

7 May 2024

Mary Garland
Team Leader, Transport and Water Assessments
NSW Department of Planning, Housing and Infrastructure
Locked Bag 5022
Parramatta NSW 2150

Dear Mary,

**Response to Submissions and Request for Information
Digital Advertising Sign - Enmore Road, Newtown (DA/22/7964)**

This response has been prepared by Keylan Consulting Pty Ltd (Keylan) on behalf of Sydney Trains (the Applicant). The response carefully addresses the Department of Planning, Housing and Infrastructure's (DPHI) Response to Submissions (RtS) and Request for Information (RFI) letters dated 22 March 2024 and 2 April 2024 for the above DA, as amended on 10 January 2024.

The Amended DA has been improved numerous times since the original proposal was lodged in June 2022. Key amendments to the original DA are:

- reduction of sign to one structure (originally two signs)
- relocation to outside the State heritage curtilage and no longer physically attached to the bridge structure
- reduction in depth by 600mm from 1050mm to 450mm
- reduction in height by 400mm
- removal of six existing static signs (total 30m²) on the inside of the Enmore Road railway bridge
- dwelling time increased from 15 seconds to 60 seconds

This Amended DA responds to heritage, amenity/visual, local character and site-specific issues and is the result of:

- extensive consultation with DPHI and Heritage NSW to understand concerns in relation to the Newtown Railway Station (State heritage item)
- detailed assessment of issues raised by Council/s and the public over two public exhibition periods
- independent expert assessments to review alternative locations for a proposal in this busy urban environment
- an extensive design (collaboration with Tzannes Architects) and site-specific selection process

The RFI raises issues generally relating to construction, existing vegetation and utilities. This response satisfies all issues in the request letter from DPHI and is supported by expert independent assessment and standard construction commitments by the Applicant (Attachment A).

The RtS addresses submissions received from Inner West Council, City of Sydney Council and 22 public submissions. It is noted that most of the issues raised have already been addressed in previous responses throughout the assessment period. Notwithstanding, a detailed assessment of all issues has been undertaken which concludes the Amended DA is appropriate and in accordance with the relevant planning controls and warrants approval (Attachment B). The response reinforces the findings of the Amended DA.

A summary of the key themes and responses outlined in the RtS (Attachment B) is provided below:

Heritage

- no longer located within the curtilage of the State listed Newtown Railway Station and will have negligible impact on this item
- supported by an independent heritage report
- will not adversely impact on the ability of the public to understand and appreciate the historic and aesthetic significance of heritage items and areas given it will not block any views, adversely alter the streetscape or contribute to visual clutter

Amenity

- located to the side of Enmore Road, north of the footpath and will not be a central element in any westward view along Enmore Road
- orientated towards Enmore Road/King Street intersection
- surrounded by substantial vegetation and built form
- height and depth of the sign has been reduced
- visual clutter substantially reduced through removal of six existing signs
- programmed to specific lighting controls, in accordance with legislation and response to site/locality

Site suitability

- positive impact on the public domain through a high quality architecturally designed sign that encourages an active street frontage, supports Newtown's night-time economy and generates visual interest
- consistent with area given various forms of signage is common given urbanised, commercial and entertainment nature
- consistent with the appetite for signage in entertainment districts and lively areas, including the local context of King Street and Enmore Road

Permissibility

- permissible with consent under Clause 3.14(1)(a) of the Industry and Employment SEPP as it is proposed on behalf of Sydney Trains

Public benefit

- public benefits are sufficient and proposed in accordance with Signage Guidelines
- will provide a valuable revenue stream to Sydney Trains which will be used to support a number of improvements and maintenance programs in accordance with the public benefit test provisions identified in Industry and Employment SEPP and Signage Guidelines

Traffic and Road Safety Impacts

- will not compromise safety for road users
- will not display colours and shapes which could be mistaken for a traffic signal or would not contain interactive technology or technology that enables communication with drivers
- will not be located within the safe stopping distance of the King Street/Enmore Road traffic signals
- will not obstruct and/or reduce visibility of any traffic control devices, signage, pedestrians, or cyclists
- increased dwelling time from 15 seconds to 60 seconds - far greater than required under legislation, proposed in response to TfNSW recommendation

This response should be read in conjunction with the following attachments:

Attachment A:	Response to the submission from DPHI
Attachment B:	Response to the submission from Inner West Council
Attachment C:	Response to the submission from City of Sydney Council
Attachment D:	Response to public submissions Test of Significance
Attachment E:	Test of Significance
Attachment F:	Public Benefit Statement
Attachment G:	Owners Consent
Attachment H:	Signage Safety Assessment
Attachment I:	Visual Impact Assessment
Attachment J:	Heritage Impact Assessment
Attachment K:	Lighting Impact Assessment
Attachment L:	Arborist Report
Attachment M:	Construction Methodology
Attachment N:	Utilities Plan

We trust that this detailed response to RFI & RtS provides sufficient information required for DPHI to finalise its assessment and approve the application.

Please do not hesitate to contact Lauren Donohoe via email at lauren@keylan.com.au should you wish to discuss any aspect of this project.

Yours sincerely,

Padraig Scollard

Padraig Scollard BA MURP
Associate

Attachment A - Response to RFI

Ref.	Issue raised	Response
1	Construction	
1.1	<i>The Department requests clarification on the scope and duration of construction activities involved in the installation of the digital advertising sign and removal of existing advertising from the rail corridor overbridge.</i>	<p>The construction for the new sign and removal of six static signs on inside of the bridge will be carried out over a period of 4 - 6 weeks.</p> <p>Further details of scope and activities are provided in the construction methodology at Attachment M.</p>
1.2	<i>Please clarify whether night-time works are proposed. If so, confirm whether this has been considered in the SEE and supporting documents.</i>	<p>Works will predominately be undertaken at night given the location and the high-volume traffic both vehicle, rail, and pedestrians.</p> <p>Night-time works were not considered in the SEE as it is acknowledged this can be conditioned. Notwithstanding, construction impacts have been assessed as part of this letter and outlined within Attachment M.</p>
1.3	<i>Please provide information on the potential construction impacts and mitigation measures that would be implemented to manage the impacts</i>	Construction impacts and mitigation measures are outlined in the construction methodology at Attachment M.
2	Biodiversity	
2.1	<i>It is understood that vegetation removal is likely to be required to install the sign. After further consideration, the Department requests that you assess whether construction and any ongoing vegetation management is likely (or unlikely) to impact threatened species or ecological communities, or their habitats in accordance with section 7.3 of the BC Act. Any test of significance undertaken must be supported by adequate biodiversity site investigations and field data.</i>	<p>A Test of Significance (ToS) has been prepared by écologique in response to the matters raised by DPHI (Attachment E).</p> <p>The ToS found that the Long-nose Bandicoot, two microbat species and the grey-headed flying fox (GHFF) are threatened species located in proximity to the site. The findings are outlined below:</p> <p>Long-nose Bandicoot</p> <ul style="list-style-type: none"> <i>in this instance the subject site does not provide habitat for the species and would be particularly difficult to access given its elevation above the railway line and sheet pile retaining walls...</i> <p>Two microbat species</p> <ul style="list-style-type: none"> <i>The subject site is not considered to provide habitat of any importance to either species</i> <p>Grey-headed flying fox</p>

Ref.	Issue raised	Response
		<ul style="list-style-type: none"> The three fig trees within the subject site may provide foraging habitat for the grey-headed flying fox (GHFF) when fruiting. The subject site fig trees will not be impacted by the proposal, although the illumination may be a deterrence to the GHFF if approaching this resource from the east. This potential resource is considered to be sub-optimal with larger and higher quality fig trees and potential foraging habitat present within the vicinity of the subject site Given the highly urbanised environment, including existing noise and light pollution, surrounding the subject site, the likelihood of the proposal resulting in an adverse effect on the life cycle of the GHFF, is considered extremely low. The proposal will not result in the fragmentation or isolation of habitat for the GHFF. The potential habitat resource within the subject site is already highly modified, fragmented and isolated The ToS confirmed the proposal will not have impacts on areas of outstanding biodiversity value or threatening processes. <p>On the basis of the above, the proposal is considered “highly unlikely” to have a significant impact on the GHFF or threatened species within 10km of the subject site and the Test of Significance has provided adequate information and findings to justify this.</p>
2.2	<i>The SEE indicates that ongoing vegetation management will be required. Please provide details on the works that would likely be undertaken and the frequency (for example, pruning of 2% of the canopy twice a year).</i>	<p>Light tip pruning of one tree (referred to as ‘Tree 1’ in the Arborist Report at Attachment L) is required to accommodate the proposed sign. This maintenance will be undertaken by employees/representatives of JCDecaux during the night to protect the surrounding road and pedestrian environment.</p> <p>The exact percentage of the overall tree canopy to be pruned, and the frequency of this pruning not known. Notwithstanding, the Arborist Report outlines that:</p> <p><i>Any pruning that is required shall be carried out by a qualified Arborist (AQF3) and must be in accordance with AS4373 Australian Standards ‘Pruning of Amenity Trees’.</i></p>

Ref.	Issue raised	Response
		<p>The Test of Significance (Attachment E) also provides commentary on trees located in proximity to the site, stating:</p> <p><i>...The subject site fig trees will not be impacted by the proposal...</i></p>
3	Connection to utilities	
3.1	<i>The Department requests that you confirm whether the connection of the digital advertising sign to the local energy supply and telecommunications is included in the scope of works of this amended DA.</i>	The sign requires connection to local energy supply only and approval for this is sought. The proposed options for supply of electricity are attached at Attachment N.
3.2	<i>If the provision of utility services is part of the scope of works, please provide details on what utility services and infrastructure will be provided and an assessment of the construction impacts associated with the provision of these, including any proposed mitigation measures.</i>	The sign does not require connection to telecommunication services.


Table 1: Response to the Department's issues raised

Attachment B – Response to submission received from Inner West Council

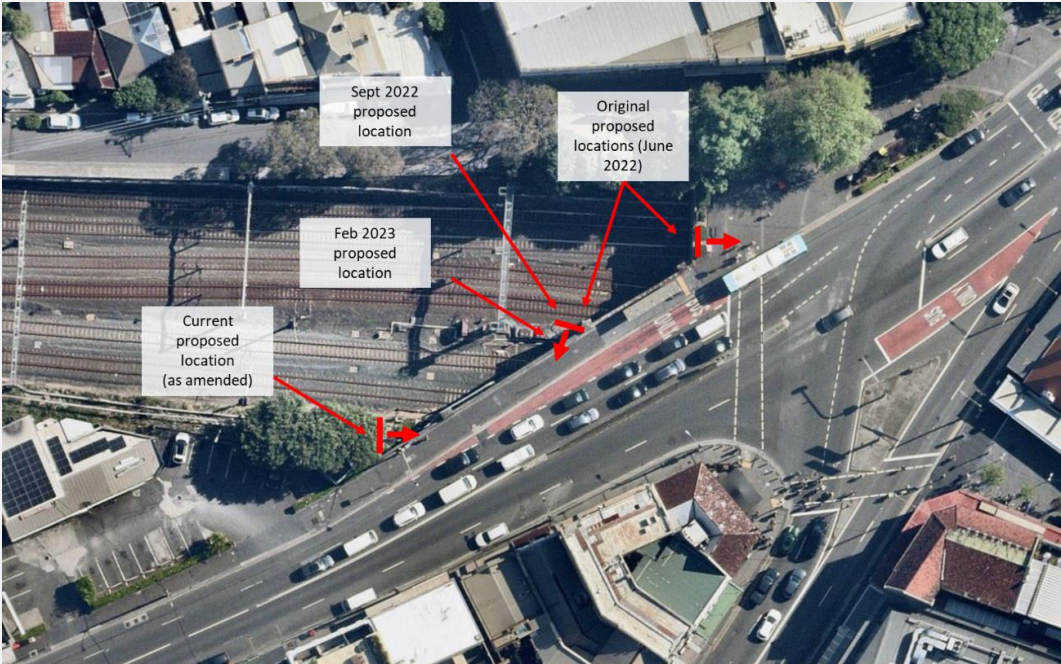
Ref.	Matters raised by Inner West Council	Response
	Council has reviewed the additional information and in summary, it is considered that the amended proposal still fails to satisfy relevant planning objectives and controls, is inappropriate to the character of the area and does not provide a public benefit. Following on from Council's previous letters dated 20 October 2022 and 22 May 2023, the following concerns are yet to be satisfactorily addressed:	<p>We note the matters raised by Council are a duplicate of their previous submission (dated 22 May 2023) which was addressed by the Applicant as part of the Amended DA (refer Appendix 1 of DA Package).</p> <p>Notwithstanding, a response to each issue raised by Council is provided below.</p>
A	Consistency with the underlying objectives of the EP&A Act 1979	
A1	<i>The sign is still not considered to promote good design within an area of high built and cultural heritage value and of prominent Aboriginal significance, and the sign is not considered to promote good amenity for existing local residents and future residents in close proximity.</i>	<p>A detailed assessment against Clause 1.3 Objects of the Act is provided in the SEE submitted with the Amended DA package. The proposal is consistent with the objectives for the following reasons:</p> <ul style="list-style-type: none"> the proposal promotes social and economic welfare of the community by generating revenue to improve and maintain the Sydney Trains rail network the proposal promotes the orderly and economic use of the land, by providing an advertising sign with widespread public benefits the proposal will not have any impact on threatened species or ecological communities the Amended DA involves the relocation of the sign to reduce impacts on nearby State heritage items furthermore, the proposal removes several poster style signs located on the railway overpass which is a State Heritage Item - the removal of these signs will have a positive impact on the significance of the item the proposed signage will be carefully constructed and maintained in accordance with the relevant requirements and conditions of approval the DA is submitted to DPE to enable its assessment, as part of the assessment process, submissions have been received by Council and responses have been provided accordingly

Ref.	Matters raised by Inner West Council	Response
		<p>Overall, the proposal is consistent with the Object of the Act. It has been carefully sited, to ensure it is compatible with the specific site constraints as well as the surrounding built and natural environment and heritage value of the area.</p> <p>The signs will be programmed to adhere to specific lighting measures to control luminance in response to the time of day and weather, which will ultimately reduce adverse impacts on the amenity of nearby receivers. Further details of these design and site factors are provided throughout this response.</p>
B	Permissibility and Zone Objectives	
B1	As previously noted, the location of the sign is within SP2 – Rail Infrastructures Land, under the Inner West Local Environmental Plan 2022 (IWLEP 2022). The applicant notes that regardless of permissibility under the IWLEP 2022, the proposed sign is permissible with consent under Clause 3.14 of State Environmental Planning Policy (Industry and Employment) (Industry and Employment SEPP) as it is on behalf of Sydney Trains and is within a railway corridor. Council disagrees with this position for the following reasons:	A detailed response to the matters raised is outlined below.
B2	<ul style="list-style-type: none"> The proposal relies on Clause 3.14 of the Industry and Employment SEPP for permissibility, with no detail provided regarding any advertising by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW. 	<p>As outlined within the SEE submitted with the Amended DA, the proposed sign is permissible with consent under Clause 3.14(1)(a) of the Industry and Employment SEPP as it is proposed on behalf of Sydney Trains. Details of advertising on behalf of Sydney Trains have been provided within the Public Benefit Statement and Owners Consent which were submitted with the Amended DA (re-attached at Attachment F & G).</p> <p>The advertisement will display messaging and announcements as instructed by Sydney Trains and TfNSW when required.</p>
B3	<ul style="list-style-type: none"> The applicant acknowledges that the specific detail of each advertisement is not yet known. However, Council contends this is an imperative requirement in order for the proposal to be 	<p>Section 3.1(2) of the Industry and Employment SEPP states:</p> <p>(2) This Chapter does not regulate the content of signage and does not require consent for a change in the content of signage.</p>

Ref.	Matters raised by Inner West Council	Response
	permissible under Clause 3.14 of the Industry and Employment SEPP.	<p>As such, it is noted, specific details of the advertisements are not required to be determined and are not regulated by the Industry and Employment SEPP.</p> <p>Furthermore, Section 3.14 of the SEPP relates to advertisements on transport corridor land. It is not clear why Council considers the detail of specific advertisements imperative to achieving compliance with Section 3.14 of the Industry and Employment SEPP.</p> <p>As outlined within the SEE submitted with the Amended DA and above, the proposal is consistent with the provisions of Section 3.14 and is permissible with consent.</p>
B4	The use of outdoor advertising in a given locality should not be inconsistent with the land use objectives for the area outlined in the IWLEP 2022. For the reasons previously mentioned in Council's submissions to DPIE, the proposal is inconsistent with the objectives of the SP2 – Rail Infrastructures zone under the IWLEP 2022, given that the sign is not identified to provide any function that would be considered ordinary, incidental or ancillary to the railway.	<p>The site is located within a transport corridor within the SP2 Rail Infrastructure zone. Sydney Trains are the landowners of the land, and the DA is submitted on their behalf.</p> <p>Additionally, Section 4 of the SEE and the Public Benefit Statement submitted with the Amended DA outlines that the proposed sign will be available for emergency messaging and messaging from Sydney Trains and TfNSW for 5 minutes per hour.</p> <p>We note Councils' concerns raised in the letter dated 13 December 2022. Following this, a detailed response was provided in our Response to Submissions dated 9 May 2023. The response and conclusions outlined remain relevant and the proposed sign (as amended) is consistent with the land use objectives for the SP2 Infrastructure zone.</p> <p>Further, as outlined in the Public Benefit Statement, the proposed sign will generate revenue to maintain and improve Sydney Trains infrastructure. In light of the above, it is concluded that the application is permissible with consent in accordance with Section 3.14 of the Industry and Employment SEPP.</p>
C	Heritage and Local Character	
C1	As noted in Council's previous letters, the subject site is identified as being located within a heritage 'rich' area, is within the vicinity of numerous heritage items as identified under the IWLEP 2022 and Sydney Local Environmental Plan 2012. The site is within the curtilage of the State listed Newtown Railway Station and is located	<p>The proposal, as amended, is no longer located within the curtilage of the State listed Newtown Railway Station as shown in the map below.</p> <p>Instead, the sign will be secured to the ground via a concrete pile in a small, grassed area 30m west of the previously proposed location. This amendment improves the compatibility of the proposed sign with the area, in particular this State heritage item.</p>


Ref.	Matters raised by Inner West Council	Response
	<p>within the King Street and Enmore Road Heritage Conservation Area.</p>	 <p>Figure 1: SHR map excerpt with sign location (Base source: NSW espatial viewer)</p> <p>It is acknowledged that the proposal is located within the King Street and Enmore Road HCA, however impacts have been appropriately assessed have been found to be minimal and acceptable as:</p> <ul style="list-style-type: none"> • The sign is proposed on the verge of the HCA and the site consists of a small vacant grassed area adjacent to the rail corridor that does not necessarily contribute to the significance of the HCA.

Ref.	Matters raised by Inner West Council	Response
		<ul style="list-style-type: none"> The proposal will be of minor scale (at 5m above the railway overpass wall when viewed from the bridge to the west) and will not be overly prominent so as to obstruct views to or from heritage items or within the HCA also considering existing mature vegetation will form a backdrop to the sign. The proposal will not adversely impact on the ability of the public to understand and appreciate the historic and aesthetic significance of surrounding heritage items and HCA given it will not block any views, contribute to visual clutter (further details provided at Reference K3), or take over a site that adds significant heritage value to the HCA. <p>Further to the above, the HIS submitted within the Amended DA was prepared by a qualified heritage consultant and confirms the proposal will have “minimal and acceptable impacts” on the HCA.</p>
C2	<p>The updated proposal fails to demonstrate how the issues raised in relation to impacts upon Heritage and Local Character have been satisfactorily addressed. Minimal changes have been proposed to the height, bulk and scale of the signage, given that the visual screen size is of an identical area to previous submissions. The major amendment of note relates to the depth of the signage, being reduced from 590mm to 450mm, however the height of the structure has increased. As a result, the reasons previously outlined as to why the signage is not considered to be suitable for the subject site remain of concern.</p>	<p>The proposal has been significantly amended in response to submissions received from DPHI, Inner West and City of Sydney Council and the public since the original application was lodged in June 2022.</p> <p>The key differences between the original DA and the subject Amended DA include:</p> <ul style="list-style-type: none"> reduction of sign to one structure (originally x2 signs proposed) relocation to outside the State heritage curtilage and no longer physically attached to the bridge structure (previous proposed locations under this DA are shown in the figure below) reduction in depth from 1050mm to 450mm removal of six existing static signs (amounting to 30m²) on the inside of the Enmore Road railway bridge, rationalising signage in the locality increase to dwelling time from 15 seconds to 60 seconds <p>The height of the sign (as amended) has also been reduced by approximately 400mm since the previous iteration of the proposal (April 2023). Further, the proposal is no longer attached to the bridge and instead be attached to the ground in a small vacant grassed site to the north of the footpath. At this location, the sign will be observed as a background element rather than a stand-alone structure on a bridge (vegetation and existing built form will form a backdrop to the sign).</p>

Ref.	Matters raised by Inner West Council	Response
		<p>The above amendments have improved the application, ensuring it is as unobtrusive as possible and does not detract from the streetscape. The sign is considered even more suitable for the site than previous iterations of the proposal.</p>  <p>Figure 2: Summary of signage locations proposed since June 2022 (Base source: Near Maps)</p>
C3	<p>The Statement of Environmental Effects (SEE) states that the proposed sign will be relocated outside the State listed “Newtown Railway Station group and Former Newtown Tramway Depot”, will no longer be physically attached to the King Street Overbridge and states the proposed works do not require</p>	<p>Noted and agreed.</p>

Ref.	Matters raised by Inner West Council	Response
	referral to Heritage NSW under S.60(1) of the NSW Heritage Act 1977.	
C4	Six (6) existing static signs with a total area of 30m ² are proposed to be removed from the King Street Overbridge to the east and west of the bus stop. As the overbridge is located within the SHR curtilage, the applicant will need to demonstrate that the removal of the signs from the overbridge may be carried out in accordance with the Heritage NSW Standard Exemptions. Otherwise, the proposal will need to be referred to Heritage NSW under S.60 of the NSW Heritage Act 1977.	<p>The proposed removal of existing signage does not require Heritage NSW approval, as is exempt development in accordance with Section 3.30(1)(c) of the Industry and Employment SEPP as it is on behalf of Sydney Trains within the transport corridor.</p> <p>Irrespective of this, the HIS submitted with the Amended DA also confirms only positive impacts as a result of the removal of these signs, stating:</p> <ul style="list-style-type: none"> • The amended proposal will result in the complete removal of all existing static signage on the King Street Overbridge, which will substantially reduce the visual clutter in the surrounding environment. The proposal will also move the proposed signage to a more discreet location that does not contribute visual clutter to the surrounding environment. • The removal of the existing static signage on the King Street Overbridge will have a positive impact as it is intrusive in the setting of the item and degrades from the visual appearance of this component. <p>In light of this, no referral or approval to Heritage NSW is required.</p>
C5	Heritage NSW previously provided 6 reasons for refusal dated 6 January 2023, in accordance with Section 4.47 of the Environmental Planning and Assessment Act 1979. The Heritage Impact Statement (HIS) submitted with the current application responds to these reasons. Both of the reasons and the responses are reiterated below, including a response as part of this heritage assessment in respect to the current proposal.	A detailed response is provided under Reference D below.
D	Heritage Referral response to the revised proposal	
D1	Relocating the proposed sign outside the SHR curtilage does not mean it is “now in an unobtrusive spot”. The proposed sign will still impact on the aesthetic significance of the	<p><u>Assessment of SHR curtilage</u></p> <p>The proposal, as amended, will result in an improved heritage outcome on the “Newtown Railway Station Group and Former Tram Depot” State heritage curtilage when compared to previous iterations of the application for a variety reasons.</p>

Ref.	Matters raised by Inner West Council	Response
	<p>State listed “Newtown Railway Station Group and Former Tram Depot”.</p> <p>The overhead booking office and King Street Overbridge contribute to the aesthetic significance of the State listed “Newtown Railway Station Group and Former Tram Depot”. The signage will impact on views to these items and their curtilage from the public domain which will impact on the aesthetic significance by introducing uncharacteristic visual clutter within the vicinity.</p> <p>It is disagreed that the sign will be read as a background element and will not be detracting from the streetscape. With a display area of 14.93m² (4.708m x 3.172m) a visual screen size of 14.16m² (4.608m x 3.072m) and at a height of 8.15m above the ground level, the proposed freestanding digital advertising sign is not sympathetic with the character of the streetscape.</p>	<p>The key reason is that the sign has been relocated outside the heritage curtilage and that it is no longer proposed to be physically attached to the King Street Overbridge. This amendment has improved the proposal, ensuring it is as unobtrusive as possible and does not detract from the streetscape:</p> <ul style="list-style-type: none"> the sign is no longer physically attached to the bridge to which the SHR relates to will extend 5m above the street so as not to overly impose on the heritage character of the area the sign is suited to the environment considering it is a road corridor, there is existing vegetation which will assist the sign integrate into the streetscape and that the sign will be visually interesting <p>These are key reasons provided in the HIS which was submitted with the amended application and prepared by a qualified heritage consultant.</p> <p>The HIS assessed the impacts of the amended proposal on the State heritage item and curtilage and concluded that the proposal will have:</p> <p><i>...minimal and acceptable impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the item...</i></p> <p>On this basis, this assessment concludes the sign location is considered suitable for the site.</p> <p><u>Impact on overhead booking office</u></p> <p>The VIA submitted with the amended application also assessed the impacts of the amended application on the State listed “Newtown Railway Station Group and Former Tram Depot”. The overhead booking office was considered, and a photomontage was prepared showing a view of the indicative sign from the footpath in front of the overhead booking office (and provided below). In summary, the proposed sign will not adversely impact on views to and from the overhead booking office and its significance within the public domain as:</p> <ul style="list-style-type: none"> The proposal (as amended) is now be located approximately 90m away from the booking office and only minimal views of the sign will be possible (refer photomontage below).

Ref.	Matters raised by Inner West Council	Response
		<ul style="list-style-type: none"> • The proposal will reduce visual clutter through the removal of 30m² of existing advertising as outlined above (refer Reference K3 for further details). • The sign will not be viewed in isolation or as a standalone structure. Instead, existing built form and mature trees will form the backdrop to the sign, ensuring it integrates into the site and locality and does not extend/protrude above built form. This will also ensure the sign does not appear intrusive from the overhead booking office. • Notwithstanding the above, the sign is suited to the site considering the nature of King Street and Enmore Road as vibrant and active entertainment precinct as well as a highly frequented road corridor with a variety of signage typologies located along and adjacent to it. • On this basis, our assessment concludes the sign is compatible and will generate visual interest and activate the streetscape. <div data-bbox="891 699 1644 1278">  </div> <p>Figure 3: Indicative view of proposed sign from overhead booking office (Source: Keylan)</p>


Ref.	Matters raised by Inner West Council	Response
		<p><u>Impact on streetscape</u></p> <p>The proposal (as amended) will not protrude above existing built form and vegetation and it will not be viewed as a singular/standalone item from within the public domain. As the sign will be secured to the ground via a concrete pile in a small, grassed area to the west of the bridge and directly neighbour mature vegetation, it will now be viewed against (and frame by) existing built form and mature vegetation.</p> <p>The amended proposal also represents an improved outcome as it will no longer be attached to the King Street Overbridge. It has also been reduced in height by approximately 400mm since the previous iteration of the proposal (April 2023). This amendment, in conjunction with the new location results an improved visual outcome and reduces the perception of the sign as a standalone structure.</p>
D2	Relocating the proposed signage approximately 25m to the south-west along Enmore Road does not remove the visual clutter from the surrounding environment especially when the current proposal retains the same display area of 14.93m ² (4.708m x 3.172m) and the same visual screen size of 14.16m ² (4.608m x 3.072m).	As outlined at Reference K3 below, the removal of 30m² of existing static signage (six signs) and the introduction of one single-sided 14.93m² digital advertising sign will reduce the number of signs in the area, as well as the amount of advertising visible. On this basis, our assessment concludes the proposal will reduce visual clutter.
D3	A display area of 14.93m ² is not considered to be “relatively small”. It is not clear what “other streetscape elements” are being referred to and should not be compared with built forms of buildings.	<p>A proposal should not be assessed in isolation from its surrounds as it is important to consider the surrounding built and natural form, such as buildings, other signage, fences/walls, road environment and vegetation given these elements make up the streetscape.</p> <p>The proposal (as amended) has been carefully sited, to ensure it is compatible with the specific site constraints as well as the surrounding built and natural environment and heritage value of the area.</p> <p>Further, specific amendments have been made in response to submissions received from the public and Councils as well as matters raised by DPHI. The outcome is an improved application that is well suited to the site and surrounding locality.</p>
D4	Though it is agreed the depth of the sign has been reduced (from 1.05m to 450mm), it is	The bulk of the proposed sign has been reduced given the significant reduction in depth from 1050mm to 450mm. Whilst the digital display area has not changed, the overall height of the

Ref.	Matters raised by Inner West Council	Response
	disagreed that the bulk has been reduced when the sign retains the same display area dimensions and the overall height has been increased by 933mm, from 7.217m to 8.15m above ground level.	sign has been reduced in height by approximately 400mm since the previous iteration of the proposal (April 2023). On this basis, our assessment concludes the amended application represents a significant reduction in bulk and scale in the interest of improving the application and an effort to respond to submissions received from the public, Councils and DPHI.
D5	Relocating the sign out of the SHR curtilage may reduce the physical impact on the heritage significance of the “Newtown Railway Station Group and Former Tram Depot”, but there is still an impact on its aesthetic significance.	Refer to response provided at Reference D1 above.
D6	It is disagreed that the new location of the sign is “an unobtrusive spot” as it remains highly visible from the public domain. The visibility of the proposed sign is demonstrated in the indicative views provided in the Visual Impact Assessment.	Refer to response provided at Reference D1 above.
	Though there is already existing signage in the vicinity, there is no other LED signage of a comparable scale within the vicinity.	<p>Comparable third-party advertising sign within the vicinity of a new illuminated sign is not a requirement of any legislation. Nonetheless, there is a variety of signage in proximity to the site, including LED/illuminated business and building identification signage along Enmore Road and King Street. Importantly, various forms of signage are not uncommon in the area, given its urbanised, commercial nature.</p> <p>This matter is clearly outlined in Section 2.4 of the Signage Guidelines, which states:</p> <p><i>...in urban enterprise corridors and within entertainment districts, it is not uncommon to have multiple signs visible along a given sightline. When strategically placed, these signs can contribute to the urban fabric and promote city life in key areas...</i></p> <p>The proposed sign is consistent with this statement as it will contribute to the vibrancy and dynamic nature of this precinct by providing a high quality, architecturally designed advertising structure. This statement also demonstrates there is an appetite for signage in entertainment districts and lively areas including King Street and Enmore Road, Newtown.</p>

Ref.	Matters raised by Inner West Council	Response
		<p>Further to the above, the proposal is consistent with sections of MDCP 2011 which specifically relate to the public domain.</p> <p>The site is located within Commercial Precinct 37 under the MDCP 2011 (Section 9.37) which is described as</p> <p><i>...largely commercial in nature” and “traditionally been a civic, retail and entertainment hub and remains largely so today”...</i></p> <p>The proposed sign aligns with this description as it will contribute to the vibrancy and dynamic nature of the precinct by providing a high quality, architecturally designed advertising structure that is an appropriate size and scale consistent with an area that is highly urbanised and a road environment.</p>
D7	The revised location will still impact on the aesthetic significance and views to the State listed “Newtown Railway Station Group and Former Tram Depot”.	Refer to response provided at Reference D1 above.
D8	The sign will still impact on views to the State listed “Newtown Railway Station Group and Former Tram Depot” and the aesthetic significance of the item.	
D9	As a result, the proposal is still not considered to satisfy...heritage and character objectives and controls under the IWLEP 2022 and MDCP 2011.	On the basis of the above responses, the amended proposal is consistent with general aims and heritage conservation objectives of IWLEP 2022 as well as the signage and heritage controls in MDCP 2011.
E	Consistency with legislation and policies	
E1	The amended proposal still has not demonstrated that it satisfies the requirements of Part 3 – Transport Corridor Advertising and Signage Guidelines and Schedule 5 – Assessment Criteria under SEPP (Industry and Employment) 2021, the aims and objectives of the Inner West Local Environmental Plan 2022 and the	<p>An updated assessment of the Amended DA against the Industry and Employment SEPP, Signage Guidelines, Inner West LEP and the MDCP 2011 was undertaken in the SEE and associated SEPP/Guidelines Assessment submitted with the Amended DA package.</p> <p>The assessment concludes the proposal is consistent with the objectives and generally complies with the provisions of the above legislation and guidelines.</p>

Ref.	Matters raised by Inner West Council	Response
	requirements of Part 8 under the Marrickville Development Control Plan 2011.	
F	Visual Impacts upon Residential Properties	
F1	It is acknowledged that additional information within the Visual Impact Assessment (VIA) has been provided to confirm the impacts to the surrounding residential properties, particularly to the nearest residential properties along Bedford Street. Following a review of this information, Council still considers that the signage will present an adverse visual impact to the surrounding residential properties. Concern is still raised that the overall height and the visual screen size of the signage has not been reduced. The sign still extends above the railway line, and thus will be visually obtrusive to the surrounding residential properties.	<p>The DA has been substantially amended throughout the assessment period as well as in the subject Amended DA as follows:</p> <ul style="list-style-type: none"> • reduction of sign to one structure (originally two signs proposed) • relocation to outside the State heritage curtilage and no longer physically attached to the bridge structure • reduction in depth from 1050mm to 450mm • removal of six existing static signs (total 30m²) on the inside of the Enmore Road railway bridge, rationalising signage in the locality • increase to dwelling time from 15 seconds to 60 seconds • height reduced by approximately 400mm since the previous iteration of the proposal (April 2023) <p>These amendments are the result of an extensive design and site-specific selection process that has been undertaken in response to submissions received from the public and agencies as well as information received from the Department during the assessment period since June 2022.</p> <p>These amendments also provide for a sign that is not attached to the rail overbridge and does not extend directly above/over the railway line. Instead, the sign will be secured to the ground via a concrete pile in a small, grassed area to the west. This amendment improves the compatibility of the proposed sign with the area as it will now be viewed against and frame by existing built form and mature vegetation located behind the structure.</p> <p>The DA as amended also improves the compatibility and overall visual impact of the proposed sign on the limited number of residential properties located nearby. Further assessment is provided below.</p>

Ref.	Matters raised by Inner West Council	Response
		<p><u>Impact on residential properties</u></p> <p>There are only a relatively small number of residential properties in close proximity to the site, and even fewer with potential views towards the sign.</p> <p><i>Low density residential – Bedford Street</i></p> <p>The proposed sign as amended sign is now approximately 50m west of the residences along Bedford Street. Moreover, it will be orientated towards the Enmore Road/King Street intersection to be visible to traffic travelling west, and not directed towards these residences.</p> <p>There is also built form and vegetation between the site and these properties, including the railway and railway overhead wires/lines as shown in the figure below. This will further restrict any views of the sign from these residences and ensure the sign does not protrude above surrounding environment.</p> <p>The sign will also be programmed to adhere to the strict lighting controls/levels recommended by the lighting consultant in the LIA for the site as outlined in the response at Reference U and Attachment K. These lighting controls/levels will ensure the sign complies with the illumination requirements set out in the Australian Standards and Signage Guidelines. Specifically, the brightness of the LEDs will be controlled to provide upper and lower thresholds and will include a light sensor to automatically adjust the brightness of the display area to the specific lighting conditions i.e time of day and inclement weather.</p> <p>In complying with these standards, the proposed signage will not result in unacceptable glare and impact the visual amenity of nearby residential properties.</p>

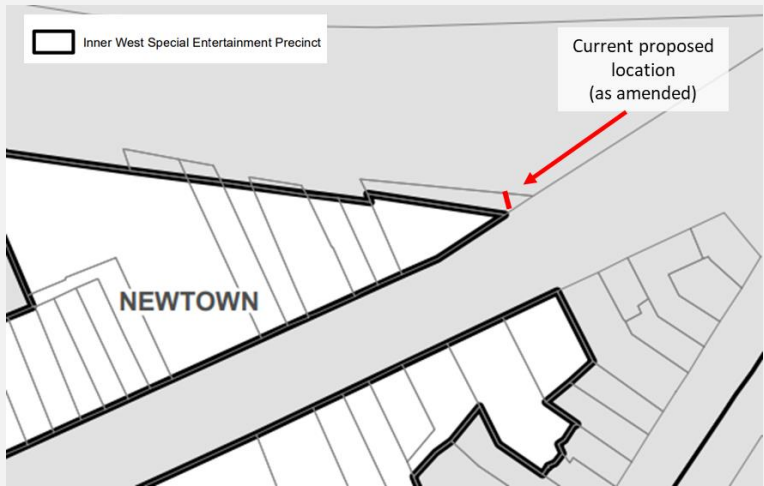
Ref.	Matters raised by Inner West Council	Response
		 <p data-bbox="882 868 1635 900">Figure 4: View towards the site from Bedford St (Source: Keylan)</p> <p data-bbox="882 925 1308 957"><i>Shop top housing – 8 Enmore Road</i></p> <p data-bbox="882 989 1890 1046">Views of the proposed sign from shop top housing at 8 Enmore Road are expected as follows:</p> <ul data-bbox="882 1053 1980 1270" style="list-style-type: none"> • views of the sign only possible from the enclosed balconies (private open space is located to the rear of each apartment) • only oblique views of the signage structure (partial side and rear) from the balconies (indicative photomontage from street level shown below) • views framed by existing mature vegetation located behind the structure – the sign will not be viewed from balconies as a protruding structure and therefore no adverse impacts on broader district views are expected

Ref.	Matters raised by Inner West Council	Response
		<p>On the basis of the above, our assessment concludes that the proposed sign will not result in unacceptable visual impacts on shop top housing at 8 Enmore Road given indirect view lines, apartment design and mature vegetation.</p> <p>Further to the above, the LIA submitted with the amended DA determined that the expected luminance at 8 Enmore Road was acceptable. This assessment included the 'post-curfew' period (11pm to 6am) which is considered as the most obtrusive nighttime period and generally when residents are trying to sleep.</p> <p>The light modelling found that the maximum illuminance for the property at 8 Enmore Road would be 0.58 lux which is significantly below the 5 lux maximum allowed at Zone A4 properties. The proposed sign therefore complies with the specific lighting criteria and will not result in adverse illumination impacts on the residential property at 8 Enmore Road.</p>  <p>Figure 5: Indicative view from street level at 8 Enmore Rd (Source: JCDecaux)</p>

Ref.	Matters raised by Inner West Council	Response
F2	<p>The applicant has stated that the proposal will comply with all relevant requirements of AS 4282-2019: Control of the Obtrusive Effects of Outdoor Lighting, and that the signs do not emit light backwards whereby the residential properties to the east/rear of the sign will receive no illuminance during the night-time operation. However, no elevations have been submitted which clarify the visibility of the signage during the night-time period from Bedford Street. The proposal still seeks illumination 24 hours a day, Council's position is that adverse impacts will be presented upon the residential amenity for properties along Bedford Street as a result of on-going glare and light spillage that is caused by the proposal. This has also considered the fact that post curfew illumination limits are being proposed, which require the signs illumination to be substantially lower between the hours of 11pm and 6am daily. Council questions the necessity for such extensive hours at maximum illumination, and the necessity at all for illumination between 9:00pm and 7:00am.</p>	<p>No adverse lighting impacts on Bedford Street residences are anticipated as:</p> <ul style="list-style-type: none"> • The sign has been relocated 30m further west of the previously proposed location meaning it is now a considerable distance from the residences (approximately 50m west) • The sign is proposed to be orientation towards the Enmore Road/King Street intersection, rather than towards Bedford Street. • There is built form and vegetation between the site and Bedford Street properties, including vegetation along Bedford Street and railway overhead wires/lines. This will further restrict any views of the sign from these residences. • The sign will be subject to restrict lighting controls that have been determined by the lighting consultant and are in accordance with the Signage Guidelines and Australian Standards. These ensures the sign is illuminated in response to the specific time of day and weather. • Further details are provided at Reference U. <p>The sign is required to be illuminated during the specified hours to ensure it remains financially feasible so to allow Sydney Trains to generate sufficient revenue to improve services and infrastructure throughout its jurisdiction.</p>
F3	<p>Council's letter dated 20 October 2022, requested details to demonstrate view lines from the existing shop top housing developments along Enmore Road. The vantage points from these properties still have not been adequately demonstrated, given that Figure 24 within the submitted VIA contends that the private open space areas for these dwellings face internally</p>	<p>The VIA acknowledges that the shop top housing at 8 Enmore Road have balconies fronting Enmore Road. However, it found that there are limited visual impacts as a result of the sign on this property as:</p> <ul style="list-style-type: none"> • each apartment balcony is semi-enclosed and includes fixed movable shutters to provide privacy and noise attenuation from Enmore Road • only oblique views of the signage structure will be possible as the property (and balconies) are located further west than the proposed sign

Ref.	Matters raised by Inner West Council	Response
	<p>within the site and away from Enmore Road. However, each dwelling has a balcony directly adjacent to a principal living area which adjoins Enmore Road. Therefore, the assessment does not adequately consider how the amenity of these dwellings would be affected by the proposal.</p>	<ul style="list-style-type: none"> views will be framed by existing mature vegetation located behind the structure – the sign will not be viewed from balconies as a protruding structure and therefore no adverse impacts on broader district views are expected lighting modelling found the illumination at this property to be significantly lower than the maximum level (refer response at Reference U for further details) <p>Photomontages from the residential balconies have not been obtained given the apartments are private residences.</p>
G	Traffic and Pedestrian Safety	
G1	<p>Whilst it is acknowledged that Transport for NSW (TfNSW) have provided concurrence, the SEE contains conflicting information to demonstrate how the proposal satisfies road safety requirements under SEPP Industry and Employment or the Transport Corridor Advertising and Signage Guidelines 2017. The SEE states that the sign would not display colours and shapes which could be mistaken for a traffic signal or would not contain interactive technology or technology that enables opt-in direction communication with motorists, yet no details of the advertisements have been provided to enable confirmation how the signage would satisfy these requirements. As insufficient information is provided in relation to the contents of future advertising, it is yet to be demonstrated how the proposed signage satisfies the relevant road safety principles, and objectives of the applicable environmental planning policies.</p>	<p>As outlined in Council's submission, the proposal will not display colours and shapes which could be mistaken for a traffic signal or would not contain interactive technology or technology that enables opt-in direct communication with motorists.</p> <p>The Applicant is committed to complying with this on an ongoing basis and it is expected this will form a condition of consent, of which the Applicant is willing to accept. This was also outlined in the SSA provided with the amended application (refer Attachment H) which states the following:</p> <p><i>...Transport Corridor Outdoor Advertising and Signage Guidelines specify criteria which are directly applicable to the assessment of digital signs... this criteria should be included as part of the consent conditions for the proposal to ensure future compliance...</i></p>
H	Impacts to the Public Domain and Entertainment Precinct	
H1	<p>The response provided by the applicant has been considered, however Council does not</p>	<p><u>Impacts on the public domain</u></p>

Ref.	Matters raised by Inner West Council	Response
	<p>agree with this response and the subsequent impacts that the proposal will have on the public domain and Enmore Road Entertainment Precinct for the reasons that have been outlined below.</p>	<p>The proposal will have a positive impact on the public domain as it will exhibit a high quality, architectural design that encourages an active street frontage, supports Newtown's night-time economy and provides visual interest.</p> <p>Further to the above, the sign will achieve an appropriate interface at ground level, as it will be located behind the railway fence, and will not cantilever over the footpath or road corridor. In this way, it will not restrict pedestrian movement along Enmore Road or cause unnecessary distraction that is unsafe in the public domain. Safety is outlined further in the Signage Safety Assessment (SSA) provided with the amended application (refer Attachment H).</p> <p>Further, signage is not uncommon in the area given its urbanised nature as outlined in Section 2.4 of the Signage Guidelines, which states:</p> <p><i>...in urban enterprise corridors and within entertainment districts, it is not uncommon to have multiple signs visible along a given sightline. When strategically placed, these signs can contribute to the urban fabric and promote city life in key areas...</i></p> <p>The proposed sign is consistent with this statement as it will contribute to the vibrancy and dynamic nature of this precinct by providing a high quality, architecturally designed advertising structure. This statement also demonstrates there is an appetite for signage in entertainment districts and lively areas of King Street and Enmore Road, Newtown.</p> <p>The proposal also consistent with sections of MDCP 2011 which specifically relate to the public domain. The site is located within Commercial Precinct 37 under the MDCP 2011 (Section 9.37) which is described as "largely commercial in nature" and "traditionally been a civic, retail and entertainment hub and remains largely so today".</p> <p>The proposed sign aligns with this description as it will contribute to the vibrancy and dynamic nature of the precinct by providing a high quality, architecturally designed advertising structure that is an appropriate size and scale consistent with an area that is highly urbanised and a road environment.</p>

Ref.	Matters raised by Inner West Council	Response
		<p><u>Impacts on Enmore Road Entertainment Precinct</u></p> <p>The Enmore Road Special Entertainment Precinct (SEP) came into effect on 12 December 2023 through an amendment to MDCP 2011.</p> <p>The SEP does not apply to the proposal as the site is not located within the SEP boundary as shown in the map below. Further, the advertising panel on the proposed sign is not expected to be visible from the SEP as it will be orientated to the east (towards westbound traffic).</p> <p>The SEP (as identified within Inner West Council's <i>Special Entertainment Precinct Management Plan</i>) also only applies to the operation of commercial premises as it manages the regulation and compliance procedures for entertainment sound associated with commercial premises. As the proposal comprises a digital advertising sign that involves no sound, the SEP would not apply even if the site were located within the boundary.</p>  <p>Figure 6: Enmore Road Special Entertainment Precinct (Source: SLEP 2012)</p>
I	Public Benefit and Interest	


Ref.	Matters raised by Inner West Council	Response
I1	The amended documentation still fails to demonstrate a direct public benefit provided by the proposal, such as a framework/mechanism to support the public benefits stated under Part 6.8 of the Statement of Environmental Effects along with the Public Benefit Statement. Council does not agree that the public benefits stated by the applicant outweigh the adverse impacts that the signage will have on the surrounding locality.	<p>The proposed public benefits are sufficient in accordance with the Signage Guidelines as outlined below.</p> <p>Section 4 of the Signage Guidelines outlines how certain outdoor advertisements must meet a public benefit test to ensure that the advertising will result in a positive gain or benefit for the community. In relation to Sydney Trains advertising, the Guidelines outline an appropriate public benefit as follows:</p> <p><i>4.2.1 RMS and TfNSW, Sydney Trains and NSW Trains advertising</i></p> <p><i>For TfNSW, Sydney Trains and NSW Trains, railway station upgrades (e.g. providing wheelchair access) and rail crossings (e.g. installation of lights or gates) or other rail safety measures may be considered priority works. Amenity improvements along rail corridors including landscaping, litter removal, or vandalism and graffiti management may also be considered appropriate public benefits.</i></p> <p>As outlined in the Public Benefit Statement (Attachment F) the installation of this sign will provide a valuable revenue stream to Sydney Trains which will continue to be used to support a number of improvements and maintenance programs in accordance with the public benefit test provisions identified in Industry and Employment SEPP and the Guidelines.</p> <p>Notwithstanding the above, the proposal is not anticipated to result in adverse impacts on the surrounding locality, irrespective of the proposed public benefits. Impacts are assessed throughout the SEE submitted with the amended application as well as throughout this RFI/RtS response.</p>
J	Tree Management	
J1	<p>Given that the sign has been relocated 30m west of its existing location along Enmore Road, the amended proposal directly adjoins 3x Ficus Rubignosa (Port Jackson Fig) that are located within the rail corridor.</p> <p>The submitted Arboricultural Impact Appraisal and Method Statement prepared by Andrew Scales, dated 8 December 2023 and</p>	<p><u>Arborist report</u></p> <p>Whilst the Arborist did not have direct access to the site, a site inspection and observations from ground level in close proximity to the site were carried out to estimate the dimensions of the three trees (refer Section 2.2.3 of Arborist report submitted with amended DA, also re-attached at Attachment L). The data for each tree is clearly outlined in Appendix 2 of the Arborist report.</p>


Ref.	Matters raised by Inner West Council	Response
	<p>drawings have been reviewed. It is unclear how the Arborist has concluded that the proposal will have minimal impact on the adjoining vegetation, given that section 2.2.1 of the submitted report states that all dimensions were estimated since access was unavailable. Furthermore, the accuracy of the submitted Tree Management Plan is questioned, given the Arborist advised that there was no access to the site.</p> <p>Notwithstanding the above, detailed advice on the proposal and the impacts to the affected trees is currently unable to be provided as the submitted information is considered to contain significant deficiencies, lacks accuracy and is ultimately unclear.</p>	<p>In addition to this, the Arborist report was prepared by Andrew Scales, a qualified Arborist with extensive experience in the field of over 20 years (refer Appendix 1 of Arborist report). Andrew also is the Director of Naturally Trees.</p> <p>On the basis of the above, the Arborist report was prepared by a suitable person and was based upon sufficient data as a result of a site inspection. Therefore, the conclusions of the Arborists report are qualified and should be supported.</p> <p><u>Test of significance</u></p> <p>A Test of Significance was prepared by a qualified consultant as requested by DPHI in their RFI.</p> <p>Whilst the Test of Significance provides commentary on threatened species which does not include the existing three fig trees. Notwithstanding, the assessment makes the following finding:</p> <p><i>...The subject site fig trees will not be impacted by the proposal...</i></p> <p>This confirms the conclusions of the Arborist report.</p>

Table 2: Response to Inner West Council submission

Attachment C - Response to submission received from City of Sydney Council


Ref.	Issues raised by City of Sydney Council	Response
K	Amended Design	
K1	The City has reviewed the amended proposal and advise that our same concerns remain as raised in our previous submissions dated 19 October 2022 and 26 June 2023. The City therefore maintains its strong objection to the proposal and recommend that the Department of Planning, Housing & Infrastructure (DPHI) refuse this application.	Noted. A detailed response to the matters Council raised is outlined below.
K2	It is understood that the proposed digital advertising sign has now been relocated further along Enmore Road (approximately 30 metres south-west) so that it is just outside the 'Newtown Railway Station group and Former Newtown Tramway Depot' State heritage listing boundary, and no longer physically attachment to the King Street Overbridge which is part of the listing.	Correct. The proposed sign is no longer attached to the State heritage item or located within the State heritage item curtilage.
K3	However, there are no significant changes to the design, size and scale of the sign, and no genuine efforts to alleviate the issues of visual clutter, nor its impacts on the character of the area, as detailed in the sections below.	<p>The proposal has been significantly changed since the original application was lodged in June 2022. Changes include:</p> <ul style="list-style-type: none"> • relocation of the sign 30m west outside the State heritage curtilage and no longer physically attached to the bridge structure (being an item of State heritage significance) • reorientation of the sign to face east towards westbound traffic • removal of 6 existing static signs on the inside of the Enmore Road railway bridge • increased dwell time from 15 to 60 seconds (exceeding the 10 seconds required under the Signage Guidelines) • overall height of the sign reduced by approximately 400mm (since previous iteration of proposed, April 2023) • overall depth reduced from 1050mm to 450mm


Ref.	Issues raised by City of Sydney Council	Response
		<p>The amended application now proposes to remove six existing static signs on the inside of the King Street Overbridge. The total advertising area amounts to 30m² and their removal would improve the area as only one sign (the subject proposal – an architecturally designed and appropriately sited sign) will exist, rather than an array of signage types scattered along the inside of the bridge. The figures below show the static signage currently located on the inside of the bridge.</p>  <p>Figure 7: Existing static signage on bridge (Source: Keylan)</p>

Ref.	Issues raised by City of Sydney Council	Response
		 <p data-bbox="887 868 1581 895">Figure 8: Existing static signage on bridge (Source: Keylan)</p> <p data-bbox="887 930 1980 1050">On the basis of the above, the removal of 30m² of existing static signage (total of six signs) and the introduction of one single-sided 14.93m² digital advertising sign will reduce the number of signs in the area, therefore representing a significant effort to reduce visual clutter in the area.</p> <p data-bbox="887 1083 1980 1174">The Amended DA was also specifically assessed against the Signage Guidelines in the Amended DA package (refer Appendix 2 'SEPP and Guidelines Assessment' of this package). In summary:</p> <ul data-bbox="887 1179 1980 1326" style="list-style-type: none"> • The removal of the six static signs reduces visual clutter by simplifying and rationalising the number of signs within the area, directly responding to Section 2.4 a & b of the Signage Guidelines. • The amended DA, directly addresses the principles outlined in Section 2.4 as it will exhibit a high quality design (architectural design by Tzannes Architects) that will

Ref.	Issues raised by City of Sydney Council	Response
		<p>encourage an active street frontage, support Newtown's night-time economy and provide visual interest.</p> <ul style="list-style-type: none"> The nearby 'Oporto sign' (business identification sign) will not negatively contribute to adverse visual clutter due to: <ul style="list-style-type: none"> location/design and existing vegetation – restricting visibility different sign typologies visibility of other business identification signage that identifies the Oporto business The amended DA is supported by a SSA (Attachment H) which concludes the proposed sign will not result in road safety impacts
L	Heritage and Streetscape Impacts	
L1	Whilst the proposed digital advertising sign is no longer located within the State heritage listing technical curtilage, it will be located within its visual curtilage as it will clearly be seen from the 1890's Overhead Booking Office. The large size, form and nature of the proposed sign does not complement the State heritage item.	<p>Refer to response provided in response to Inner West Council at Reference D1 above. In summary:</p> <ul style="list-style-type: none"> The HIS was prepared by a qualified heritage consultant and assessed the impacts of the amended proposal on the State heritage item and its curtilage and found that the proposal will have a “minimal and acceptable impact on the ability of the public to understand and appreciate the historic and aesthetic significance of the item”. The proposed sign will now be located approximately 90m away from the booking office. Photomontages prepared for the amended application (refer the figure at Reference D1 above) demonstrates that only minimal views of the sign will be possible from the overhead booking office. The proposal will reduce visual clutter through the removal of 30m² of existing advertising as outlined in the response at Reference K3. The sign will not be viewed in isolation or as a standalone structure. Instead, existing built form and mature trees will form the backdrop to the sign, ensuring it integrates into the site and locality and does not extend/protrude above built form. This will also ensure the sign does not appear as an intrusive object from the overhead booking office. Notwithstanding the above, the sign is suited to the site considering the nature of King Street/Enmore Road as vibrant and active entertainment precinct as well as a highly frequented road corridor with a variety of signage typologies nearby. The sign will generate visual interest and an activate the streetscape.
L2	The proposed advertising sign is located within the King Street and Enmore Road	<u>Impacts on HCAs</u>

Ref.	Issues raised by City of Sydney Council	Response
	<p>Heritage Conservation Area (HCA) under the Inner West Local Environmental Plan 2022 (IWLEP), and directly adjacent to the King Street HCA in the Sydney Local Environmental Plan 2012 (SLEP). It will detract from, and not be consistent with, the historical character of both HCAs noting that the sign remains to extend beyond well above the typical awning height in the locality, be out of scale with its surrounding context, and will contribute to visual clutter noting its close proximity to the Oporto business identification sign further west along Enmore Road.</p>	<p>It is acknowledged that the proposal is located within King Street and Enmore Road HCA, however impacts have been assessed and it has been determined that the sign will have a minimal and acceptable impact on the HCA. Further assessment is provided at Reference C1 above.</p> <p><u>Awning height</u></p> <p>Section 8.2.4 'King Street and Enmore Road HCA' of MDCP 2011 includes the following control for awnings located in the King Street and Enmore Road HCA:</p> <p><i>C41 Awnings must be in the height range of 3.6 metres to 4 metres and no higher (or lower by more than 600mm) than neighbouring awnings, for continuity</i></p> <p>This control does not apply to the site as an awning is not proposed, nor does the site include a building. Further, the proposal is permissible and evaluated under the Industry and Employment SEPP as it is proposed on rail corridor land and on behalf of Sydney Trains.</p> <p>Further to the above, the proposed sign is an appropriate size and scale and is consistent with the highly urbanised area and road environment to which it is located as:</p> <ul style="list-style-type: none"> • The sign will not extend above the surrounding 2 to 3 storey buildings along Enmore Road and King Street. • The top of the sign will sit only 5m above the railway overpass wall when viewed from the King Street Overbridge to the west. • It will also not extend above established vegetation to the immediate north of the site and instead this vegetation will frame the sign, ensuring it integrates into the site and side of the road. • The design of the sign will exhibit good design quality. It will be designed by Tzannes Architects and will include lighting measures to control luminance in response to the time of the day and weather. <p><u>Visual clutter</u></p> <p>The proposed sign will not contribute to visual clutter as discussed in the response at Reference K3 above.</p>

Ref.	Issues raised by City of Sydney Council	Response
		<p>Further, the Oporto sign when viewed in conjunction with the proposed sign will not result in unnecessary visual clutter as:</p> <ul style="list-style-type: none"> the signs represent two different typologies - the proposed sign an advertising sign, and the Oporto sign a business identification sign the eastern side of the Oporto sign is largely screened by existing vegetation and therefore when viewed from multiple locations from the westbound direction it almost entirely obstructed from view (refer Figure below for an example) <p>An assessment of impacts on the viewing rights of the Oporto sign is outlined in the VIA that was submitted with the amended application (re-attached at Attachment I).</p>  <p>Figure 9: View towards Oporto sign from opposite side of Enmore Road looking north, August 2023 (Source: Keylan)</p>

Ref.	Issues raised by City of Sydney Council	Response
		 <p data-bbox="882 868 1832 895">Figure 10: View towards Oporto sign looking west, August 2023 (Source: Keylan)</p>
L3	<p data-bbox="315 903 860 1054">The sign will obscure and clutter important westward views along King Street and Enmore Road and will visually compete with the finer grained elements that comprise the streetscape of Enmore Road.</p>	<p data-bbox="875 903 1980 967">The proposed sign will not contribute to visual clutter as discussed in the response at Reference K3 above.</p> <p data-bbox="875 999 1980 1054">Further, the amended proposal will not compete with finer grained elements that comprise the streetscape of Enmore Road as:</p> <ul data-bbox="875 1086 1980 1300" style="list-style-type: none"> <li data-bbox="875 1086 1980 1182">• The sign as amended is proposed on rail corridor land to the side of Enmore Road, north of the footpath. Therefore, the sign will not be a central element in any westward view along Enmore Road. <li data-bbox="875 1190 1980 1300">• The sign has also been relocated to this location as there is existing built form and mature trees that will form the backdrop to the sign, ensuring it integrates into the site and locality and does not extend/protrude above existing 2 to 3 storey built form nearby. This will also ensure the sign does not obstruct any westward views.

Ref.	Issues raised by City of Sydney Council	Response
		<ul style="list-style-type: none"> Views further west which comprise of the finer grain detail of Enmore Road streetscape such as the facades of 25 Enmore Road are suitably distanced from the proposed sign site. These will remain visible in their entirety irrespective of the signage application. Elements that comprise the Enmore Road streetscape are characterised by commercial, and entertainment uses where signage is common. Importantly, many of the building fronting Enmore Road have associated signage, including A-frame footpath signage, awning signage and wall signage. On this basis, our assessment concludes that the proposal is suitable for the site and locality rather than being incompatible in the area. <p>Indicative photomontages showing westward views with the proposed sign are provided in the figures below.</p>  <p>Figure 11: Westward view along Enmore Road (Source: JCDecaux)</p>

Ref.	Issues raised by City of Sydney Council	Response
		 <p data-bbox="882 879 1675 906">Figure 12: Westward view along Enmore Road (Source: JCDecaux)</p>
L4	<p>The 6 existing signs on the side of the Overbridge that are proposed to be removed under this application, are smaller in height, are static, and are located below the balustrade height and parallel to the street. Whereas the proposed signage structure will be a lot more prominent, being a height more than 5.2m above the top of the bridge balustrade and will contain a large digital sign (3.1m wide by 4.7m wide) that is angled to face vehicular traffic travelling westwards.</p>	<p>The proposed sign will not contribute to visual clutter as discussed in the response at Reference K3 above.</p> <p>In summary, the removal of 30m² of advertising (six separate signs) and replacement with one, architecturally designed and suitably located 14.93m² advertising sign will result in an improved outcome for the site. It will reduce the array of signage types scattered along the inside of the bridge, therefore reducing visual clutter.</p>
M	Visual Impacts	
M1	<p>No significant changes have been made to the size and scale of the advertising sign to reduce its visual impacts. Although the depth</p>	<p>As outlined in the response at Reference C2 above, the proposal has been significantly amended in response to submissions received from DPHI, Inner West and City of Sydney Council and the public since the original application was lodged in June 2022.</p>

Ref.	Issues raised by City of Sydney Council	Response
	<p>has been slightly reduced by 50mm, the actual digital screen size remains as originally proposed, which is excessive in height and scale, is completely overbearing to its surrounding and contributes detrimental visual bulk and clutter within the locality.</p>	<p>The key differences between the original DA and the subject Amended DA include:</p> <ul style="list-style-type: none"> • relocation of the sign 30m west outside the State heritage curtilage and no longer physically attached to the bridge structure (being an item of State heritage) • reorientation of the sign to face east towards westbound traffic • removal of 6 existing static signs on the inside of the Enmore Road railway bridge • increased dwell time from 15 to 60 seconds (exceeding the 10 seconds required under the Signage Guidelines) • height reduced by approximately 400mm since the previous iteration of the proposal (April 2023) <p>overall depth reduced from 1050mm to 450mm</p> <p>The sign is also not considered overbearing to its surrounds given the area comprises a mixed use, commercial entertainment precinct with 2 to 3 storeys commonly located along King Street and Enmore Road. On this basis, our assessment concludes the proposal will not extend above the general height of surrounding buildings.</p> <p>The amended application represents a significant effort to response to submissions received, including concerns raised by DPHI and Councils and the amended site location is considered even more suitable than previous iterations of the proposal.</p>
M2	<p>A revised VIA has been submitted. The VIA now only presents a visual catchment to the eastern side of the sign. As advised previously, the proposal is for a large, oversized structure and it is incorrect to assume that the only visual impact will be from the side where the digital advertising can be viewed.</p>	<p>It is understood this comment has been made in error.</p> <p>The amended application proposes a digital signage structure with an east facing panel. Therefore, the visual catchment is located to the eastern side of the sign, as outlined in the updated VIA submitted with the amended application. Notwithstanding, a view from the west is also assessed in the VIA.</p>

Ref.	Issues raised by City of Sydney Council	Response
N	Inconsistency with the Industry and Environment SEPP 2021	
N1	We again disagree with the Proponent's assessment against Schedule 5 of the Industry and Employment SEPP for the reasons outlined in this letter. The sign, which has no significant design changes, remains to have a detrimental impact on the State heritage item, the HCAs it is located within and adjacent to, and the surrounding streetscape. A slight relocation of the sign is not sufficient in resolving these impacts.	<p>As outlined in a response at Reference C1 above, it is considered that significant design and location changes have occurred. These changes represent a significant effort to respond to the submissions received on the application since it was lodged in June 2022, including concerns raised by DPHI and Councils.</p> <p>Heritage impacts of the amended application have been assessed in detail in the material submitted with the amended application as well as throughout this RFI and RtS response. Please refer to the responses provided at References C1, C4 & D1 above. This assessment concludes there will be no adverse impacts on surrounding heritage items and areas and the streetscape as a result of the proposal.</p>
O	Public Benefit	
O1	The amended application provides no additional response to the issues raised by the City with regard to the public benefit, with the same Public Benefit Statement (dated 22 March 2022) lodged with the original proposal being re-submitted.	The proposed sign will provide sufficient public benefits and further details have been outlined at the response to Reference I above.
O2	No further detail has been provided to clarify that the proposed 'improvement and maintenance programs' are and how this demonstrates a direct link to public benefit.	
O3	Our position therefore remains that there is insufficient information provided to demonstrate how the proposal will provide a direct public benefit, other than creating a revenue that will be invested back into the public transport network, which is an existing core responsibility of Sydney Trains.	
O4	In summary, the City strongly objects to the proposed sign due to the issues raised in both this letter and our previous submissions. The City therefore	

Ref.	Issues raised by City of Sydney Council	Response
	recommends that DPHI refuse the application.	
	General	
O5	As noted in our previous letter, the City has significant concerns not only with the specific detrimental impacts of this particular sign, but also the cumulative impacts of the significant number of similar digital advertising signs proposed by Sydney Trains within and in in close proximity to the City of Sydney local government area, which raise similar issues relating to visual impact and a lack of public benefit.	<p>Impacts of the amended application have been assessed in detail in the material submitted with the amended application as well as throughout this RFI and RtS response.</p> <p>The proposed sign will not contribute to unnecessary visual clutter and will instead reduce clutter through the removal of signage, as discussed in the response at Reference K3 above.</p>

Table 3: Response to City of Sydney Council submission

Attachment D - Response to public submissions

A total of 22 public submissions were received raising objection to the application. Each submission is responded to in the table below.

Ref	Submission received	Response
P	Stop the excessive commercialisation of public space.	<p>The site to which the sign is proposed is rail corridor land and is owned by Sydney Trains.</p> <p>The site is a small, grassed area that would not suit redevelopment for an alternative public purpose given its size and proximity to the rail corridor, road and bridge.</p> <p>The proposed sign is a suitable use of public land as it has a public purpose. The sign will provide a valuable revenue stream to Sydney Trains which will be used to support a number of improvements and maintenance programs in accordance with the public benefit test provisions identified in Industry and Employment SEPP and the Guidelines. A Public Benefit Statement was submitted with the amended application and is provided at Attachment F.</p>
Q	Such digital advertising board doesn't suit the atmosphere of Newtown and Enmore. Please don't allow it. Thanks.	The proposal is suitable for the site and immediate locality, given the mixed use, commercial and entertainment nature of the area, also considering the level of activity in the area and nature of King Street/Enmore Road as a busy road corridor.
R	Please no digital billboard at this intersection. Will kill the unique vibe of Newtown.	<p>Further, signage is not uncommon in the area given its urbanised nature as outlined in Section 2.4 of the Signage Guidelines, which states:</p> <p><i>...in urban enterprise corridors and within entertainment districts, it is not uncommon to have multiple signs visible along a given sightline. When strategically placed, these signs can contribute to the urban fabric and promote city life in key areas...</i></p> <p>The proposed sign is consistent with this statement as it will contribute to the vibrancy and dynamic nature of this precinct by providing a high quality, architecturally designed advertising structure. This statement also demonstrates there is an appetite for signage in entertainment districts and lively areas including King Street and Enmore Road, Newtown.</p>
S	It will detract from the history of Enmore and Newtown. We are not an eyesore like Darling Harbour!	<p>The amended proposal will not unnecessarily detract from the historical character of Enmore and Newtown as:</p> <ul style="list-style-type: none"> The proposal will be of minor scale (at 5m above the railway overpass wall when viewed from the bridge to the west) and will not be overly prominent so as to obstruct any views.

Ref	Submission received	Response
		<ul style="list-style-type: none"> The proposal will not impact on the ability of the public to understand and appreciate the historic and aesthetic significance of surrounding heritage items and HCAs as it will be located to the side of the road corridor and be observed as a background element rather than a stand-alone structure on a bridge (vegetation and existing built form will now form a backdrop to the sign). The sign is also not considered overbearing to its surrounds given the area comprises a mixed use, commercial, entertainment precinct with 2 to 3 storeys generally fronting the road corridor. The HIS submitted with the Amended DA (re-attached at Attachment J) found that the proposal would result in “minimal and acceptable impacts” on the heritage significance of nearby HCAs and heritage items. <p>Instead of detracting from the history of Enmore and Newtown, the sign will fit into the area, given its commercial and entertaining nature. By displaying high quality, architecturally designed visual advertisements, whilst adhere to the strict lighting requirements outlined in the LIA (Attachment K), the sign will improve the use of a currently un-utilised small piece of public land to generate income for Sydney Trains. This will have flow on effects to general public through service and infrastructure upgrades for the Sydney Trains network, in particular noting the high levels of public transport usage in the area.</p>
T	The proposal will negatively impact the charm of the King street & Enmore road area. With already an influx of major brands filling the streets & shops it is important that our streets don't just turn into any old soulless area. The use of graffiti for marketing over the footbridge is much more consistent with the area & proposal to dedicate this same space to have only graffiti style marketing allowed.	<p>The proposal will not impact the charm of the area as outlined in the response at Reference S above.</p> <p>The proposal will not take away from local and interesting brands and businesses that characterise Enmore Road as it will be orientated to be viewed by motorists travelling along the road corridor which will view the advertisement for a small point in time.</p> <p>While it is acknowledged it will also be visible to pedestrians on either side of Enmore Road and King Street, this area is characterised by signage which plays a large part of its identity as a mixed use area, as well as illuminated signage which contributes to the nightlife and vibrancy. The proposal will generate visual interest and present as an architecturally designed structure that is compatible and will encourage these uses.</p> <p>The suggestion in the latter half of this submission is not possible as it would not be financially feasible for Sydney Trains, and therefore would not generate the proposed public benefits.</p>

Ref	Submission received	Response
		Notwithstanding this, the proposal remains a better outcome than this suggestion as 30m ² of advertising (the six separate signs) is proposed to be replaced with one , architecturally designed and suitably located 14.93m ² advertising sign. Importantly, the proposal will reduce the array of signage types scattered along the inside of the bridge, therefore reducing visual clutter.
U	Ongoing commercialisation of public spaces is criminal. Light from the sign will disrupt residents, and the sign will detract from the area's appeal.	<p>A response to the commercialisation of public space is provided at Reference P above.</p> <p>The LIA submitted with the amended application found that illumination from the proposed sign would not impact on residential properties if the mitigation measures and controls were adhered to as outlined below:</p> <ul style="list-style-type: none"> • The light modelling found that the maximum illuminance for the property at 8 Enmore Road would be 0.58 lux which is significantly below the 5 lux maximum allowed at Zone A4 properties. The proposed sign therefore complies with the specific lighting criteria and will not result in adverse illumination impacts on the residential property at 8 Enmore Road. • Illumination from the sign is not expected to affect properties along Bedford Street given: <ul style="list-style-type: none"> ○ the significant distance between the properties and the sign (50m) ○ the orientation of the sign given it will be angled towards the Enmore Road/King Street intersection to be visible to traffic travelling west, and not directed towards Bedford St residences ○ built form and vegetation between the site and these properties, including the railway and railway overhead wires/lines which will further restrict any views of the sign from these residences and ensure the sign does not protrude above surrounding environment • In addition to the above, the sign will be programmed to adhere to the strict lighting controls/levels recommended by the lighting consultant in the LIA for the site (refer Attachment K). These lighting controls/levels will ensure the sign complies with the illumination requirements set out in the Australian Standards and Signage Guidelines. • Specifically, the brightness of the LEDs will be controlled to provide upper and lower thresholds and will include a light sensor to automatically adjust the brightness of the display area to the specific lighting conditions i.e time of day and inclement weather. • In complying with these standards, the proposed signage will not result in unacceptable glare and impact the visual amenity of nearby residential properties. <p>A response related to the impacts on the area's appeal is provided at Reference S above.</p>

Ref	Submission received	Response
V	Please don't build this. It will become a distraction to drivers	<p>The proposal will not reduce the safety of motorists. The SSA, prepared by a qualified traffic engineer and submitted as part of the application (refer Attachment H) confirms:</p> <ul style="list-style-type: none"> • The proposed sign will not obstruct and/or reduce visibility of any traffic control devices, signage, pedestrians, or cyclists. • The proposed sign will not give incorrect information on the alignment of the road. • The proposed digital sign will not be located within the safe stopping distance of the King Street/Enmore Road traffic signals. • A 60 second dwell time is proposed, as requested by TfNSW. • The proposed sign will not compromise safety for road users in the vicinity. <p>The amended application results in an improved traffic outcome when compared to previous revisions of the application. The subject application (as amended) is no longer located within the SSD of the King Street and Enmore Road intersection and is proposed at 75m from the stop line. In comparison, the original application (June 2022) proposed two signs, of which one was located within the SSD of the intersection.</p> <p>It is also noted, the dwell time has been increased from 15 seconds to 60 seconds since the previous application, greatly exceeding the 10 second requirement under the Signage Guidelines.</p>
W	We do not need this visual pollution in our heritage listed neighbourhood NO	<p>The proposal will not adversely impact on the heritage nature of the area as outlined in the response at Reference C1 & C2 above.</p> <p>The HIS and VIA submitted with the amended application also assessed the impacts of the proposal on heritage items and HCAs, including visual impact.</p> <p>In summary, impacts on heritage are only expected to be minimal and acceptable as the sign:</p> <ul style="list-style-type: none"> • is no longer physically attached to the bridge to which a state heritage item relates to • will extend 5m above the street so as not to overly impose on the heritage character of the area • is suitably positioned to the north of the road corridor and footpath in a small existing vacant area that will not block any existing views • will not protrude or present as standalone object as there is existing vegetation which will assist the sign integrate into the streetscape

Ref	Submission received	Response
		<ul style="list-style-type: none"> is suited to the environment considering it is a road corridor, and is a mixed use, commercial and entertainment precinct <p>Further to the above, the proposed sign will not contribute to visual clutter, as discussed in the response at Reference K3 above. On this basis, our assessment concludes the proposal will not result in unacceptable visual pollution that affects nearby heritage items and areas.</p>
X	I object to the proposal of a new digital billboard on Enmore rd. It's a busy enough street and area, we are proud to have local and interesting brands and businesses.	Refer to response at Reference S above.
Y	As a resident of Newtown I strongly object to this proposal to place a large digital advertising sign right in the heart of my suburb. This is frankly unwanted, grotesque, ugly commercialisation of public space. There is no public benefit. This would be detrimental to the public amenity of the area. I fully support City of Sydney's strong objections to this proposal and it should be refused permission to proceed. I and many people like who live in and visit Newtown/ Enmore strongly object to this proposal.	A response to the commercialisation of public space and public benefit is provided at Reference I & P above.
Z	I strongly object this application.	Noted.
AA	We need to protect our heritage neighbourhood. I'm strongly against this digital sign	A response to heritage impacts is provided at References S & W above.
AB	This has an extremely large sign which will have a very detrimental impact on the appearance of the surrounding areas. Newtown is a heritage areas with a unique modern character. It has a limited amount of commercial signage and many	<p>The proposed sign is of an appropriate size and scale that is consistent with highly urbanised area and road environment as summarised below:</p> <ul style="list-style-type: none"> The sign will not extend above the surrounding 2 to 3 storey buildings along Enmore Road and King Street. The top of the sign will sit only 5m above the railway overpass wall when viewed from the King Street Overbridge to the west.

Ref	Submission received	Response
	of the local businesses are small businesses. This should absolutely not be allowed to go ahead.	<ul style="list-style-type: none"> It will also not extend above established vegetation to the immediate north of the site and instead this vegetation will frame the sign, ensuring it integrates into the site and side of the road. The design of the sign will exhibit good design quality. It will be designed by Tzannes Architects and will include lighting measures to control luminance in response to the time of the day and weather. <p>A response to heritage impacts is provided at References S & W above.</p> <p>The proposal is suitable for the area and will not take away from local and interesting brands and businesses that characterise Enmore Road as outlined in the response at Reference U above.</p>
AC	King st is great the way it is an doesn't require this kind of signage	The sign will improve the use of a currently un-utilised small piece of public land to generate income for Sydney Trains, which will have flow on effects to general public through service and infrastructure upgrades. The proposal will do so without resulting in adverse impacts on the surrounding area, including King Street.
AD	<p>This proposal will add further obstructions to the already limited space given to pedestrians, resulting in congestion, pedestrian frustration and an increased danger to people walking on this busy transport route.</p> <p>Enmore Rd at this location provides 4 (expanding to 5 at the junction) lanes for vehicles, yet pedestrians get the scraps of space on the side. Blocking this further is entirely against the NSW government policies on active transport and encouraging walking.</p> <p>I strongly encourage NSW Govt to stop this proposal, and any like it which reduce pedestrian space.</p>	The proposal will not block any pedestrian space. The sign is proposed to the north of the footpath in an existing grassed area. It will not cantilever over the footpath or road corridor and will be located behind a locked gate.

Ref	Submission received	Response
AE	Objection to this proposal. This is not appropriate for a highly pedestrian friendly area. It does not meet the visual identity or aesthetic of the area, increases visual and light pollution and is downright nasty.	<p>The proposal will not block any pedestrian space. The sign is proposed to the north of the footpath in an existing grassed area. It will not cantilever over the footpath or road corridor and will be located behind a locked gate.</p> <p>The proposal will not negatively impact the visual identity or aesthetics of the area as outlined in the response to Reference S above.</p>
AF	A massive digital billboard would be unsightly and not in the spirit of the area. It would be putting a massive advertising space on a complex intersection where many accidents happen and a big moving sign would not help and could lead to more accidents on that road and in an area where drunk people walk across the intersection commonly having drivers distracted or having blinding lights that could blind a driver for a bit or make it hard to see people crossing at night would not be good and lead to more traffic, worse look for the area, and more accidents on this intersection.	<p>The proposal is suitable for the area as outlined in the response to Reference S above.</p> <p>The proposal will not reduce road safety in proximity to the site as outlined in the response to Reference V and within the SSA submitted with the amended application (Attachment H). Further, the SSA confirms that only two crashes have occurred within the visible distance of the proposed sign site in the past 5 years. The SSA also notes that the speed limit at this location was reduced from 50km/h to 40km/h in 2022 to improve road safety.</p> <p>The SSA does not suggest the proposal will increase the likelihood of traffic incidents within the visible distance of the sign.</p>
AG	I object. Too much light pollution, driver distraction and commercialisation of open space	<p>A response to lighting impacts is provided at Reference U above.</p> <p>The proposal will not reduce road safety in proximity to the site as outlined in the response to Reference V and within the SSA submitted with the amended application (Attachment H).</p> <p>A response to the commercialisation of public space and public benefit is provided at Reference P above.</p>
AH	Horrendous proposal period. Totally unnecessary and seeks only to profit the owner within a public space. There are far more existing opportunities to provide signage on existing buildings without profiteering.	<p>A response to the commercialisation of public space and public benefit is provided at Reference P above.</p> <p>An alternative proposal on an existing building is not possible as the subject proposal is only permitted on rail corridor land that is owned by Sydney Trains.</p>

Ref	Submission received	Response
		<p>Further, the site is a small grassed area that would not suit redevelopment for an alternative public purposes given its size and proximity to the rail corridor, road and bridge.</p> <p>The proposal has a public purpose as it will provide a valuable revenue stream to Sydney Trains which will be used to support a number of improvements and maintenance programs in accordance with the public benefit test provisions identified in Industry and Employment SEPP and the Guidelines. A Public Benefit Statement was submitted with the amended application and is provided at Attachment F.</p>
AI	<p>I support the City of Sydney's objection to this proposal, wholeheartedly.</p> <p>Please do not install such an ugly sign on our Main Street.</p>	Noted.
AJ	This is a disastrous proposal. Completely out of line with the visual amenity of the area, which should be made nicer for pedestrians not littered with advertising aimed at passing motorists. The current posters along the brick wall are much more in keeping with the character of the area. No digital billboards please!	<p>A response to visual amenity is provided at Reference F1 & H1 above.</p> <p>The proposed removal of 30m² of advertising (the six separate signs) are replacement with one, architecturally designed and suitably located 14.93m² advertising sign is an improved outcome than a 'do nothing' option which this submitter suggests. The proposal will reduce the array of signage types scattered along the inside of the bridge, therefore reducing visual clutter, whilst also providing a valuable stream of revenue to improve Sydney Trains services and infrastructure.</p>

Table 4: Response to public submissions