment, Minister for Heritage on XX XXXXX 2014.

Prepared by the Western Sydney Parklands Trust

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Western Sydney Parklands Trust, Level 7, 10 Valentine Ave,  
Parramatta NSW 2150

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# Message from the Minister

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The Parklands is located in one of the fastest growing areas in Sydney and will provide important regional open space, recreation, sports and leisure facilities for the people of Western Sydney and its visitors. The Parklands will provide a venue for communities to celebrate, play and appreciate the areas natural assets.

Central to the Plan of Management is ensuring that the Parklands is sustainable in its management and development. This relates to managing and conserving the Parklands natural assets, best practice in design and more sustainable use of our water, energy and material resources, responding to the diverse communities of Western Sydney, as well as ensuring a secure financial future for the Parklands.

To this end, the Plan of Management has been amended to reflect how the Trust can create a sustainable revenue base to achieve the Plan's vision. This revenue will go towards delivering facilities and programs outlined in the Plan of Management, as well as, contribute to economic and social outcomes for the residents of Western Sydney.

I am confident that the Plan of Management and this amendment will over the coming years make the Parklands a special place for the people of Western Sydney.

On the behalf of the NSW Government, I am pleased to adopt this amendment to the Plan of Management for the Western Sydney Parklands.

**The Hon. Robyn Parker MP** Minister for Environment, Minister for Heritage

# 1. Purpose of the Supplement: A Sustainable Future

Two percent of the Parklands, with the least ecological value has been selected to become nine business hubs servicing local and regional communities.

The business hubs will contribute to the \$20 million per annum in revenue required over the long term to service the facilities and activities of the Parklands.

The *Western Sydney Parklands Act of 2006* established the Trust as a self-funded agency and the *Plan of Management 2020* sets out the principle that the Parklands be managed in a sustainable and viable manner in partnership with stakeholders and the broader community. The Plan was formally adopted by the Minister for Western Sydney on 25 January 2011 and referred to the steps necessary for the Parklands to generate an income.

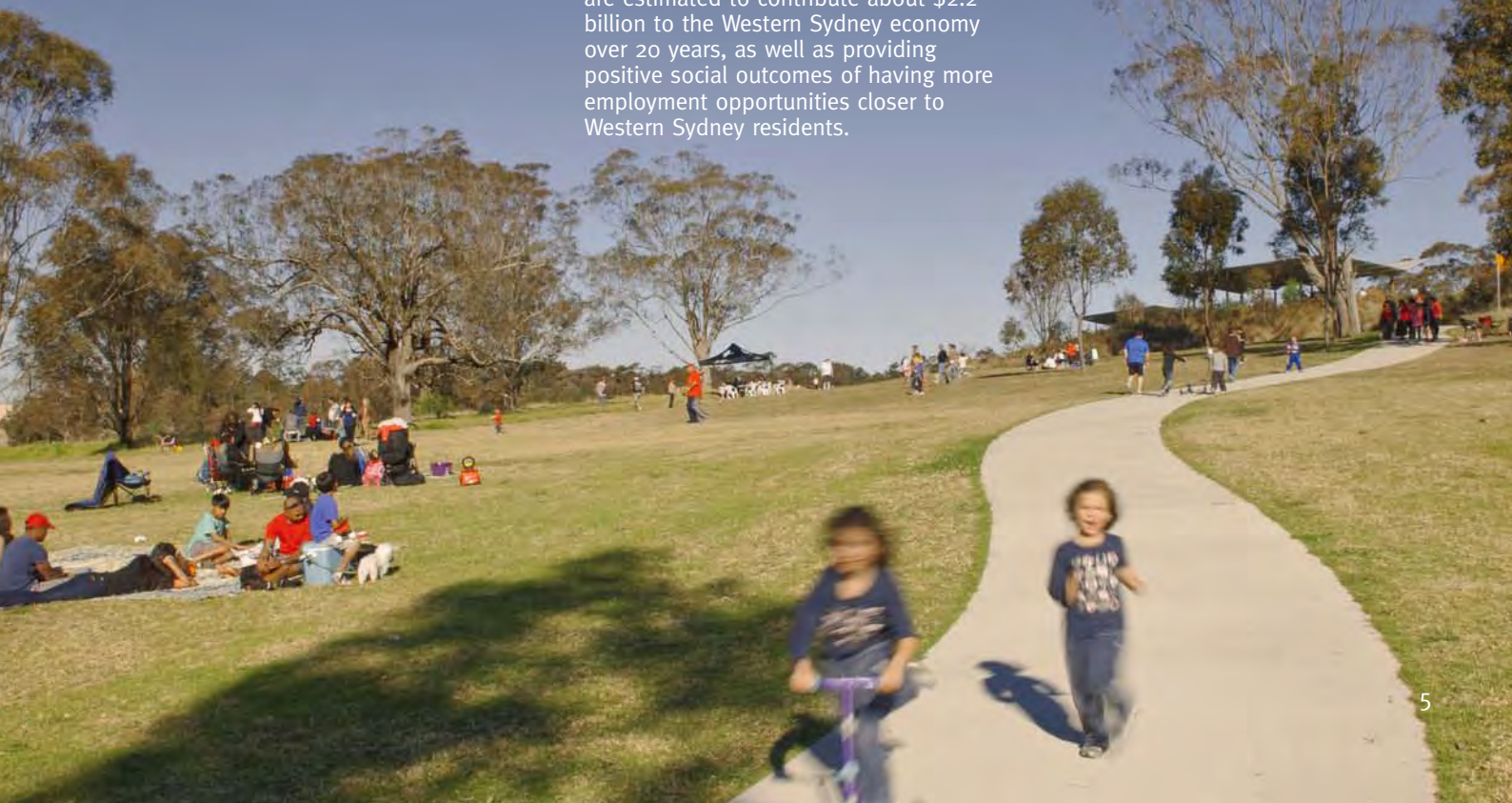
Here we are able to set out in greater detail the ways in which better use of the Parklands' assets and innovative thinking will enable the Trust to achieve the \$20 million per annum required to manage and develop the Parklands in the long term.

The resident population surrounding the Parklands is expected to reach three million people by 2036, making it Australia's third largest metropolitan area. In this supplement we will show how the 5,280 hectares of Parklands stretching 27 kilometres between Sydney's North West and South West Growth Centres and straddling Australia's largest industrial region, have the capacity to contribute to the expected economic development and employment in the region while maintaining the recreational and environmental value thousands of Sydneysiders have come to enjoy. The proposed business hubs are estimated to contribute about \$2.2 billion to the Western Sydney economy over 20 years, as well as providing positive social outcomes of having more employment opportunities closer to Western Sydney residents.

As set out in the *Plan of Management 2020*, following close consultation with communities and government agencies two percent of the Parklands, with low ecological value has been selected to become nine business hubs servicing local and regional communities. These hubs are generally located on the Parklands' margins, adjacent to motorways, major arterial roads and regional employment areas in each of the region's three local government areas: Liverpool, Fairfield and Blacktown.

This document locates each of the proposed business hubs, identifying their potential land uses and the physical, environmental and other considerations that will be taken into account in their development. Care has been taken to link this supplement to the *Plan of Management 2020* and to the Strategic Directions outlined in the Plan.

In particular the material in this supplement responds to the third objective defined as part of the Parklands Development and Management strategic direction: *Develop new business opportunities to support the management and further development of the Parklands.*



## 2. Achievements since 2010

**Vision**  
Western Sydney Parklands is a place for people of all backgrounds to meet, celebrate, learn, play and appreciate the environment. The Parklands will be a venue for communities to create and manage a new sustainable future on the Cumberland Plain.

## Recreation and Parklands infrastructure

Total expenditure in recreation and Parklands infrastructure

\$17.5M

### Improved recreational areas

#### Lizard Log

##### A \$9 million upgrade to Lizard Log

- Doubled in size from 10 ha to 20 ha and increased capacity of area of the park from 1,000 to 3,000 people/visitors for picnic and play
- Provision of new BBQs and picnic facilities, toilets, nature based playground, and car parking
- New 7,500 sqm event space built to accommodate 5,000 visitors.

#### Nurragingy Reserve

##### A\$2 million upgrade to Nurragingy Reserve

- Provision of new playground and upgrade to four playgrounds
- Upgrade to BBQs and picnic facilities, and power and sewer services.

#### Plough and Harrow

##### A\$1.5 million upgrade to Plough and Harrow

- Sealed parking capacity increased by 30%
- New and expanded intergenerational playground based around technology play
- 50% increase in size from previous playground.

#### Bungarribee

##### \$1.5 million spent on Stage 1 of new recreational area

- 9 ha walking tracks, dog off leash area, seating and car parking.

### New and improved Parklands track

#### \$3.5 million on Parklands Tracks

Including new signage and seating along the whole track.



### More sporting venues

#### Blacktown Soccer Fields, Bungarribee

Lease agreed with Blacktown City Council for regional competition grade synthetic soccer field and training field in the Eastern Road Sports Precinct. The venue has been increased from 8 ha to 11 ha and will expand to 3 additional soccer fields in the future.

#### Junior Motorcycle Training Facility, Horsley Park

9 ha of land in Horsley Park leased to Motorcycling NSW for junior motorcycle training. About 2,400 children use the facility per annum.



## Environment and conservation

### Total expenditure in environment and conservation

\$2.5 M

180,000 PLANTS

About 180,000 plants added to the Parklands

127,363 PLANTS

16 ha of direct seedling by bush regeneration professionals

42,600 PLANTS

Planted by 8,120 school children

9,280 PLANTS

Planted by 285 volunteers



### Growth in bushland corridor

Increase in bushland area from 1,056 ha in 2010 to 1,117 ha in 2012. 6% growth in bushland in the Parklands since 2010.



### Restored Cumberland Plain Woodlands

1,000 ha of bush regeneration (control of weeds) undertaken by the Trust.

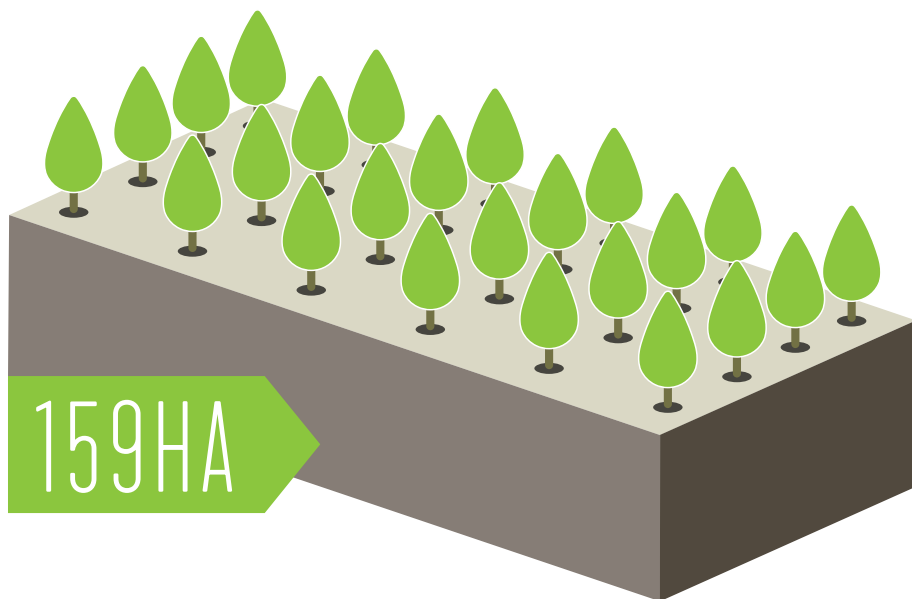
423 biobank credits created and 293 credits (25 ha of bushland) sold to manage the environment.

## 2. Achievements since 2010 continued

### Urban farming

#### Established new urban farming land

Identified 159 ha of land in the Horsley Park Precinct for future urban farming.



#### Created new leases for urban farming

Signed Agreement for Lease for 10 ha of land for glasshouse farming on the Great Western Highway, Eastern Creek.

Leased 5 ha of land for farming in the Horsley Park Precinct.

104 ha of land leased for farming, education and tourism at Calmsley Hill City Farm, Abbotsbury. Over 75,000 visitors per annum. 18 % growth in visitation since 2011.

### Culture and participation

#### Increased visitation to the Parklands including venues managed by tenants, events and program



Increase in visitors to the Parklands from 2009/10 to 2012/13

#### Increased visitation to recreational areas



Increase in number of visitors to recreational areas from 2009/10 to 2012/13

#### Increased number of people cycling in the Parklands



Increase in number of cyclist using the Parklands from 2009/10 to 2012/13

#### Introduced shelter bookings in 2011

577 bookings taken for shelters at Plough and Harrow and Lizard Log since 2011

## Parklands development and management

### Increased recreational community based events held at the Parklands

367% ↑

Increase in number of people coming to the Parklands for recreational community based events from 2009/10 to 2012/13.

This includes cross countries, school events, orienteering, cycle and walking clubs, and Warrior Run event.

### Increased number of people visiting main venues (managed by others) in the Parklands



Increase in number of people visiting key venues managed by others in the Parklands from 2009/10 to 2012/13.

This includes Calmsley Hill City Farm, Sydney Motorsport Park, Western Sydney International Dragway, Sydney International Shooting Centre, Sydney International Equestrian Centre, Blacktown International Sportspark, Nurragingy, Junior Motorcycle Training Facility, and Treetop Adventure Park.

### New events delivered by the Trust

**Woof-fest** – a dog festival commenced in 2012 – Increase attendance of 50% attendees from 2012.

**Fresh from the West** – a food festival which commenced in 2012 – 4,000 people.

### Expansion of online community

Expanded online presence with upgraded Parklands website and increased use of social media.

### Increased income sources to manage the Parklands and provide new facilities

167%

increase in income generated to manage the Parklands from leases since 2010

This includes commercial billboards, Treetop Adventure Park, Wet'n'Wild, Junior Motorcycle Training Facility and Calmsley Hill City Farm.

### Commenced planning for Business Hubs

- Developed Business Hub strategy in consultation with Western Sydney Councils and business community.
- Horsley Park Business Hub – planning approval obtained and commercial arrangement for 21 ha industrial development on The Horsley Park in place.
- Eastern Creek Business Hub – planning assessment underway for 17 ha development on Rooty Hill Road South.

### Continued to manage the parks and tracks

#### Maintained parks, tracks and asset protection zones

\$1 million spent per annum on maintaining, cleaning and mowing 106 ha of recreational areas, tracks and asset protection zones.

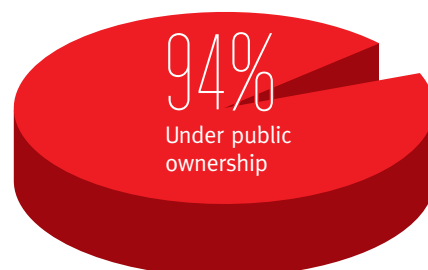
#### Waste Collection

210 tonnes of litter collected from the Parklands recreational areas per annum. 50 tonnes of dumped waste collected from the Parklands per annum.



### Increased public ownership of the Parklands

4,966 ha in the Parklands now in public ownership.



Since 2009, 176 ha of private land has been transferred to the Parklands into public ownership.

# 3 Parklands Development and Management

## 3.1 Sustainable Revenue Base

### Creating a Sustainable Revenue Base to Achieve the Vision

To foster the best use and care of one of the world's largest urban parks in a financially sustainable way, the *Plan of Management 2020* called for the Trust to create new business opportunities and specified the development of business hubs within the Parklands as one such opportunity. As set out in the *Plan of Management 2020*, the Trust proposes two percent of the Parklands for business hubs to generate income to develop and manage the remainder of the Parklands.

Working with local Councils, nine business sites have been identified since 2010 and these hubs will provide areas for business activity within the Parklands ranging from large format retail to industrial. The business hubs will be equally spread between Blacktown, Fairfield and Liverpool areas of the Parklands. According to the criteria for their land use, this activity will cater for local and regional needs and complement other businesses in the region. The proposed business hubs are subject to the planning assessment process and require approval from the relevant consent authority before development can commence.

After extensive consultation, the planning for the first two business hubs at Eastern Creek and Horsley Park have been progressed. A commercial agreement for the development of the Horsley Park Business Hub has been reached and the Eastern Creek Business Hub development is at the planning assessment stage.

It is anticipated that by 2020 the long-term lease income from the business hubs will be the single most significant contributor to the Trust's funds. In addition, three proposed tourism hubs (one percent of the Parklands) as identified in the *Plan of Management 2020* in Prospect, Bungarribee and Bringelly Road, as well as other recreational revenue sources will also make a contribution to funding the Parklands recreational development and operations.

## 3.2 Consultation

### Community and Stakeholder Input in Defining Revenue Opportunities

Stakeholder and community consultation is a priority during all stages of business hub selection and development. In this way, the Trust has engaged with residents, business and civic groups, as well as the three local councils and the broader community.

As stated in the *Plan of Management 2020*, to take the business hubs forward the Trust established Consultative Committees with Liverpool, Fairfield and Blacktown City Councils in 2011 to explore locations and land uses for the business hubs. The result of these consultations can be seen in the following sections which define the nine sites.

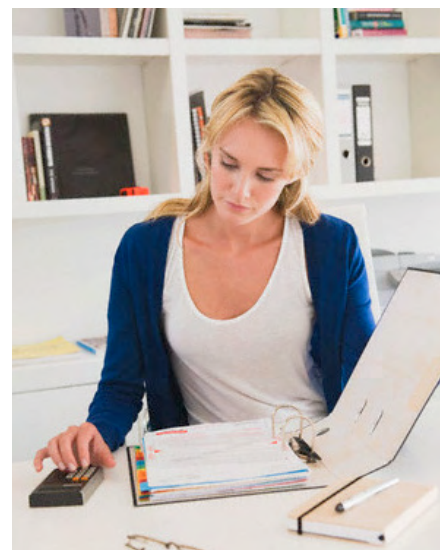


Further community input has also been sought as part of the prioritised development of the Eastern Creek and Horsley Park Business Hubs. This has included meetings with relevant industry and business groups, local heritage and environmental groups, and local schools, letterbox drops for residents in the immediate vicinity, local media briefings, and 'Have a Say' Day public events.

The Trust has also liaised with the relevant State Government agencies and utilities in identifying the business hubs.

## 3.3 Economic Contribution

### Economic Contribution of Business and Tourism Hubs to Western Sydney



In addition to providing a sustainable revenue base to fund the Parklands recreational, environmental and community programs, the proposed business and tourism hubs also contribute to the business and social outcomes of Western Sydney. It is estimated that the business and tourism hubs will provide about 8,800 local jobs in addition to current growth projections, (of which 2,000 are additional), whilst the value of additional economic activity (gross regional product) is estimated to be about \$2.2 billion to 2031 in Western Sydney. The tourism hubs will add an estimated 50,000 per annum international tourism visitor nights contributing to the tourism-related businesses in the Sydney metropolitan region.

At a broader scale, the additional employment located in the business and tourism hubs has been estimated to reduce the average commuter travel time (travelling to and from place of work) by over half an hour per day, a total of 1.1 million commuter hours per year, improving the efficiency of commuter travel time across Western Sydney.

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# 8,800

Estimated number of jobs the business and tourism hubs will provide

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# \$2.2B

Estimated additional economic activity (GRP) to 2031 in Western Sydney the business and tourism hubs will provide

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# 50,000

Estimated additional per annum international tourism visitor nights added by tourism hubs

## 3.4 Business Hub Locations and Potential Land Uses

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### Principles in identifying Potential Land Uses and Locating Business Hubs

The business hub sites are compelling choices with low ecological value, close proximity to major road infrastructure (M7 and M4 Motorways, Great Western Highway and arterial roads) compatible land uses and with capacity to provide opportunities for local jobs and well located business environments.

The principles guiding their selection from more than 30 sites considered in consultation were specified in the *Plan of Management 2020* Land Use Framework:

1. Land uses should generate an appropriate commercial return and also add to the amenity of adjacent communities.
2. Land uses must generate additional employment and training opportunities for local and regional communities.
3. Development must be undertaken in a manner that will minimise the environmental impact of such development.
4. The development of business hubs will only be permitted to occur on sites with low environmental and recreational values.

In addition, two further principles have been added through the consultation process:

5. Business hubs are to be located to take advantage of existing and new infrastructure investments and assets, such as the Sydney metropolitan road network (eg. motorways) and existing and new utility services (eg. Bungarribee lead-in sewer).
6. Business hubs are to be located to complement existing and proposed centres and employment areas in Western Sydney. In line with these criteria, the highest value occupants of the business hubs will be businesses not only providing a good return to the Trust, but which also maximise local job creation opportunities and economic activity to the region.



### 3.5 Land Use Framework Updated

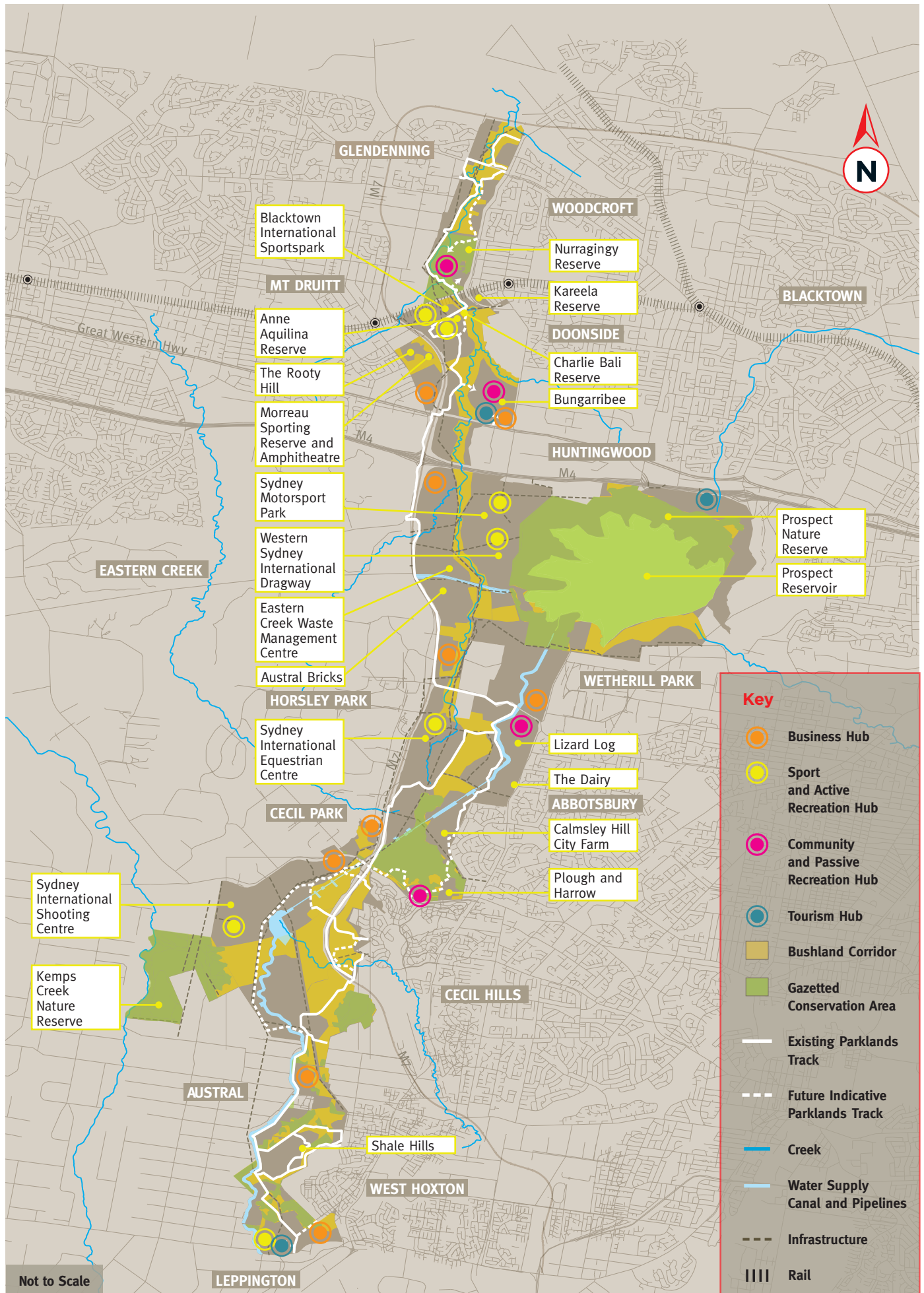
The Parklands land use framework plan (Figure 1) identifies the various activity hubs, linkages, environmental conservation and infrastructure to 2020.

This plan has been updated from the original in the *Plan of Management 2020* to reflect the identification of the nine business hubs within the Parklands, which together will comprise a maximum of two per cent of the land available.





Figure 1 Parklands Land Use Framework Plan



### 3.6 Precinct Management Guidelines Updated

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The *Plan of Management 2020* identified 16 Precincts within the Parklands each with its own character and land uses. The precinct management guidelines have been updated from the *Plan of Management 2020* to reflect the identification of the nine business hubs, outlining the location of the hub, the site characteristics, potential land uses and discussion on why the site is suitable for a business hub. Although land uses for the business hubs have been proposed, further planning and market viability analysis and consultation will be required to confirm the most suitable land uses for the sites.

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Business hubs are estimated to contribute about \$2.2 billion to the Western Sydney economy over 20 years, as well as providing positive social outcomes of having more local employment opportunities.

#### Business Hubs: Context and Location

As indicated previously nine business hubs have been identified as a result of investigations and consultations with local councils, communities and state government agencies since early 2011. The recently finalised locations of these sites are provided in the following pages, along with information relevant to their selection regarding appropriateness of site for a business hub, environmental impact and employment opportunities as specified in the *Plan of Management 2020*.

For the purposes of this supplement, the Parklands business hubs have been grouped according to their local government areas:

##### Blacktown LGA:

Eastern Creek, Bungaribee,  
Light Horse Interchange

##### Fairfield LGA:

Horsley Park, Horsley West,  
Wallgrove Road

##### Liverpool LGA:

Elizabeth Drive, Fifteenth Avenue,  
Bringelly Road

The nine business hubs sites will be established between now and 2020 to contribute to generating \$10 million per annum by 2020 growing to \$20 million per annum over the long term, to service the environmental, recreational facilities and activities of the Parklands.

The business hub sites will be of varying sizes, with differing environmental characteristics, infrastructure and potential land uses. As with the management approach to the Parklands' different precincts, the variations mean management guidelines and land uses have been tailored to cater for each site individually.

However, there are a number of broad management guidelines and constraints that will cover all business hub sites defined in this supplement, including;

- The need to work closely with local councils and state government agencies on issues such as public transport, utility services, water management safety, access and signage, pedestrian paths and cycle ways, and economic development;
- The need to work closely with infrastructure and utility providers to manage existing and new infrastructure services, in terms of access, security, public safety and other operational requirements;
- The requirement for the Trust to manage and maintain the lands in the Parklands as defined by the *Western Sydney Parklands Act*. Properties within these business hubs will be made available under long-term commercial leases or similar arrangements in accordance with Parklands Development and Management objectives;
- That the total area of the defined business hubs comprise two per cent of the Parklands' total area, while tourism hubs one per cent of the Parklands;
- The requirement that any Parklands business hub developments will complement and respond to the surrounding land uses, both existing and proposed; and
- The intended business activity will need to meet existing and projected future market demand in Western Sydney.
- Prior to proceeding with the implementation of a business hub, a detailed planning assessment, economic and market analysis and consultation with local Councils, relevant State Government agencies and the community will be undertaken.

# Blacktown LGA Hubs

## Eastern Creek, Bungaribee, Light Horse Interchange

The northern reaches of the Western Sydney Parklands lie within the Blacktown Local Government Area and border the North West Growth Centre and the Western Sydney Employment Area. Three business hubs have been identified in this region: Eastern Creek, Bungaribee and Light Horse Interchange.

Each of these sites benefit from proximity to infrastructure and roads. In the case of Eastern Creek and the Lighthorse Interchange, the appeal of sites is enhanced by high visibility of the sites from the motorways. Bungaribee has good visual and vehicular access from the Great Western Highway.

A detailed planning assessment and economic/market analysis will confirm the land uses and scale of each business hub discussed in this section.

### Eastern Creek (Precinct 3)

**Location:** Rooty Hill Road South, Rooty Hill. Adjacent to M7 Motorway and Great Western Highway.

**Site Characteristics:** A largely flat site separated from the rest of the Parklands by the M7 Motorway, it is situated halfway between the Regional Cities of Penrith and Parramatta. The site is located adjacent to residential and is bound by the M7 Motorway and Great Western Highway providing good regional access to the site.

**Potential Land Uses:** Large format retail, bulky goods premises, retail and business premises, tourist and visitor accommodation.

**Addressing Business Hub Principles:** Eastern Creek is one of two priority business hub sites identified for its strong potential for commercial development and low environmental and recreational value relative to other areas in the Parklands. The large flat nature of the site makes it suitable to accommodate large format buildings. The site is well located to take advantage of passing traffic on the arterial road network, as well as accommodate heavy vehicle movements. The site will generate a diversity of employment opportunities.

### Bungaribee (Precinct 4)

**Location:** The junction of the Great Western Highway and Doonside Road, Bungaribee.

**Site Characteristics:** The site is a wide open landscape located adjacent to the proposed 50 ha Bungaribee Community and Recreational Hub and Tourism Hub which is currently being developed by the Trust. The site has good visual exposure from the Great Western Highway and Doonside Road, as well as excellent vehicular access from the Great Western Highway (new intersection completed) and the broader arterial road network.

**Potential Land Uses:** Tourist and hospitality related retail, tourist and visitor accommodation, warehouse or distribution and transport related services.

### Addressing Business Hub Principles:

Bungaribee has been identified as an ideal site in the Parklands for a business hub. The proposed land uses will complement the recreational and tourism development being planned for the site and provide for the existing and new communities in the region. It has very good vehicle access from both the Great Western Highway and Doonside Road and a pleasant outlook over the Parklands. A newly built intersection on the Great Western Highway providing access to the site, as well as the construction of a lead-in sewer by Sydney Water will accommodate the needs of this business hub. Along with the tourism and recreational hubs in Bungaribee, the proposed business hub will provide significant and diverse employment opportunities to the local community.

### Light Horse Interchange (Precinct 6)

**Location:** Corner of M4 and M7 Motorways, Eastern Creek

**Site Characteristics:** A large flat site located along the M7 and M4 Motorways and at the Light Horse Interchange. The site is adjacent to Eastern and Reedy Creeks making parts of the site flood affected. The site is located adjacent to the Eastern Creek Motor Sports precinct as well as the Eastern Creek Waste Management Centre to the south. The Western Sydney Employment Area and the former Eastern Creek Quarantine Animal Facility is located to the west and north-west of the site respectively.

**Potential Land Uses:** Industrial and/or infrastructure.

**Addressing Business Hub Principles:** Although this business hub is located adjacent to the M7 and M4 Motorways the site is landlocked and requires a significant investment to capitalise on the site's full potential. The site does not have significant ecological value. There is the potential for an innovative industrial facility to be located on this site to complement the proposed development in the Western Sydney Employment Area, the former Eastern Creek Quarantine Animal Facility being developed for industrial and the Eastern Creek Waste Management Centre.



**Figure 2 Blacktown LGA Business Hubs**



## Fairfield LGA Hubs

### Horsley Park, Horsley West, Wallgrove Road

The central swathe of the Western Sydney Parklands lies within the Fairfield Local Government Area. It comprises significant urban farming, tourism, environmental, and recreational facilities.

The three business hub sites identified after extensive consultation in this region have been designated for uses such as industrial and transport related services (eg. transport rest stops, service stations, truck stops, ancillary food outlets), which will complement existing local businesses while generating funds for future Parklands growth and maintenance.

A detailed planning assessment and economic/market analysis will confirm the land uses and scale of each business hub discussed in this section.

#### Horsley Park (Precinct 9)

**Location:** Corner of The Horsley Park and Cowpasture Road, Wetherill Park

**Site Characteristics:** Corner site located adjacent to regional arterial roads (The Horsley Park and Cowpasture Road) and the Wetherill Park industrial area. The site slopes to the east and is bordered by the Upper Canal. The site is located adjacent to the Horsley Park Urban Farming Precinct being progressed by the Trust which will see over 159 ha of land for commercial farming in the Parklands.

**Potential Land Uses:** Industrial, warehouse or distribution facilities and transport related services.

**Addressing Business Hub Principles:** The second of the two hubs to be given priority for development, Horsley Park, has limited conservation value and sits adjacent to the Wetherill Park industrial area. The hub will complement the existing industrial development at Wetherill Park. The site has good access to infrastructure, meaning the costs of development will be relatively low. The site also has good road exposure.

#### Wallgrove Road (Precinct 11)

**Location:** Corner of Wallgrove and Cecil Roads, Cecil Park

**Site Characteristics:** The relatively flat site provides excellent exposure for business, lying adjacent to Wallgrove Road, which is parallel to the M7 Motorway. It is 600 metres north of Elizabeth Drive, at the boundary between the Liverpool and Fairfield local government areas.

**Potential Land Uses:** Warehouse or distribution facilities and transport related services.

**Addressing Business Hub Principles:** The hub is located close to the regional arterial road network, therefore providing good vehicular access to and from the site and providing excellent exposure for businesses from passing traffic. The site also provides for good access for heavy vehicles. The site has low environmental and recreational value relative to other areas in the Parklands and is cut off from the Core Parklands Corridor by the M7 Motorway, Wallgrove Road and Elizabeth Drive.

#### Horsley West (Precinct 9)

**Location:** Redmayne Road, Horsley Park

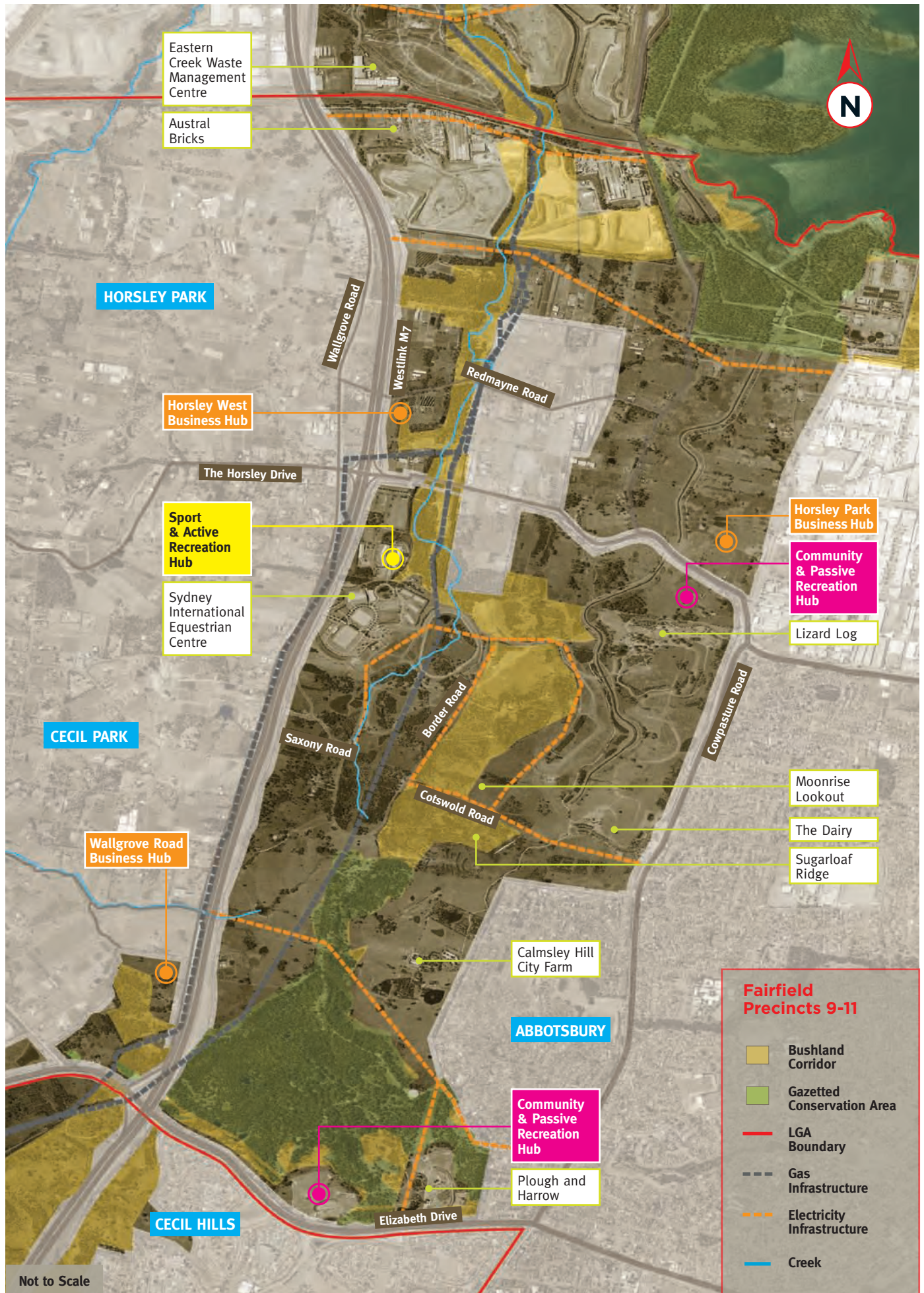
**Site Characteristics:** The site is rectangular in shape, bounded by M7 Motorway to the east and The Horsley Park to the south. It is located two kilometres west of the Wetherill Park industrial area. The site presents with a moderate slope and is located adjacent to the Horsley Park Urban Farming Precinct in the Parklands.

**Potential Land Uses:** Warehouse or distribution facilities and transport related services.

**Addressing Business Hub Principles:** This hub sits immediately east of the M7 Motorway providing good visual exposure, and is two kilometres to the west of the Wetherill Park industrial area. The site is well serviced by The Horsley Park to the south of the site and the M7 Motorway to the west.



**Figure 3 Fairfield LGA Business Hubs**





# Liverpool LGA Hubs

## Elizabeth Drive, Fifteenth Avenue, Bringelly Road

The Parklands' southern section is part of the Liverpool Local Government Area. It will accommodate three business hubs at Elizabeth Drive, Fifteenth Avenue and Bringelly Road. In the case of the Elizabeth Drive and Bringelly Road Business Hubs they will form part of a broader sports and active recreation hub in the Parklands.

Fifteen and Bringelly Roads Business Hubs are located on key roads to the South West Growth Centre (300,000 new residents) and therefore will become major gateway sites to the Austral and Leppington North areas expected to deliver 17,000 new homes and a population of 54,000.

A detailed planning assessment and economic/market analysis will confirm the land uses and scale of each business hub discussed in this section.

### Elizabeth Drive (Precinct 14)

**Location:** Elizabeth Drive, Cecil Park  
**Site Characteristics:** On the southern and northern side of Elizabeth Drive, the Elizabeth Drive Business Hub is a hilly site, which forms the northern boundary of the Fairfield and Liverpool local government area. The site is located on Elizabeth Drive, a major east-west arterial road. The site has visual exposure from Elizabeth Drive and is well located to take advantage of passing traffic. The site is the northern most boundary of the South West Growth Centre. The surrounding area has seen significant residential development on greenfield sites and will continue with the proposed future development at Austral and Leppington North.

**Potential Land Uses:** Transport related services, tourist and visitor accommodation.

**Addressing Business Hub Principles:** The location and proximity to the South West Growth Centre and the proposed Sport and Active Recreation Hub and Tourism Hub in the Parklands is likely to ensure it generates a good commercial return at the same time as meeting growing local demand for transport related services. The development of this hub will occur in line with the future development of the surrounding area.

### Fifteenth Avenue (Precinct 15)

**Location:** Fifteenth Avenue, West Hoxton  
**Site Characteristics:** This softly sloping site has good road access, visual exposure and infrastructure. The site is north of an established small neighbourhood retail area and residential areas and strategically positioned between the residential development growth in the east at Middleton Grange and West Hoxton and the proposed residential growth of Austral to the east and North Leppington to the south west. The site is located adjacent to Kirkpatrick and Boyland Park.

**Potential Land Uses:** Retail, office premises, business premises, tourist and visitor accommodation, small scale health facilities (eg. medical centre, community health service facilities), childcare.

### Addressing Business Hub Principles:

This proposed hub is a significant gateway site, positioned between two significant residential growth areas. The proposed land uses will service the local market needs and build on the existing neighbourhood shops located opposite on the Fifteenth Avenue and may function as a park and ride for commuters. The hub will propose land uses that are compatible with the proposed neighbourhood centres in Austral.

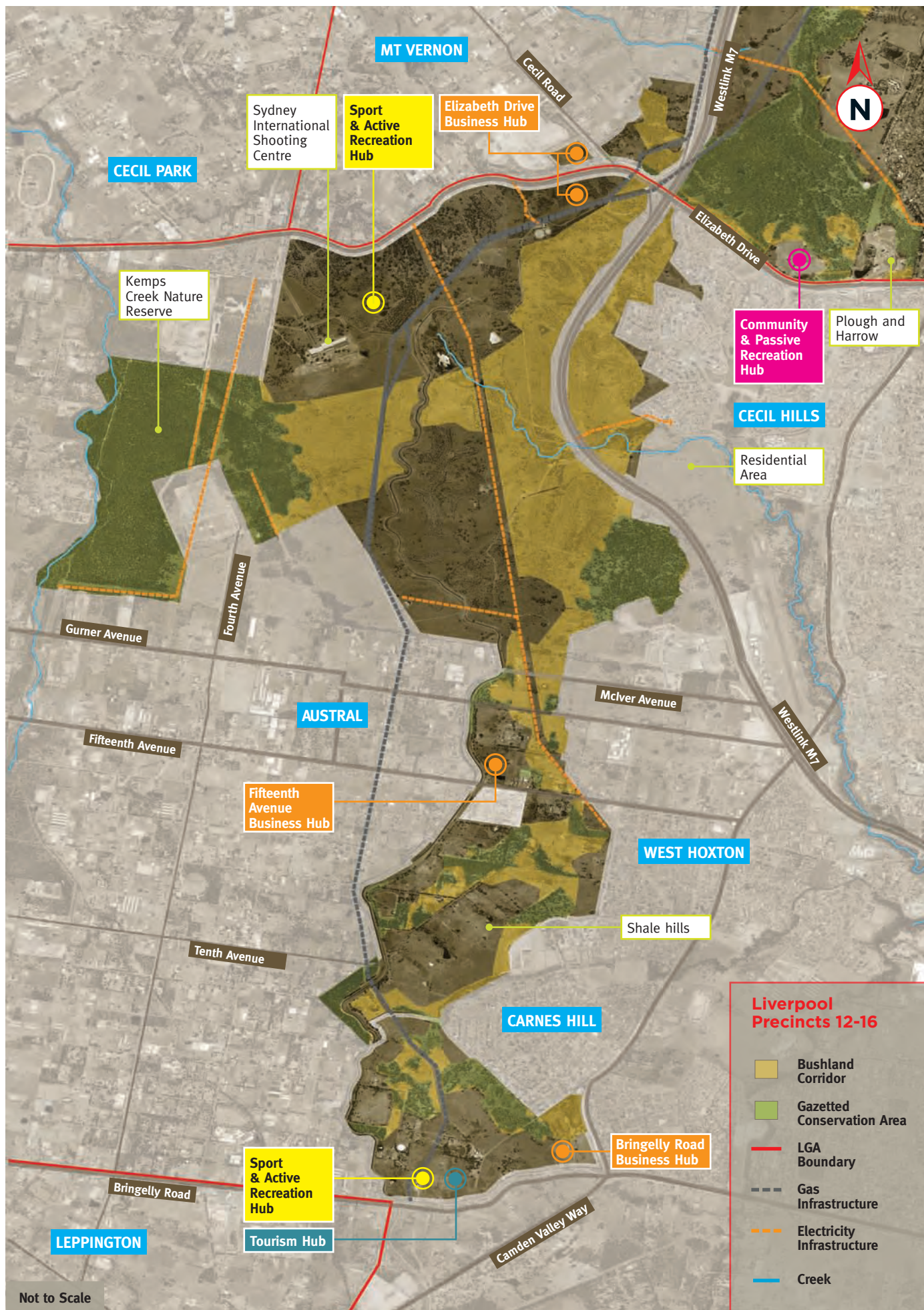
### Bringelly Road (Precinct 16)

**Location:** Bringelly Road, Leppington  
**Site Characteristics:** The Bringelly Road Business Hub site is relatively flat and has excellent business exposure to high levels of regional and local traffic and good vehicular access from Bringelly and Cowpasture Roads. It forms the southern boundary of the Parklands and is bordered by the Carnes Hill and Horningsea Park residential areas. The site is located one kilometre to the east of the proposed Leppington rail station and Leppington Major Centre and adjacent to the proposed Sport and Active Recreation Hub and Tourism Hub in the Parklands. Bringelly Road is also being upgraded to service the regional traffic of this area.

**Potential Land Uses:** Large format retail, bulky good premises, warehouse or distribution facilities

**Addressing Business Hub Principles:** This proposed hub is a gateway site situated on a major arterial road network on Bringelly Road. The topography, large lot size, visual exposure and excellent position on the regional road network make it a suitable location for large format retail, bulky goods and warehouse/distribution with the potential to provide a variety of local jobs in close proximity to future residential. The proposed land use will complement the activities proposed for the Leppington Major Centre.

**Figure 4 Liverpool LGA Business Hubs**





## 3.7 Partnering to Create Other Revenue Opportunities

The Trust is working to partner with tourism and recreational operators to provide a diversity of high quality recreational activities across the Parklands to meet the needs of the growing regional population.



Pictured above  
Wet'n'Wild

Pictured opposite  
Tree Top Adventure Park

The Trust has already begun generating revenue for Parklands development and management through leasing opportunities for tourism operators and other facilities within the Parklands. These short and long-term leases are increasing the recreational activities available for visitors as well as contributing towards the ongoing sustainability of the Parkland's operation. The Trust is working to partner with tourism and recreational operators to provide a diversity of high quality recreational activities across the Parklands to meet the needs of the growing regional population.

In keeping with the Plan of Management's Parkland Development and Management objectives for 2020, these arrangements:

- deliver sustainable management of the Parklands Trust's assets;
- maximise the use and community benefits of existing and new leased assets in the Parklands;
- develop new business opportunities to support the management and further development of the Parklands; and
- allow for new infrastructure/utilities and achieving a balance between the recreation and aesthetic values of the Parklands and the infrastructure needs of external agencies.

### Tourism Hubs

As detailed in the *Plan of Management 2020*, one percent of the Parklands has been identified as future tourism hubs providing for a range of recreation, leisure, entertainment, education and nature based opportunities. These are located at Prospect, Bungaribee and Bringelly Road.

The first development to occur as part of the Prospect Tourism hub is the development of the 25 hectare Wet'n'Wild Sydney theme park on Reservoir Road, Prospect. It is expected that this \$115 million investment by Village Roadshow Ltd will create 300 full time jobs and attract nearly one million visitors to the Parklands

annually. In doing so, it will provide an economic boost for Western Sydney and be a major tourism attractor for the region. The 50-year lease is part of the one per cent of the Parklands allocated for tourism use according to the long-term Land Use Framework.

Planning for the Bungaribee Tourism Hub has commenced, while work on Bringelly Road hub will commence in the coming years in line with the development at Austral and Leppington North.

### Commercial Billboards

The Trust has identified ten locations throughout the Parklands for commercial billboards sites. The billboards are located on the edge of the Parklands adjacent to major arterial roads. The locations of these billboards are of low environmental and scenic landscape value and in areas which do not detract from the recreational values and facilities of the Parklands.

### Commercial Recreational Activities Supporting Parklands Recreational Hubs

The Trust will continue to partner with commercial operators to support its key recreational areas and to provide for an increase recreational experience. This includes:

#### Tree Top Adventure Park Located at Plough and Harrow

The Tree Top Adventure Park opened in the Parklands' Plough and Harrow East in 2012. The facility operated by Ecoline High Ropes and among other attractions has the longest flying fox in NSW strung through a patch of Cumberland Plain Woodland.



### **Plough and Harrow Cafe at Plough and Harrow**

Close to the Tree Top Adventure Park, the lease for the Plough and Harrow Café is managed by a commercial operator. The café/restaurant opened its doors at the site in late 2012 and complements the picnic facilities at the very popular park. The Trust has recently completed an upgrade to the park of over \$1 million, providing additional car parking, new landscape works and an upgraded playground.

### **Third Party Commercial and Community Events**

Hosting events arranged by a third party is another contribution to park activation and revenue generation. These events also attract new visitors to the Parklands and provide for another recreational activity. In 2013 the Parklands hosted its first 5-kilometre Warrior Dash, organised by Warrior Dash Australia, which drew thousands of spectators and participants to The Dairy. In addition, the Trust has begun hiring a purpose built pavilion and amphitheatre which accommodates 5,000 people at Lizard Log to corporates, community groups and residents.

### **Shelter and Venue Hire**

For a small fee, Parklands visitors can reserve a shelter at Plough and Harrow West, Plough and Harrow East and Lizard Log picnic grounds. This guarantees visitors facilities to the very popular picnic areas, as well as provides operating revenue to the Trust.

## **Funding the Environment**

### **Biobanking**

In 2011-12 the Trust entered into an agreement with the Minister for the Environment to sell its first biobanking credits on 23 ha at Cecil Park and 17 ha at Horsley Park as part of an ongoing involvement in the NSW Government's Biobanking scheme. The Trust has created 423 credits and sold 293 credits to date. Biobanking credits have been sold to the private sector and the Transport Construction Authority (TCA) as part of the South-West Rail Link.

The first year's credits generated substantial funds to go towards the Parklands environmental works at the Cecil Hill and Horsley Park sites. The Trust sees this mechanism as an important source of long term funds in addition to funds from other revenue sources (such as income from the business hubs) to ensure the achievement of the Environment and Conversation outcomes in the *Plan of Management 2020*.







# Next Steps

---

## 1. Continue to secure the long term income stream to fund the development and operation of the Parklands

Progress planning for the proposed nine business hubs and continue to engage with the community, business and stakeholders in the successful delivery of these hubs. In the short term, establish the Horsley Park and Eastern Creek Business Hubs. Prior to proceeding with the remaining business hubs, a detailed planning assessment, economic impact analysis on existing centres and market analysis on each business hub will be completed, along with continued consultation on the proposal.

## 2. Deliver the Tourism Hub Strategy

Progress the Bungarribee Tourism Hub. Commence planning for the Prospect and Bringelly Road Tourism Hubs.

## 3. Partner with other Parklands' operators

Continue to work in partnership with existing operators in the Parklands such as those operating in the Eastern Road (motorsports) Precinct and Sydney International Shooting and Equestrian Centres to increase visitation and make greater use of existing government assets.

## 4. Grow minor commercial activities to support recreational hubs, environmental initiatives and visitor programs

Continue to expand minor business development opportunities around recreational, environment, visitor programs and events (such as shelter and venue bookings and bike hire).

## 5. Continue to increase visitation to the Parklands

Continue to increase visitation by a minimum of ten percent a year including event audiences attending Trust organised events (eg. Woof-fest and Best from the West), volunteering and third party run events.

## 6. Deliver the Parkland's Five Year Activation Plan

Deliver the Trust's \$30 million, five year recreational capital works program to activate an additional five percent (250 ha) of the Parklands for passive recreation. This includes:

- improvements to the existing track network and landscape treatment in the north and south of the Parklands, including trail heads, car parking and signage,
- complete a walking and cycling network in Abbotsbury linking Plough and Harrow, The Diary and Lizard Log,
- a new 12.5 kilometre mountain bike track and associated infrastructure in Cecil Park,
- develop the first stages of the Bungarribee super park, including 20 ha of regional picnic and play facilities, a new four kilometre walking and cycling loop, car parking and a new entry and intersection on Doonside Road.

## 7. Deliver the Parklands' urban farming initiative in Horsley Park

Progress the Horsley Park Precinct Urban Farming master plan by securing commercial farming leases in the Precinct to deliver about 150 ha of farming land.









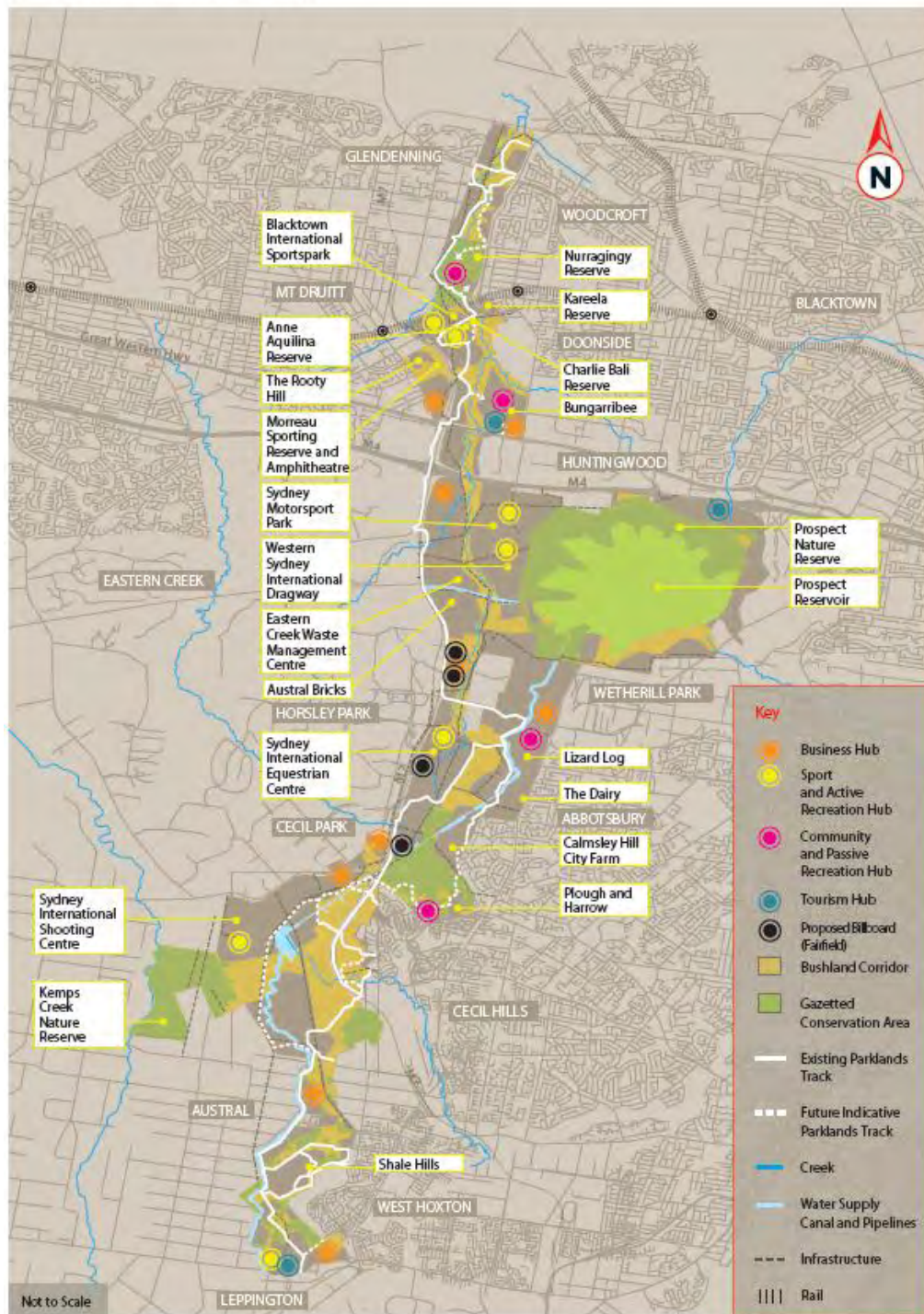






ATTACHMENT C

Figure 1 Parklands Land Use Framework Plan



**‘Parklands Land Use Framework Plan’ showing location of proposed billboard signs (Fairfield)**

Note: Plan sourced from ‘Amendment to Western Sydney Parklands Plan of Management 2020’, prepared by the Western Sydney Parklands Trust, and edited by Architectus

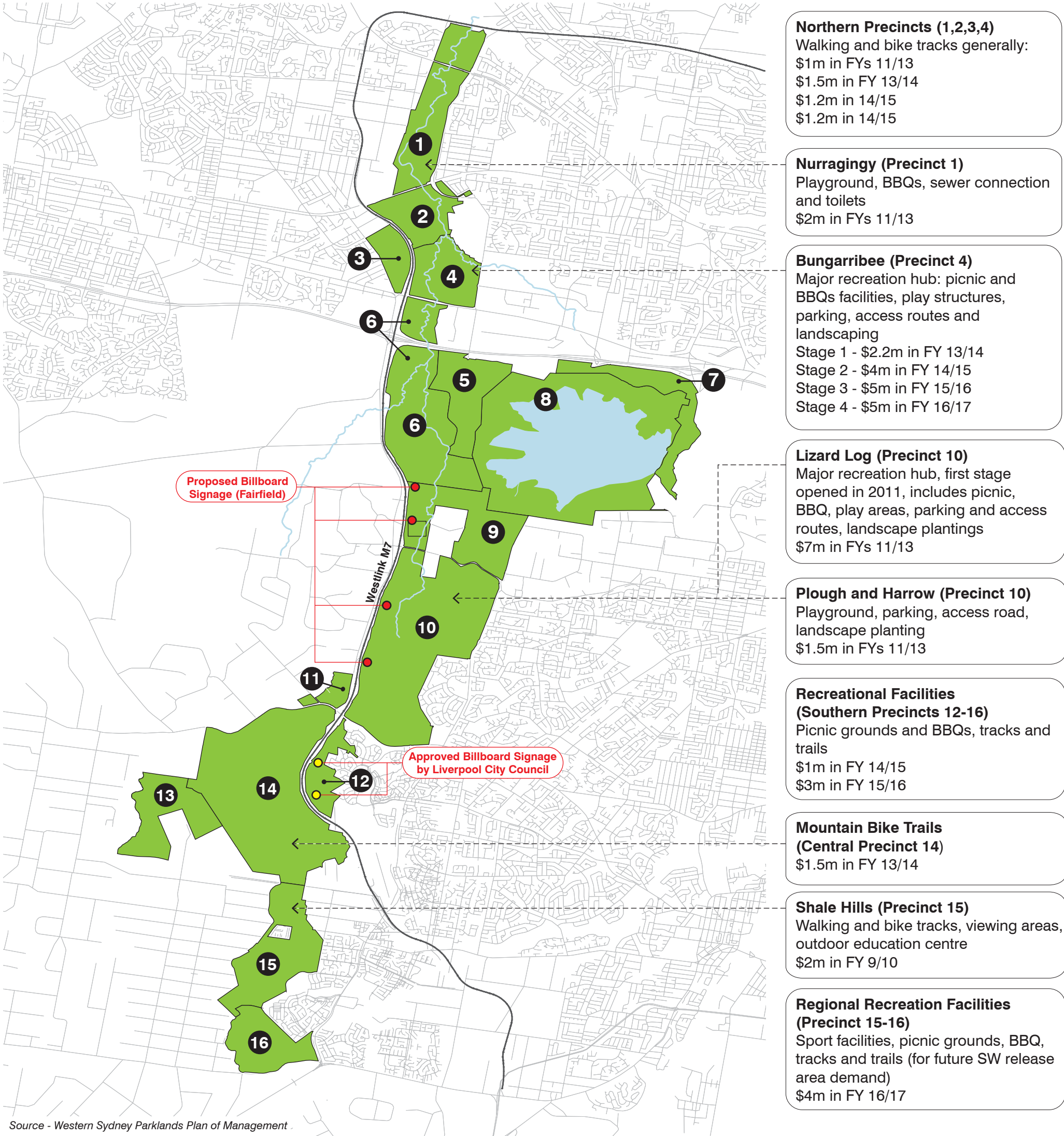


ATTACHMENT D

ATTACHMENT E

# Western Sydney Parklands Trust

Long term expenditure program (capital works and maintenance) against revenue of the M7 billboard signage



The following table represents the general expenditure over and above the proposed M7 billboard signage identified on the plan and table above.

Financial Year	11/12	12/13	13/14	14/15	15/16
Biodiversity works	\$0.75m	\$0.75m	\$0.75m	\$0.75m	\$0.75m
Recreational furniture, signage and minor structures	\$0.4m	\$0.4m	\$0.4m	\$0.4m	\$0.4m
Minor and ongoing asset renewal such as fencing	\$0.45m	\$0.45m	\$0.45m	\$0.25	\$0.25m

ATTACHMENT F

## WSPT M7 BILLBOARDS SITE 4

**144 WALLGROVE DRIVE,  
CECIL HILLS, NSW 2171**

### OBTRUSIVE LIGHTING INSPECTION REPORT

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<b>Issued For:</b>	INFORMATION	<input checked="" type="checkbox"/>
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	CONSTRUCTION	<input type="checkbox"/>

<b>Authorised By:</b>	IAN FOY
<b>Date:</b>	06 December 2013

PREPARED BY:

**WEBB AUSTRALIA GROUP (NSW) PTY LTD** ABN 48 050 056 712 [sydney@webbaustralia.com.au](mailto:sydney@webbaustralia.com.au) [www.webbaustralia.com.au](http://www.webbaustralia.com.au)  
LEVEL 4 828 PACIFIC HIGHWAY GORDON NSW 2072 AUSTRALIA T +61 2 9418 1444 F +61 2 9418 1191  
**CONSULTING ENGINEERS** ELECTRICAL LIGHTING MECHANICAL SECURITY COMMUNICATIONS AUDIO VISUAL  
ABU DHABI BRISBANE CANBERRA DOHA GOLD COAST MELBOURNE NEWCASTLE SUNSHINE COAST SYDNEY

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## 1. INTRODUCTION

The Western Sydney Parklands Trust has engaged the services of Webb Australia Group to produce this report to assess the compliance of the proposed M7 billboard lighting to Australian Standard AS4282.

AS4282 specifically addresses spill light and its obtrusive effects. AS 4282 "Control of the obtrusive effects of outdoor lighting" provides a basis for assessment of light trespass by defining what a resident can reasonably be expected to tolerate from a lighting installation in an adjacent property.



SITE PLAN

## **2. SURVEY**

Webb Australia Group (NSW) Pty Ltd have attended site and surveyed the location of the proposed M7 billboard in Cecil Hills and the nearby residence both in day time and night time conditions. The day time survey was undertaken on the Tuesday 26<sup>th</sup> November 2013 from 10.00am to 11.00am and the night time inspection was carried out on the same day with no moon and minimal stars visible in the sky dome between the times of 8:15pm to 9.00pm.

Illuminance measurements were taken using a recently calibrated Minolta Illuminance meter.

Vertical Illuminance measurements at approximately 1.5m height were taken within the residence property along the front edge of the residential dwelling facing north and the back of the proposed billboard.

In total 8 values were recorded along the length of the front of the residential at specific locations of importance such as windows and doors.

## **3. THE OBTRUSIVE LIGHTING STANDARD AS 4282**

Australian Standard AS/NZS 4282 - Control Of The Obtrusive Effects Of Outdoor Lighting provides guidelines to ameliorate the effects of light pollution in the vicinity of buildings. AS4282 specifically refers to the potentially adverse effects of outdoor lighting on nearby properties. (e.g. dwellings, hotels and hospitals). AS 4282 addresses the control of obtrusive light from road lighting in terms of the maximum allowable Illuminance Levels on prospective windows of residences and maximum Intensity at threshold directions affecting vehicular traffic.

- Residents may have difficulty in sleeping due to light entering bedroom windows or due to the direct view of bright light sources.
- Transport System Users may suffer from disability glare that reduces the ability to see objects in the environment and reduces the visibility of transport signalling systems.
- Astronomical Observation: Sky glow from lighting systems lightens the dark sky and reduces the ability to see the night sky. To the community this is a general loss of amenity but to astronomers this is a particular concern.

This report **DOES NOT** analyze the **COMPLETE** lighting installation with regards to the above requirement. In general it excludes Threshold Increment concerning the road users.



**Table 2.1 - AS/NZS 4282 - Control Of The Obtrusive Effects Of Outdoor Lighting**

<p align="center"><b>TABLE 2.1</b> <b>RECOMMENDED MAXIMUM VALUES OF LIGHT TECHNICAL PARAMETERS</b> <b>FOR THE CONTROL OF OBTRUSIVE LIGHT</b> (See Clause 2.7)</p>				
1	2	3	4	5
Light technical parameter	Application or calculation conditions (see also Figure 2.1 and Section 5)	Recommended maximum values		
		In commercial areas or at boundary of commercial and residential areas*	Residential areas	
			Light surrounds†	Dark surrounds‡
Illuminance in vertical plane ( $E_v$ )	<i>Pre-curfew:</i> Limits apply at relevant boundaries of nearby residential properties, in a vertical plane parallel to the relevant boundary, to a height commensurate with the height of the potentially affected dwellings. Values given are for the direct component of illuminance	25 lx	10 lx	10 lx
	<i>Curfewed hours:</i> Limits apply in the plane of the windows of habitable rooms of dwellings on nearby residential properties. In the absence of development (i.e. vacant allotment), the limits apply on the potentially affected property, in a vertical plane parallel to the relevant boundary, at the minimum setback permitted for a dwelling, to a height commensurate with land use zoning provisions. Values given are for the direct component of illuminance	4 lx	2 lx	1 lx
Luminous intensity emitted by luminaires ( $I$ )	<i>Pre-curfew:</i> Limits apply to each luminaire (irrespective of the number on a head frame) in the principal plane, for all angles at and above the control direction, when aimed in accordance with the installation design	Limits as determined from Table 2.2. Alternatively, the limits and method of assessment associated with curfewed hours may be applied, at the discretion of the designer (see Clauses 2.7.1 and 2.7.2)		
	<i>Curfewed hours:</i> Limits apply in directions where views of bright surfaces of luminaires are likely to be troublesome to residents, from positions where such views are likely to be maintained, i.e. not where momentary or short-term viewing is involved	2 500 cd	1 000 cd	500 cd
Threshold increment ( $TI$ )	Limits apply at all times where users of transport systems are subject to a reduction in the ability to see essential information. Values given are for relevant positions and viewing directions in the path of travel	20% based on adaptation luminance ( $\bar{L}$ ) of 10 cd/m <sup>2</sup>	20% based on adaptation luminance ( $\bar{L}$ ) of 1 cd/m <sup>2</sup>	20% based on adaptation luminance ( $\bar{L}$ ) of 0.1 cd/m <sup>2</sup>
<p>* Applies to residential accommodation in commercial areas or at the boundary between commercial and residential areas. The term 'commercial' is used as a generic description for zoning which provides for urban uses other than residential.</p> <p>† Where the affected property abuts roads that are lit to Category V5 or higher in accordance with AS/NZS 1158.1.1.</p> <p>‡ Where the affected property abuts roads that are lit to Category B1 or lower in accordance with AS 1158.1, or where there is no lighting.</p>				

The required lighting parameters are summarised in following table, extracted from AS4282:

<b>** Area Description Category</b>	<b>Illuminance (Lux)</b>	<b>Luminous Intensity (cd)</b>
	<b>Curfew (11pm-6am)</b>	<b>Curfew (11pm-6am)</b>
Commercial Areas adjoining Commercial & Residential Areas	4 lux	2,500 cd
Residential Areas - Light Surrounds	2 lux	1,000 cd
Residential Areas - Dark Surrounds	1 lux	500 cd

**Note:** The curfew figures are to be taken at the residence windows.

\* 2,500 cd figure should be used where viewer is within 25 metres of the luminaire.

\*\* The Categories (used by the Obtrusive Lighting Standard) are as defined in the Australian Street Lighting Standard AS 1158.

Luminous intensities must be determined directly from the photometric data for the luminaries used. Luminous intensity data is obtained from photometric tests conducted by a NATA certified laboratory.

## 4. SITE ZONING AND OPERATION

The proposed billboard on WSPT land south of Kosovich Place (East side) along the M7 orientated to southbound traffic may be zoned "In commercial area or boundary of commercial and residential areas" as defined by AS 4282 "Control of the obtrusive effects of outdoor lighting" Table 2.1.

The billboard floodlighting installation is expected to be in operation from dusk until dawn seven days a week.

Since these hours of operation extend beyond the 11.00pm curfew; the site is therefore subject to the AS4282 curfew requirements.

From the table in Section 3, it can be seen that the maximum allowable Illuminance is 4 lux & the maximum allowable Intensity is 2,500 cd.

## 5. OBTRUSIVE LIGHTING ASSESSMENT SUMMARY

Webb Australia Group has been advised that the proposed M7 site 4 billboard will have six (6) off 100W LED full cut-off asymmetric floodlights complete with 1.5m outreach arms evenly spaced along the top of the billboard.

The proposed lighting installation was checked for compliance with the Obtrusive Lighting Code AS4282 by comparing current vertical illuminance (lux) measurements taken at night along the adjacent property dwelling window plane and comparing it to simulated billboard lighting installation calculated vertical illuminance (lux) results.

These measurement were recorded in accordance with the standard & checked against the permissible levels, refer table below.

**Night Time Measured Illuminance Levels:**

Adjacent Dwelling Window Vertical Plane	Max. Illuminance (Lux) AS 4282 Curfew Requirement	<b>Maximum Measured Illuminance (Lux)</b>
North Facing Residential Dwelling Windows	4 lux	<b>0.28 lux</b>

**Calculated Illuminance Levels:**

Adjacent Dwelling Window Vertical Plane	Max. Illuminance (Lux) AS 4282 Curfew Requirement	<b>Maximum Measured Illuminance (Lux)</b>
North Facing Residential Dwelling Windows	4 lux	<b>0.36 lux</b>

As demonstrated from the comparison tables above, the present maximum measured vertical illuminance level along the residential dwelling window plane has only rising minimally as shown in the simulated maximum calculated vertical level table above. Please note the simulated vertical calculated results of the proposed billboard lighting installation on the neighbouring property dwellings are significantly below the 4 lux maximum allowed by the Obtrusive Lighting Code.

The intensity calculations were carried out using AGI 32 version 14.4.52.

The following has been assumed for Lighting Calculations carried out for installation compliance:

- A) As per the requirements of the standard the maintenance factor was taken as 1 to simulate the worst case scenario.
- B) For the purpose of the calculations the zone between proposed billboard and residence dwelling was considered free of trees and any other obstructions.
- C) Calculations of Illuminance on the Vertical Plane of the residential property were taken at 1.5 meters in height.
- D) All calculations are subject to accuracies and tolerances nominated in Australian and New Zealand Standards AS/NZS 3827.1:1998 and AS/NZS 3827.2:1998.
- E) Lighting Design Disclaimer: Webb Australia Group's Lighting Calculations and assessment have been produced using a computer model. While we use most sophisticated software, the programs operate within the limitations of the photometric data supplied by manufacturer, calculation algorithms and assumptions of the model. The results give an excellent indication of the relativity and magnitude of illuminance, however, it must be emphasised that the figures are derived from a model and the levels may not exactly correspond with actual site measurements. The calculations assume surface finishes and may not allow for actual reflectance and ambient light, or for shading or other blocking objects.

## 6. NIGHT TIME MEASURED ILLUMINANCE LEVELS

VERTICAL ILLUMINANCE READINGS ALONG RESIDENCE PROPOERTY WINDOWS (LUX)							
0.19	0.21	0.26	0.21	0.25	0.24	0.18	0.20

## 7. CALCULATED ILLUMINANCE LEVELS

VERTICAL ILLUMINANCE CALCULATIONS ALONG RESIDENCE PROPOERTY WINDOWS (LUX)							
0.22	0.29	0.36	0.26	0.28	0.30	0.24	0.25



## **8. CONCLUSION**

The proposed billboard signage lighting installation on the M7 site 4, Lot 14 DP 1021940, 144 Wallgrove Drive, Cecil Hills complies with the requirements of the Obtrusive Lighting Standard AS4282.

The impact to the neighbouring resident from the proposed billboard lighting installation would be extremely minimal as demonstrated by the lighting calculations above. Giving that existing trees between the proposed location of the billboard and the neighbouring resident were not included in the calculations it may be assumed that these existing trees would facilitate in screening the billboard lighting installation from the resident dwellings. Furthermore Webb Australia Group has been advised by the Western Sydney Parklands Trust that new proposed trees and vegetation will be planted between the proposed billboard and the neighbouring resident ensuring absolute minimal impact to the neighbouring resident's property from the proposed billboard lighting installation. As a further mitigating measure Webb Australia Group has proposed that the inclusion in the billboard construction of an opaque black coloured screening material along the full length of the top of the billboard between the floodlights and the neighbouring resident property would virtually eliminate any obtrusive glare to the neighbouring resident.

**ATTACHMENT G**

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# M7 Billboard Signage - Fairfield

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## Supplementary Visual Impact Assessment for Site 4 / Sign 4

9 January 2014

Prepared for Western Sydney Parklands Trust

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  
David Sainsbery  
Nominated Architect  
NSWARB 5551  
ARBV 13176



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# 1. Introduction and methodology

## Introduction and Scope

The Supplementary Visual Impact Assessment has been prepared by Architectus to determine the visual impact of the proposed billboard Sign 4 on the nearby residence. Concern was expressed at the JRPP meeting held on 24 October 2013 that the proposed billboard sign would have a significantly adverse visual impact on the outlook from the residence’s living areas. Photomontages have been prepared of the proposed sign as viewed from the residence and analysed in accordance with established criteria for visual impact assessment.

## Site location

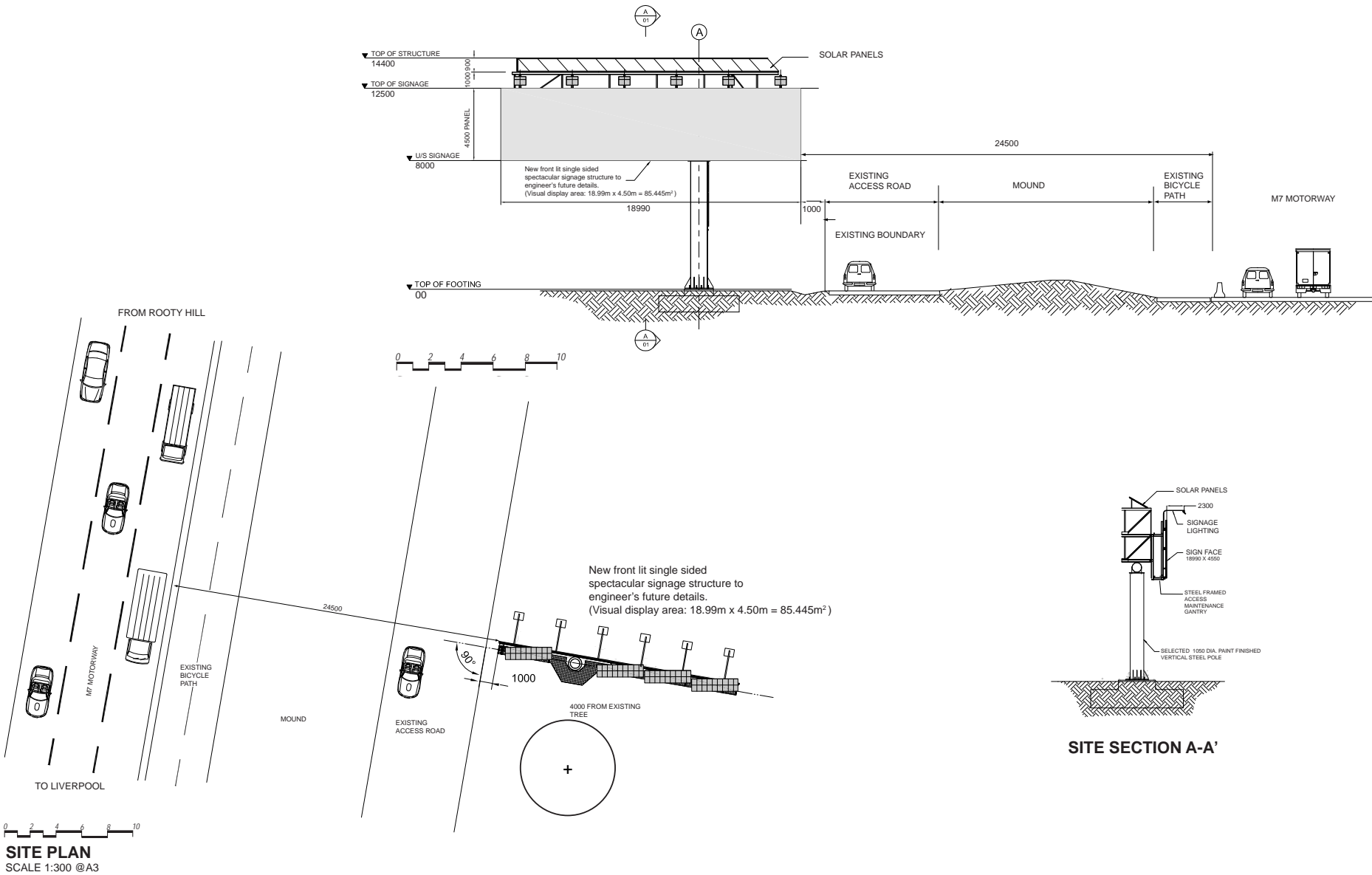
Proposed billboard Sign 4 is to be located at No. 144 Wallgrove Road, Cecil Hills, known as Lot 14 DP 1021940. This lot is adjacent to the existing residential property known as Lot 13 DP 1021940 that is in private ownership. The residential property comprises a main residence and granny flat.



**Site Location** (source: Google maps)

M7 Billboard at Lot14 DP 1021940

Adjacent Residential Property



**Proposed Billboard Plan, Elevation and Section**

# 1. Introduction and methodology

## Methodology

The Visual Impact Assessment has been prepared by the following process:

- Site visit to take photographs of the signage location and towards the proposed sign from the residence
- Obtain survey reference points and RLs for locations where computer visualisations and masked outline overlays are prepared (survey data obtained from LandPartners Built Environment Consultants) .
- Preparation of accurate computer 3D model of the proposal within existing views on surveyed locations.
- Preparation of accurate computer visualisations of the proposal for private views, based on surveyed information.
- Analysis of the visual impact for the detailed assessment including consideration of the location and quality of the proposal.
- Drafting of final report.

## Standards for photography

All individual photographs have been taken with a 50mm focal length lens. This is the accepted standard of the New South Wales Land and Environment Court for approximating the normal human depth of field, so that the size of the image approximates the size of the object as seen by the eye from the same location.

For these views, in order to show the context and breadth of view available from a single location, 50mm focal length photographs have been stitched together to create a panoramic view.

Preparation of the photo montages involved the following steps:

- Digital photographs were taken from each of the required viewpoints in the direction of the proposed development;
- Each viewpoint was surveyed for a precise location and reduced level (RL) by a surveyor;
- A computer generated 3D model of the proposed structure was prepared;
- The 3D model was inserted into the photographs from the key vantage points using the same 50mm focal length and the precise RL of the location (plus 1.6m to represent eye height)

The assessment and categorisation of visual impacts is based on the New South Wales Land and Environment Court Planning Principles and a qualitative assessment is set out under the following headings:

- Importance of the view;
- Visual impact.

The criteria are defined as follows.

## Importance of the view

The table below provides a definition of the categories used.

Importance of private views	Definition
High	Uninterrupted views of highly important or iconic elements from standing positions across from front or rear boundaries
Moderate-High	
Moderate	Views of some important elements which may have some lower expectation of retention, such as those across side boundaries, seated views or partial views, views from bedrooms and service areas.
Low-Moderate	
Low	Views with few important elements, highly obstructed views or views where there can be little expectation of retention.

## Visual impact rating

The visual impact is a qualitative assessment of the impact of the proposal on the view. It includes consideration of:

- the quantitative extent to which the view will be obstructed or have new elements inserted into it by the proposed development;
- whether any existing view remains to be appreciated (and whether this is possible) or whether the proposal will make the existing view more or less desirable, or locations more or less attractive to the public;
- any significance attached to the existing view by a specific organisation;
- any change to whether the view is static or dynamic;

A description of the visual impact rating for each view has been provided, with a final categorised assessment of the extent of visual impact provided under the following categories:

Extent of visual impact	Definition
High	The proposal obstructs iconic elements or elements identified as highly significant within the existing view.
Moderate	The proposal obstructs some elements of importance within the existing view.
Low	The proposal obstructs minor elements within the existing view,
Negligible	The proposal will not be noticeable within the view without scrutiny.

A high extent of visual impact, however, is not necessarily unacceptable. This may be the case when a proposal contributes to the desired future character of an area that may be different to the existing character. The overall acceptability of the proposal and its visual impacts is discussed in Chapter 4 - Conclusions and Recommendations.

# 2. View Assessment

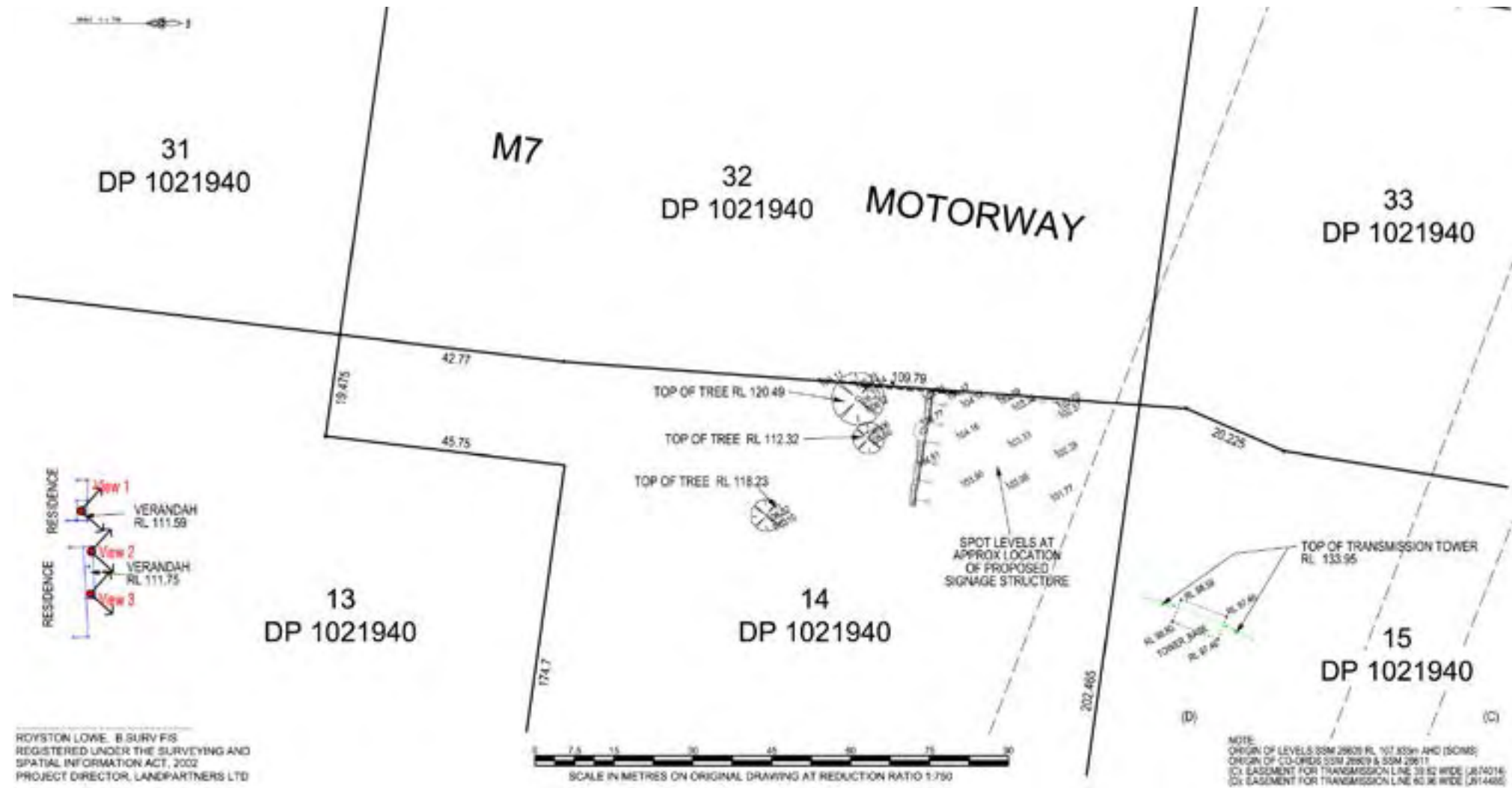
## View Locations

Photos are taken from the view point required by the residents. They are:

- View 1 - view from the verandah of the granny flat
- View 2 - view from the west end of the main verandah
- View 3 - view from the east end of the main verandah

## Existing Infrastructure

The panorama below shows the existing buildings and transmission towers that are visible from the verandah of the residence towards the location of the proposed billboard sign. Within this context the proposed sign will not dominate the view.



View Locations (source: LandPartners Built Environment Consultants)



Panorama from verandah of residence showing visible buildings and structures



# 2. View Assessment

View 1 - from the verandah of granny flat

Distance to proposal	approx. 160 metres
Importance of private views	Low
Extent of visual impact	Negligible



View 1 - Existing



View 1 - Proposed sign in existing landscape



View 1 - Proposed sign with proposed landscaping

12m large shrubs 30-50m tree canopies



# 2. View Assessment

View 2 - from the west end of the main verandah

Distance to proposal	approx. 160 metres
Importance of private views	Low
Extent of visual impact	Negligible



View 2 - Existing



View 2 - Proposed sign in existing landscape



View 2 - Proposed sign with proposed landscaping

12m large shrubs 30-50m tree canopies



# 2. View Assessment

View 3 - from the east end of the main verandah

Distance to proposal	approx. 160 metres
Importance of private views	Low
Extent of visual impact	Negligible



View 3 - Existing



View 3 - Proposed sign in existing landscape



View 3 - Proposed sign with proposed landscaping

12m large shrubs 30-50m tree canopies



# 3. Mitigation Measures and Conclusion

## Mitigation Measures

Despite the 'negligible' visual impact a proposed landscape plan has been prepared by Architectus to provide visual screening to the billboard sign from the residence, should this be required by the consent authority.

Dense groups of trees and shrubs are going to be planted to screen the proposed billboard sign from the residence. Large canopy trees are approx. 40-50m tall at maturity and large shrubs up to 12m tall.

## Conclusion

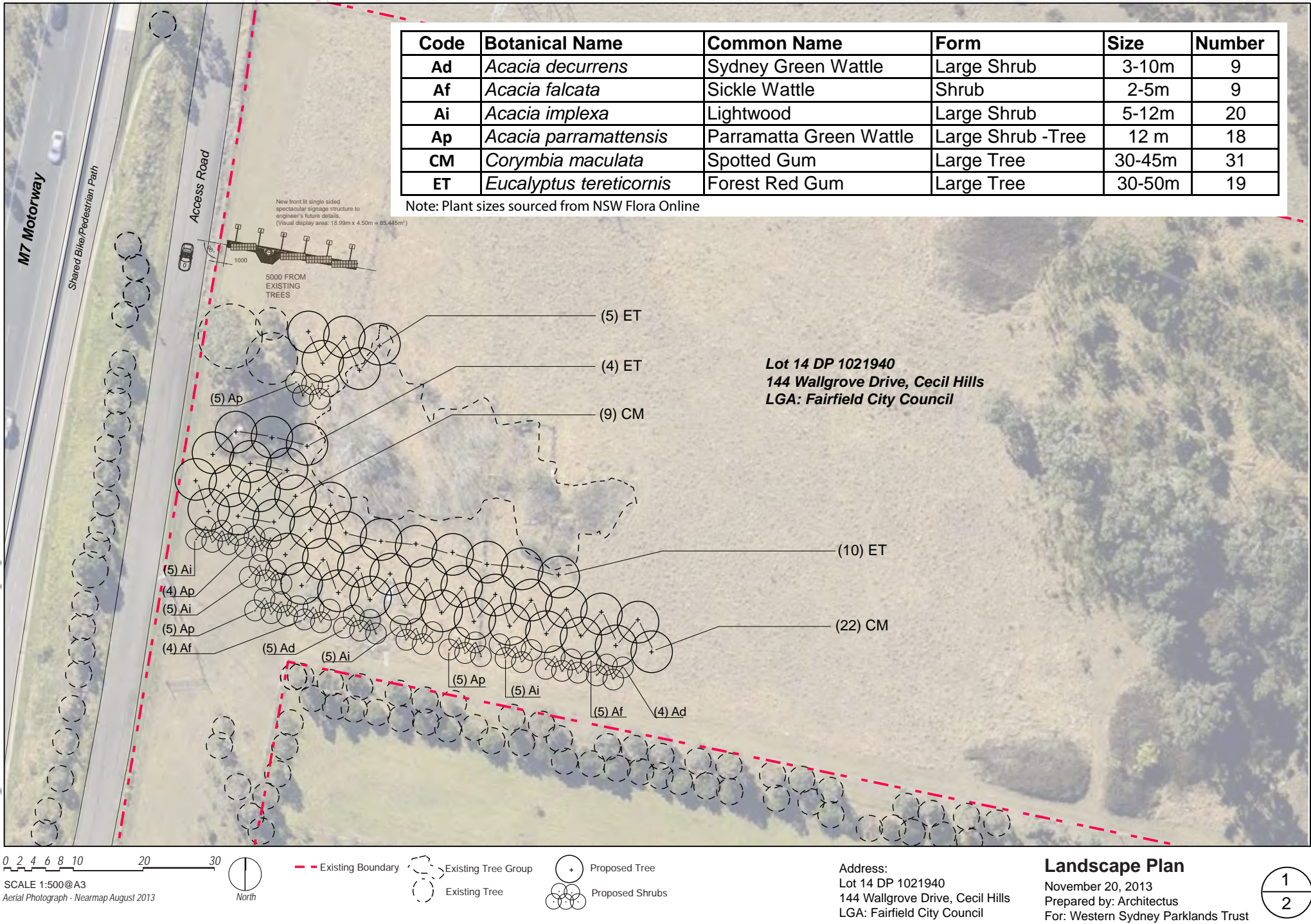
The Supplementary Visual Impact Assessment has been prepared by Architectus to determine the visual impact of the proposed billboard sign on the nearby residence. Concern was expressed at the JRPP meeting that the proposed billboard sign would have a significantly adverse visual impact on the outlook from the residence's living areas.

Three photomontages were prepared of the proposed view: two from the verandah of the main residence and one from the verandah of the granny flat. Survey information was used to prepare accurate photomontages of the proposed sign.

The criteria for assessment of importance of views and visual impact rating are derived from the NSW Land and Environment Court Planning Principles. Photography was taken using a 50mm focal length lens which is the accepted standard of the Land and Environment Court for approximating the normal human depth of field.

The resulting photomontages show that the proposed sign will hardly be visible from the primary and secondary residences because the sign is consistent with the height of existing vegetation and because it will be mostly screened by this vegetation. The photomontages also demonstrate that within the context of the full panoramic view the sign will not visually dominate as there are buildings and transmission towers as part of the outlook. Accordingly the 'Importance of Private Views' has been categorised as "Low" and the 'Extent of Visual Impact' has been categorised as 'Negligible' in accordance with the criteria.

Despite the negligible visual impact of the proposed sign, a proposed landscape plan has been prepared as a mitigation measure which proposes dense screen planting of shrubs and trees to screen the view of the sign from the residence, should the consent authority wish to apply this as a condition of consent.



Landscape Plan



ATTACHMENT H



ATTACHMENT I



## ATTACHMENT J

## Material tabled at JRPP Meeting on 24/10/2013 by Architectus

**A. Overview**

The DA for the billboard signage was lodged to Fairfield City Council on 1 February 2013. Given the amount of time that has elapsed without a determination of the DA, it was referred to the JRPP on the request of the Western Sydney Parklands Trust (Trust) as the Applicant.

The boundary to the parklands along the M7 motorway is 22km long and is a “working parkland”. It contains recreation uses, natural habitat, commercial uses, market gardens, greenhouses and business hubs in planned locations.

**B. Strategic and statutory basis in support of the proposed signs in legislative framework and Government policy**

- 1) Introduction – The Western Sydney Parklands operates under three key statutory tools:
  - a) *The Western Sydney Parklands Act 2006* – which was gazetted in December 2007 and sets out the boundaries of the Parklands and establishes a Trust to manage the majority of lands within the Parklands.
  - b) *State Environmental Planning Policy (Western Sydney Parklands) 2009* – which puts in place planning controls that enable the Trust to develop the Parklands into a multi-use urban parkland for the region of western Sydney.
  - c) *The Western Sydney Parklands Plan of Management 2020* – was adopted by the Minister for Western Sydney on 25 January 2011. A *Draft Supplement to the Western Sydney Parklands Plan of Management 2020 (September 2013)* has recently been on public exhibition. See attached extract.
- 2) The Western Sydney Parklands Act 2006 sets out the functions of the Trust. Under the Act the Trust has a key function “(j) 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.”
- 3) The Western Sydney Parklands Act 2006 specifies at Clause 23 “that the Trust is to prepare and maintain a plan of management for the Parklands. The plan of management is to:
  - a) *set out how the Trust proposes to exercise its functions in relation to the Parklands and the key issues for the Trust in doing so, and*
  - b) *identify the priorities of the Trust in exercising its functions having regard to the resources available to it, and*
  - c) *identify matters that are significant to the Parklands as a whole, including the following:*
    - i) *business and communication matters,*
    - ii) *proposals for income-earning activities*
- 4) Furthermore, the Western Sydney Parklands Act 2006 specifies in Clause 23 “that the Trust may prepare an amendment to the plan of management or a replacement plan of management”. The attachment identifies the use of commercial signage.
- 5) It needs to be emphasised that the Trust has been established as a self-funded government agency. The process of determining how best to be self-funding and generate funds to sustain the Western Sydney Parklands in the long term has not been a decision of the Trust’s Board – but rather has entailed reaching out to residents, businesses, governments and civic organisations to gauge the needs and wishes of those living and working in the vicinity of the Parklands. In this regard the Trust undertook extensive public

consultation with stakeholders to develop its Plan of Management to 2020, and this Plan formalises the Trust's 10 year vision for the enhancement of the Parklands and states that the Parklands be home to a wide range of uses:

- i) 40% dedicated to bushland
  - ii) 25% sport and recreation
  - iii) 22% long term infrastructure (water storage, electricity easements, gas sewerage)
  - iv) 10% urban farming
  - v) 2% Business hubs
  - vi) 1% Tourism
- 6) Further the Plan of Management 2020 specifies that to fully implement the Plan including developing facilities, programs and environmental initiatives, the Trust is developing an income stream of \$10 million per annum within the 10 year life of the Plan. In order to achieve this goal a significant portion of income will be derived from developing long term leases for business purposes on 2 percent of its land over the long term to be able to deliver its mandate to create the largest parkland in Australia.
- 7) Since the Minister's adoption of the Plan of Management in January 2011, the Trust has undertaken further targeted consultation with key stakeholders (including surrounding local councils), to develop the Draft Supplement to the Plan of Management 2020 (September 2013). This consultation process has led to the definition of nine business hubs outlined in the supplement to the Plan of Management 2020. Business activity will be fostered in these hubs with an emphasis on the best opportunities for land uses that complement existing and proposed non-Parklands business in the vicinity. Furthermore in Section 3.7 of the Supplement (September 2013) 10 locations have been identified through the parklands for billboard signage. These locations are adjacent to arterial roads and have low environmental and scenic landscape values which do not detract from the recreational values of the Parklands. See attachment.
- 8) To consider the billboard applications before the JRPP, it is important to assess these against the relevant statutory tools. These include the State Environmental Planning Policy (Western Sydney Parklands) 2009 and the Western Sydney Parklands Plan of Management 2020 (and any draft Amendments to this Plan).
- 9) It is important to appreciate that all land in the Parklands is unzoned as specified in Clause 9 of the SEPP. Furthermore a broad range of land uses may be developed without consent including amenity facilities; community facilities; depots; entertainment facilities; environmental facilities; environmental protection works; function centres; information and education facilities; kiosks; public administration buildings; recreation areas; recreation facilities (outdoor); restaurants or cafes; roads; signage (for directional, informative, or interpretative purposes); ticketing facilities. The only prohibited use in the Parklands is development for the purposes of residential accommodation. Any other use requires development consent. A billboard sign requires consent under the SEPP.

### C. Response to recommended reasons for refusal

Each reason for refusal in italics below is followed by our response.

- (a) It is considered that the proposed development would have an unacceptable impact on the physical and visual continuity of the Western Parklands as a scenic break in the urban fabric of western Sydney as stipulated under Matters for Consideration – Clause 12(g) pursuant to State Environmental Planning Policy (SEPP) Western Sydney Parklands 2009;*
- 1) We submit that the signs do not fragment the physical or visual continuity of the parklands corridor. The signs are located to the edge of the parklands and visually form part of the highway infrastructure. 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.
- (b) It is considered that the proposed development would not be consistent with the Western Sydney Parklands Plan of Management 2020 and associated precinct plans as*

*stipulated under matters for consideration - Clause 12(i) pursuant to SEPP Western Sydney Parklands 2009;*

- 2) Clause 12 (i) (i) of the SEPP requires consideration of the consistency with “any plan of management for the parklands, that includes the Western Parklands, prepared and adopted under Part 4 of the Western Sydney Parklands Act 2006”. The Draft Supplement to the Western Sydney Parklands Plan of Management 2020 (September 2013) has been adopted by the Trust Board and has recently been on public exhibition. Furthermore in Section 3.7 of the Supplement (September 2013) 10 locations have been identified through the parklands for billboard signage. These locations are adjacent to arterial roads and have low environmental and scenic landscape values which do not detract from the recreational values of the Parklands.
  
- 3) Clause 12 (i) (ii) of the SEPP requires consideration of the consistency with “any precinct plan for a precinct of the parklands, that includes the Western Parklands, prepared and adopted under that Part”.  
 Firstly it should be noted that Part 4 Division 4 of the Western Sydney Parklands Act 2006 provides for Precinct Plans, but to date there have been no such Precinct Plans prepared by the Trust and adopted under this Part. The Plan of Management contains plans suggestive of Precinct Plans. Essentially these plans depict the current/future character of the respective precincts – and these will be amended in the Supplement to the Plan of Management. For example Horsley Park has a Farming Master Plan which will be reflected in the Supplement
  
- 4) The Draft Metropolitan Strategy for Sydney to 2031 contains the most recent Government directions for the parklands. 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.

*(c) It is considered that proposed Sign 4 would have an unacceptable impact on the residential amenity to the adjoining residential property as stipulated under matters for consideration - Clause 12(j) pursuant to SEPP Western Sydney Parklands 2009;*

- 5) There would be only minor visual impact of Sign 4 on the existing residence due to:
  - a) The intervening distance (155 metres) and trees which will at least partially obscure the view of the sign;
  - b) The signage content and illumination is facing away from the residence;
  - c) The signage structure will be painted in a receding colour;
  - d) The prevailing outlook of the residence to a transmission line and highway infrastructure.

The Trust is agreeable to add further planting to screen this sign if necessary, or to any other sign the Panel considers necessary

*(d) It is considered that the proposed development would impact on significant views as stipulated under matters for consideration – Clause 12(k) pursuant to SEPP Western Sydney Parklands 2009.*

- 6) We submit that there are no significant views in the parklands affected by the proposed billboards. The signs are sited in areas of the parklands with low scenic value. Moreover, views of the signs from elsewhere in the parklands are limited because the signs are visually contained by ridges and existing trees.

*(e) The application is inconsistent with Clause 16 Signage of SEPP (WSP) 2009 in that the proposed development does not meet the provisions of the Western Sydney Parklands Design Manual.*



- 7) Clause 16 Signage of the SEPP specifies that development consent must not be granted unless the consent authority is satisfied that the signage is consistent with any signage policy prepared by the Trust. The DA is not inconsistent with the Western Sydney Parklands Design Manual, as the Manual contains no provisions relating to road signs. Yet the SEPP permits road signs with development consent. Therefore the proposed signage is not inconsistent with this clause.
- 8) 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 road signs are to be referred to the RTA for comment. The very existence of such a clause, the SEPPs' application only to the parklands, and the clause's 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.

*(f) The proposed development would not be in the public interest.*

- 9) Given the impacts of the proposed signage comprises only minor visual impacts, that the signs visually form part of the highway infrastructure, their situation has restricted/limited view shed from elsewhere in the parklands, and the significant revenue that will feed back into the parklands from the proposals for the parklands' management and maintenance, the development is on balance in the public interest.

#### **D. Process for identification of signage locations**

- 1) A rigorous site assessment process was undertaken to select the locations for the signs. The proposed signage locations were selected on the basis of the following criteria:
  - a) Land in Trust ownership
  - b) Land with low scenic value
  - c) Land with low environmental (ecological) value
  - d) Minimum required distance from existing RMS/M7 signage along the M7 road corridor, and from entries/exits to ramps to comply with the Transport Corridor Outdoor Advertising and Signage Guidelines.
  - e) Limited tree cover so tree removal would be minimal (note those trees to be removed have all been planted).
  - f) Prevalence of trees in the road reserve that may obscure sightlines
  - g) Duration of sign visibility for motorists.

These criteria specified above severely restricted the locations for the signage. In fact, the proposed signage locations are the only suitable locations along the north-south stretch of the M7 road corridor in the parklands.

Extensive consultation was undertaken with the RMS to locate the signs to meet their requirements.

#### **E. Visual Impact**

- 1) The visual impact considerations of the proposed development for assessment include the visual impact of signs on users of the parklands and the cumulative visual impact of the signs on motorists and cyclists along the M7 road corridor. We refer the JRPP to the Supplementary Visual Impact Assessment (SVIA) prepared by Architectus which demonstrates there will be only minimal visual impact as a result of the development, given:
  - a) Three of the signs are single-sided and only one double-sided;
  - b) The signs occupy areas of low scenic value;
  - c) The signage structures will be painted in a receding colour.

- d) The M7 corridor is not a pristine parkway - it is a peri-urban landscape with bridges, road signs, utility infrastructure, including large HV stanchions and power lines, perimeter signage, such as that along the Equestrian Centre. Sites 1 and 2 are also part of the Horsley Park Urban Farming Precinct, while Site 3 is near the new and approved, business hub at Horsley Drive and the Equestrian Centre. Adding these four signs will have only a minimal impact on what is already mostly a modified semi-urban road corridor.
- e) The residence near Site 4 has objected to the billboard - but is the only resident objector to the proposal - yet their residence is 155 metres away from the proposed sign looking through trees, and the back of the sign faces the residence. Refer to response to Section C above on visual impact on the residence.

#### Visual impact of signs on users of the parklands

- 1) The SVIA prepared by Architectus demonstrates that:
  - a) The four (4) signs are visually contained, i.e. there are limited view sheds from elsewhere in the parklands to the signs due to topography (ridgelines) and trees;
  - b) As far as impact of signs on park users, the SVIA makes it clear that there are very few park users within the view-shed of the signs due to lack of trails nearby or land uses that would attract park users. The SVIA goes into great detail and assesses each site based on the surrounding topography and vegetation to conclude that the impacts to park users is negligible.
  - c) The signage structures will be painted in a natural and receding colour.

#### Cumulative visual impact of signs on motorists and cyclists along the M7 motorway

- 1) The SVIA prepared by Architectus addresses the cumulative impact of the existing, approved and proposed billboard signage when viewed by motorists and cyclists along the M7 motorway and compares against existing billboard signage distribution along the M4 and M5 motorways.
  - a) The four (4) proposed signs are spaced on average one every 900 metres within the Fairfield LGA (along a length of 3.57km). This is less than the density of existing signage along the M4 motorway. While Sites 1 and 2 are located 230 metres apart from one another, they are both single-sided signs and face away from each other. Separate signs are needed at this location on traffic safety grounds.
  - b) Users of the M7 cycleway—which is not a Parklands facility—will not be impacted by the four signs given that they are cycling immediately adjacent to vehicles passing at 100kms/hour and pass by numerous other highway infrastructure. The M7 cycleway is part of the road corridor and not in the parklands.
  - c) Visually the scale of the signs is in keeping with the scale/width/hierarchy of the motorway and visually form part of the highway infrastructure.

## **F. Development Precedents**

- 1) There are other billboard signs that are of the same size as the proposed single-sided signs in the subject DA that have been recently approved in the parklands adjacent to the M7 road corridor. These include:
  - a) Two billboard signs (DA-56/2013) approved by Liverpool City Council on 31 May 2013;
  - b) One billboard sign (DA 11-2602) approved by Blacktown City Council on 28 June 2012.

Three other billboard signs fronting the M7 motorway in the parklands 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.