

Table 1 | DA 22/7946 (PAN-232810) – Digital Signage Enmore Road, Newtown - Summary of public online submissions

Submission Number	Suburb	Submission Type	Submission Text
1	Erskineville	I object to it	Stop the excessive commercialisation of public space.
2	Marrickville	I object to it	Such digital advertising board doesn't suit the atmosphere of Newtown and Enmore. Please don't allow it Thanks
3	St Peters	I object to it	Please no digital billboard at this intersection. Will kill the unique vibe of Newtown.
4	St Peters	I object to it	It will detract from the history of Enmore and Newtown. We are not an eyesore like Darling Harbour!
5	Enmore	I object to it	The proposal will negatively impact the charm of the King street & Enmore road area. With already an influx of major brands filling the streets & shops it is important that our streets don't just turn into any old soulless area. The use of graffiti for marketing over the footbridge is much more consistent with the area & proposal to dedicate this same space to have only graffiti style marketing allowed.
6	Newtown	I object to it	Ongoing commercialisation of public spaces is criminal. Light from the sign will disrupt residents, and the sign will detract from the area's appeal.
7	2042	I object to it	Please don't build this. It will become a distraction to drivers
8	Newtown	I object to it	We do not need this visual pollution in our heritage listed neighbourhood NO
9	Newtown	I object to it	I object to the proposal of a new digital billboard on Enmore rd. It's a busy enough street and area, we are proud to have local and interesting brands and businesses.
10	Newtown	I object to it	As a resident of Newtown I strongly object to this proposal to place a large digital advertising sign right in the heart of my suburb. This is frankly unwanted, grotesque, ugly commercialisation of public space. There is no public benefit. This would be detrimental to the public amenity of the area. I fully support City of Sydney's strong objections to this proposal and it should be refused permission to proceed. I and many people like who live in and visit Newtown/ Enmore strongly object to

			this proposal. Sincerely, local resident.
11	Newtown	I object to it	This is a disastrous proposal. Completely out of line with the visual amenity of the area, which should be made nicer for pedestrians not littered with advertising aimed at passing motorists. The current posters along the brick wall are much more in keeping with the character of the area. No digital billboards please!
12	Newtown	I object to it	I strongly object this application.
13	Erskineville	I object to it	We need to protect our heritage neighbourhood. I'm strongly against this digital sign
14	Newtown	I object to it	This has an extremely large sign which will have a very detrimental impact on the appearance of the surrounding areas. Newtown is a heritage areas with a unique modern character. It has a limited amount of commercial signage and many of the local businesses are small businesses. This should absolutely not be allowed to go ahead.
15	Enmore	I object to it	<p>-Heritage, views and streetscape impacts</p> <p>It will obscure views of King Street Overbridge and will clearly be seen from the 1890's Overhead Booking Office. It will detract from, and not be consistent with, the historical character of both HAs noting that the sign remains to extend beyond well above the typical awning height in the locality, be out of scale with its surrounding context, and will contribute to visual clutter</p> <p>-there will be a huge visual impact from all angles, front and back</p> <p>-it is inconsistent with the cultural character and values of the area</p> <p>-digital signs emit light diodes known to cause significant scientifically documented health impacts on residents affected, such as negative impacts on mental health and sleep patterns</p>
16	Newtown	I object to it	King st is great the way it is an doesn't require this kind of signage
17	Enmore	I object to it	<p>This proposal will add further obstructions to the already limited space given to pedestrians, resulting in congestion, pedestrian frustration and an increased danger to people walking on this busy transport route.</p> <p>Enmore Rd at this location provides 4 (expanding to 5 at the junction) lanes for vehicles, yet pedestrians get the scraps of space on the side. Blocking this further is entirely against the NSW government policies on active transport and</p>

			encouraging walking. I strongly encourage NSW Govt to stop this proposal, and any like it which reduce pedestrian space.
18	Enmore	I object to it	Objection to this proposal. This is not appropriate for a highly pedestrian friendly area. It does not meet the visual identity or aesthetic of the area, increases visual and light pollution and is downright nasty.
19	Newtown	I object to it	A massive digital billboard would be unsightly and not in the spirit of the area. It would be putting a massive advertising space on a complex intersection where many accidents happen and a big moving sign would not help and could lead to more accidents on that road and in an area where drunk people walk across the intersection commonly having drivers distracted or having blinding lights that could blind a driver for a bit or make it hard to see people crossing at night would not be good and lead to more traffic, worse look for the area, and more accidents on this intersection.
20	Newtown	I object to it	I object. Too much light pollution, driver distraction and commercialisation of open space
21	Erskineville	I object to it	Horrendous proposal period. Totally unnecessary and seeks only to profit the owner within a public space. There are far more existing opportunities to provide signage on existing buildings without profiteering.
22	Newtown	I object to it	I support the City of Sydney's objection to this proposal, wholeheartedly. Please do not install such an ugly sign on our Main Street.