

1 July 2022

Andrew Watson  
DA Coordinator  
Level 17, 4 Parramatta Square, 12 Darcy Street  
PARRAMATTA NSW 2150

Dear Sir/Madam,

**Digital Advertising Sign – Raw Square Overpass, Strathfield**


The following comments are in relation to the exhibition of the DA for removal of one existing static advertising sign and installation of one new digital advertising sign on the southwest elevation of the Raw Square Overpass, Strathfield.

- The Lighting Impact Assessment by Electrolight Australia Pty Ltd specifies that the proposal will be illuminated at the maximum average luminance under AS 4282. There are several residential buildings within close proximity to this location. The proposed illuminated sign may impact the amenity of the residents within these buildings if not managed appropriately. Council should receive the direct contact details of the operator. Thus, if there are complaints or issues with the sign, these can be forwarded onto the correct authority.
- The Statement of Public Benefit for the DA by Transport Sydney Trains explains the public benefit of the proposal. This includes the offsetting of costs in train services and the advertisement of important public information. Such as station emergencies or government announcements. As the development is within Strathfield's main local centre. Further opportunity should be given to local businesses and community events to be able to advertise as well.
- The Digital Sign Safety Assessment provides assurance that the development will not affect the safety of drivers and pedestrians in the area. If there is an increase in traffic incidents in the vicinity of the proposed sign. An investigation should occur into whether the sign is at a fault and how it should be rectified.

Thank you for the opportunity to provide comments on the proposed Digital Advertising Sign – Raw Square Overpass. Strathfield Council looks forward to seeing the outcome of the proposal.

Please contact Jake Brown – Planner on 9748 9999 or [jake.brown@strathfield.nsw.gov.au](mailto:jake.brown@strathfield.nsw.gov.au) for any further correspondence.

Yours Sincerely,



Kandace Lindeberg  
Acting General Manager Planning, Environment & Urban Services