

20 March 2023

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

Attention: Annika Hather Annika.Hather@planning.nsw.gov.au

Dear Mr Witherdin,

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

This letter has been prepared by *Keylan Consulting Pty Ltd* (Keylan) on behalf of Sydney Trains (the Applicant) to address the Department of Planning and Environment (DPE) request for a Response to Submissions (RtS) and Request for Information (RFI) dated 28 October 2022 in relation to Development Application (DA22/9255).

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

- **Attachment A:** Response to issues raised by DPE
- **Attachment B:** Response to Submissions
- **Attachment C:** Property Assessment
- **Attachment D:** Additional photomontages
- **Attachment E:** Revised Architectural Plans
- **Attachment F:** Design Statement
- **Attachment G:** Updated Lighting Assessment
- **Attachment H:** Updated Traffic Report

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

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 should you wish to discuss any aspect of this project.

Yours sincerely



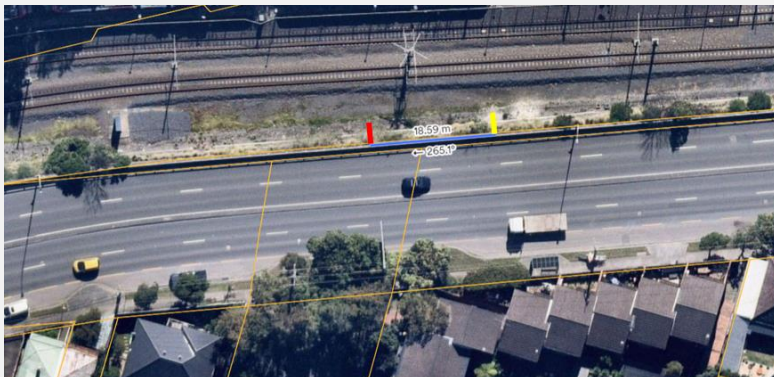
Michael Woodland BTP MPIA
Director

Attachments:

- Attachment A: Response to the issues received from DPE
- Attachment B: Response to Submissions
- Attachment C: Property Assessment
- Attachment D: Additional photomontage
- Attachment E: Updated Architectural Plans
- Attachment F: Design Statement
- Attachment G: Updated Lighting Assessment
- Attachment H: Updated Traffic Report

Attachment A

Response to issues raised by DPE

Ref.	Agency and issues raised	Response
1	Department of Planning and Environment	
1.1	<p><u>Site suitability and impacts</u></p> <p><i>The Department recommends you consider alternate locations for the proposed signage, where the visual impacts are more limited. However, if you wish to pursue signage in this location, you should consider revising the siting, orientation, size, illumination and any other amendments/operational measures which can assist in ensuring the proposed signage is compatible with the local site character and limiting visual impacts to sensitive receivers.</i></p>	<p>The Applicant has considered alternative locations for the proposed signage. The revised location is approximately 18m west on City West Link Road from the current location. The below figure identifies the previously proposed location (yellow) and the new proposed location (red).</p>  <p>Figure 1: Previous (yellow) and proposed signage location (red) (Source: Near maps)</p> <p>It should be noted, the Applicant has attempted to find an alternative location for the sign through extensive internal processes. However, options to relocate the proposed sign in an alternative location have been exhausted due to traffic safety concerns, impacts on residential amenity, vegetation between the rail boundary and the road and land ownership matters.</p> <p>The revised location is a large improvement and therefore warrants approval given the below:</p>

Ref.	Agency and issues raised	Response
		<ul style="list-style-type: none"> The sign is further west of the residential receivers at 72 Brenan Street and therefore will have no direct view lines of the sign from the internal rooms of the individual dwellings, given they are orientated to the north-east. The sign is now located directly opposite the end of Pretoria Street (a no-through road), the presence of a large acoustic wall and dense mature vegetation further ensures minimal impacts to residences on Pretoria Street. Impacts on residential properties are considered minimal and acceptable. A detailed property assessment of the neighbouring properties is provided at Attachment C. The sign will now be located further away from the two existing advertising signs located on City West Link Road to the east, ensuring no visual clutter impacts.
1.2	<p><i>In addition, please specifically demonstrate how the sign:</i></p> <ul style="list-style-type: none"> <i>will contribute to a high level of residential amenity in accordance with Section 4.8 of State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021 (Precincts SEPP).</i> 	<p>The proposal will contribute to a high level of residential amenity in accordance with the Precincts SEPP, as identified below.</p> <ul style="list-style-type: none"> the sign represents a contemporary form of digital advertising signage designed by Tzannes that is considered and creative ensuring a high-quality design outcome the sign will have minimal impact on the amenity of surrounding residences as it will be orientated east-west and majority of nearby properties are orientated north-south. In addition, the closest residential properties have retaining walls and vegetation that restricts view lines towards the sign. A property assessment of the neighbouring properties is provided at Attachment C Further to the above, it is noted that the revenue that is generated by the advertising signage will be used by Sydney Trains to improve the rail network through projects such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management. Therefore, the proposal will benefit the community by improving facilities and services that can contribute to the design and the public domain in and around Sydney Trains owned land and infrastructure

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1.3	<ul style="list-style-type: none"> <i>will not impact on views to and across the Bays Precinct from surrounding areas in accordance with Section 4.13 of the Precincts SEPP.</i> 	<p>The proposal will be visible to motorists travelling east along City West Link Road towards the CBD. The proposal is not expected to obscure, compromise or dominate views of the Sydney CBD skyline or other important views across the Bays Precinct for the following reasons:</p> <ul style="list-style-type: none"> the elevated nature of the City West Link Road corridor at the location of the site means that there are expansive views towards the CBD and across the Bays Precinct. Due to this, the sign is predicted to only be a small structure in the view line and only viewed for a small period of time (a few seconds) as motorists travel towards the CBD and experience views of the skyline. Based on this, the sign is not considered to dominate the view. An indicative photomontage is provided at Appendix D limited stopping is permitted along the road corridor and no stopping is permitted for eastbound traffic. This means motorists will be travelling at a speed of 70km/h past the sign and a glance at the sign will only be possible. On this basis, the sign will not be able to dominate views the sign is proposed to be positioned to the side (northern side) of the City West Link road corridor. On this basis, the sign will not be the centre of a motorist's sightlines as they travel towards the CBD and the Bays Precinct and will instead be to the side views from residential properties on the southern side of City West Link Road are not expected to have their views dominated by the sign as these dwellings are generally oriented north-south, and the advertising signage panels will face east-west. Additionally, some of these properties have retaining walls and security fencing which would also limit any views towards the sign further, per Section 4.13 of the Precinct SEPP, the proposal will make efficient use of surplus government owned land as the revenue generated will be used by Sydney Trains to improve the rail network
1.4	<ul style="list-style-type: none"> <i>will not detract from the amenity or visual quality of residential areas as required in Schedule 5 of State Environmental Planning Policy (Industry and Employment) 2021 (I&E SEPP).</i> 	<p>The siting and form of the proposed signage structure considers impacts on views from within the Precinct and across the Precinct from surrounding areas as outlined above.</p>

Ref.	Agency and issues raised	Response
		<p>The proposed sign will not detract from the amenity and visual quality of residential area as:</p> <ul style="list-style-type: none"> the sign is positioned on the northern side of the road corridor where there are no residential properties located properties on the southern side of the road corridor are not expected to have their views dominated as these dwellings are generally oriented north-south, and the advertising signage panels will face east-west. Views from these properties will be limited to the side of the signage, therefore they will not be subject to the advertising material. Additionally, some of these properties have retaining walls and security fencing which would also limit any views towards the sign. An assessment of the affected properties is provided at Appendix C properties on the northern side of the rail corridor (Lilyfield Road) are not expected to have their views impacted due to the substantial distance between these dwellings and the proposed sign. Given the nature of the sign, its revised location, and the general orientation of these dwellings to face away from the sign, it is considered there will be negligible amenity impacts on the residents. An assessment of the affected properties is provided at Appendix C
1.5	<ul style="list-style-type: none"> <i>is compatible with the character of the area as required in Schedule 5 of I&E SEPP</i> 	<p>The sign is considered compatible with the character of the area as:</p> <ul style="list-style-type: none"> the sign is proposed on City West Link Road which is a state classified transport corridor. Vehicles travel at speeds of 70km/h along the road. the site is zoned as 'Port and Employment' under the Precincts SEPP and the proposal is consistent with the objectives of the zone as the sign is related to transport infrastructure, being owned and operated by Sydney Trains. The adjoining area to which the 'Port and Employment' zone also applies, consists of the light rail line, train stabling and industrial uses. This land is also government owned land and is for infrastructure purposes. The proposal will contribute to important revenue for Sydney Trains for the ongoing maintenance and provision of rail infrastructure.

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		<ul style="list-style-type: none"> the sign is also considered compatible as impacts on nearby residential properties are minimal due to the east-west orientation of the sign, the location of neighbouring properties and associated retaining walls and vegetation which provide screening.
1.6	<ul style="list-style-type: none"> <i>is not likely to impact on the amenity of area from which the sign is visible as required in the Land Use Compatibility Criteria of Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines)</i> 	<p>The sign is considered compatible with the area and is not likely to result in adverse amenity impacts to the surrounding area. The improved location adjacent the end of Pretoria Street further minimises impacts on the residential dwellings on the City West Link Road. An assessment against the Land Use Compatibility Criteria of the Guidelines is provided below:</p> <ol style="list-style-type: none"> The proposed sign and revised location remains consistent with the Port and Employment Zone objectives. The proposal is not located in an environmentally sensitive area and it is unlikely the sign will have minimal impacts on the nearby residences as demonstrated in the accompanying Property Assessment (Attachment C) The sign will be located in the curtilage of the railway corridor. It will remain below the nearby tree canopy and will not comprise views of the Sydney CBD skyline. The sign will not diminish the heritage value of the Catherine Street Bridge. The revised location will result in an improved outcome when compared to the previous location, now being located almost 200m from the heritage item. The proposal is considered to be consistent with the context of the existing setting, being an established road corridor and in the curtilage of the light rail corridor. <p>The proposed location is considered to adequately address the relevant objectives of the <i>Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (the Guidelines)</i>.</p>
1.7	<ul style="list-style-type: none"> <i>will not cause light spillage into nearby residential properties as required in Section 2.5.1 (h) of the Guidelines</i> 	<p>In accordance with Section 2.5.1 (h) of the Guidelines, the levels of luminance at nearby properties are expected to be below the AS4282-2019 standards.</p>

Ref.	Agency and issues raised	Response
		<p>An updated LIA has been prepared and provided at Appendix G. The updated report provides details of expected luminance for surrounding dwellings, including dwellings on Lilyfield Road.</p> <p>Further, the proposed design improvements including the splayed structure will ensure the signage panels are angled towards the transport corridor, ultimately controlling the light spill and minimising impacts on residential properties. A Design Statement provided by the architect is provided at Attachment E.</p>
1.8	<ul style="list-style-type: none"> <i>complies with the freestanding advertisements criteria in Section 2.5.4 of the Guidelines that requires the proposal not to protrude above the dominant skyline.</i> 	<p>In accordance with Section 2.5.4 of the Guidelines, the proposal will not protrude above the dominant skyline. As demonstrated in Attachment D, the sign will not appear above any cityscape views when travelling towards the CBD.</p> <p>Further, the sign is not expected to dominate the skyline as it will only be viewed for a small period of time (a few seconds) as motorists travel along this specific stretch of road towards the CBD.</p>
2	<p><u>Visual Impact Assessment</u></p> <ul style="list-style-type: none"> <i>Update the existing and proposed views from Viewpoint 3 to accurately show the visual impacts looking from the location, noting the pictures are taken from a further point to the east, rather than Viewpoint 3</i> <i>Provide proposed views at Viewpoints 2, 5 & 6 in the VIA, noting that only existing views are shown</i> 	<p>A supplementary visual assessment has been prepared and provided at Attachment C to address the Department's concerns.</p> <p>The findings of the assessment conclude:</p> <ul style="list-style-type: none"> no direct views towards the sign are expected from Viewpoint 2 given motorists will be travelling south along the Catherine Street Bridge and the sign towards the Catherine Street/City West Link intersection. Accordingly, an indicative photomontage has not included as it is not considered necessary as the proposed sign will be located approximately 200m to the west. An updated assessment from the northern side of Lilyfield Road (viewpoint 3) has been provided at Appendix C. the proposed view from Viewpoint 5 is provided at Appendix D. there will be no views towards the sign from Viewpoint 6, as such no further consideration is required in this regard.
3	<p><u>Other issues</u></p>	<p>A Public Benefit Statement prepared by Sydney Trains was included as part of the application. The statement confirms that all revenue</p>

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	<ul style="list-style-type: none"> • <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 Statement of Environmental Effects (SEE) which states that part of the revenue generated will help fund Sydney Trains services to the benefit of the local community</i> • <i>Clarify whether any camera or other safety devices will be included as part of the proposed structure to ensure the display of the LED screen is working properly</i> • <i>Confirm if there is any master plan applicable to the site, and if so, assess the application against the requirements of the plan</i> 	<p>generated by the proposed advertising sign will help fund essential Sydney Trains services to the benefit of the local community, including:</p> <ul style="list-style-type: none"> • improvements and maintenance programs • ensuring the continued provision of clean, frequent, and reliable services for customers • supporting the next generation of transport solutions online • provision of emergency messaging and announcements to the public such as during: <ul style="list-style-type: none"> ○ station emergency situations ○ any major disruption which is likely to cause delays to train running times • Sydney Trains and TfNSW promotions and events threat-to-life alerts by NSW Government Emergency and Police Agencies <p>There will be no camera or monitoring device attached to the signage structure. The sign is located in road curtilage, which is not accessible to pedestrians. Digital advertising material displayed on the sign will be accessed and monitored remotely by JCDecaux. JCDecaux have internal processes to ensure the suitable operation of the LED screens.</p> <p>The site is located within the Bays Precinct Master Planning Area under section 4.48 of <i>State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021</i> (Precincts SEPP). It is noted the site may be subject to a future master planning process and potential rezoning as the NSW Government delivers a staged approach to the Bays West Precinct, however no Master Plan currently applies to the site. Further, the site is located on the boundary of the designated area and therefore the proposal is not likely to affect any development in the rail yards below.</p> <p>Notwithstanding, a Master Plan is not considered necessary for the proposal as it is minor in nature and extends over a small portion of land. On this basis, it is requested compliance in regard to the requirement be waived.</p>

Attachment B

Response to submissions

A total of 18 public submissions were received during the exhibition period. A submission from TfNSW and Inner West Council were also received. The issues raised are addressed in the table below.

Ref.	Issues raised	Response
1	TfNSW - Roads	
1.1	TfNSW has reviewed the submitted documentation and provides concurrence to the proposed digital signage, subject to the approval of the Department of Planning and Environment and the requirements being included in the development consent.	Noted.
2	TfNSW – Light Rail	
2.1	<p><i>The development application includes the construction and operation of a sign that is near to the Sydney Light Rail corridor. The light rail infrastructure must be protected and any disruptions to its operation are to be minimised during the construction and operation of the digital advertising sign</i></p> <p><i>It is requested that the applicant be conditioned to protect TfNSW infrastructure and to minimise disruption to the light rail operation during the construction and operation of the digital advertising sign. Suggested Conditions of Consent are included.</i></p>	Noted. A response to this submission will be provided under separate cover.
3	Inner West Council	
3.1	<p><i>Concerns are raised in relation to the light spillage from the proposed signage and together with two already currently existing advertising signs within approximately 400 metres from the proposed location, will result in accumulative amenity impacts to the surrounding properties.</i></p> <p><i>As the proposal will result in three digital advertising signs within approximately 400 metres, this is a proliferation of signage within a relatively short distance and represents an unfair amenity impost upon the nearby residences. Relocation of the new sign approximately 500 metres to the east of the existing sign (as</i></p>	<p>There are two existing landscape digital monopole advertising signs located at substantial distances (300 metres and 450 metres) of the proposal. One sign faces west and is visible to eastbound traffic and one faces east and is visible to westbound traffic. For digital signs greater than or equal to 20m² the Signage Guidelines state:</p> <p><i>Sign spacing should limit drivers' view to a single sign at any given time with a distance of no less than 150m between signs in any one corridor. Exemptions for low speed, high pedestrian zones or CBD zones will be assessed by RMS as part of their concurrence role.</i></p>

Ref.	Issues raised	Response
	<p><i>indicated by a green rectangle on the diagram below) assists in overcoming the cumulative impacts created by the proliferation of signage along this stretch of road. This is more suitable as it is located well away from residential properties, overcoming the adverse amenity impacts of the proposed location.</i></p>	<p>On this basis, the proposed sign (including relocation improvements) complies with the Signage Guidelines as the sign is more than double the complying distance from the two existing signs.</p> <p>There will be no accumulative amenity impact as a result of the proposed signage. The existing signs are not visible to the properties on the subject section of City West Link Road where the sign is proposed to be located.</p> <p>As addressed, the proposed sign has been revised to reduce the impact on residential properties along the City West Link Road. The splayed structure and the signage panels will now be more angled towards the transport corridor. A Design Statement has been prepared by Tzannes and provided at Attachment E. As a result of this change, light spillage will be managed and limited to the road corridor.</p> <p>Furthermore, a revised Lighting Impact Assessment (LIA) has been prepared to include an assessment of additional residential properties to the north in proximity to Lilyfield Road.</p> <p>The LIA finds the proposed illumination is acceptable as it is well below with the AS4282 standards. The sign will also be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily. In complying with the above requirements, the proposed signage should not result in unacceptable glare, nor should it adversely impact the safety of pedestrians, residents or vehicular traffic.</p> <p>It is noted Council have provided a recommended location for the proposed sign. The Applicant reviewed this option and determined the location as unsuitable for the following reasons:</p>

Ref.	Issues raised	Response
		<ul style="list-style-type: none"> • it would not be possible to relocate the sign to this location as the piece of land is confined and restricted. • the location would not allow the sign to be wholly located on rail corridor land that is owned by Sydney Trains. • there is vegetation located between the rail boundary and the road at this location. This vegetation is not on land owned/managed by Sydney Trains and therefore it is not within the Applicant's control to lop/prune, remove or to manage this vegetation. <p>For the reasons demonstrated above, the proposed sign is considered to be in the most suitable location.</p>
4	<p>Submission 1</p> <p><i>As the owner / occupier of 24 Russell St, Lilyfield which is named in the above report, I object to the development of this signage. We bought this property last year for the great location to schools and facilities for our two young children, we didn't expect that within a year a proposal would be brought forward that could now impact how we sleep at night. The proposed signage development will directly affect our property, particularly at night, spilling LED lighting into our bedrooms. This is unacceptable. Both for our family and the many others that live within the vicinity of this proposed signage. This section of City West Link already has ample advertising signage, one being only a couple of hundred metres East from this proposal on the same road. As residents, we urge you to reconsider the location of this signage so as not to disturb us and more importantly, our children.</i></p>	<p>The proposed signage has been revised and relocated 18m further west along City West Link Road. Therefore, the sign will be located further than previously proposed from the property at 24 Russell Street (now approximately 70m away).</p> <p>An assessment of visual impacts on this property is provided at Attachment C.</p> <p>Further to the above, the LIA confirms light spillage from the proposed sign will be managed and will be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily. The proposed illumination is acceptable as it is well below with the AS4282 standards.</p> <p>The lighting report assesses the luminance impacts on the closest residential receivers. The maximum luminance for the property at 24 Russell Street at the new location as is 0.8 lux. This is considered acceptable as the maximum post-curfew luminance as set out in AS4282-2019 is 2 lux.</p> <p>The proposal will not result in visual clutter as the two existing advertising signs are located 300m and 450 m east of the proposal.</p>

Ref.	Issues raised	Response
		This is in line with the Signage Guidelines which state that sign spacing should be no less than 150m between signs in any one given corridor.
5	Submission 2	
	<p><i>I wish to strongly object to any digital advertising signage being installed along the City West Link in the stretch of road between Balmain Road and Catherine Street where people live. This DA application is extremely inconsiderate, disappointing and basically disgraceful. This location is unreasonable and unfair as there are people living in their homes along this short stretch of the City West Link. The double-sided sign will be brightly lit up and flashing with advertisements during the day, and particularly at night as we try to sleep, and will be disruptive for this side of the street as well as those who live on the opposite side on Lilyfield Road. Further, installing a huge lit up sign that will sit across from people's homes will diminish the only positive thing about living on this busy road. Residents along this stretch put up with the noisy vehicles, trucks and motorcycles (including thousands of WestConnex trucks) because we have an outlook across to the other side of Lilyfield and towards the city. Double-glazed windows keep out noise, but not the flashing lights of a huge digital billboard. There is already a digital advertising sign installed further down the road towards the city, which is a more suitable location. Please do not give us further punishment with a huge lit up digital advertising sign. Please find somewhere else - away from where people live.</i></p>	<p>The display of advertising material and light spillage will be managed through the design of the sign. The signage structure has been revised and improved, implementing a splayed structure. The signage panels will now present as angled structures towards the City West Link transport corridor. A Design Statement provided by the architect is provided at Attachment E.</p> <p>On this basis, the sign will not directly face properties along City West Link Road or Lilyfield Road as these properties have view lines north-south. Notwithstanding, an assessment of the view impacts for each property affected is provided at Attachment C.</p> <p>Light spillage has been assessed within the LIA and measures have been obtained to reduce impact. For example, the sign will be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily. Further, the sign will not exceed the AS4282 standard for luminance which is 2 lux.</p> <p>To address the submitters comments related to signage in the area, it is noted that the closest advertising existing signs along City West Link Road are located 300m and 450m to the east of the subject site. As noted, the proposed sign will be compliant with the Signage Guidelines and will not result in a cumulative impact or visual clutter due to the substantial separation distances between these signs.</p>
6	Submission 3	
	<p><i>There is no need for more advertising on the city west link. This is just a revenue raising stunt which shows no compassion for the community who live on this busy roadway. This proposal will be an eyesore & there is already one on the route which is an eyesore and casts light deep into surrounding streets, should never been</i></p>	<p>A Public Benefit Statement prepared by Sydney Trains has been included as part of the application. The statement confirms that all revenue generated by the proposed advertising sign will help fund essential Sydney Trains services to the benefit of the local community, including:</p>

Ref.	Issues raised	Response
	<p><i>approved, a second will contribute enormously to the light pollution which is already extensive. Residents along this route already have to put up with vehicular pollution, light pollution & noise pollution from the roadway. we have to put up with road construction for years & plus additional air pollution from the three pollution stacks connected with the westCONnex when they come on line. The approval of this abhorrent advertising billboard in an already under stress area shows complete disregard of long suffering residents. I object to this proposal on all levels, it should not be approved!</i></p>	<ul style="list-style-type: none"> • improvements and maintenance programs • ensuring the continued provision of clean, frequent, and reliable services for customers • supporting the next generation of transport solutions online • provision of emergency messaging and announcements to the public such as during: <ul style="list-style-type: none"> ○ station emergency situations ○ any major disruption which is likely to cause delays to train running times • Sydney Trains and TfNSW promotions and events • threat-to-life alerts by NSW Government Emergency and Police Agencies <p>In response to submitters comments relating to signage in the area, it is noted that advertising existing signs along City West Link Road are located at a substantial distance to the proposed sign and will not result in a cumulative impact or visual clutter.</p> <p>Further to the above, the proposed sign is not expected to result in cumulative lighting impacts as the sign is compliant with the relevant Australian standards. In addition to this, the sign will be subject to post-curfew lighting limits which ensure it is dimmed between 11pm and 6am daily. Therefore, the proposal is expected to result in acceptable light impacts on nearby residential properties.</p>
7	Submission 4	
	<p><i>I object to the above DA 22/9255.</i></p> <p><i>A double sided digital advertising board is totally inconsiderate to our homes and our community.</i></p> <p><i>There are plenty of other locations on city west link a digital board could be placed that would have no bearing on people's homes and personal space.</i></p> <p><i>Placing a digital board in front of people's homes would make it impossible for residents to sleep. The light it would project into the</i></p>	<p>The signage location has been revised to better respond to its context and ultimately reduce impacts on residential receivers along Lilyfield Road and City West Link Road. The sign will now be directly opposite the end of Pretoria Street which is a no-through road. On this basis, the Applicant has considered surrounding land uses and amended the proposal to ensure it will mitigate potential impacts to surrounding residential receivers.</p>


Ref.	Issues raised	Response
	<p><i>sky would also be strong. I don't want to be sitting in my backyard and looking at the sky and thinking that my home might as well be located in kings cross with all the lights shining.</i></p> <p><i>I don't understand why this location was chosen. There are plenty of other locations along the city west link that a digital sign can be placed that would have the same traffic exposure as the proposed location.</i></p> <p><i>I also object to the size of the sign. It is ridiculously huge. Right now we have an open space that gives us a beautiful view of the city and now we will have a 3072x4608 that sticks out into the sky.</i></p> <p><i>Also the inner west is made up of mix old heritage and timber cottage homes. How is this proposed billboard not going to make an impact to our community?</i></p> <p><i>I would like to see the location of this billboard moved and a smaller billboard replace at another location.</i></p> <p><i>I would like to receive an update on this application as it comes to light.</i></p>	<p>The design of the sign has also been amended and will now result in a splayed structure and the signage panels will now be more angled towards the transport corridor. A Design Statement provided by the architect is provided at Attachment E. As a result of this change, light spillage will be managed and limited to the road corridor.</p> <p>In addition to the above, the lighting report has been updated to include an assessment of additional residential properties to the north in proximity to Lilyfield Road. The sign will also be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily.</p> <p>The proposed size of the sign is considered appropriate for the location and context for the following reasons:</p> <ul style="list-style-type: none"> • City West Link is a highly frequented road corridor and motorists travel at 70km/h per hour along the corridor. • The sign is not expected to dominate the skyline as it will be located to the north of the road corridor in the curtilage between the road and light rail tracks below. <p>There are no residential heritage items located in the immediate visual catchment of the proposed sign. An assessment of view impacts on each nearby properties is provided at Attachment C.</p>
8	Submission 5	
	<p><i>I object to DA 22/9255 – Digital Advertising Signage – City West Link. I strongly object to the Digital Advertising Signage being erected as my house will be subjected to the constant (24hrs) bright light that the sign will omit. It will also devalue my property having an ugly advertising signage as the view. There are many other places the sign can be erected which will not disturb residential residents.</i></p>	<p>As addressed above, the sign is now proposed 18m to the west of the original site. This new location will reduce impacts on residential receivers on Lilyfield Road and City West Link Road as it will now be directly opposite the end of Pretoria Street which is a no-through road.</p> <p>Alternative locations along City West Link Road further west have been assessed by the Applicant, however have not been found as suitable.</p>


Ref.	Issues raised	Response
		<p>The sign will be subject to strict luminance controls. Light spillage from the proposed sign will be managed and will be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily. The proposed illumination is acceptable as it is well below with the AS4282 standard.</p> <p>The lighting report assesses the luminance impacts on the closest residential receivers. The luminance levels for these properties are considered acceptable as they're below the maximum post-curfew luminance of 2 lux.</p>
9	Submission 6	
	<p><i>In response to the notice received by myself relating to DA 22/9255 at the location of Unit 7 / 72 Brenan Street Lilyfield (City West Link) regarding the proposed permanent construction of illuminated signage between Catherine Street and Balmain Road Lilyfield NSW 2040.</i></p> <p><i>Outlined below are several significant areas of concern from myself that warrant this application for illuminated signage to be disputed.</i></p> <p><i>Whilst the development application states that the illuminated signage it to be constructed on the (City West Link) between Catherine Street and Balmain Road Lilyfield NSW 2040, this section of the City West Link is officially Brenan Street Lilyfield. Whilst it does appear that the (City West Link) is a four (4) lane expressway, it is in fact historically and currently a residential street with numerous properties (both houses and town house complexes) lining the south side of the road.</i></p> <p><i>In fact, when the four (4) lane (City West Link) was constructed the previous owner of Unit 7 / 72 Brenan Street was duly compensated with air conditioning and double glazing for both pollution and noise concerns that would impact their health and wellbeing.</i></p>	<p>As noted, the proposed signage location will now be located further west of 72 Brenan Street and as this property is orientated to the north-east, occupants will not have direct views of the sign. An assessment of view impacts from this property are provided at Attachment C.</p> <p>Whilst it is acknowledged there are residential properties located along City West Link, the road corridor is currently a state classified road (MR650) as per the <i>Roads Act 1993</i>. City West Link is therefore an important major arterial route that allows efficient connections between the CBD and western suburbs.</p> <p>Further to the above, light spillage from the proposed sign will be managed and will be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily. The lighting report assesses the luminance impacts on the closest residential receivers. The maximum luminance for the property at 72 Brenan Street (described in the LIA as 21 Pretoria Street) as per the light modelling would be 1.6 lux. This is considered acceptable as the maximum post-curfew luminance as set out in AS4282-2019 is 2 lux.</p> <p>Further to the above, the design of the sign has been amended and will now result in a splayed structure. The signage panels will now be</p>

Ref.	Issues raised	Response
	<p><i>The concerns regarding this current development proposal of illuminated signage are:</i></p> <ul style="list-style-type: none"> <i>• Significant devaluation of properties, particularly those with visibility of the signage such as my property.</i> <i>• Potential health and wellbeing effects on myself due to change in natural sunlight caused by the illuminated signage and the fact that some advertising can be offensive to some people based on their cultural and ethnic backgrounds.</i> <i>• Potential expenditure required to be outlaid by myself, specifically relating to the purchase of 'block out blinds' to negate the illuminated signage impacting on sleep patterns.</i> <i>• Both the Visual and Lighting Impact Assessments do not appear to adequately address the health and wellbeing impact on tenants and owners occupying the properties closest to the proposed illuminated signage on the south side of Brenan Street. The Visual Impact Assessment notes that several properties on the affected section of Brenan Street (City West Line) have high retaining walls therefore negating the visual impact for those properties. There is no mention of the number of properties that do not have high retaining walls such as my property that will have full visibility of the illuminated signage.</i> <i>• The Signage Safety Assessment primarily focusses on no real potential for distraction to drivers given the proposed location of the illuminated signage is between traffic lights at Balmain Road and Catherine Street. There is no mention of currently and for the foreseeable future the vast increase in the number of trucks on this section of Brenan Street (City West Link) due to the construction of the West Connex Tunnel that already provides a distraction and traffic safety hazard for drivers.</i> <i>• Finally given that when the West Connex Tunnel is completed this section of Brenan Street (City West Link) will have significantly less vehicle traffic, the proposal of illuminated signage would appear to only have a short term gain for advertising and a more disproportionate negative impact on owners and tenants of properties affected such as myself.</i> 	<p>more angled towards the transport corridor. A Design Statement provided by the architect is provided at Attachment E.</p>

Ref.	Issues raised	Response
10	<p>Submission 7</p> <p><i>This objection is based on the visual and light impact of the proposed signage.</i></p> <p><i>Pre-existing residential area-fairness to residents. The location of the proposed signage, although described in the visual impact statement as being within a railway corridor and oriented to present to a road corridor, is not a 'corridor' for those who live here. It is a pre-existing residential area whose occupants are already bearing the burden of the noise, visual and air pollution of the City West Link which was thrust upon them some years ago. It is unjust to further diminish the amenity of their environment by imposing a massive illuminated sign directly opposite the homes of those living at 72 Brenan Street and adjacent residences. Just because we are few in number we should not be ignored, nor should our rights to enjoy unfettered the little amenity we have left be disregarded.</i></p> <p><i>Visual Impact The sign will sit directly in the view line and immediately across the road from the balconies and windows of the above-mentioned premises. The visual impact statement claims it will not compromise 'important views', that it is compatible with the local character, that it will not dominate the skyline and that it will provide visual interest (5.1). This might be true from the perspective of the 'corridor' users, but not from people living here 24/7.</i></p> <p><i>None of these things is true from the residents' point of view. In fact, the situation is quite the opposite. Any view from the bedroom window or balcony is 'important' to the person who lives there and the intrusion of a 45 sq metre illuminated billboard has a substantial intrusive and negative impact. The idea that it adds 'visual interest' to the streetscape is ludicrous from the residents' point of view. From the street-side perspective of their homes, the compatibility or otherwise with other signage more than 200 metres down the road is immaterial. The Industry and Employment SEPP is designed to ensure any signage is 'compatible with the desired amenity of an</i></p>	<p>The response provided above (Submission 6) adequately addresses the issues raised within this submission. In summary;</p> <ul style="list-style-type: none"> • The location of the sign has been revised and improved and reduced amenity impacts on the residents. • Lighting impacts are managed by implementing a curfew between 11pm and 6 am daily. • The design of the sign has been revised to a splay structure, resulting in the panels to be angled towards the road corridor rather than residential properties.

Ref.	Issues raised	Response
	<p>area'. There are clearly competing desires here - that of Sydney Trains and JCDecaux, for whom the desired amenity is a revenue-generating function, and that of local residents who want residential quality of life.</p> <p>It is not just the edifice of the signage, but the illumination that will be intrusive. While the sign would be 'facing' toward the east and west, there will be visible light emissions in all directions and the image will change every 10 seconds. Whether this is technically 'flickering' or not, it still represents a constantly altering light source and hence visual intrusion at night.</p> <p>Compliance with a prescribed standard should not be the first consideration - the first consideration is whether or not it is reasonable to impose the signage at all on the residents. I submit that it is clearly not. The 'greater good' will not suffer unduly by retaining the status quo and denying this development application.</p>	
11	Submission 8	
	<p>I am writing in objection to proposed Digital Advertising Signage DA 22/9255 to be installed on City West Link located directly adjacent to Pretoria st where I live. Signage location is inconsiderate to residents on City West Link as well as residents who live on Pretoria street, not only for its location and size but also the effect its brightness will have at night. There are already two of existing digital signs installed on same side of City West Link, this will mean the proposed third sign will also be located all within 300 metres of the existing two. Can you please consider relocation of signage further away from any residential area so as to minimise any impact.</p>	<p>The sign will be located opposite the end of Pretoria Street along City West Link Road.</p> <p>Visual and lighting impacts are expected to be minimal for residences located on Pretoria Street as there is thick mature vegetation and a tall screening wall that extends the entire width of the end of the no through road as shown in the figures below.</p> <p>Further, luminance impacts and light spillage from the proposed sign will be managed as the sign will be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily.</p> <p>Existing advertising existing signs along City West Link Road are located 300m and 450m to the east of the subject site. The proposed sign will be compliant with the Signage Guidelines and will not result</p>

Ref.	Issues raised	Response
		<p data-bbox="1093 298 1910 384">in a cumulative impact or visual clutter as the distance between signs will be more than 150m. Further, these existing signs are not currently visible to properties on this section of City West Link Road.</p>  <p data-bbox="1093 1002 1816 1054">Figure 2: Pretoria St and City West Link junction identifying wall and substantial landscaping (Source: Keylan)</p>

Ref.	Issues raised	Response
		 <p data-bbox="1093 874 1861 928">Figure 3: Pretoria St and City West Link junction identifying wall and substantial landscaping (Source: Keylan)</p>
12	Submission 9	
	<p data-bbox="241 979 1061 1225"><i>I object to the above application for a very large double-sided illuminated signboard on the Western Distributor in its current proposed position. I have read through Keylan Consulting's proposal and the research they undertook as part of their impact statement, including the impact of the board from various viewing positions. I live on Lilyfield Road in a double story townhouse that will have a direct view of the proposed board from both my lower ground bedroom and my upstairs bedroom which both face the Western Distributor.</i></p> <p data-bbox="241 1257 1061 1374"><i>Keylan's report shows they only undertook viewing of impacts of this large board from street level where the proposed board would be partially concealed due to gradient. This is not the case where 5 townhouses are situated directly above their viewing site. The</i></p>	<p data-bbox="1093 979 1906 1102">The Applicant has revised the original sign location and proposes to move the sign 18m to the west. The revised location means the sign will now be located a further 18m from the residential receiver at 107 Lilyfield Road.</p> <p data-bbox="1093 1134 1906 1193">A view impact assessment of this residential receiver is provided at Attachment C.</p> <p data-bbox="1093 1225 1906 1374">In addition to the above, the lighting report has been updated to include an assessment for this property. The updated LIA calculates that 107 Lilyfield Road will not be subject to luminance (resulting in 0.0 lux). The sign will also be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily.</p>

Ref.	Issues raised	Response
	<p><i>townhouses have direct site of the board which would be illuminated 24/7 and regardless of the decreased illumination at night, I (and presumably other tenants of the townhouses), will be able to see the illumination through our bedroom windows – even if on an angle - as I have checked (see Attachment 1).</i></p> <p><i>The board is planned to be positioned directly opposite the large green street signage on the Western Distributor -as moving west along Balmain Rd. I can see this sign from by balcony / bedroom upstairs and from the lower ground bedroom. Keylan was remiss to think that research of viewing impacts from street level along Lilyfield Rd (directly downstairs from the townhouses), was adequate and did not think of the impact where the actual houses are situated which are much higher than street level.</i></p> <p><i>I would like to see the signboard moved at least 150 metres further west along the Western Distributor toward Balmain Road, where at least it will be concealed to almost all houses on Lilyfield Road between Balmain Rd and Catherine Street. I attach a photo from one of my bedrooms which shows a view of the street sign mentioned above and clear line of site of the proposed board.</i></p>	<p>Further, the design of the sign has been amended and will now result in a splayed structure and the signage panels will now more angled towards the transport corridor. A Design Statement provided by the architect is provided at Attachment E. As a result of this change, light spillage will be managed and limited to the road corridor.</p>
13	Submission 10	
	<p><i>I would like to record my strong objection to any proposed digital advertising signage whatsoever being installed the City West Link in the stretch of road between Balmain Road and Katherine Street.</i></p> <p><i>The reasons for my objection are contained herein, and I would welcome being contacted.</i></p> <p><i>As the owner of X Brenan St and X Brenan St, this signage will adversely and negatively impact my properties, and the residents who live there. It will totally disrupt quiet, peaceful enjoyment of the property and contribute to significant light pollution at night and when families are trying to enjoy evenings free from light pollution, or trying</i></p>	<p>The Applicant has revised the original sign location and proposes to move the sign 18m to the west. The sign will now be located opposite the end of Pretoria Street. As this street is a no-through road, the sign will not be located directly opposite a residential property.</p> <p>The proposed sign will not result in noise impacts and luminance impacts will be managed and the sign will be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily. The lighting report assesses the luminance impacts on the closest residential receivers and has determined the sign illumination will be acceptable as it is well below with the AS4282 standard. The</p>

Ref.	Issues raised	Response
	<p><i>to sleep. This will significantly impact a number of properties around the area and I understand all residents who are aware of the proposal and its impacts are strongly opposed to this proposal.</i></p> <p><i>Furthermore, this DA application is highly unreasonable and inconsiderate of tenants living along the City West Link strip. The double sided sign is extremely bright, with unsightly advertisements, and flashing lights. It will add to the already high levels of noise pollution caused by the ever busy roadway of the City West Link, and further disrupt people with additional light pollution. The light pollution will be highly visible right into the main living and sleeping areas of both X and X Brenan St, and many other residential properties along that strip of road. It will impact peaceful enjoyment of these homes in the evening, and totally prevent sleep - including for the children who sleep in the front room of the affected property.</i></p> <p><i>I find it even more concerning that this is a Government Agency looking to erect such disruptive and inconsiderate signage, to the detriment of individual residents, ratepayers and taxpayers living in the affected area and streets. Sydney Trains has significant areas of track where signage could be erected far away from residents and impacts to homes.</i></p> <p><i>I have heard from other residents - and I agree - that installing a huge, powerfully bright sign that will sit across from people's homes will diminish the only positive thing about living on this busy road. Residents along this stretch put up with the noisy vehicles, trucks and motorcycles brackets (including thousands of WestConnex trucks) because we have an outlook across to the other side of Lilyfield and towards the city. Double-glazed windows (which all houses along this road have had to invest in to keep out noise) are not able to keep out the flashing lights of a huge, bright digital billboard.</i></p>	<p>maximum allowable luminance is 2 lux as per the AS4282-2019. As per the modelling conducted by Electrolight, the sign will be well below this.</p> <p>It is noted that City West Link Road is a state classified road (MR650) as per the <i>Roads Act 1993</i> and is a major arterial route that connects motorists to the CBD and western suburbs through the Inner West and via the ANZAC Bridge. The proposed sign will support the ongoing operation of the corridor and other Sydney Trains assets and all revenue generated by the proposed advertising sign will help fund essential Sydney Trains services to the benefit of the local community, including:</p> <ul style="list-style-type: none"> • improvements and maintenance programs • ensuring the continued provision of clean, frequent, and reliable services for customers • supporting the next generation of transport solutions online • provision of emergency messaging and announcements to the public such as during: <ul style="list-style-type: none"> ○ station emergency situations ○ any major disruption which is likely to cause delays to train running times • Sydney Trains and TfNSW promotions and events <p>threat-to-life alerts by NSW Government Emergency and Police Agencies</p>

Ref.	Issues raised	Response
	<p><i>Please note that there is already a digital advertising sign installed further down the road towards the city, which is a more suitable location. Or alternatively, such signage should be located away from where people live in their homes - their refuge and sanctuary from everyday life.</i></p> <p><i>I would therefore request that the DA22/9255 be fully defeated. No modifications to digital signage are appropriate, and the sign - if it's required at all - should be setup in a different location (e.g. further toward the City on the City Westlink, far away from any residential homes and any direct or indirect impact on residences).</i></p> <p><i>Please contact me if you would like to discuss further. I know that many other residents on Brenan St, Pretoria St and surrounding streets are deeply troubled by this development.</i></p>	
14	Submission 11	
	<p><i>We are writing today to strongly object to the above proposal.</i></p> <p><i>Firstly, the placement and construction of signage of considerable size being placed within the built environment that serves no benefit to local residents. The only benefit is to make money out of the advertising placed on this very large and imposing signage that will be illuminated 24/7. The light emanating from this light pollution will illuminate the entire street. This makes our street unliveable especially for the residents at the northern end of the Cul-de-sac , closer to the city West link which is already impacted by the noise and the fumes of the road. Our street is also soon to be further impacted by the pollution that will emanate from the unfiltered stacks of West Connex and associated tunnels that will be blown towards us by the prevailing north easterly winds.</i></p> <p><i>Secondly, it is a distraction to passing motorists through the suburb to the extent that it makes our roads less safe. Our street and suburb have been significantly impacted already by the extensive and drawn</i></p>	<p>The response provided above at Submission 8 adequately addresses the issues raised within this submission regarding Pretoria Street. Visual and lighting impacts are expected to be minimal for residences located on Pretoria Street as there is thick mature vegetation and a tall screening wall that extends the entire width of the end of the no through road as shown in Figures 2 and 3..</p> <p>Further, luminance impacts and light spillage from the proposed sign will be managed as the sign will be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily.</p> <p>Further information is provided below to address the other aspects of this submission.</p> <p>The Public benefits have been considered in the application and all revenue generated by the proposed advertising sign will help fund</p>

Ref.	Issues raised	Response
	<p>out development and construction of West Connex. Furthermore, the unplanned and unmonitored enormous traffic congestion that has been caused in streets adjacent to the City West Link such as Balmain Road, Piper Street, Catherine Street, Norton St, James Street and Pretoria Street, to name just a few.</p> <p>To the incumbents of Macquarie Street, our neighbourhood is treated as merely a means to get somewhere else and now an advertising opportunity at our expense. However in fact this is a real neighbourhood with real community members (be they only working families) who wish to maintain a semblance of safety, real community and lifestyle.</p>	<p>essential Sydney Trains services to the benefit of the local community.</p> <p>Qualified traffic consultants have assessed the impacts of the sign on road safety. The report concludes the proposed sign will not result in road safety impact and that it is considered compliant with the relevant legislation and criteria. The proposed sign is not considered traffic generating development and therefore will not contribute to traffic congestion on any of the roads named by the submitter.</p>
15	Submission 12	
	<p>Thank you for providing the opportunity to comment on the Development Application for Digital Advertising Signage on the northern side of the City West Link. I am writing to you as someone who lives in a neighbouring property and on behalf of my parents who are owners of a property likely to be heavily impacted by the construction of the digital signage. While I understand the importance of funding Sydney Trains and providing advertising opportunities to businesses, I believe the provision of digital signage on the northern side of the City West Link is the incorrect way to meet this objective and am deeply disappointed by this development application. The submitted Statement of Environmental Effects (SEE) and additional documents, such as the visual and lighting impact assessments, fail to properly consider the impact such digital signage will have on the surrounding locality and residential properties. Furthermore, the SEE does not adequately consider the relevant State Environmental Planning Policies which apply to such a development. The SEE also fails to mention or sufficiently justify the visual and lighting impact such signage will cause on neighbouring properties.</p> <p><u>Safety Concern</u> Firstly, a safety concern I would like to raise is the impact the digital signage will have on the vehicular access to our garage, which is</p>	<p><u>Response - Safety concerns</u></p> <p>The proposed signage location has been revised and located 18m further west from the original location and further from the 72 Brenan Street property. Notwithstanding, an updated traffic report has been prepared to address the safety concerns in this submission. The traffic updated report is provided at Attachment H to this letter.</p> <p>The updated traffic report acknowledges there are three residential left-in/left-out driveways/garages on the westbound approach to the sign. It is important to note that these driveways connect to indented parking lanes located to the side of the main road lanes and therefore vehicles entering/exiting do not directly merge into high speed traffic. The updated report has determined there will be a low impact on any decision making in regard to entering/exiting from these driveways. This is summarised below:</p> <ul style="list-style-type: none"> The proposed sign would have no effect on drivers merging onto the City West Link as drivers would be looking east (in the opposite direction of the sign) when looking for a gap in the traffic.

Ref.	Issues raised	Response
	<p><i>located on the south side of the City West Link (72 Brennan St). I believe the signage will put the safe access of vehicles entering/exiting the garage door at risk. To enter and exit the garage, vehicles must merge onto or off the west bound lanes of the City West Link. When exiting the garage, I believe the additional light and changing images may cause a distraction to drivers who are trying to safely merge onto the City West Link. It is already a challenge to merge onto the road, especially at night in busy conditions. The addition of digital signage which can distract on coming drivers and the addition of extra light may cause further distraction. Drivers heading in a westerly direction may be distracted by the signage. This may lead to drivers failing to slow or failing to see vehicles trying to enter the City West Link. When entering the garage, the digital signage may put drivers who are trying to slow down and enter the vehicular entrance at risk. The additional light and signage will likely be a distraction to drivers who are following a vehicle trying to enter the garage door. The City West link is already a high-speed portion of road and adding further distraction may pose safety risks. The accompanying SEE describes how there are no decision points within 160 meters of the signage however this information is not correct. There are multiple vehicular passageways between the distance of 145m to 20m away from the signage. The previously mentioned garage door is located at around the 20-30m mark. However, there is no reference to this within the SEE or any accompanying reports. It is obvious that the digital signage will create a distraction to drivers, who should be focusing on the vehicular passageways which connect to the City West Link. Due to the speed of the road, any distraction in this section poses a risk to vehicles entering/exiting these vehicular crossovers and those who are using the westbound lanes. While data provided by the SEE states there have been minimal accidents along this portion of the City West Link, the implementation of the signage along with the safety concerns above may lead to an increase of accidents.</i></p> <p><u>Impact on Amenity</u></p>	<ul style="list-style-type: none"> On approach to the driveways from the east, the sign will not be viewed behind a traffic signal, nor will it obstruct sightlines or influence messaging of traffic control devices or signs. On this basis, the enter/exit from these driveways will not require rapid, complex decision making from a driver. At the location of the three driveways, a driver will be able to immediately recognise and anticipate any traffic changes and the sign will not impact on driver reaction times. The sign will not distract or diminish the ability for a driver to respond to traffic changes such as a vehicle changing lanes. Further, given traffic generally travels consistently in this location, large traffic changes are not expected. The luminance of the digital sign would be controlled via conditions. It will not be excessively bright as to distract a driver. The extensive research on crash data in similar locations before and after the installation of digital signs show no causal relationship between digital signs and crashes. <p><u>Response - Impact on Amenity</u></p> <p>The proposed sign will not detract from the amenity and visual quality of residential area and the siting and form of the sign is considered appropriate as:</p> <ul style="list-style-type: none"> Views from properties on the southern side of the road corridor will not be dominated by the sign. These properties are generally oriented north-south, and the advertising signage panels will face east-west. It is likely that only the side of the signage will be visible from these properties and therefore they will not be subject to advertising material. Additionally, some of these properties have retaining walls, security fencing and vegetation which will also screens views towards the sign. An assessment of each property is provided at Appendix C.

Ref.	Issues raised	Response
	<p><i>The SEE fails to consider the impact the digital advertising signage will have on the area's amenity. While the area is a transport corridor, it does offer views of the city and is undergoing development projects which will improve the areas amenity such as the West Connex which will lead to the creation of new open public space. The creation of the sign will lead to view loss for vehicles and pedestrians travelling in an easterly direction along the City West Link. The sign will also be visible to houses on both the southern and northern side of the City West Link. The addition of large digital signage, visible from residences is likely to lead to an impact on a properties rental value or sale value.</i></p> <p><u><i>Illumination Impact</i></u> <i>The SEE and associated lighting impact assessment fails to consider the impact on individual residences located nearby the property. The assessment is brief and does not consider the overall impact the signage will have on residents at night. Once again there is the safety concern of vehicles travelling in a westerly direction and the impact illumination will have on their ability to see cars entering and exiting 72 Brenan Street.</i></p> <p><u><i>Compliance with State Environmental Planning Policy</i></u> <i>While the SEE attempts to justify the signage and explain its compliance with Schedule 5 of the State Environmental Planning Policy (Industry and Employment) 2021, it brushes over the impact such a development will have.</i></p> <p><i>Whilst the sign is permissible under the State Environmental Planning Policy (Industry and Employment) 2021 part 3.14 Transport Corridor Land, consideration should be given to the Inner West Local Environmental Plan 2022 (IWLEP 2022). The IWLEP 2022 states that signage and advertising is not appropriate given the zoning and greater locality of the area. Advertising is inconsistent with the objectives of the SP2 zone under the IWLEP 2022.</i></p>	<ul style="list-style-type: none"> • The CBD skyline is expansive and is visible across the entire horizon. On this basis, the sign cannot be considered to dominate the view as the CBD skyline is the dominate view. <p>View loss for vehicles and pedestrians travelling in an easterly direction along the City West Link is expected to be minimal as:</p> <ul style="list-style-type: none"> • The sign will mostly present as small structure in motorist's view line and only until they are close to the sign will it be properly visible. • Visibility of the sign will only occur for at point in time (a few seconds) as they pass the site, travelling at 70km/h. • Limited stopping is permitted along City West Link and no stopping is permitted for eastbound traffic. This means motorists will mostly be travelling (not parked) and at a speed of 70km/h past the sign. Only a glance at the sign will only be possible. • The sign is proposed to be positioned to the side (northern elevation) of the City West Link road corridor. On this basis, the sign will not be located at the centre of a driver's sightline. <p>The sign is considered compatible with the character of the area as:</p> <ul style="list-style-type: none"> • The sign is proposed on City West Link which is a State classified, major and highly frequented transport corridor. • The proposal is consistent with the 'Port and Employment' land use zone (per the Precincts SEPP). The proposal is consistent with the objectives of this zone as the sign is related to transport infrastructure and will be owned and operated by Sydney Trains. The adjoining area (to which the 'Port and Employment' zone also applies) includes the light rail line, train stabling and industrial buildings. This land is also government owned land and is used for infrastructure purposes. • The proposal will contribute to important revenue for Sydney Trains for the ongoing maintenance and provision of rail infrastructure.

Ref.	Issues raised	Response
	<p><i>The objectives are listed below:</i></p> <p>Zone SP2 Infrastructure</p> <p>1 Objectives of zone</p> <ul style="list-style-type: none"> • <i>To provide for infrastructure and related uses.</i> • <i>To prevent development that is not compatible with or that may detract from the provision of infrastructure.</i> • <i>To protect and provide for land used for community purposes.</i> • <i>To provide for public, community and social infrastructure.</i> <p><i>Once again, thank you for providing the opportunity to comment on this development application. There are several issues with the application and several factors have not been considered when lodging the application. These issues include vehicular safety, in particular driveways connecting to the City West Link. Other issues include the impact illumination will have on individual residences, view loss when travelling east and the signs overly large and unsightly built form. The proposal also does not meet the objectives of the IWLEP 2022.</i></p>	<p><u>Response - Illumination impact</u></p> <p>Light spillage from the proposed sign will be managed and will be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily.</p> <p>An updated lighting report is attached to this letter and provides additional assessment on nearby residential receivers. The maximum luminance for the property at 72 Brenan Street (described in the LIA as 21 Pretoria Street) as per the light modelling would be 1.6 lux. This is considered acceptable as the maximum post-curfew luminance as set out in AS4282-2019 is 2 lux.</p> <p>Safety concerns as a result of the sign and its luminance are addressed above and in the updated traffic report at Attachment G.</p> <p>Further to the above, the design of the sign has been amended and will now result in a splayed structure. The signage panels will now be more angled towards the transport corridor. A Design Statement provided by the architect is provided at Attachment E.</p> <p><u>Response - Compliance with Industry and Employment SEPP</u></p> <p>Further assessment against relevant sections of the Industry and Employment SEPP and Schedule 5 was submitted within the SEE as part of the DA package.</p> <p>The Inner West LEP is not the primary Environmental Planning Instrument for this proposal and this application has instead been prepared in line with the Industry and Employment SEPP.</p>
16	Submission 13	
	<p>Site location and impossible avoidance of proposed sign:</p> <p><i>The proposed site is located on the street of our home (City West Link, also known as Brenan Street). Our home is within the visual catchment of the proposed sign. The City West Link is the front street</i></p>	<p>The Applicant has revised the original sign location and proposes to move the sign 18m to the west. The revised location means the sign will now be located opposite at the end of Pretoria Street and therefore will not be located directly opposite a residential property.</p>

Ref.	Issues raised	Response
	<p><i>of freestanding residential properties of 66; 68; and 70 Brenan Street Lilyfield. In particular, our property no. 68 and neighbouring property of no. 66, do not have rear or side lane access – entering and existing our property is only via our front boundary which is located on the City West Link / Brenan Street. There is no possible way for us as resident to avoid seeing the proposed signage each day. The various DA application reports do not acknowledge this, and suggest the view is obstructed. The visual impact report itself says: 'The proposed sign will be visible from properties containing lowdensity residential dwellings located to the south of the site.' The proposed signage is ugly, visually obtrusive, and - depending on the content of the advertising – offensive and dangerous. Recovering alcoholics in the community, for example, would be very distressed to have to see advertising of alcohol going to and from their home each day.</i></p> <p>Public benefit vs Community detriment: <i>The residents of Brenan Street Lilyfield and surrounding streets have consistently been negatively impacted by the development of road and rail in the area for the greater benefit of the NSW community. Prior to the upgrades of the City West Link in 1993, which subsumed a section of Brenan Street Lilyfield, living in the community of Lilyfield was quiet, visually unobtrusive and peaceful. Trains NSW states: "All revenue from these new advertising contracts will be re-invested into running the Sydney Trains network, which is a great outcome for our customers and taxpayers of NSW". Any financial benefit from revenue raised would be to the detriment to the community of Lilyfield. The approval and development of this proposed billboard is another step of visually degrading the environment of Lilyfield residents.</i></p> <p>Community compensation - beautification: <i>Any approval of the proposed signage should include a compensation to the local Lilyfield community, by way of a financial contribution to the beautification of the 'visible catchment area'. We suggested two projects: - \$500,000 – the cost of the proposed works</i></p>	<p>The sign will now be additional 18m from the named properties at 66-70 Brenan Street.</p> <p>An assessment of the view impacts for each property affected is provided at Attachment C.</p> <p>JCDcaux will implement content controls for the proposed signage, including:</p> <ul style="list-style-type: none"> • no tobacco products • no overtly religious advertising • no advertising that contains overt and sexually graphic images • no pornography and illegal drugs <p>Further, all advertising copy material will comply with the following:</p> <ul style="list-style-type: none"> • Australian Advertising Industry Code of Conduct • The Outdoor Media Association (OMA) Code of Conduct. <p>The sign is considered appropriate for the site as:</p> <ul style="list-style-type: none"> • The sign is proposed on City West Link which is a major and highly frequented transport corridor. • The proposal is consistent with the 'Port and Employment' land use zone (per the Precincts SEPP). The proposal is consistent with the objectives of this zone as the sign is related to transport infrastructure and will be owned and operated by Sydney Trains. The adjoining area (to which the 'Port and Employment' zone also applies) includes the light rail line, train stabling and industrial buildings. This land is also government owned land and is used for infrastructure purposes. <p>The proposed development will be in the public interest as it will include social and economic public benefits, such as:</p> <ul style="list-style-type: none"> • Make efficient use of surplus government owned land as the revenue generated will be used by Sydney Trains to improve the rail network per Section 4.13 of the Precinct SEPP.

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	<p>- contributed by JC Decaux / Sydney Trains to a permanent mural on Catherine Street Bridge; and - \$500,000 – the cost of the proposed works - contributed by JC Decaux / Sydney Trains to the re-landscaping of the screening walls and vegetation at the ends of Pretoria Street; Russell Street; Lonsdale Street.</p> <p>Conclusion: Globally, opposition to billboards and outdoor advertising is mounting. An approval of this proposed sign would seem backward and short-sighted. Approval on this proposed sign should not come at the detriment of the Lilyfield community in the visible catchment area, and any approval should be contingent on a substantial financial contribution to the beautification of the surrounding area.</p>	<ul style="list-style-type: none"> The revenue that is generated by the advertising signage will be used by Sydney Trains to improve the rail network through projects such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management. Benefit the population by improving facilities and services that can contribute to the design and the public domain in and around Sydney Trains owned land and infrastructure.
17	Submission 14	
	<p><i>I wish to lodge my opposition to this application as a resident of Pretoria St. which falls within the area affected by the proposed structure. In general the light levels in Pretoria St. at night are very low, and whilst the reports attached to the application all indicate that the proposal meets 'standards' we need to keep in mind that standards, by definition, describe minimum acceptable levels. The addition of (relatively) high intensity light at the end of the street cannot help but have a detrimental effect on the area. Also the ambient lighting from the City West Link is for the most part below the level of any blocking features, as well as being designed specifically to focus the light downward and therefore has minimal impact. The proposed signage, in contrast will be positioned above the height of any solid blocking feature. In addition the intensity and colour of this light is going to be changing as frequently as every 10 seconds, which is considerably more distracting and disruptive than a constant light source. I would further support the attached submission from the Inner West Council which proposes moving the structure to a more appropriate location (see attached)</i></p>	<p>The response provided at Submission 6 adequately addresses the issues raised within this submission. In summary;</p> <ul style="list-style-type: none"> The location of the sign has been revised and improved and reduced amenity impacts on the residents. Lighting impacts are managed by implementing a curfew between 11pm and 6 am daily. The design of the sign has been revised to a splay structure, resulting in the panels to be angled towards the road corridor rather than residential properties.

Ref.	Issues raised	Response
18	Submission 15	
	<i>I am among the affected residents who will be visually impacted by this proposed signage, noting our cul de sac will be exposed to the light pollution after dark and its bulk will be visible over the noise barriers and trees at the end of our street at all hours (see Figure 15 in the proposal). I attach the Inner West Council's objection which has my support.</i>	<p>The response provided at Submission 6 adequately addresses the issues raised within this submission. In summary;</p> <ul style="list-style-type: none"> • The location of the sign has been revised and improved and reduced amenity impacts on the residents. • Lighting impacts are managed by implementing a curfew between 11pm and 6 am daily. • The design of the sign has been revised to a splay structure, resulting in the panels to be angled towards the road corridor rather than residential properties.
19	Submission 16	
	<i>We object to this submission on the basis that it will add an unnecessary eyesore to the local environment and will create light pollution that will directly impact residents of the area - particularly those living on, or close to the city west link. This is an unnecessary and unwelcome addition to what is already an ugly urban environment (the City West Link). The residents of this area are already subjected to significant noise pollution from the City West link and the overhead flight path. We have additionally suffered further noise pollution and air pollution from the construction of the Westconnex. The last thing this area needs is more light pollution and the addition of a monstrous digital sign close to our residences. This application should be rejected and another site chosen that does not impact the local people.</i>	<p>The sign is considered appropriate for the proposed as:</p> <ul style="list-style-type: none"> • The sign will be located on City West Link which is a State classified, major and highly frequented transport corridor. • The proposal is consistent with the 'Port and Employment' land use zone (per the Precincts SEPP). The proposal is consistent with the objectives of this zone as the sign is related to transport infrastructure and will be owned and operated by Sydney Trains. The adjoining area (to which the 'Port and Employment' zone also applies) includes the light rail line, train stabling and industrial buildings. This land is also government owned land and is used for infrastructure purposes. • The proposal will contribute to important revenue for Sydney Trains for the ongoing maintenance and provision of rail infrastructure. <p>The proposed sign will not result in noise impacts as no sound is proposed as part of the application. Further, luminance impacts and light spillage from the proposed sign will be managed and the sign will be subject to post-curfew lighting limits which ensure the sign is dimmed between 11pm and 6am daily. The lighting report assesses the luminance impacts on the closest residential receivers and has</p>

Ref.	Issues raised	Response
		<p>determined the sign illumination will be acceptable as it is well below with the AS4282 standard. The maximum allowable luminance is 2 lux. As per the modelling conducted by Electrolight, the sign will only reach 1.6 lux and in one location. Therefore, the sign's luminance will be well below the AS4282 maximum.</p> <p>The proposed development will be in the public interest as it will include social and economic public benefits, such as:</p> <ul style="list-style-type: none"> • Make efficient use of surplus government owned land as the revenue generated will be used by Sydney Trains to improve the rail network per Section 4.13 of the Precinct SEPP. • The revenue that is generated by the advertising signage will be used by Sydney Trains to improve the rail network through projects such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management. • Benefit the population by improving facilities and services that can contribute to the design and the public domain in and around Sydney Trains owned land and infrastructure.
20	Submission 17	
	<i>I am writing to you regarding the above proposal and wish to say that I object to this proposal. In my opinion it will be a traffic hazard, potentially causing accidents Interfering with the privacy of the residents surrounding the signage and adding to an already increasingly ugly environment to all residents in this area.</i>	The traffic report provided with the original signage application assessed the impacts of the sign on road safety. An updated traffic report has also been attached to this letter which assesses impacts on nearby driveways. The reports conclude that the proposed sign will not result in adverse road safety impacts and the proposal is considered compliant with the relevant legislation and criteria.
21	Submission 18	
	<i>I strongly object to this proposal for this large (14m2) light emitting advertising sign to be erected along the City West Link. At close to 18m high this will be seen from far and wide. If direct view of the screen is obstructed by trees certainly the light effect will have impact. There are already two(2) advertising screens already operated by JCDeaux only 300m and 450m from the proposed location of this third screen. Is that not enough? The impact of the</i>	The Applicant has undergone an extensive internal process to determine an alternative location for the proposed sign. The outcome is movement of the sign 18m to the west. This will improve outcome for residents on City West Link and Pretoria Street as outlined in the above responses.

Ref.	Issues raised	Response
	<p><i>existing is significant during the night. Adding to the light pollution of the area does not help those that live nearby - I recently check it out and was surprised by how far the light impact reached. It is laughable that NSW Trains are suggesting that this is to provide valuable information about the train timetables, stations and access. Those people driving cars back and forth along the City West Link have no interest in public transport information they are passing through at speed. Those that will be interested do not want look out their window to see this information. There is little public benefit for this advertising signage. Very little in the submission pays any respect the people living in the area around the City West link. It is merely a corridor. This area is already dealing with increased traffic through the streets due to the West Connex work, already looking at increased pollution that will come from unfiltered stacks concentrating car fumes into close proximity of schools and houses and now advertising to light up the night. This has to stop. Despite the statements in the public benefits document regarding Sydney Trains being "Industry leaders" there is a long way to go before they could consider themselves worthy public transport providers. Given the focus on car infrastructure I do not see this changing. I object to this signage due to the impact it will have to the residents and believe with 2 nearby there are sufficient and the lack of public benefit presented in the proposal.</i></p>	<p>Luminance and light spillage impacts have been considered by qualified lighting consultants whom have determined the proposed sign will not have adverse impacts on the surrounding environment.</p> <p>It is noted that advertising existing signs along City West Link Road are located 300m and 450m to the east of the subject site. The proposed sign will be compliant with the Signage Guidelines and will not result in a cumulative impact or visual clutter as the distance between signs will be more than 150m.</p> <p>Residential properties impacted by the proposal have been assessed in detail following a site visit. An additional assessment is provided as part of this letter at Attachment C.</p> <p>The sign is located at the subject site on City West Link to be visible to the large number of motorists that travel along the corridor.</p> <p>Advertising signs play an important role in that all revenue generated by the proposed sign will help fund essential Sydney Trains services to the benefit of the local community, including:</p> <ul style="list-style-type: none"> • improvements and maintenance programs • ensuring the continued provision of clean, frequent, and reliable services for • customers • supporting the next generation of transport solutions online • provision of emergency messaging and announcements to the public such as during: <ul style="list-style-type: none"> ○ station emergency situations ○ any major disruption which is likely to cause delays to train running times • Sydney Trains and TfNSW promotions and events • threat-to-life alerts by NSW Government Emergency and Police Agencies