

Department of Planning and Environment

Summary of Public Submissions for Digital Advertising Signage – Cleveland Street, Chippendale (Outbound) (DA 22/6816)

SUB-4093 (02/05/2023)

Please provide your view on the application:

I object to it

Submission:

As a local resident I strongly object to this further addition of this unnecessary clutter to the streetscape.

My objections are as follows.:

1. As a resident of an adjacent building already subject to significant light pollution the addition of more simply for the addition of more advertising to an already crowded streetscape.
2. The Regent Street/Cleveland St intersection is already incredibly hostile to pedestrians and cyclists, despite it being heavily used by both groups, with drivers regularly making errors that put lives at risk. Increased visual clutter, especially brightly lit visual clutter, will certainly not help with this

SUB-4109 (09/05/2023)

Please provide your view on the application:

I object to it

Submission:

I am concerned about the impact that this sign, together with the one opposite (DA 22/14811) will have on the former Mercantile Bank on the corner of Regent and Cleveland Streets, Chippendale. This is a heritage item. Installing two elevated illuminated signs so close (60m) to the building will significantly detract from its presence on that corner.

The impact on this heritage item has been virtually ignored in the submission and it is clear that it has not considered the significance of this building.

The street corner already has an abundance of advertising signage on the walls facing the intersection, so adding additional advertising signage will over commercialise the intersection

SUB-4113 (09/05/2023)

Please provide your view on the application:

I object to it

Submission:

I object to this DA due to its visual impact on the area, particularly given its proximity to the city (blocking views) and heritage buildings.

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Phone Call Submission (30/05/2023) - Plamen

View on Application:

Object

Summary of Submission:

I am concerned about the Visual and Illumination Impacts of the sign. There already exists too much advertising in the intersection already, by adding more signage to the area there is increased visual clutter.

I am concerned about the illumination impacts of night-time advertising. Advertising during night-time hours introduces unnecessary light pollution and will not be seen by many people.

Phone Call Submission (30/05/2023) - Sid

View on Application:

Object

Summary of Submission:

I am concerned about the Illumination Impacts of the sign. Work involves in video production and certain aspects are light sensitive.

Also, the amount of advertising and how often the advertising will change on the sign can produce a flashing effect and during night-time this can disrupt people trying to sleep.