

31 August 2023

Anthony Witherdin  
Director, Key Sites Assessments  
NSW Department of Planning and Environment  
Locked Bag 5022  
Parramatta NSW 2124

Attention: Janith De Silva ([janith.desilva@planning.nsw.gov.au](mailto:janith.desilva@planning.nsw.gov.au))

Dear Mr Witherdin,

**Amended DA Documentation – Hume Highway, Ashfield Digital Advertising Sign (DA22/14950)**

This letter has been prepared by Keylan Consulting Pty Ltd (Keylan) on behalf of Sydney Trains (the Applicant) in response to the Department of Planning and Environment (DPE) concerns with respect to the visual impacts of the proposed digital advertising sign Development Application (DA) at the Hume Highway, Ashfield (DA22/14950).

In response to DPE's concerns, design amendments have been undertaken to improve the overall design of the sign and minimise any visual and amenity impacts on the locality, including surrounding properties. A summary of the revised design is detailed below:

- further reduction in signage height by 750mm, from 7.8m to 7.05m
- removal of existing chain fence and installation of a black, lightweight fence to front the street
- reduction in fence height by 3.38m, from 4.88m to 1.5m
- installation of a new chain-link fence behind the sign to comply with Sydney Trains requirements

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

- Amended Architectural Plans
- Amended Landscape Plan
- Amended Lighting Impact Assessment
- Amended Photomontages

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

- will not adversely impact on the amenity of nearby residential properties
- 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 public benefit to the community

We trust that the above design amendments are adequate for DPE to finalise its assessment and enable the application to be approved.

Please do not hesitate to contact Lauren Donohoe at [lauren@keylan.com.au](mailto:lauren@keylan.com.au) if you wish to discuss any aspect of this letter.

Yours sincerely



Michael Woodland BTP MPIA  
Director

Attachments:

|                     |                                    |
|---------------------|------------------------------------|
| <b>Attachment A</b> | Amended Architectural Plans        |
| <b>Attachment B</b> | Amended Landscape Plan             |
| <b>Attachment C</b> | Amended Lighting Impact Assessment |
| <b>Attachment D</b> | Amended Photomontages              |