

17 August 2023

Anthony Witherdin
Director, Key Sites Assessments
NSW Department of Planning and Environment
Locked Bag 5022
Parramatta NSW 2124
Attention: Annika Hather Annika.Hather@planning.nsw.gov.au

Dear Mr Witherdin,

**Response to Request for Information (DA22/9255)
Digital Advertising Sign – City West Link, Lilyfield**

This letter has been prepared by *Keylan Consulting Pty Ltd* (Keylan) on behalf of Sydney Trains (the Applicant) to address the Department of Planning and Environment (DPE) request for a Response to Submissions (RtS) and Request for Information (RFI) dated 8 June 2023 and 23 June 2023 in relation to Development Application (DA22/9255).

This response should be read in conjunction with the following attachments:

Appendix 1: Response to issues raised by DPE
Appendix 2: Response to Submissions
Appendix 3: Photomontages
Appendix 4: Site Suitability Assessment (SSA)
Appendix 5: Revised Architectural Plans
Appendix 6: Updated Lighting Report
Appendix 7: Traffic Statement
Appendix 8: Design Statement

The proposed digital advertising sign has been amended in response to concerns raised by DPE, Council and public submissions as follows:

- reduction of the signage height by 500mm, to ensure the sign sits in line with the crash barrier;
- introduction of a lighting curfew from 11pm to 6am where the sign will be completely turned off (no illumination); and
- angling the signage panels to ensure they are splayed and therefore orientated towards the road corridor rather than residential dwellings.

The response reinforces the findings of the SEE and supporting information, that the proposed digital advertising sign (as amended):

- will not adversely impact on the amenity of nearby residential properties
- will not dominate views of the skyline and Sydney CBD cityscape
- demonstrates compliance and meets the objectives of Chapter 3 and Schedule 5 of the Industry and Employment SEPP
- will result in acceptable lighting, road safety and visual impacts



- will provide a provide a public benefit to the community

On assessment concludes that the amended application meets the requirements of the SEPP and Guidelines and warrants approval. We trust that this response provides sufficient information required for DPE to finalise its assessment and approve the application.

Please do not hesitate to contact Padraig Scollard via email at padraig@keylan.com.au should you wish to discuss any aspect of this project.

Yours sincerely

Michael Woodland BTP MPIA
Director

Appendix 1

Response to issues raised by DPE and Council

Ref.	Agency and issues raised	Keylan Response
1	Department of Planning and Environment received 8 June 2023	
1.1	The Department acknowledges the proposed relocation of the sign approximately 18 m to the west of the previous location in response to concerns previously raised about visual amenity and illumination impacts to residents.	Noted.
1.2	Notwithstanding, the Department remains concerned that the proposal is inconsistent with the requirements of section 3.21 of the Industry and Employment SEPP which outlines that a freestanding advertisement must not protrude above the dominant skyline, including any buildings, structures or tree canopies.	<p>Compliance with Section 3.21 of the Industry and Employment SEPP was discussed at length in the Applicant's RFI response dated 20 March 2023.</p> <p>This assessment concluded that the proposal is not expected to protrude above the dominant skyline or obscure, compromise or dominate views of the Sydney CBD.</p>
1.3	The Department therefore recommends that you consider opportunities to reduce the size, height and/or re-orient the sign to further reduce its visual impact and dominance above the surrounding skyline.	<p>Notwithstanding, substantial design amendments have been undertaken since to address DPE's concerns in relation to this provision of the SEPP. The proposal has been revised to reflect a reduced height of 500mm. The base of the signage panels now sits level with the road crash barrier.</p> <p>Updated Architectural Plans are provided at Appendix 5.</p> <p>A summary of the application's consistency with Section 3.21 of the Industry and Employment SEPP is outlined below:</p> <ul style="list-style-type: none"> The elevated nature of the City West Link Road corridor at the location of the site means that there are expansive views towards the CBD and across the Bays Precinct. The sign is predicted to only be a small structure in this view line and will only be visible for a small period of time (a few seconds) as motorists travel towards the CBD and experience views of the skyline. Based on this, the sign is not considered to dominate the view of the surrounding skyline. Very limited stopping is permitted along the road corridor and no stopping is permitted for eastbound traffic. This means motorists will

Ref.	Agency and issues raised	Keylan Response
		<p>be travelling at a maximum speed of 70km/h past the sign and a glance at the sign will only be possible. On this basis, the sign is not considered to dominate views of the existing skyline.</p> <ul style="list-style-type: none"> • The sign is positioned to the side of the road corridor. Given this, the sign will not be the centre of a motorist's sightline as they travel towards the CBD and the Bays Precinct and will instead be to the side. • Views from residential properties on the southern side of City West Link Road are not expected to have their views dominated by the sign as these dwellings are generally oriented north-south and the advertising signage panels will face east-west. Further, some of these properties have retaining walls and established vegetation which also limits any views towards the sign. As noted above, the proposed revisions further ensure the proposal is consistent with Section 3.21 as the sign height has been reduced by 500mm which will further reduce visual impacts. Impacts on the closest residential receivers are assessed at Table Reference 2.5 below. Photomontages are also provided at Attachment C. • Importantly, in accordance with Section 4.13 of the Precinct SEPP, the proposal will make efficient use of surplus government owned land as the revenue generated will be used by Sydney Trains to improve the rail network. • The proposed signage height (6.38m) will be consistent with the height of surrounding structures, including: <ul style="list-style-type: none"> • a green wayfinding sign at the end of Pretoria Street, opposite the site • streetlights along both sides of the road corridor • residential properties opposite the site • established vegetation at the end of Pretoria Street, opposite the site <p>On the basis of above, our updated assessment and design amendments clearly demonstrate full compliance with requirements of Section 3.21 of the Industry and Employment SEPP as it does not protrude above the dominant skyline and surrounding structures.</p>

Ref.	Agency and issues raised	Keylan Response
2	Department of Planning and Environment received 23 June 2023	
2.1	Having carefully considered the application and issues raised by the community during the site visit, the Department reiterates its request that you consider opportunities to reduce the size, height and/or re-orient the sign to reduce its visual impact.	Noted. As addressed above, the proposal has been amended to reduce the height of the sign by 500mm to reduce any significant adverse view and/or visual impacts.
2.2	<i>In addition, in response to ongoing community concerns about the proximity to residential properties along the City West Link, the Department requests that you consider alternate locations (beyond those previously considered) for the proposed signage in other sections of the Sydney Trains corridor, where the impacts of the proposal would potentially be more limited.</i>	<p>A Site Suitability Assessment (SSA) has been prepared in response to this request. This is attached at Appendix 4.</p> <p>The SSA examined a 1.5km corridor of the City West Link Road to understand if there is a more suitable location for the proposed sign. The SSA is informed by relevant legislation, and the Applicant's physical and commercial ability to locate a sign.</p>
2.4	<p>Site suitability</p> <p>1. Consider other locations along the City West Link for the proposed signage where impacts to residential properties would be more limited. This should include sections of the road which have noise walls where properties do not face the road. If alternative locations are not deemed appropriate, provide justification as to why these alternative locations would be unsuitable.</p>	<p>Following a detailed analysis of the proposal and the surrounding locality, the SSA found the most suitable area to be 'Area 4' which represents the area proposed for the sign. This area represents a segment of the road corridor with the lowest impact. This area is the most suitable as:</p> <ul style="list-style-type: none"> • there is limited existing and significant vegetation • the land is owned by Sydney Trains • a sign in the area will not result in visual clutter as nearby advertising signs are located at a substantial distance (approximately 300m and 450m away) • the area is not within the safe stopping distance of an intersection and there are no other identified traffic concerns <p>On this basis, our assessment concludes that the proposed location is the result of a detailed analysis of alternative sites and remains the best planning outcome in this location.</p>
2.5	<p>Visual Impact Assessment</p> <p>2. Provide additional photomontages which demonstrate the visual impacts of the proposed signage to residential properties at 24 Pretoria Street and 6/72 Brenan Street, using the attached photos supplied by the community.</p>	<p>Photomontages have been prepared using the photos provided by DPE. These are provided at Attachment C and demonstrate the visual impacts of the proposed signage to residential properties at 24 Pretoria Street and 72 Brenan Street. An assessment of the visual impacts at these properties is provided below:</p>

Ref.	Agency and issues raised	Keylan Response
		<p>24 Pretoria Street</p> <p>24 Pretoria Street is a detached residential dwelling located approximately 25m west of the site. Photomontages have been prepared using the photos provided by DPE (Appendix C). These photos have informed our updated assessment of any potential impacts on this dwelling.</p> <p>Our assessment concludes that any visual impacts on the dwelling are in accordance with the SEPP and guidelines for the following reasons:</p> <ul style="list-style-type: none"> • The dwelling is oriented towards Pretoria Street, being the primary frontage. Pretoria Street is a no-through road with a high retaining wall and fencing, which provides visual screening for any view lines towards the sign. • The dwelling has a tall fence on its northern elevation on the City West Link Road. This fence restricts views from the property towards the road corridor and proposed sign. Any potential view lines, as shown at Attachment C are limited to a small portion of the sign. It is noted, no views of the sign are expected from one of the bedrooms (as shown at Figure 1) due to the proposed sign's position to the north east. Given the above, impacts are considered minimal. • The maximum luminance calculated at this property is 0.3 lux. This illuminance level complies with the maximum AS4282 limit of 10 lux. On this basis, the proposal seeks a lux level well below the maximum permitted by the Australian Standard in this case. In complying with this requirement, the proposed signage will not result in unacceptable glare or adversely impact the amenity of the residents. <p>72 Brenan Street</p> <p>72 Brenan Street (also referred to as 21 Pretoria Street) is located approximately 35m east of the site. The site contains a three-storey townhouse development. Photomontages have been prepared using the photos provided by DPE (Appendix C).</p>

Ref.	Agency and issues raised	Keylan Response
		<p>Our assessment concludes that any visual impacts on the dwelling are in accordance with the SEPP and guidelines for the following reasons:</p> <ul style="list-style-type: none"> • Direct views are not anticipated from internal rooms as the room windows do not directly face west or north west (towards the sign). Importantly, each dwelling is orientated to the north-east to capture views of the city. • Balconies at the property are orientated to the north-east to capture views of the city skyline and the sign will not be visible in this view line. Notwithstanding, views towards the sign will be possible from some balconies when standing at the edge and looking to the west. However, as views to the west include the road corridor and railway line, they are considered acceptable under the provisions of the SEPP and Guidelines. Therefore, view impacts on this property are anticipated to be negligible. Indicative photomontages are provided at Attachment C. • No habitable rooms are located at street level as this section of the property consists of an aboveground car parking garage. • The maximum luminance calculated at this property is 1.6 lux. This illuminance level complies with the maximum AS4282 limit of 10 lux. In complying with this requirement, the proposed signage will not result in unacceptable glare or adversely impact the amenity of the residents. <p>On the basis of the above, our assessment concludes that any visual impacts to properties at 24 Pretoria Street and 72 Brenan Street are considered acceptable and consistent with the SEPP and Guidelines.</p>
2.6	<p>Lighting Impact Assessment</p> <ol style="list-style-type: none"> 3. Update the calculations in Appendix D of the Lighting Impact Assessment (LIA) to measure obtrusive lighting to the west face of 21 Pretoria Street (the face fronting Pretoria Street). 4. Confirm whether the calculations shown at Appendix D of the LIA are cumulative and representative of impacts to properties when both Face A and Face B of the proposed sign are illuminated. If cumulative impacts are not represented, updated the calculations 	<p>An updated lighting report is provided at Attachment 6. The report provides updated calculations to measure the west face of 21 Pretoria Street. This face will experience a luminance of 0.1 lux which complies with the maximum AS4282 limit of 10 lux.</p> <p>The calculations provided at Appendix D of the lighting report are cumulative and therefore represent the luminance at the assessed properties when both sides of the sign are illuminated.</p>

Ref.	Agency and issues raised	Keylan Response
	<p>in Appendix D of the LIA to demonstrate cumulative lighting impacts.</p> <p>5. Confirm at what level the calculations shown at Appendix D of the LIA were taken. If the calculations were taken at ground level, update the calculations at Appendix D of the LIA to demonstrate impacts at the actual property levels.</p> <p>6. Consider reducing the luminance (cd/m²) of Face B during the night-time period to further reduce obtrusive lighting impacts to 21 Pretoria Street.</p>	<p>The calculations shown at Appendix D were taken at the level of habitable windows at each property in accordance with the AS4282 procedures.</p> <p>Additionally, a lighting curfew from 11pm to 6am has been introduced to reduce lighting impacts. The sign will be completely turned off, resulting in no illumination, during this period. The curfew will ensure no adverse impacts will occur to the nearby residents during the nighttime.</p>
3	<p>Inner West Council</p> <p>Further to the DA for City West link sign – Council acknowledges and appreciates the amendment to the proposal which does marginally moderate the amenity impact for nearby residents.</p> <p>However there are iconic views of the harbour and the city scape from the public domain and the proposed signage does not enhance this. Rather it is entirely detrimental to this important view outlook.</p> <p>The proliferation of signage in this space is not supported. The signage does not add to safety or wayfinding and as a consequence is strongly opposed.</p> <p>While I apologise for the delay in this more detailed response Council officers have since spoken to the resident of Pretoria Street who strongly maintains her objection and seeks support from Council to advocate her position. Council staff have reviewed her position and support it.</p> <p>The sign is not supported. Both as proposed and as a concept. Visual clutter does not add to the driver experience nor does it add to the enjoyment of the iconic views from the public domain.</p>	<p>A response to Council's original submission was provided in the RFI response dated 20 March 2023. This response remains relevant for the following reasons:</p> <ul style="list-style-type: none"> • The proposed sign remains suitably distanced from other existing advertising signs on the City West Link and therefore continues to comply with Section 2.5.8 of the Signage Guidelines • The Applicant has undertaken several revisions and refinements to amend the design of the sign in response to concerns raised by Council, including: <ul style="list-style-type: none"> ○ reduction of the signage height by 500mm, to ensure the sign sits in line with the crash barrier ○ introduction of a lighting curfew from 11pm to 6am where the sign will be completely turned off (no illumination) ○ orienting the signage panels to ensure they are splayed and therefore orientated towards the road corridor rather than residential dwellings • Lighting impacts on surrounding properties has been assessed and the maximum luminance at each property does not exceed the maximum AS4282 limit of 10 lux. Importantly, the maximum luminance at a nearby property is 1.6 lux (72 Brennan Street). In complying with this requirement, the proposed signage will not result in unacceptable glare or adversely impact the amenity of the residents.

Appendix 2

Response to submissions

A total of 12 public submissions were received during the exhibition period. The issues raised are addressed in the table below.

Issues raised	Response
<p>Submission 1</p> <p>I am a long term resident of Pretoria Street Lilyfield and have recently been advised of the revival of the proposed installed on of the Illuminated Signboard to the City West Link, directly opposite the end of Pretoria street Lilyfield.</p> <p>I feel this installation is very inappropriate given it is installed within and opposite a highly urbanised residential area.</p> <p>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</p> <ul style="list-style-type: none"> • 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. <p>Surely there is a much more suitable location along the City west Link away from residents.</p>	<p>The sign is considered compatible with the character of the area as it is:</p> <ul style="list-style-type: none"> • proposed on City West Link Road which is a state classified transport corridor. Vehicles travel at maximum speeds of 70km/h along the road. • zoned as 'Port and Employment' under the Precincts SEPP, consistent with the objectives of the zone as the sign is related to transport infrastructure, being owned and operated by Sydney Trains. The adjoining area to which the 'Port and Employment' zone also applies, consists of the light rail line, train stabling and industrial uses. This land is also government owned land and is for infrastructure purposes. The proposal will contribute to important revenue for Sydney Trains for the ongoing maintenance and provision of rail infrastructure. • considered compatible as any potential impacts on nearby residential properties are minimal due to the east-west orientation of the sign; location of neighbouring properties; and associated retaining walls and vegetation which provide screening. <p>The Applicant has undertaken several amendments in response to concerns raised by community members on the original DA application. These amendments include:</p> <ul style="list-style-type: none"> • reduction of the signage height by 500mm, to ensure the sign sits in line with the crash barrier; • introduction of a lighting curfew from 11pm to 6am where the sign will be completely turned off (no illumination); and • angling the signage panels to ensure they are splayed and therefore orientated towards the road corridor rather than residential dwellings.

Issues raised	Response
<p>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.</p> <p>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.</p> <p>Please listen to the Local residents.</p>	<p>An updated Lighting Impact Assessment (LIA) prepared by a qualified lighting consultant confirms the proposed illumination is acceptable (Appendix 6). Importantly, the luminance at surrounding properties has been calculated to be below 10 lux which is the AS4282 limit for the site.</p> <p>The highest luminance at a nearby residential properties is 1.6 lux, with other properties experiencing a luminance between 0.0-0.8 lux. In complying with this requirement, the proposed signage will not result in unacceptable glare or adversely impact the amenity of the residents.</p> <p>It is noted this submission raised concern regarding housing value. Property values are not considered a relevant planning matter. The sign represents a contemporary form of digital advertising signage designed by Tzannes that is considered and creative ensuring a high-quality design outcome. A Design Statement has been prepared by Tzannes is provided at Appendix 8.</p> <p>Additionally, traffic impacts of the proposal have been assessed by qualified traffic consultants. The updated Traffic Safety Assessment (TSA) submitted with the previous RFI response remains relevant. This report assessed the impacts of the sign on road safety and concluded that the proposed sign will not result in road safety impacts and is considered compliant with the relevant legislation and criteria including dwell time and safe stopping distance (SSD) for the specific site location.</p> <p>Furthermore, the Applicant has undertaken detailed analysis into alternate locations along the City West Link road corridor. A SSA is provided at Appendix 4 which demonstrates these findings. The SSA found the proposed location is the most suitable.</p> <p>On the basis of the above and taking into consideration the substantial design amendments, the proposal meets complies with the relevant lighting and traffic requirements and standards.</p>
Submission 2	

Issues raised	Response
<p>I wish to maintain my objection, and add the following:</p> <p>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.</p> <p>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 24 Pretoria St, Lilyfield (which faces City West Link).</p> <p>This is disgraceful and has more impact on our home than the original proposed location.</p> <p>The revised 'Property Assessment' is misleading and absolutely incorrect.</p> <p>The impacts are unacceptable and it will adversely impact us.</p> <p>The full length of 24 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.</p> <p>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.</p> <p>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 24 Pretoria Street, and the neighbours at 92-94 Brenan St, and 72 Brenan Street (the townhouses), with flashing lights in our</p>	<p>The Applicant considered alternative locations for the proposed signage in a response to a previous RFI from DPE.</p> <p>The amended application is approximately 18m west on City West Link Road from the originally proposed location.</p> <p>It should be noted, the Applicant has assessed alternative locations for the sign along City West Link as demonstrated in the SSA (Appendix 4) however options to relocate the proposed sign were exhausted due to traffic safety concerns, impacts on residential amenity, vegetation between the rail boundary and the road and land ownership matters and ultimately considered not appropriate.</p> <p>The SSA found the area to which the amended sign is proposed to be the most suitable.</p> <p>The revised location is a substantial improvement from the originally proposed location and is acceptable for the following reasons:</p> <ul style="list-style-type: none"> • The sign is further west of the residential property at 72 Brenan Street and therefore will have no direct view lines of the sign from the internal rooms of the individual dwellings, given they are orientated to the north-east. • The sign is now located directly opposite the end of Pretoria Street (a no-through road), the presence of a large acoustic wall and dense mature vegetation further ensures minimal impacts to residences on Pretoria Street. • Whilst it is acknowledged the sign will be marginally visible from 24 Pretoria Street, impacts on the dwelling have been minimised as a result of the amendments and are considered acceptable for the following reasons: <ul style="list-style-type: none"> ○ The dwelling is oriented towards Pretoria Street, being the primary frontage. Pretoria Street is a no-through road with a retaining wall and fencing, which provide visual and acoustic screening, and vegetation. ○ The dwelling has a tall fence on its northern elevation on the City West Link Road. This fence restricts views from the property

Issues raised	Response
<p>bedroom windows at night, impacting the ability to quietly enjoy our family homes and sleep at night.</p> <p>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.</p> <p>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.</p> <p>Please do not punish us with a huge, permanent, television screen in the front of our house, otherwise known as a digital advertising sign.</p> <p>I implore you to please ask them to find an alternative location.</p>	<p>towards the road corridor and proposed sign. Any potential view lines, as shown at Attachment C are largely limited to a small portion of the sign.</p> <ul style="list-style-type: none"> ○ The maximum luminance calculated at this property is 0.3 lux. This illuminance level complies with the maximum AS4282 limit of 10 lux. In complying with this requirement, the proposed signage will not result in unacceptable glare or adversely impact the amenity of the residents. ○ The sign is now proposed to be completely turned off during the nighttime hours between 11pm and 6am, as such, no impacts will occur during these hours. ○ It is also noted that the sign has also been reduced in height by 500mm from the previous sign design which will further reduce the visibility of the sign from this property. <p>On the basis of the above, our assessment concludes that the revised location and amendments presents an improved planning outcome, with reduced residential impacts.</p>
<p>Submission 3</p> <p>We maintain our objection to the proposed digital advertising sign located on the City West Link near Pretoria St opposite residential homes.</p> <p>We wrote a submission in 2022 and would object for the same reasons we raised then.</p>	<p>Noted. The proposed sign has been relocated and the signage height has been substantially reduced. These revisions ensure minimal adverse impacts will occur and are considered a vast improvement since the 2022 proposal. The revisions include:</p> <ul style="list-style-type: none"> • reduction of the signage height by 500mm, to ensure the sign sits in line with the crash barrier • introduction of a lighting curfew from 11pm to 6am where the sign will be completely turned off (no illumination) • orienting the signage panels to ensure they are splayed and therefore orientated towards the road corridor rather than residential dwellings
<p>Submission 4</p> <p>We 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.</p>	<p>For the reasons outlined in the response to Submission 2, the revised location presents an improved planning outcomes in accordance with the SEPP.</p>

Issues raised	Response
<p>I also wish to object to the manner that these changes were made & that the information regarding these changes to the proposal were not send to those of us who would be adversely impacted by them.</p>	
<p>Submission 5</p>	
<p>We live at 14 Pretoria Street Lilyfield and object to the proposed DA.</p>	<p>Noted.</p>
<p>Submission 6</p>	
<p>I am writing about the proposed digital advertising sign on the CIV West Link Road near Pretoria St Lilyfield. Despite the proposed amendment, my objection to this proposal still stands.</p> <p>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 fence line.</p> <p>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.</p> <p>I hope the department of planning will reject this proposal.</p>	<p>For the reasons outlined in the response to Submission 2, the revised location presents an improved planning outcomes with reduced residential impacts. The impacts on 24 Pretoria Street are also provided in this response.</p> <p>The proposal provides a clear public benefit as the revenue that is generated by the advertising signage will be used by Sydney Trains to improve the rail network through projects such as railway station upgrades, rail crossings or amenity improvements along rail corridors including landscaping, litter removal or vandalism and graffiti management.</p> <p>The proposal will benefit the broader community by improving facilities and services that can contribute to the design and the public domain in and around Sydney Trains owned land and infrastructure.</p>
<p>Submission 7</p>	
<p>I have previously submitted an objection to this proposal and understand that some amendments have been proposed.</p> <p>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.</p>	<p>Noted. The proposed sign has been relocated and the signage height has been substantially reduced since the original application. The revisions undertaken by the Applicant ensure minimal adverse impacts will occur. The revisions include:</p> <ul style="list-style-type: none"> • reduction of the signage height by 500mm, to ensure the sign sits in line with the crash barrier • introduction of a lighting curfew from 11pm to 6am where the sign will be completely turned off (no illumination) • orienting the signage panels to ensure they are splayed and therefore orientated towards the road corridor rather than residential dwellings

Issues raised	Response
<p>Submission 8</p> <p>'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 22 Pretoria street Lilyfield and feel I will be impacted by the bright light of the digital screen.</p>	<p>The luminance levels at 22 Pretoria Street have not been provided as the lighting report only provided calculations for the nearest potentially affected dwellings with views to the sign.</p> <p>Notwithstanding, the lighting expert notes that the luminance levels at neighbouring dwelling 24 Pretoria Street can be used as a guide for 22 Pretoria Street. The luminance levels at 24 Pretoria Street are 0.1 and 0.3 lux which both comply with the maximum AS4282 limit of 10 lux.</p> <p>Given the dwelling at 22 Pretoria Street is located at a further distance from the proposed sign, lighting impacts are expected to be even less than those at 24 Pretoria Street which are already acceptable. On this basis, lighting impacts at 22 Pretoria are anticipated to be acceptable in accordance with the Guidelines and AS.</p>
<p>Submission 9</p> <p>I work from home and am happy to meet with you to discuss my concerns – however they are fairly simple:</p> <ol style="list-style-type: none"> 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. <p>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</p>	<p>The updated Traffic Safety Assessment (TSA) submitted with the previous RFI response acknowledges there are three residential left-in/left-out driveways/garages on the westbound approach to the sign. It is important to note that these driveways connect to indented parking lanes located to the side of the main road lanes and therefore vehicles entering/exiting do not directly merge into high speed traffic.</p> <p>The TSA determined that the proposed sign would have a low impact on any decision making in regard to entering/exiting from these driveways. The key points from this report are summarised below:</p> <ul style="list-style-type: none"> • The proposed sign would have no effect on drivers merging onto the City West Link when existing their driveway as drivers would be looking east (in the opposite direction of the sign) when looking for a gap in the traffic. • On approach to the driveways from the east, the sign will not be viewed behind a traffic signal, nor will it obstruct sightlines or influence messaging of traffic control devices or signs. On this basis, enter/exit from these driveways will not require rapid, complex decision making from a driver.

Issues raised	Response
<p>in adding advertising to an area that is – by design – going to lose eyeballs when the new tunnel is opened.</p>	<ul style="list-style-type: none"> • At the location of the three driveways, a driver will be able to immediately recognise and anticipate any traffic changes and the sign will not impact on driver reaction times. The sign will not distract or diminish the ability for a driver to respond to traffic changes such as a vehicle changing lanes. Further, given traffic generally travels consistently in this location, large traffic changes are not expected. • The sign will be illuminated so that it is not excessively bright as to distract a driver. The luminance of the digital sign will also be controlled to match the time of day and weather conditions. • The extensive research on crash data in similar locations before and after the installation of digital signs show no causal relationship between digital signs and crashes.
<p>Submission 10</p> <p>I look forward to meeting you tomorrow at Pretoria St to hear more about the project.</p> <p>My thoughts and concerns are the same as others in my townhouse block.</p>	<p>Noted.</p>
<p>Submission 11</p> <p>I continue to maintain the objections I raised in my initial submission.</p> <p>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 as its most lush.)</p>	<p>Impacts on surrounding residential receivers has been assessed as part of this location and within the Property Assessment submitted as part of the previous RFI response. This assessment concluded that impacts on surrounding properties will be acceptable. Further, the sign has since been revised and now presents an improved outcome. As discussed, the following amendments have been made:</p> <ul style="list-style-type: none"> • Reduction of the signage height by 500mm, to ensure the sign sits in line with the crash barrier. • Introduction of a lighting curfew from 11pm to 6am where the sign will be completely turned off (no illumination). • Orienting the signage panels to ensure they are splayed and therefore angled towards the road corridor rather than residential dwellings.
<p>Submission 12</p>	

Issues raised	Response
<p>As mentioned in person and over the phone we believe the signage will have multiple impacts on the community.</p> <p>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.</p> <p>Below are some photos/videos taken from my balcony 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.</p>	<p>For the reasons outlined in the response to Submission 9 above, the traffic report determined there to be a low impact on any decision making in regard to entering/exiting from nearby driveways.</p> <p>Photomontages have been prepared from the balconies at this property using the photos provided by DPE (Attachment C). Impacts on this dwelling are considered acceptable for the following reasons:</p> <ul style="list-style-type: none"> • Direct views are not anticipated from internal rooms as the room windows do not directly face west or north west. Importantly, each dwelling is orientated to the north-east to capture views of the city. • Balconies at the property are orientated to the north-east to capture views of the city skyline and the sign will not be visible in this view line. Notwithstanding, views towards the sign will be possible from some balconies when standing at the edge and looking to the west. However, as views to the west include the road corridor and railway line, they are considered insignificant. Therefore, view impacts on this property are anticipated to be negligible Indicative photomontages are provided at Attachment C. • No habitable rooms are located at street level as this section of the property consists of an aboveground car parking garage. • The maximum luminance calculated at this property is 1.6 lux. This illuminance level complies with the maximum AS4282 limit of 10 lux. In complying with this requirement, the proposed signage will not result in unacceptable glare or adversely impact the amenity of the residents. <p>On the basis of the above, visual impacts to this dwelling are considered acceptable.</p>

Appendix 3 21 Pretoria Street Photomontages



Figure 1: View from child bedroom looking north east (Source: DPE)



Figure 2: View from main bedroom looking north east (Source: DPE/JCDecaux)

72 Brenan Street Photomontages

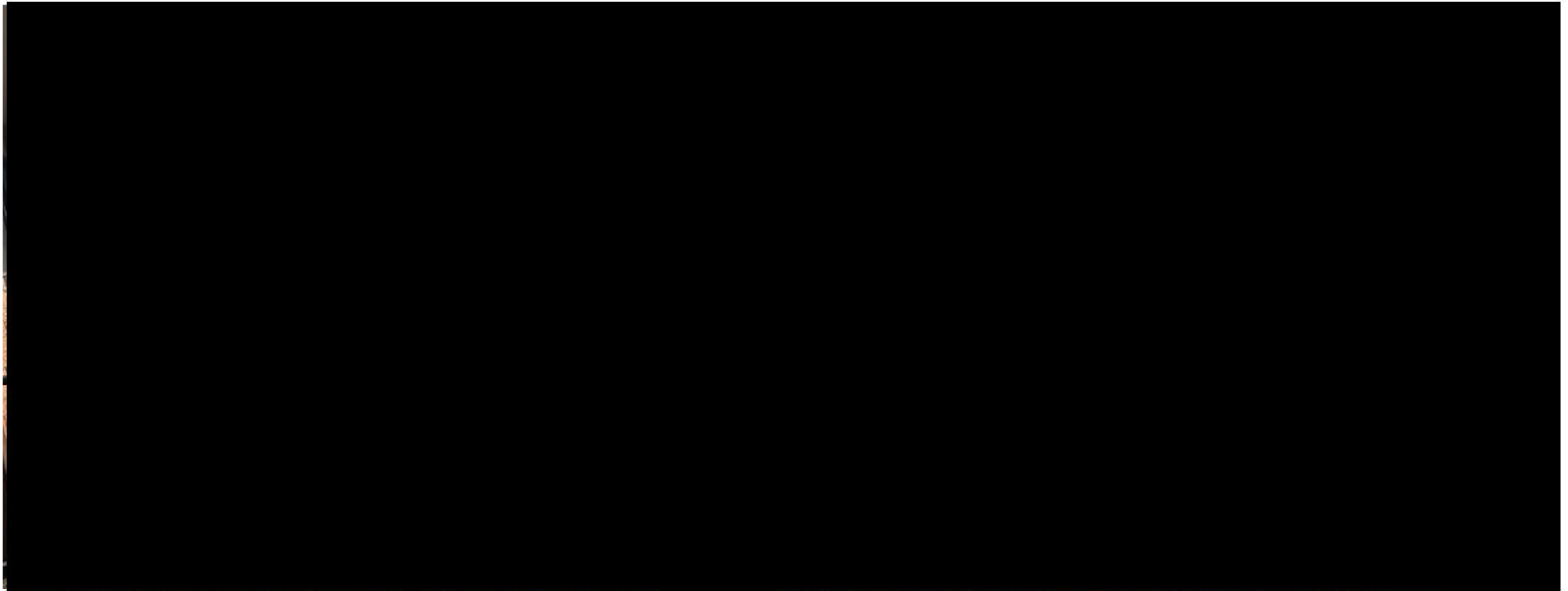


Figure 3: View from balcony 1 looking northwest (Source: DPE/JCDecaux)

Figure 4: View from balcony 2 looking northwest (Source: DPE/JCDecaux)