

Objection to Digital Advertising Signage - City West Link, Lilyfield (DA22/9255)

To Whom It May Concern

I object to the above application for a very large double-sided illuminated signboard on the Western Distributor in its current proposed position. I have read through Keylan Consulting's proposal and the research they undertook as part of their impact statement, including the impact of the board from various viewing positions. I live on Lilyfield Road in a double story townhouse that will have a direct view of the proposed board from both my lower ground bedroom and my upstairs bedroom which both face the Western Distributor.

Keylan's report shows they only undertook viewing of impacts of this large board from street level where the proposed board would be partially concealed due to gradient. This is not the case where 5 townhouses are situated directly above their viewing site. The townhouses have direct site of the board which would be illuminated 24/7 and regardless of the decreased illumination at night, I (and presumably other tenants of the townhouses), will be able to see the illumination through our bedroom windows – even if on an angle - as I have checked (see Attachment 1).

The board is planned to be positioned directly opposite the large green street signage on the Western Distributor -as moving west along Balmain Rd. I can see this sign from my balcony / bedroom upstairs and from the lower ground bedroom. Keylan was remiss to think that research of viewing impacts from street level along Lilyfield Rd (directly downstairs from the townhouses), was adequate and did not think of the impact where the actual houses are situated which are much higher than street level.

I would like to see the signboard moved at least 150 metres further west along the Western Distributor toward Balmain Road, where at least it will be concealed to almost all houses on Lilyfield Road between Balmain Rd and Catherine Street. I attach a photo from one of my bedrooms which shows a view of the street sign mentioned above and clear line of site of the proposed board.

Thankyou for considering this and I hope there can be resolution to this.

Yours sincerely



Attachment 1:

View from upstairs bedroom window across balcony toward the proposed sign site.



Residents

■ Brenan Street
Lilyfield NSW 2040

Ref: PAN-240851; DA 22/9255

Dear NSW Planning,

Please find below our submission to NSW Planning regarding the Development Application Digital Advertising Signage - City West Link, Lilyfield (DA22/9255).

Site location and impossible avoidance of proposed sign:

The proposed site is located on the street of our home (City West Link, also known as Brenan Street). Our home is within the visual catchment of the proposed sign.

The City West Link is the front street of freestanding residential properties of 66; 68; and 70 Brenan Street Lilyfield. In particular, our property ■ and neighbouring property of ■ do not have rear or side lane access – entering and existing our property is only via our front boundary which is located on the City West Link / Brenan Street.

There is no possible way for us as resident to avoid seeing the proposed signage each day. The various DA application reports do not acknowledge this, and suggest the view is obstructed . The visual impact report itself says: 'The proposed sign will be visible from properties containing low-density residential dwellings located to the south of the site.'

The proposed signage is ugly, visually obtrusive, and - depending on the content of the advertising – offensive and dangerous. Recovering alcoholics in the community, for example, would be very distressed to have to see advertising of alcohol going to and from their home each day.

Public benefit vs Community detriment:

The residents of Brenan Street Lilyfield and surrounding streets have consistently been negatively impacted by the development of road and rail in the area for the greater benefit of the NSW community.

Prior to the upgrades of the City West Link in 1993, which subsumed a section of Brenan Street Lilyfield, living in the community of Lilyfield was quiet, visually unobtrusive and peaceful.

Trains NSW states:

“All revenue from these new advertising contracts will be re-invested into running the Sydney Trains network, which is a great outcome for our customers and taxpayers of NSW”.

Any financial benefit from revenue raised would be to the detriment to the community of Lilyfield.

The approval and development of this proposed billboard is another step of visually degrading the environment of Lilyfield residents.

Community compensation - beautification:

Any approval of the proposed signage should include a compensation to the local Lilyfield community, by way of a financial contribution to the beautification of the 'visible catchment area'. We suggested two projects:

- \$500,000 – the cost of the proposed works - contributed by JC Decaux / Sydney Trains to a permanent mural on Catherine Street Bridge; and
- \$500,000 – the cost of the proposed works - contributed by JC Decaux / Sydney Trains to the re-landscaping of the screening walls and vegetation at the ends of Pretoria Street; Russell Street; Lonsdale Street.

Conclusion:

Globally, opposition to billboards and outdoor advertising is mounting. An approval of this proposed sign would seem backward and short-sighted.

Approval on this proposed sign should not come at the detriment of the Lilyfield community in the visible catchment area, and any approval should be contingent on a substantial financial contribution to the beautification of the surrounding area.

Kind regards

Residents in the visible catchment area

To Whom it May Concern

RE: Development Application for Digital Advertising Signage on City West Link.

Thank you for providing the opportunity to comment on the Development Application for Digital Advertising Signage on the northern side of the City West Link.

I am writing to you as someone who lives in a neighbouring property and on behalf of my parents who are owners of a property likely to be heavily impacted by the construction of the digital signage. While I understand the importance of funding Sydney Trains and providing advertising opportunities to businesses, I believe the provision of digital signage on the northern side of the City West Link is the incorrect way to meet this objective and am deeply disappointed by this development application.

The submitted Statement of Environmental Effects (SEE) and additional documents, such as the visual and lighting impact assessments, fail to properly consider the impact such digital signage will have on the surrounding locality and residential properties. Furthermore, the SEE does not adequately consider the relevant State Environmental Planning Policies which apply to such a development. The SEE also fails to mention or sufficiently justify the visual and lighting impact such signage will cause on neighbouring properties.

Safety Concern

Firstly, a safety concern I would like to raise is the impact the digital signage will have on the vehicular access to our garage, which is located on the south side of the City West Link (72 Brenan St). I believe the signage will put the safe access of vehicles entering/exiting the garage door at risk. To enter and exit the garage, vehicles must merge onto or off the west bound lanes of the City West Link.

When exiting the garage, I believe the additional light and changing images may cause a distraction to drivers who are trying to safely merge onto the City West Link. It is already a challenge to merge onto the road, especially at night in busy conditions. The addition of digital signage which can distract on coming drivers and the addition of extra light may cause further distraction. Drivers heading in a westerly direction may be distracted by the signage. This may lead to drivers failing to slow or failing to see vehicles trying to enter the City West Link.

When entering the garage, the digital signage may put drivers who are trying to slow down and enter the vehicular entrance at risk. The additional light and signage will likely be a distraction to drivers who are following a vehicle trying to enter the garage door. The City West link is already a high-speed portion of road and adding further distraction may pose safety risks.

The accompanying SEE describes how there are no decision points within 160 meters of the signage however this information is not correct. There are multiple vehicular passageways between the distance of 145m to 20m away from the signage. The previously mentioned garage door is located at around the 20-30m mark. However, there is no reference to this within the SEE or any accompanying reports. It is obvious that the digital signage will create a distraction to drivers, who should be focusing on the vehicular passageways which connect to the City West Link. Due to the speed of the road, any distraction in this section poses a risk to vehicles entering/exiting these vehicular crossovers and those who are using the westbound lanes.

While data provided by the SEE states there have been minimal accidents along this portion of the City West Link, the implementation of the signage along with the safety concerns above may lead to an increase of accidents.

Impact on Amenity

The SEE fails to consider the impact the digital advertising signage will have on the area's amenity. While the area is a transport corridor, it does offer views of the city and is undergoing development projects which will improve the areas amenity such as the West Connex which will lead to the creation of new open public space. The creation of the sign will lead to view loss for vehicles and pedestrians travelling in an easterly direction along the City West Link. The sign will also be visible to houses on both the southern and northern side of the City West Link. The addition of large digital signage, visible from residences is likely to lead to an impact on a properties rental value or sale value.

Illumination Impact

The SEE and associated lighting impact assessment fails to consider the impact on individual residences located nearby the property. The assessment is brief and does not consider the overall impact the signage will have on residents at night. Once again there is the safety concern of vehicles travelling in a westerly direction and the impact illumination will have on their ability to see cars entering and exiting 72 Brenan Street/

Compliance with State Environmental Planning Policy

While the SEE attempts to justify the signage and explain its compliance with Schedule 5 of the State Environmental Planning Policy (Industry and Employment) 2021, it brushes over the impact such a development will have.

Schedule 5	Comment
1. Character of the Area <i>Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?</i>	<p>The proposal does not fit the existing nor the desired future character of the area and locality. The sign is of an obtrusive design, which will block views of the city for drivers and pedestrians travelling east on the City West Link.</p> <p>While the sign is located within a transport corridor, a large portion of this corridor is sunken and located at a different level to the rest of the City West Link. Most residential properties are located higher than the signage, and it will therefore impact these properties.</p> <p>The scale of the sign is large and obtrusive, especially considering there is no existing signage. The sign is also located near the crash barrier and is likely to make the City West Link Road feel more enclosed due to the signs size.</p> <p>Any existing signage, located in nearby locations fit the location better and are less obtrusive and located further away from the road corridor than the proposed signage.</p>

2. Special Areas

Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

The proposal clearly detracts from the amenity and visual quality of the area. New projects such as the West Connex are planned to allow for the creation of green public open space in the Inner West in the Rozelle Yards nearby. This digital advertising signage does not fit with the character of the area.

The sign will detract from the amenity of the residential buildings along the City West Link and will be visible from several the residences. The sign will likely be visible from the elevated residential areas on the northern side of the City West Link.

3. Views and vistas

Does the proposal obscure or compromise important views?

Yes. The proposal obscures an important view of the Sydney CBD when travelling east into the city. The sign will dominate the view leading to undesired views. The sign will also block views of the upcoming green open space created as a result of the new West Connex.



As is clear in the image above, the sign will disrupt the views of the city when travelling east along the City West Link. The sign is unsightly.

Does the proposal dominate the skyline and reduce the quality of vistas?

Yes, the sign dominates the skyline and leads to a reduction in the view and vista for both pedestrians and vehicles. See image above.

4. Streetscape, Setting or Landscape

Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?

The proposal is overly large and does not fit well into the streetscape and landscape. Currently there is no existing advertisement in the area which allows for views of the city when travelling east. The erection of the digital advertising sign will lead to view loss.

The sign is not of visual interest as clearly seen in the image above.

Does the proposal contribute to the visual interest of the streetscape, setting or landscape?

No. The proposal does not contribute to the visual interest of the area. Rather it leads to a reduction in the existing streetscape as seen in the image above.

Does the proposal reduce clutter by rationalizing and simplifying existing advertising?

No, there is no existing advertising. There is already advertising located further towards the Sydney CBD in a more sensible location. This will increase clutter.

Does the proposal screen unsightliness?

Yes, the design is overly large and protrudes above the trees (as viewed from Pretoria Street)

Does the proposal protrude above buildings, structures or tree canopies in the area or locality?

See comment above.

5. Site and Building

Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?

The proposal is large and incompatible with the scale, proportion, and characteristics of the surrounding area. There will be no real contribution to the visual interest of the road corridor, rather the sign takes away the view of the Sydney CBD.

7. Illumination

Would illumination affect safety for pedestrians, vehicles or aircraft?

Yes. The illumination will impact vehicles entering and exiting out of 72 Brenan Street. As discussed above, the sign may create a distraction and lead to a reduction in decision times for drivers. The sign is expected to be illuminated for 24hrs a day, which is likely to have an impact on residential properties and the ability to sleep.

Would illumination detract from the amenity of any residence or other form of accommodation?

Yes, an illuminated sign is set to detract from the amenity of nearby residential properties.

Is the illumination subject to a curfew?

No, which may lead to an impact on residents at night.

8. Safety

Would the proposal reduce the safety for any public road?

Yes. As discussed above the proposal is set to impact cars entering and exiting the garage door entrance at 72 Brenan Street, as well as cars travelling in westerly direction.

Whilst the sign is permissible under the State Environmental Planning Policy (Industry and Employment) 2021 part 3.14 Transport Corridor Land, consideration should be given to the Inner West Local Environmental Plan 2022 (IWLEP 2022). The IWLEP 2022 states that signage and advertising is not appropriate given the zoning and greater locality of the area. Advertising is inconsistent with the objectives of the SP2 zone under the IWLEP 2022.

The objectives are listed below:

Zone SP2 Infrastructure

1 Objectives of zone

- To provide for infrastructure and related uses.
- To prevent development that is not compatible with or that may detract from the provision of infrastructure.
- To protect and provide for land used for community purposes.
- To provide for public, community and social infrastructure.

Once again, thank you for providing the opportunity to comment on this development application. There are several issues with the application and several factors have not been considered when lodging the application. These issues include vehicular safety, in particular driveways connecting to the City West Link. Other issues include the impact illumination will have on individual residences, view loss when travelling east and the signs overly large and unsightly built form. The proposal also does not meet the objectives of the IWLEP 2022.

6th September 2022

[REDACTED]

[REDACTED]

Attn: The Director
Key Sites Assessments
NSW Department of Planning and Environment
Locked Bag 5022
PARRAMATTA NSW 2124

NOTE: Please delete all my personal information before publication of my objection and reasons

Dear Mr Witherdin

Re: Strong Objection to Application no. DA22/9255 - Digital Advertising Signage – City West Link, Lilyfield

I refer to the DA22/9255 currently on exhibition.

I would like to record my strong objection to any proposed digital advertising signage whatsoever being installed the City West Link in the stretch of road between Balmain Road and Katherine Street.

The reasons for my objection are contained herein, and I would welcome being contacted.

As the owner of [REDACTED] Brenan St and [REDACTED] Brenan St, this signage will adversely and negatively impact my properties, and the residents who live there. It will totally disrupt quiet, peaceful enjoyment of the property and contribute to significant light pollution at night and when families are trying to enjoy evenings free from light pollution, or trying to sleep. This will significantly impact a number of properties around the area and I understand all residents who are aware of the proposal and its impacts are strongly opposed to this proposal.

Furthermore, this DA application is highly unreasonable and inconsiderate of tenants living along the City West Link strip. The double sided sign is extremely bright, with unsightly advertisements, and flashing lights. It will add to the already high levels of noise pollution caused by the ever busy roadway of the City West Link, and further disrupt people with additional light pollution. The light pollution will be highly visible right into the main living and sleeping areas of both [REDACTED] and [REDACTED] Brenan St, and many other residential properties along

that strip of road. It will impact peaceful enjoyment of these homes in the evening, and totally prevent sleep – including for the children who sleep in the front room of the affected property.

I find it even more concerning that this is a Government Agency looking to erect such disruptive and inconsiderate signage, to the detriment of individual residents, ratepayers and taxpayers living in the affected area and streets. Sydney Trains has significant areas of track where signage could be erected far away from residents and impacts to homes.

I have heard from other residents – and I agree – that installing a huge, powerfully bright sign that will sit across from people's homes will diminish the only positive thing about living on this busy road. Residents along this stretch put up with the noisy vehicles, trucks and motorcycles brackets (including thousands of WestConnex trucks) because we have an outlook across to the other side of Lilyfield and towards the city. Double-glazed windows (which all houses along this road have had to invest in to keep out noise) are not able to keep out the flashing lights of a huge, bright digital billboard.

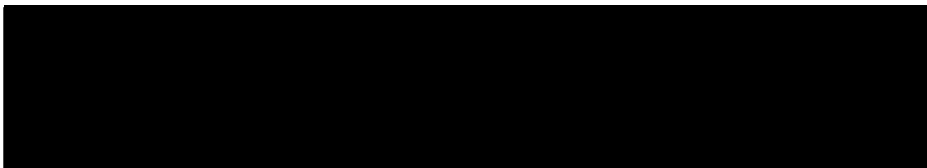
Please note that there is already a digital advertising sign installed further down the road towards the city, which is a more suitable location. Or alternatively, such signage should be located away from where people live in their homes – their refuge and sanctuary from everyday life.

I would therefore request that the DA22/9255 be fully defeated. No modifications to digital signage are appropriate, and the sign – if it's required at all – should be setup in a different location (e.g. further toward the City on the City Westlink, far away from any residential homes and any direct or indirect impact on residences).

Please contact me if you would like to discuss further. I know that many other residents on Brennan St, Pretoria St and surrounding streets are deeply troubled by this development.

I declare that I have not made any reportable political donations in the previous two years.

Yours faithfully,

A large black rectangular box redacting the signature and name of the sender.

There is no need for more advertising on the city west link. This is just a revenue raising stunt which shows no compassion for the community who live on this busy roadway. This proposal will be an eyesore & there is already one on the route which is an eyesore and casts light deep into surrounding streets, should never been approved, a second will contribute enormously to the light pollution which is already extensive.

Residents along this route already have to put up with vehicular pollution, light pollution & noise pollution from the roadway. we have to put up with road construction for years & plus additional air pollution from the three pollution stacks connected with the westCONnex when they come on line. The approval of this abhorrent advertising billboard in an already under stress area shows complete disregard of long suffering residents.

I object to this proposal on all levels, it should not be approved!

[REDACTED]
[REDACTED]
[REDACTED]
Personal details Not for publication

Exhibition of Development Application
Digital Advertising Signage- City West Link, Lilyfield
Application Number: DA 22/9255

Dear Sir/Madam,

We are writing today to strongly object to the above proposal.

Firstly, the placement and construction of signage of considerable size being placed within the built environment that serves no benefit to local residents. The only benefit is to make money out of the advertising placed on this very large and imposing signage that will be illuminated 24/7. The light emanating from this light pollution will illuminate the entire street. This makes our street unliveable especially for the residents at the northern end of the Cul-de-sac , closer to the city West link which is already impacted by the noise and the fumes of the road. Our street is also soon to be further impacted by the pollution that will emanate from the unfiltered stacks of West Connex and associated tunnels that will be blown towards us by the prevailing north easterly winds.

Secondly, it is a distraction to passing motorists through the suburb to the extent that it makes our roads less safe. Our street and suburb have been significantly impacted already by the extensive and drawn out development and construction of West Connex. Furthermore, the unplanned and unmonitored enormous traffic congestion that has been caused in streets adjacent to the City West Link such as Balmain Road, Piper Street, Catherine Street, Norton St, James Street and Pretoria Street, to name just a few.

To the incumbents of Macquarie Street, our neighbourhood is treated as merely a means to get somewhere else and now an advertising opportunity at our expense. However in fact this is a real neighbourhood with real community members (be they only working families) who wish to maintain a semblance of safety, real community and lifestyle.

We have made no political donations in the past two years.

Yours sincerely

[REDACTED]

To Whom it May Concern,

I object to DA 22/9255 – Digital Advertising Signage – City West Link .

I strongly object to the Digital Advertising Signage being erected as my house will be subjected to the constant (24hrs) bright light that the sign will omit. It will also devalue my property having an ugly advertising signage as the view.

There are many other places the sign can be erected which will not disturb residential residents.

I object to the above DA 22/9255.

A double sided digital advertising board is totally inconsiderate to our homes and our community.

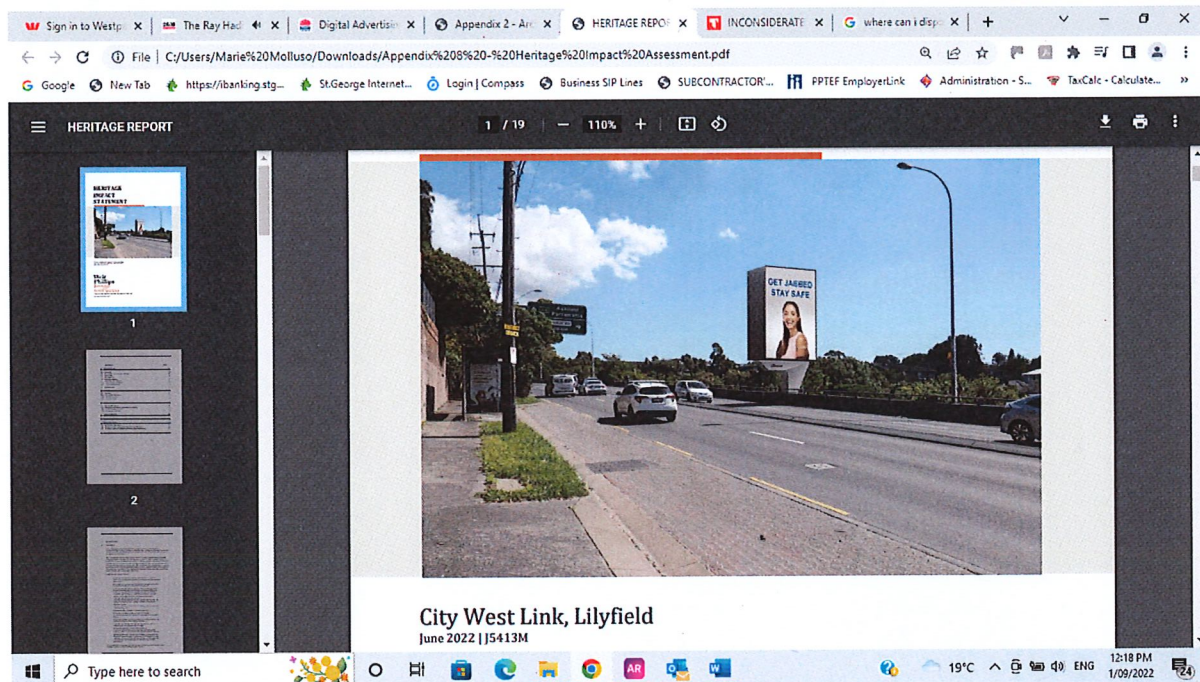
There are plenty of other locations on city west link a digital board could be placed that would have no bearing on people's homes and personal space.

Placing a digital board in front of people's homes would make it impossible for residents to sleep. The light it would project into the sky would also be strong. I don't want to be sitting in my backyard and looking at the sky and thinking that my home might as well be located in kings cross with all the lights shining.

I don't understand why this location was chosen. There are plenty of other locations along the city west link that a digital sign can be placed that would have the same traffic exposure as the proposed location.

I also object to the size of the sign. It is ridiculously huge. Right now we have an open space that gives us a beautiful view of the city and now we will have a 3072x4608 that sticks out into the sky.

See your picture below.



Also the inner west is made up of mix old heritage and timber cottage homes. How is this proposed billboard not going to make an impact to our community?

I would like to see the location of this billboard moved and a smaller billboard replace at another location.

I would like to receive an update on this application as it comes to light.

Dear Sir / Madam,

In response to the notice received by myself relating to DA 22/9255 at the location of Unit [REDACTED] Brenan Street Lilyfield (City West Link) regarding the proposed permanent construction of illuminated signage between Catherine Street and Balmain Road Lilyfield NSW 2040.

Outlined below are several significant areas of concern from myself that warrant this application for illuminated signage to be disputed.

Whilst the development application states that the illuminated signage is to be constructed on the (City West Link) between Catherine Street and Balmain Road Lilyfield NSW 2040, this section of the City West Link is officially Brenan Street Lilyfield. Whilst it does appear that the (City West Link) is a four (4) lane expressway, it is in fact historically and currently a residential street with numerous properties (both houses and town house complexes) lining the south side of the road.

In fact, when the four (4) lane (City West Link) was constructed the previous owner of Unit [REDACTED] Brenan Street was duly compensated with air conditioning and double glazing for both pollution and noise concerns that would impact their health and wellbeing.

The concerns regarding this current development proposal of illuminated signage are:

- Significant devaluation of properties, particularly those with visibility of the signage such as my property.
- Potential health and wellbeing effects on myself due to change in natural sunlight caused by the illuminated signage and the fact that some advertising can be offensive to some people based on their cultural and ethnic backgrounds.
- Potential expenditure required to be outlaid by myself, specifically relating to the purchase of 'block out blinds' to negate the illuminated signage impacting on sleep patterns.
- Both the Visual and Lighting Impact Assessments do not appear to adequately address the health and wellbeing impact on tenants and owners occupying the properties closest to the proposed illuminated signage on the south side of Brenan Street. The Visual Impact Assessment notes that several properties on the affected section of Brenan Street (City West Link) have high retaining walls therefore negating the visual impact for those properties. There is no mention of the number of properties that do not have high retaining walls such as my property that will have full visibility of the illuminated signage.
- The Signage Safety Assessment primarily focusses on no real potential for distraction to drivers given the proposed location of the illuminated signage is between traffic lights at Balmain Road and Catherine Street. There is no mention of currently and for the foreseeable future the vast increase in the number of trucks on this section of Brenan Street (City West Link) due to the construction of the West Connex Tunnel that already provides a distraction and traffic safety hazard for drivers.
- Finally given that when the West Connex Tunnel is completed this section of Brenan Street (City West Link) will have significantly less vehicle traffic, the proposal of illuminated signage would appear to only have a short term gain for advertising and a more disproportionate negative impact on owners and tenants of properties affected such as myself.

Regards,

[REDACTED]

10/09/2022, 20:29

10/09/2022

NSW Govt
Exhibition of Development Application DA 22/9255 City West Link Inner West NSW
Digital Advertising signage

To whom it may concern

I am writing to you regarding the above proposal and wish to say that
I object to this proposal.

In my opinion it will be a traffic hazard, potentially causing accidents
Interfering with the privacy of the residents surrounding the signage and
adding to an already increasingly ugly environment to all residents in this area

Regards,

11th September 2022

Amy Watson

Team Leader, Key Sites Assessments

NSW Department of Planning and Environment

Parramatta NSW 2150

Dear Amy

I am writing in objection to proposed Digital Advertising Signage DA 22/9255 to be installed on City West Link located directly adjacent to Pretoria st where I live.

Signage location is inconsiderate to residents on City West Link as well as residents who live on Pretoria street, not only for its location and size but also the effect its brightness will have at night.

There are already two of existing digital signs installed on same side of City West Link, this will mean the proposed third sign will also be located all within 300 metres of the existing two.

Can you please consider relocation of signage further away from any residential area so as to minimise any impact.

Regards

Pretoria Street Resident

SUB 2776 Object

We object to this submission on the basis that it will add an unnecessary eyesore to the local environment and will create light pollution that will directly impact residents of the area - particularly those living on, or close to the city west link.

This is an unnecessary and unwelcome addition to what is already an ugly urban environment (the City West Link).

The residents of this area are already subjected to significant noise pollution from the City West link and the overhead flight path. We have additionally suffered further noise pollution and air pollution from the construction of the Westconnex.

The last thing this area needs is more light pollution and the addition of a monstrous digital sign close to our residences.

This application should be rejected and another site chosen that does not impact the local people.

[REDACTED]

[REDACTED]

SUB 2772 Object

I strongly object to this proposal for this large (14m²) light emitting advertising sign to be erected along the City West Link. At close to 18m high this will be seen from far and wide. If direct view of the screen is obstructed by trees certainly the light effect will have impact. There are already two(2) advertising screens already operated by JCDeaux only 300m and 450m from the proposed location of this third screen. Is that not enough?

The impact of the existing is significant during the night. Adding to the light pollution of the area does not help those that live nearby - I recently check it out and was surprised by how far the light impact reached.

It is laughable that NSW Trains are suggesting that this is to provide valuable information about the train timetables, stations and access. Those people driving cars back and forth along the City West Link have no interest in public transport information they are passing through at speed. Those that will be interested do not want look out their window to see this information. There is little public benefit for this advertising signage.

Very little in the submission pays any respect the people living in the area around the City West link. It is merely a corridor. This area is already dealing with increased traffic through the streets due to the West Connex work, already looking at increased pollution that will come from unfiltered stacks concentrating car fumes into close proximity of schools and houses and now advertising to light up the night. This has to stop.

Despite the statements in the public benefits document regarding Sydney Trains being "Industry leaders" there is a long way to go before they could consider themselves worthy public transport providers. Given the focus on car infrastructure I do not see this changing.

I object to this signage due to the impact it will have to the residents and believe with 2 nearby there are sufficient and the lack of public benefit presented in the proposal.

[REDACTED]

[REDACTED]

SUB 2771 Object

I wish to lodge my opposition to this application as a resident of Pretoria St. which falls within the area affected by the proposed structure.

In general the light levels in Pretoria St. at night are very low, and whilst the reports attached to the application all indicate that the proposal meets 'standards' we need to keep in mind that standards, by definition, describe minimum acceptable levels. The addition of (relatively) high intensity light at the end of the street cannot help but have a detrimental effect on the area.

Also the ambient lighting from the City West Link is for the most part below the level of any blocking features, as well as being designed specifically to focus the light downward and therefore has minimal impact. The proposed signage, in contrast will be positioned above the height of any solid blocking feature. In addition the intensity and colour of this light is going to be changing as frequently as every 10 seconds, which is considerably more distracting and disruptive than a constant light source.

I would further support the attached submission from the Inner West Council which proposes moving the structure to a more appropriate location (see attached)

[REDACTED]

[REDACTED]

6 September 2022

Andrew Watson
DA Coordinator
Key Sites & Regional Assessments
NSW Department of Planning and Environment
Parramatta NSW 2150

<https://www.planninaDortal.nsw.gov.au/daexhibitions>.

Attention: Jennie Yuan, Andrew Watson

Dear Andrew,

RE: Public Exhibition of Digital Advertising Signage - City West Link, Lilyfield (DA22/9255)

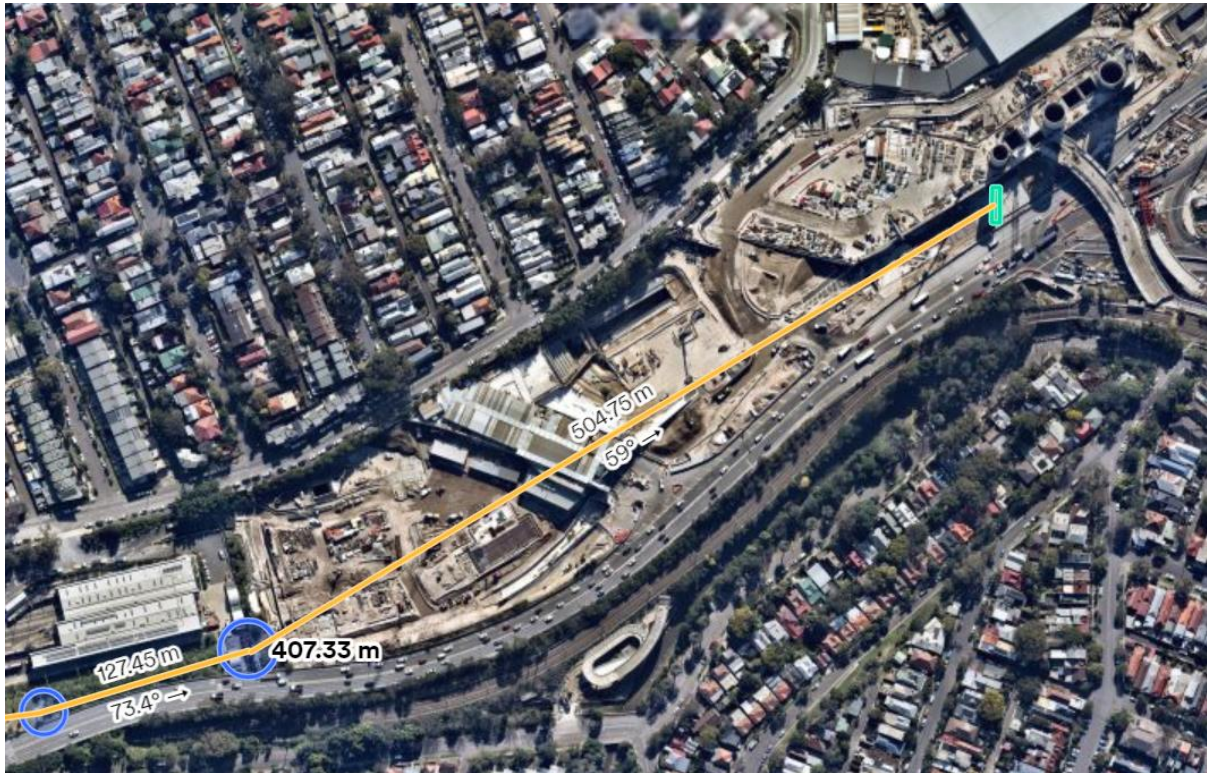
Inner West Council is writing in response to the NSW Department of Planning and Environment's (DPE's) public exhibition of the Development Application in relation to the proposed Digital Advertising Signage - City West Link, Lilyfield (DA22/9255)

Concerns are raised in relation to the light spillage from the proposed signage and together with two already currently existing advertising signs within approximately 400 metres from the proposed location, will result in accumulative amenity impacts to the surrounding properties. (see Diagram below, blue circle indicating existing signages and red rectangle representing an approximate location of the proposed signage).



As the proposal will result in three digital advertising signs within approximately 400 metres, this is a proliferation of signage within a relatively short distance and represents an unfair amenity impost upon the nearby residences.

Relocation of the new sign approximately 500 metres to the east of the existing sign (as indicated by a green rectangle on the diagram below) assists in overcoming the cumulative impacts created by the proliferation of signage along this stretch of road. This is more suitable as it is located well away from residential properties, overcoming the adverse amenity impacts of the proposed location.



I hope the points raised in this submission can be considered in the assessment of this application. For further discussion you may contact Athena Stefanopoulos on 9392 5258 or athena.stefanopoulos@innerwest.nsw.gov.au

Regards

A handwritten signature in black ink, appearing to read 'Simone Plummer'.

Simone Plummer

Director Planning

SUB-2770 Object

I am among the affected residents who will be visually impacted by this proposed signage, noting our cul de sac will be exposed to the light pollution after dark and its bulk will be visible over the noise barriers and trees at the end of our street at all hours (see Figure 15 in the proposal).

I attach the Inner West Council's objection which has my support.

6 September 2022

Andrew Watson
DA Coordinator
Key Sites & Regional Assessments
NSW Department of Planning and Environment
Parramatta NSW 2150

<https://www.planninaDortal.nsw.gov.au/daexhibitions>.

Attention: Jennie Yuan, Andrew Watson

Dear Andrew,

RE: Public Exhibition of Digital Advertising Signage – City West Link, Lilyfield (DA22/9255)

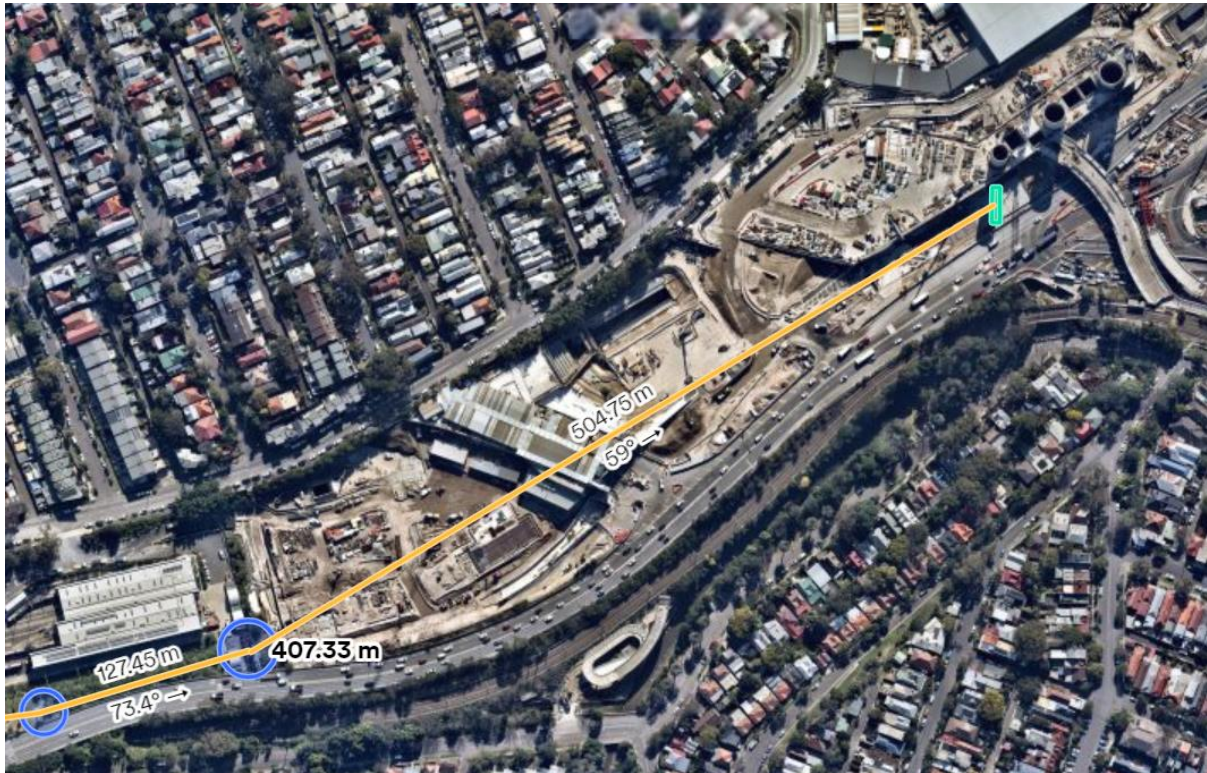
Inner West Council is writing in response to the NSW Department of Planning and Environment's (DPE's) public exhibition of the Development Application in relation to the proposed Digital Advertising Signage – City West Link, Lilyfield (DA22/9255)

Concerns are raised in relation to the light spillage from the proposed signage and together with two already currently existing advertising signs within approximately 400 metres from the proposed location, will result in accumulative amenity impacts to the surrounding properties. (see Diagram below, blue circle indicating existing signages and red rectangle representing an approximate location of the proposed signage).



As the proposal will result in three digital advertising signs within approximately 400 metres, this is a proliferation of signage within a relatively short distance and represents an unfair amenity impost upon the nearby residences.

Relocation of the new sign approximately 500 metres to the east of the existing sign (as indicated by a green rectangle on the diagram below) assists in overcoming the cumulative impacts created by the proliferation of signage along this stretch of road. This is more suitable as it is located well away from residential properties, overcoming the adverse amenity impacts of the proposed location.



I hope the points raised in this submission can be considered in the assessment of this application. For further discussion you may contact Athena Stefanopoulos on 9392 5258 or athena.stefanopoulos@innerwest.nsw.gov.au

Regards

A handwritten signature in black ink, appearing to read 'Simone Plummer'.

Simone Plummer

Director Planning

This objection is based on the visual and light impact of the proposed signage.

Pre-existing residential area-fairness to residents.

The location of the proposed signage, although described in the visual impact statement as being within a railway corridor and oriented to present to a road corridor, is not a 'corridor' for those who live here. It is a pre-existing residential area whose occupants are already bearing the burden of the noise, visual and air pollution of the City West Link which was thrust upon them some years ago. It is unjust to further diminish the amenity of their environment by imposing a massive illuminated sign directly opposite the homes of those living at 72 Brenan Street and adjacent residences. Just because we are few in number we should not be ignored, nor should our rights to enjoy unfettered the little amenity we have left be disregarded.

Visual Impact

The sign will sit directly in the view line and immediately across the road from the balconies and windows of the above-mentioned premises. The visual impact statement claims it will not compromise 'important views', that it is compatible with the local character, that it will not dominate the skyline and that it will provide visual interest (5.1). This might be true from the perspective of the 'corridor' users, but not from people living here 24/7.

None of these things is true from the residents' point of view. In fact, the situation is quite the opposite. Any view from the bedroom window or balcony is 'important' to the person who lives there and the intrusion of a 45 sq metre illuminated billboard has a substantial intrusive and negative impact. The idea that it adds 'visual interest' to the streetscape is ludicrous from the residents' point of view. From the street-side perspective of their homes, the compatibility or otherwise with other signage more than 200 metres down the road is immaterial. The Industry and Employment SEPP is designed to ensure any signage is 'compatible with the desired amenity of an area'. There are clearly competing desires here - that of Sydney Trains and JCDecaux, for whom the desired amenity is a revenue-generating function, and that of local residents who want residential quality of life.

It is not just the edifice of the signage, but the illumination that will be intrusive. While the sign would be 'facing' toward the east and west, there will be visible light emissions in all directions and the image will change every 10 seconds. Whether this is technically 'flickering' or not, it still represents a constantly altering light source and hence visual intrusion at night.

Compliance with a prescribed standard should not be the first consideration - the first consideration is whether or not it is reasonable to impose the signage at all on the residents. I submit that it is clearly not.

The 'greater good' will not suffer unduly by retaining the status quo and denying this development application.