

Mr Greg Attewell
Sydney Trains
36-46 George Street
Burwood NSW 2134

Our ref: DA 22/9255

Via NSW Planning Portal

Attention: Michael Woodland, KEYLAN

2 October 2022

Dear Mr Attewell

Subject: Request for Additional Information - Digital Advertising Sign – City West Link, Lilyfield (DA22/9255)

The exhibition of the above development application (DA) closed on Thursday 15 September 2022.

The Department received advice from Transport for NSW (TfNSW), an objection from Inner west Council and 18 submissions from the public (all objections), which are attached for your consideration and response.

Having considered the proposal and the issues raised in submissions, the Department is concerned that the proposed signage is in close proximity to two other advertising signs, is highly visible from surrounding residential properties and would result in adverse amenity impacts due to its size, siting and illumination.

The Department also notes that the proposed signage and monopole structure is visually prominent and, as currently proposed, is potentially inconsistent with State policies which seek to maintain visual amenity and prevent signage which dominates the skyline.

The Department therefore recommends you consider alternate locations for the proposed signage, where the visual impacts are more limited.

Please provide a written response to issues raised in the submissions in accordance with section 36 of the *Environmental Planning and Assessment Regulation 2021* (Regulation) and additional information addressing the issues identified in **Schedule 1** by Monday 20 February 2023 by lodging it on the Portal.

If you have any enquiries, please contact Annika Hather on (02) 9995 6662 or via email at Annika.Hather@planning.nsw.gov.au.

Yours sincerely,



Anthony Witherdin
Director

Key Sites Assessments

as delegate for the Planning Secretary

Schedule 1 – Request for Additional Information

Site suitability and impacts

The Department recommends you consider alternate locations for the proposed signage, where the visual impacts are more limited. However, if you wish to pursue signage in this location, you should consider revising the siting, orientation, size, illumination and any other amendments/operational measures which can assist in ensuring the proposed signage is compatible with the local site character and limiting visual impacts to sensitive receivers.

In addition, please specifically demonstrate how the sign:

- will contribute to a high level of residential amenity in accordance with Section 4.8 of *State Environmental Planning Policy (Precincts – Eastern Harbour City) 2021* (Precincts SEPP).
- will not impact on views to and across the Bays Precinct from surrounding areas in accordance with Section 4.13 of the Precincts SEPP.
- will not detract from the amenity or visual quality of residential areas as required in Schedule 5 of *State Environmental Planning Policy (Industry and Employment) 2021* (I&E SEPP).
- is compatible with the character of the area as required in Schedule 5 of I&E SEPP
- is not likely to impact on the amenity of area from which the sign is visible as required in the Land Use Compatibility Criteria of *Transport Corridor Outdoor Advertising and Signage Guidelines 2017* (the Guidelines)
- will not cause light spillage into nearby residential properties as required in Section 2.5.1 (h) of the Guidelines
- complies with the freestanding advertisements criteria in Section 2.5.4 of the Guidelines that requires the proposal not to protrude above the dominant skyline.

Visual Impact Assessment

- Update the existing and proposed views from Viewpoint 3 to accurately show the visual impacts looking from the location, noting the pictures are taken from a further point to the east, rather than Viewpoint 3
- Provide proposed views at Viewpoints 2, 5 & 6 in the VIA, noting that only existing views are shown.

Other issues

- Confirm that *all* revenue from the advertising signs will be re-invested into Sydney Trains network in accordance with the Public Benefit Statement provided by Sydney Trains, noting this is inconsistent with Statement of Environmental Effects (SEE) which states that *part* of the revenue generated will help fund Sydney Trains services to the benefit of the local community
- Clarify whether any camera or other safety devices will be included as part of the proposed structure to ensure the display of the LED screen is working properly
- Confirm if there is any master plan applicable to the site, and if so, assess the application against the requirements of the plan.