

25 July 2022

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

Attention: David Glasgow  
[david.glasgow@planning.nsw.gov.au](mailto:david.glasgow@planning.nsw.gov.au)

Dear Mr Witherdin

**Response to Request for Information (DA22/1842)**  
**Digital Advertising Sign – Gore Hill Freeway Rail Overpass, Artarmon**

This letter has been prepared by *Keylan Consulting Pty Ltd* (Keylan) on behalf of Sydney Trains (the Applicant) to address the Department of Planning and Environment's (DPE) Request for Additional Information (RFI) dated 7 July 2022 in relation to Development Application (DA22/1842).

A response to the issues raised in DPE's letter is detailed in the table at **Attachment A**.

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

- **Attachment A:** Response to Issues raised by DPE
- **Attachment B:** Revised Lighting Impact Assessment

The response reinforces the findings of the SEE and supporting information, that the proposed digital advertising sign:

- will not adversely impact on the amenity of nearby areas
- demonstrates compliance and meets the objectives of Chapter 3 and Schedule 5 of the Industry and Employment SEPP (former SEPP 64)
- will result in acceptable lighting, road safety and visual impacts
- will provide a public benefit to the community

We trust that this response provides sufficient information required for DPE to finalise its assessment and approve the application.

Please do not hesitate to contact Padraig Scollard on 8459 7508 or via email at [padraig@keylan.com.au](mailto:padraig@keylan.com.au) should you wish to discuss any aspect of this project.

Yours sincerely



Michael Woodland BTP MPIA  
Director

## Attachment A

### Response to issues raised by DPE

Ref.	Issues raised	Response
1	<i>Given the low level of street and/or background lighting in the surrounding area, the Department considers the site would be more accurately categorised as Environmental Zone A3 under Australian Standard 4282 and the night-time luminance level (cd/m<sup>2</sup>) of the sign should be reduced accordingly</i>	<p>The Applicant has reduced the proposed night-time illuminance levels to better reflect DPE's classification of the zone.</p> <p>A revised Lighting Impact Assessment (LIA) has been prepared by Electrolight (<b>Attachment B</b>).</p> <p>The revised LIA has been amended to identify the sign as within Environmental Zone A3 under Australian Standard 4282. Accordingly, the night time luminance level has been reduced to 200 cd/m<sup>2</sup>.</p> <p>The LIA confirms the proposed signage should not result in unacceptable glare or adversely impact the safety of pedestrians, residents or vehicular traffic.</p> <p>Additionally, the proposed signage should not cause any reduction in visual amenity to nearby residences or accommodation.</p>
2	<i>Confirm that all revenue from the advertising signs will be re-invested into Sydney Trains network in accordance with the Public Benefit Statement provided by Sydney Trains, noting this is inconsistent with Section 5.5 of the Statement of Environmental Effects states that part of the revenue will be used.</i>	<p>As per the Public Benefit Statement provided by Sydney Trains (Appendix 5 of the SEE), all revenue received by Sydney Trains from the advertising contracts will be re-invested into running the Sydney Trains network.</p>
3	<i>Consider if the proposal can contribute to further public benefits/amenity improvements in the immediate area, for example graffiti removal and management of the rail bridge</i>	<p>As per section 5.5 in the SEE, the Applicant is willing to contribute to amenity improvements in the immediate area.</p> <p>As part of this commitment, JCDecaux will undertake the removal of graffiti on the western face of the overpass that is directly over the inbound lanes.</p> <p>The removal of this graffiti will be undertaken at the time of constructing the proposed sign.</p>