

Annika Hather

From: [REDACTED]
Sent: Thursday, 8 June 2023 7:33 AM
To: Annika Hather
Subject: Objection maintained to DA22/9255

Dear Ms Hather,

I am writing about the proposed digital advertising sign on the City West Link Road near Pretoria St Lilyfield. Despite the proposed amendment, my objection to this proposal still stands.

Looking at the recent communication from Keylan I have to disagree with their assessment that the signage will not adversely affect the amenity of nearby residences. For example. those living at 24 Pretoria Street for example will have light from this sign coming in their bedroom window. The photo of their frontage onto the City west Link Road clearly shows their windows above the fenceline.

Nor can I imagine in what way the placement of such a sign provides any public benefit. On the contrary it will only add to the visual and light pollution in this area.

I hope the department of planning will reject this proposal.

Yours sincerely,

[REDACTED]

From: [REDACTED]
To: [Annika Hather](#)
Subject: Advertising Sign proposed on City Westlink near Pretoria Street
Date: Wednesday, 7 June 2023 4:55:54 PM

Hi Annika,

We live at [REDACTED] Pretoria Street Lilyfield and object to the proposed DA.

Regards,

[REDACTED]

Sent from my Galaxy

From: [REDACTED]
To: [Annika Hather](#)
Subject: Digital advertising sign located on the City West Link near Pretoria Street
Date: Wednesday, 7 June 2023 2:25:11 PM

Dear Annika,

I have previously submitted an objection to this proposal and understand that some amendments have been proposed.

Regardless, we maintain our objection to the proposed digital advertising sign located on the City West Link near Pretoria Street opposite residential homes. We object to the amended proposal for the same reasons raised in our first submission.

Please let me know if I need to do anything further to confirm my objection,

Thanks

[REDACTED]

From: [REDACTED]
To: [Annika Hather](#)
Date: Tuesday, 6 June 2023 6:44:29 PM

Hi Annika,

'I maintain my objection' - to the proposed digital advertising sign located on the City West Link near Pretoria Street opposite residential homes. I am the property owner of [REDACTED] Pretoria street Lilyfield and feel I will be impacted by the bright light of the digital screen .

I can be contacted on :

Many Thanks

[REDACTED]

Annika Hather

From: [REDACTED]
Sent: Monday, 12 June 2023 1:41 PM
To: Annika Hather
Subject: Opposition to Proposed Signage on City West Link, end of Pretoria Street Lilyfield NSW

Good afternoon Annika

I am a long term resident of Pretoria Street Lilyfield and have recently been advised of the revival of the proposed installation of the Illuminated Signboard to the City West Link, directly opposite the end of Pretoria street Lilyfield.

I feel this installation is very inappropriate given it is installed within and opposite a highly urbanised residential area.

As it will function 24 hours per day and is of such a large design and construction, this signboard will have a very adverse impact upon local residents as a result of :

- Its large oversize design rising up above most structures in the area
- Its constant bright glowing impact particularly throughout the night. It will throw a strong glow and glare that will harshly impact the multitude of residents opposite in homes, the town house development and up Pretoria Street.
- Potential to impact the lifestyle and health of residents – stress caused by inability to sleep due to glowing bright glow, glare into homes, ugly unsightly nature of installation
- Adverse impact on property prices in immediate area through intrusive glow and unsightly ugly look of structure
- Dangerous distraction to traffic flow along City West Link.

Surely there is a much more suitable location along the City west Link away from residents.

Surely we have suffered enough with the ongoing disruption of constant around the clock road works for years as well as the imposing unhealthy UNFILTERED exhaust stacks installed at Rozelle Interchange.

We are a neighbourhood of decent law abiding people being a mix of young families, couples and older people who rarely object to much. We all however strongly object to this signage installation.

Please listen to the Local residents.

Regards

[REDACTED]

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From: [REDACTED]
To: [Annika Hather](#)
Subject: Objection to digital advertising sign
Date: Friday, 9 June 2023 2:47:45 PM

Dear Ms Annika Hather

I wish to maintain my objection, and add the following:

I am extremely disappointed in Keylan and Sydney Trains for persisting with this proposed monstrous (3m wide x 5m high) flashing, double-sided digital advertising sign.

Rather than relocating it away from residents, as requested in submissions (including Inner West Council), I understand that they now propose to place it just metres along the road from the original proposed position, which now lands opposite our family home at [REDACTED] Pretoria St, Lilyfield (which faces City West Link).

This is disgraceful and has more impact on our home than the original proposed location.

The revised 'Property Assessment' is misleading and absolutely incorrect.
The impacts are unacceptable and it will adversely impact us.

The full length of [REDACTED] Pretoria Street faces the City West Link, not the side, and the windows are higher than the fence, so the bedroom windows look across to Lilyfield and towards the city - the only redeeming feature of living by a busy road. The lit-up sign will absolutely be visible day and night. The photo they have taken is from ground level, but the sign will be at least 5 metres high, plus the clearance, therefore around 7-8 metres high in the air, shining down on our home.

I have attached two photos demonstrating that our bedroom windows overlook the fence. I welcome your visit next week to understand the impacts of this proposal.

This short stretch of the City West Link has family homes located directly on the road, and this digital advertising sign will absolutely directly impact our home at [REDACTED] Pretoria Street, and the neighbours at [REDACTED] Brenan St, and [REDACTED] Brenan Street (the townhouses), with flashing lights in our bedroom windows at night, impacting the ability to quietly enjoy our family homes and sleep at night.

Pretoria Street ramps up a hill from the City West Link, and therefore the Street's residents will also see the flashing lights at night.

Residents living along this stretch of the City West Link have already endured the impacts from thousands of additional trucks from the NSW Government's WestConnex works over the past few years.

Please do not punish us with a huge, permanent, television screen in the front of our house, otherwise known as a digital advertising sign.

I implore you to please ask them to find an alternative location.

Regards

[REDACTED]

Annika Hather

From: [REDACTED]
Sent: Thursday, 8 June 2023 6:40 PM
To: Annika Hather
Cc: [REDACTED]
Subject: Objection to City West Link Digital Advertising

Dear Annika

We maintain our objection to the proposed digital advertising sign located on the City West Link near Pretoria St opposite residential homes.

We wrote a submission in 2022 and would object for the same reasons we raised then.

We look forward to meeting you on 16th June at the planned site visit.

Kind Regards,

[REDACTED]

Sent from my iPhone

Annika Hather

From: [REDACTED]
Sent: Thursday, 8 June 2023 11:52 PM
To: Annika Hather
Subject: Objection to Digital sign on city west link at Pretoria Street Lilyfield

We, [REDACTED] wish you to know we even more strenuously object to this proposal & are dismayed and incensed that there has been additional changes to the proposal which make it all the more invasive to our community & street.

I also wish to object to the manner that these changes were made & that the information regarding these changes to the proposal were not sent to those of us who would be adversely impacted by them.

Regards

[REDACTED]

From: [REDACTED]
To: [Annika Hather](#)
Subject: Billboard opposite end of Pretoria Street - objection
Date: Thursday, 15 June 2023 11:55:52 AM
Attachments: [image001.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Hi Annika

I was provided your email address by [REDACTED] who I understand you are meeting with tomorrow in regards to the strong objections everyone at [REDACTED] Brenan Street has to the placement of the proposed billboard.

I work from home and am happy to meet with you to discuss my concerns – however they are fairly simple:

1. Safety: our underground carpark entrance comes out onto Brenan Street exactly where the billboard is designed to take drivers' eyes off that area of the road so they are looking at the opposite side when they are driving west on that section of the city west link. This is a significant danger in a spot where it is already difficult to merge.
2. Light pollution: My bedroom window overlooks the new spot where the billboard is proposed to be situated (opposite the end of Pretoria Street). Even though I have some foliage protection, this will be a significant change and is likely to impact my sleep and health. I suffer from sleep problems, and have been advised NOT to use black out blinds so that the morning light can help me wake; but having light in my room at night will make this impossible. I bought this property in 2021 with one of the critical points being a dark room at night.

The new tunnel section is designed to take traffic OFF this road. From a marketing perspective (and I am a marketer), it makes no sense to invest in adding advertising to an area that is – by design – going to lose eyeballs when the new tunnel is opened.

Cheers

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

From: [REDACTED]
To: [Annika Hather](#)
Subject: Billboard proposed Brenan St Lilyfield 2040
Date: Thursday, 15 June 2023 3:59:25 PM

Hi Annika,
I hope you're well.
I look forward to meeting you tomorrow at Pretoria St to hear more about the project.
My thoughts and concerns are the same as others in my townhouse block.
Regards

[REDACTED]

Sent from my iPhone

From: [REDACTED]
To: [Annika Hather](#)
Subject: Re: Proposed illuminated advertising hoarding on City West Link between Balmain Rd and Catherine St
Date: Friday, 16 June 2023 10:06:05 AM
Attachments: [image001.png](#)

Dear Annika,

Thank you very much for your reply. I have now had the opportunity to read the new material. I continue to maintain the objections I raised in my initial submission.

I have a direct view of the signage location from my front bedroom. (The density of 'screening' tree foliage varies through the year, I think the photos were taken with it at its most lush.)

I am able to be at home after about 1.15 pm today, and would be happy to meet with you if you are coming after that. Perhaps you could SMS me to confirm your timing? [REDACTED]

Thank you,
[REDACTED]

On Tue, 13 Jun 2023 at 08:42, Annika Hather <Annika.Hather@planning.nsw.gov.au> wrote:

Hi [REDACTED]

Thank you for your email and for expressing your concerns regarding the proposed digital advertising sign on the City West Link at Lilyfield.

In response to submissions received from Council and the community, the Applicant has now proposed to relocate the sign 18m west of the previous location. I have attached some documents which may be of particular interest to you to understand the impacts. All the documents can be accessed on our website at the link below:

<https://www.planningportal.nsw.gov.au/daex/under-consideration/digital-advertising-signage-city-west-link-lilyfield-da229255>

The concerns raised by the community will be considered by the Department as part of its assessment process. To better understand impacts to residential properties, the Department will be conducting a site visit on Friday 16th June from 2pm onwards.

We would like to extend an offer to visit your property so that we can better consider impacts from the proposed signage to your property. Please let me know if this is of interest to you.

Thanks and have a lovely rest of week,

Annika

Annika Hather (she/her)
A/Senior Planning Officer – Key Sites Assessments

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The Department of Planning and Environment acknowledges that it stands on Country which always was and always will be Aboriginal land. We acknowledge the Traditional Custodians of the land, waterways and skies, and we show our respect for elders past, present and emerging. We are committed to providing places in which Aboriginal people are included socially, culturally and economically through thoughtful and collaborative approaches to our work.

From: [REDACTED]
Sent: Monday, 12 June 2023 4:09 PM
To: Annika Hather <Annika.Hather@planning.nsw.gov.au>
Subject: Proposed illuminated advertising hoarding on City West Link between Balmain Rd and Catherine St

Dear Annika Hather,

My neighbour gave me your contact details regarding the above proposal, which I understand you are handling.

I live at [REDACTED] Brenan St Lilyfield and submitted an online objection to the proposed development when it was publicly available on the web site many months ago. I received no acknowledgement of my submission and no information as to the outcome. When I later checked the website, the proposal was not to be found so I was unable to check on any progress and assumed it had been

dropped.

I now understand that the proposal is still afoot with a slight change in precise location. So, how are citizens supposed to know this? Surely anyone who lodged an objection or comment should have been contacted! Thus, there seem to have been deficiencies in the process.

Could you please provide me with, or direct me how to access, the current proposal (including a map) so I can evaluate its effect on me and my immediate neighbourhood?

Thank you very much.

[REDACTED]

Annika Hather

From: [REDACTED]
Sent: Tuesday, 20 June 2023 3:52 PM
To: Annika Hather
Subject: Re: DPE Site Visit - City West Link Digital Advertising Signage
Attachments: IMG_9634.jpeg; IMG_9633.mov; IMG_9631.jpeg; IMG_9635.mov; IMG_9632.mov

Hi Annika,

Thank you for your time on Friday.

As mentioned in person and over the phone we believe the signage will have multiple impacts on the community.

One of our significant concerns is the driveway entrance/exit onto the City West Link which is already a stressful decision point. Adding an illuminated digital sign to the equation seems irresponsible and dangerous. This was obviously one of many impacts/issues discussed.

Below are some photos/videos taken from my balcony ([REDACTED]) which show just how visible the sign will be. Again as previously stated I believe the argument that residents will have to specifically look that way is ridiculous.

Also is there any time frame as to when the assessment will finish and a decision will be made?

Thanks again and kind regards,

[REDACTED]

On Wed, 14 Jun 2023 at 3:47 pm, Annika Hather <Annika.Hather@planning.nsw.gov.au> wrote:

Hi [REDACTED]

Thanks for your time on the phone earlier today.

As discussed, the Department will be conducting a site visit on Friday 16th June to understand community concerns regarding the City West Link digital advertising sign at Lilyfield.

We will meet with residences at the end of the cul-de-sac in Pretoria Street at 2pm and then proceed to any residents houses who are interested to consider impacts to their properties. Please let us know before Friday if you would like us to visit your property so we can organise our time accordingly.

Please also feel free to send this information on to anyone else who would be interested and also ask if they can please let us know before Friday.

Thanks

Annika

Annika Hather (*she/her*)

A/Senior Planning Officer – Key Sites Assessments

Planning and Assessment | Department of Planning and Environment

T 02 9995 6662 **E** annika.hather@planning.nsw.gov.au

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