



Chris Greig - 97100195  
File Ref: DN22/0013

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Department of Planning & Environment  
GPO Box 39  
SYDNEY NSW 2001

*Via email to [alexander.richard@dpie.nsw.gov.au](mailto:alexander.richard@dpie.nsw.gov.au)*

Dear Sir/Madam

**Our Application No. DN22/0013**

**Proposal: Digital advertising signage on transport corridor**

**Property: 104A Loftus Avenue, Loftus**

*ATT: Alexander Richard and Andrew Watson*

Council wishes to acknowledge receipt of the notice of exhibition advising of Development Proposal DA 22/5186. Details of the proposal have been placed on Councils records. Council is neither assessing or determining this application.

The proposal involves the installation of a new monopole digital advertising sign on the north-western side of the Princes Highway and within the railway corridor adjacent to the railway underpass of the Princes Highway. The sign will generally be immediately behind the rear of various residential properties along Tilba Place and Wheatley Road Yarrawarrah. It is understood that the applicant has undertaken necessary safety audits as part of their submission and that the Department will be conducting a detailed and thorough assessment pursuant to State Environmental Planning Policy (Industry and Employment) 2021, including consideration of any public submissions.

Council has concerns in relation to traffic and safety impacts, including potential conflicts with users of the highway. In this location the Princes Highway is a relatively straight section of dual carriageway of divided road. It has a crest where it bridges the railway corridor. The highway involves higher speed limits (80km/h) and often queuing, particularly during the afternoon peak hours, summer weekends and public holidays. The highway also has two formal cycle lanes and carries a substantial number of cyclists both north and south bound, particularly on weekends.

The upward south-west 'glance' upwards head movement required to observe the proposed signage is an irregular movement for motorists given the proposed signage is located on the opposite side of the highway to those persons visually engaging with the sign, ie the sign is intended to be viewed by south-west bound road users but is on the far side of the north-east bound carriageway. The nature of signage content and should it change frequently, flicker, scroll, move etc. (as opposed to a static sign), level of illuminance, and total quantity of content (eg words pictures) will determine the 'degree' of distraction and time a motorist will view the sign and take their eyes off the road. The

signage has the potential to be a significant distraction and hazard to motorists in this regard. The Department must be sure that the signage design and operational parameters ensures road safety and ensure an acceptable outcome particularly, when considering the locality and environmental characteristics. Please note: The proposal has not been considered by Council's Traffic and Transport team due the short timeframe for Council to provide comment and in any event the highway is a Classified Road and falls under RMS jurisdiction.

The sign is less than 25m from residential properties in Yarrawarrah. We recommend that the Department engage in community consultation with residents in the immediate visual catchment. Though the land is technically addressed as being in Loftus, it is far more akin, and much more likely viewed by residents, as being in Yarrawarrah.

The sign is directly opposite the Royal National Park, Australia's oldest National Park and a heritage item. We recommend the department consult with the National Parks and Wildlife Service, particularly in regard to the sign's visual impact and any possible affects upon wildlife that may be caused by illumination of the sign.

Council is of the view that the proposed sign, including its illumination, is not suitable in this location.

Yours faithfully

A handwritten signature in black ink, reading "C Greig". The signature is written in a cursive, slightly slanted style.

Chris Greig