

18 September 2023

Anthony Witherdin  
Director, Key Sites Assessments  
NSW Department of Planning and Environment  
Locked Bag 5022  
Parramatta NSW 2124

Attention: Annika Hather ([Annika.Hather@planning.nsw.gov.au](mailto:Annika.Hather@planning.nsw.gov.au))

Dear Mr Witherdin,

**Response to Request for Additional Information (DA22/9255)  
Digital Advertising Sign – City West Link, Lilyfield**

This letter has been prepared by Keylan Consulting Pty Ltd (Keylan) on behalf of Sydney Trains (the Applicant) to address the Department of Planning and Environment's (DPE) request for information dated 28 August 2023 regarding the proposed digital advertising sign. Specifically, DPE requests the following:

*...the Department requests that re-orientation and/or a proportional reduction in size is explored to reduce the visual impact on the city skyline and visibility from neighbouring residential properties.*

*Any limitations with respect to these amendments would need to be clarified with appropriate justification from a suitably qualified person for the Department's consideration in its assessment.*

A detailed response has been provided by the relevant qualified persons as requested by DPE. These statements are provided at the following attachments:

- Appendix 1: Statement from Tzannes
- Appendix 2: Statement from Dennis Blunt Consulting Engineers
- Appendix 3: Sydney Trains Revegetation Guide (Environmental Management System EMS-06-GD-0074)

The proposed digital advertising sign has undergone substantial design refinement through the assessment process in direct response to concerns raised by DPE, Council and public submissions. Amendments made to date include:

- relocation of the sign to an improved location to minimise potential amenity impacts on surrounding residential properties;
- a reduction of the signage height by 500mm, to ensure the sign sits in line with the crash barrier;
- the introduction of a lighting curfew from 11pm to 6am where the sign will be completely turned off (no illumination); and
- angling the signage panels to ensure they are splayed and therefore orientated towards the road corridor rather than residential dwellings.

Both Appendix 1 and Appendix 2 provide a justification from qualified persons on the design and structural requirements of the sign. In addition, Landscape Architects at Scape Design have provided the requirements within the *Sydney Trains Revegetation Guide (Environmental Management System EMS-06-GD-0074)* (the guide) (Appendix 3) which relate to planting of vegetation in proximity to a rail line. Specifically, the guide states:

- *Only vegetation with a mature height of four (4) metres or below is to be planted in or adjacent to the rail corridor where an electrical feeder is located on that side of the track.*
- *All vegetation over six (6) metres tall mature height must be planted a minimum of the plant's mature height from rail infrastructure.*

Due to site constraints, planting of vegetation in accordance with the above guide would not be possible. Specifically, the subject site is restricted by topography, rock retaining wall, width of road curtilage and presence of the road crash barrier.

This letter reinforces the findings of the SEE, response to information requests and supporting information, that the proposed digital advertising sign (as amended):

- will not adversely impact on the amenity of nearby residential properties
- will not dominate views of the skyline and Sydney CBD cityscape
- demonstrates compliance and meets the objectives of Chapter 3 and Schedule 5 of the Industry and Employment SEPP
- will result in acceptable lighting, road safety and visual impacts
- will provide a public benefit to the community

The information in this letter and the associated attachments concludes that the application cannot feasibly be re-orientated and/or a proportionally reduced in size from both a design and structural perspective. Further, planting of vegetation to reduce visual impacts of the signage structure would not be possible due to site constraints.

On the basis of the above, we trust that this response satisfies DPE's request for information on this matter and provides sufficient information for DPE to finalise its assessment and approve the application.

Please do not hesitate to contact Padraig Scollard via email at [padraig@keylan.com.au](mailto:padraig@keylan.com.au) should you wish to discuss any aspect of this project.

Yours sincerely



Michael Woodland BTP MPIA  
Director