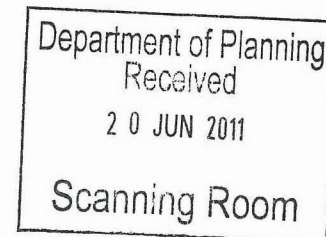


PCU023439

Your ref: DA 024-05-2011
File No: MC-11-1124

16 June 2011

Department of Planning and Infrastructure
Metropolitan and Regional Projects North
23 - 33 Bridge Street
SYDNEY NSW 2000



Attention: Peter McManus

Dear Sir,

**Re: Exhibition of Development Application for Advertising Signage at
Blacktown Olympic Park, Doonside**

Premises: Lot 1, DP 1145826, 81 – 131 Eastern Road, Rooty Hill

I refer to your letter to Council dated 30 May 2011 and accompanying Statement of Environmental Effects – Advertising Proposal report dated 14 January 2011 prepared for Blacktown Olympic Park as a Part 4 application under the Environmental Planning and Assessment Act 1979 for the above development proposal that is currently before the Minister for consideration.

The submitted documentation has been reviewed by Council. Council has no objection to the proposed pylon signs. Council requests that the following conditions be provided for in any favourable determination.

Traffic Matters:

Signage no. 3 on the corner of Eastern Road and the main entrance to the Blacktown Olympic Park is to be moved into the site by at least 5 metres so as to not interfere with the traffic signals at the intersection.

Town Planning Matters:

- Ongoing maintenance of the landscaping around the signs to ensure they remain in a tidy and well kept condition.
- The advertisement contents be displayed on the sign shall not be of a type that is likely to be construed by the general public as being of an offensive, racial,

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religious or sexually explicit or derogatory nature. The Western Sydney Parklands Trust is requested to apply self regulation to safeguard the contents.

- Any graffiti would need to be removed within a short period of time (i.e. within 10 days).

Further to the above, your attention is drawn to the additional following issues which should be considered and which are not contained in the Statement of Environmental Effects relating to:

- State Environmental Planning Policy No. 64 – Advertising and Signage, particular with, but not limited to, the following aspects:
 - Clause 14 – Duration of consents up to 15 years.

In this regard, any approval issued should contain a condition that limits the life of the signs to a period of up to 15 years.

- Transport Corridor Outdoor Advertising and Signage Guidelines, namely:
 - Consideration be given to restricting sign content that could be construed by the general public as being offensive, racial, religious or of a derogatory nature under Section 3.4 of RTA Safety Advisory Guidelines for Sign Content.

I trust this information will be taken into consideration in the assessment of this application by the Department. Should you require any further information regarding this matter, please contact Council's Town Planner, Krishti Akhter on 9839 6000.

Yours faithfully,



Judith Portelli
Manager Development Services and Administration