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43A The Corso  
Manly NSW 2095

## Design Statement

### Digital Advertising Sign – City West Link, Lilyfield (DA22/9255)

Dear Padraig,

In response to the Department of Planning and Environment (DPE) concern that the proposed sign will impact views on the city skyline and surrounding residential properties (including 24 Pretoria Street, Lilyfield), we provide the following design statements:

1. The general bulk and proportion of the signage are governed by structural limitations as outlined by DBCE and JCDecaux's national standard display size and proportion. These standards are defined by the technical size of the LED modules used for the digital display. We understand this is a set parameter reflecting industry standards that cannot be changed to enable the operation and functionality of the proposed signage.
2. The cladding of the digital display is designed to integrate varying technical and structural constraints while balancing design excellence, minimising visual bulk and potential view impacts to both the city skyline and surrounding residential properties. The polished stainless-steel finish to the cladding is designed to further ameliorate visual clutter by being recessive and complementary to the existing transport corridor, surrounding roads and light-rail infrastructure.
3. We have reviewed the possibility of lowering the entire signage structure. This will further or completely conceal the stainless-steel base cladding and in our view degrade aspects of design excellence by diminishing point 2 above. In addition, lowering the signage structure will degrade the balanced proportion and cantilevered design of the signage. Further, it will eliminate the current visual relief between the road barrier and signage structure, resulting in a less successful public domain outcome.
4. As a double-sided signage, the two displays are arranged in a V shape in the plan to conceal an access ladder into a rear maintenance space formed behind the displays. This design approach creates a narrow frontage and minimises visual bulk when viewed from the south. Amendments to the proposal's positioning and/or orientation will likely lead to significant negative impacts on this design outcome.

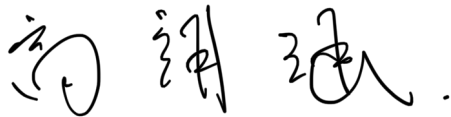


5. We also reviewed the possibility of landscape format signage in this location. Our initial analysis shows this alternate design is not acceptable as it:
- a. increases the visual bulk of the signage when viewed from the south as the rear maintenance space needs to lengthen in the north south direction
  - b. exacerbates view impacts from south of the site both of the city skyline and surrounding residential properties
  - c. degrades aspects of design excellence (point 3 above)
  - d. is inconsistent with a key principle of the existing design to reflect and complement the strong vertical elements of the built form of the city skyline
  - e. requires a complete re-design of the proposed structural support

In summary, the signage is carefully orientated and positioned within the site boundary to minimise the view impacts of the distant city skyline and surrounding residential properties. In particular, the proposal has been positioned to be generally obscured by landscaping from surrounding residential properties, including the bedroom view of 24 Pretoria Street, Lilyfield.

We trust this design statement satisfies the issues raised by DPE in relation to the above development application. Please do not hesitate to contact me via email at [yihan.cao@tzannes.com.au](mailto:yihan.cao@tzannes.com.au) should you wish to discuss any aspect of this design statement.

Kind regards,



Yi-han Cao  
Associate Director  
BDesSt, BArch (Hons I), MArch