

Jennie Yuan

From: Shankar, Ritu <Ritu.Shankar@Willoughby.nsw.gov.au>
Sent: Thursday, 2 June 2022 5:02 PM
To: Jennie Yuan
Cc: Farrelly, Gordon
Subject: FW: Notice of Exhibition - Digital Advertising Sign – Gore Hill Freeway Railway Overpass Artarmon (DA 22/1842) - NSW Department of Planning and Environment

Hi Yuan,

Please see the comments from Gordon Farrelly below raising concerns regarding the proposed Signage. Please also ensure that the operation of the digital sign complies with the requirements of AS 4282-2019 and the Transport Corridor Advertising and Signage Guidelines 2017

Regards,
Ritu

Ritu Shankar - Development Planning Team Leader

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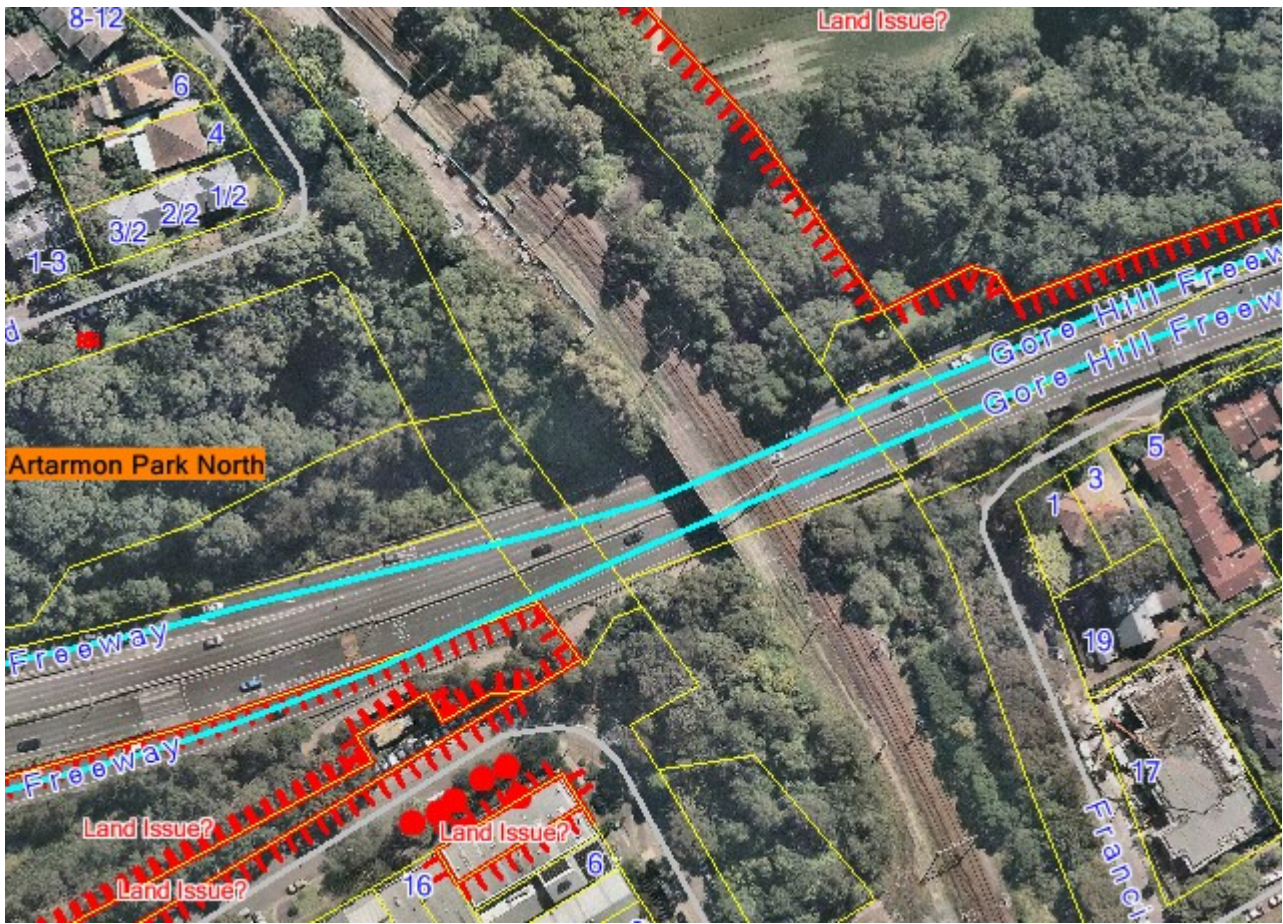


From: Farrelly, Gordon
Sent: Friday, 27 May 2022 10:21 AM
To: Shankar, Ritu <Ritu.Shankar@Willoughby.nsw.gov.au>
Cc: Bolduan, Mark <Mark.Bolduan@Willoughby.nsw.gov.au>; Arnott, Ian <Ian.Arnott@Willoughby.nsw.gov.au>
Subject: Notice of Exhibition - Digital Advertising Sign – Gore Hill Freeway Railway Overpass Artarmon (DA 22/1842) - NSW Department of Planning and Environment

Hi Ritu

Mark and I have just had a quick conversation relating to this matter.

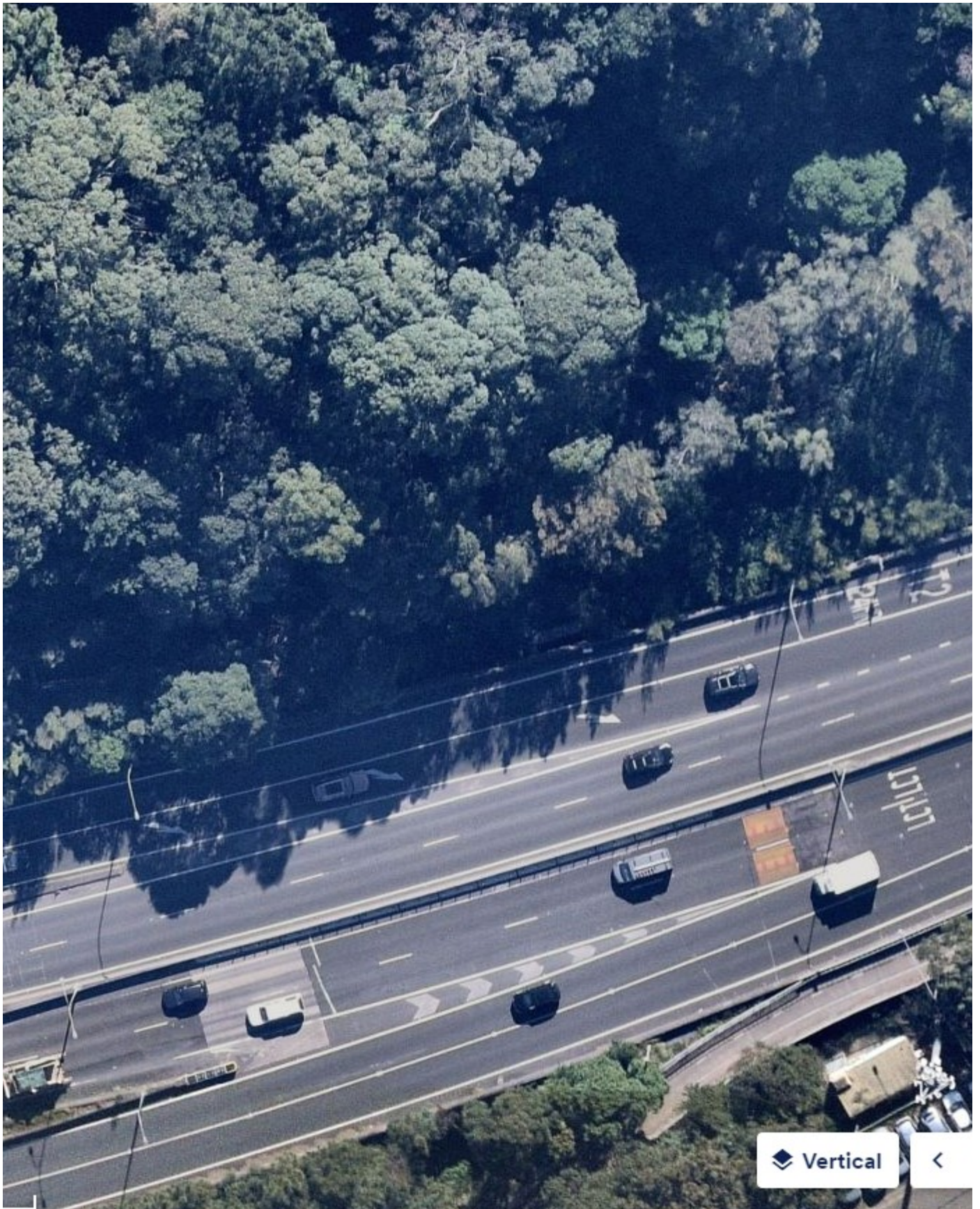
I will shortly be sending you a communication from DP&E concerning this DA. The communication is within ECM. The latest communication is a reminder to Council to provide a submission or advise that it will not be providing a submission. As I understand it the DA relates to the existing static advertising sign in the rail corridor within the alignment of the motorway corridor, shown in the photographs below.





I spoke to Jenny Yuan this morning and verbally advised that Council will provide a submission. At this stage I have indicated that I will send a communication to DP&E this morning indicating that Council is intending to provide a submission.

My position is that Council should indicate strong concerns with the DA as the sign is in the view and area of influence that eastbound motor vehicle drivers need to undertake a merge movement along the Gore Hill Freeway (M1), this is shown on the photograph below. The M1 in this location has a 80 km/h speed limit and carries high traffic volumes of all classifications. The replacement of the static sign with a digital sign will be more distracting and therefore reduce the level of safety at this location. I am not proposing that we 'object' to the sign as, due to its location, this is really a matter for NSW Government agencies to resolve.



Other planning matters such as the brightness of the sign was mentioned by Jenny Yuan which I am not in a position to respond. There could be other planning matters to be considered as well.

I am wondering what approach should be taken to provide a response. Can you please consider and provide advice.

Thanks

Gordon

Gordon Farrelly - *Traffic & Transport Team Leader*

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