

Our ref: PAN-381735 – DA 23/14504

Mr Greg Attewell
Transport Asset Holding Entity of New South Wales
36-46 GEORGE STREET
BURWOOD NSW 2134

8 December, 2023

Subject: Lot 30 DP 1254499 – Sydney Park Road, Erskineville. Digital Advertising Signage (PAN-381735). Request for Response to Submissions

Dear Mr Attewell,

I refer to the above Part 4 development application for a proposed digital advertising signage at Sydney Park Rd, Erskineville that was lodged on 10 November 2023 (PAN-381735).

The Department publicly exhibited the proposal from 22 November 2023 until 5 December 2023 and notified relevant public authorities and neighbouring land owners. During the exhibition period, the Department received 162 online submissions.

Summaries of online submissions are enclosed for your consideration and response. The online submissions are in addition to council submissions attached to the Department's letter dated 5 December 2023 and your response to all submissions is requested.

Please note that government agencies and councils may provide additional comments. A subsequent letter will be sent to you in due course requesting consideration of any additional advice received as well as assessment issues raised by the Department.

The Department requests that you begin to review and respond to the issues raised in the submissions, with the view of providing additional information under clause 36 of the *Environmental Planning and Assessment Regulation 2021* (the Regulation). At the date of this letter, 26 days in the assessment period have elapsed.

The Department requests a response by **25 January 2024** via the NSW Planning Portal. If you are unable to provide the requested information within this timeframe, you are required to provide, and commit to, a timeframe detailing the provision of this information. In accordance with Part 4 Division 4 of the Regulation, the assessment period ceases to run from the date of this request until the information is provided.

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If you have any questions, please contact Chris Fraser on (02) 9995 6321 or via email at christopher.fraser@planning.nsw.gov.au

Yours sincerely,

M. Garbarini

as delegate for the Planning Secretary

Enclosed : Table 1 - Summary of public online submissions

Table 1 | DA 23/14504 (PAN-381735) – Digital Signage Sydney Park Road, Erskineville - Summary of public online submissions

Submission Number	Suburb	Submission Type	Submission Text
1	Erskineville	Support	I support it
2	Erskineville	Object	<p>I reside with my partner within Unit (<i>withheld</i>) of 241-245 Sydney Park Road, Erskineville. Our flat is ground level, and faces west, directly in view of the proposed development. I have viewed the development application and each report. After careful consideration of each report, I am disturbed that the sign will result in;</p> <ul style="list-style-type: none"> - negative lighting impact -negative visual impact <p>in relation to our view westward. The lighting and visual deficiencies of our unit are already substantial.</p> <p>We have an excellent view of the sunset on occasion, and the proposed development would directly impact our already cramped view of the skyline. See photographs for further review.</p> <p>My partner and I object strongly to this sign. It is large and will significantly detract from the visual beauty of the area, as well directly and negatively impact my units current outlook.</p> <p>Please do not hesitate to contact me further via email or phone on (<i>withheld</i>).</p>
3	Erskineville	Object	<p>I live on the ground floor less than 10 meters away from where the signage would be placed. There are already big signs in front of our property and this would cause even more visual pollution. The biggest issue is that it would not only block the sunlight during the day but also produce too much light straight into my living room at night.</p> <p>Please don't go ahead with this.</p>
4	Alexandria	Object	It will look bad

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Submission Number	Suburb	Submission Type	Submission Text
5	Erskineville	Object	<p>This area is already covered in signage from the bus stop beside it, the very large billboard on the gym wall behind/above it, the many many billboards beside it on King St, the posters all over the electrical boxes, more posters and billboards across the street at the train station. It's absolutely full and already visually polluted. We do NOT need more in the area.</p> <p>What we need is a nice well maintained fence and hedge in the area to green it up a little, providing a wider footpath.</p> <p>The footpath in this area is narrow because of trees and is very busy as the bike lane ends just before it. This means on a downhill slope into a sharp corner you have a lot of bikes, many food delivery ones, rail user traffic and general pedestrians. It's dangerous!!</p>
6	Erskineville	Object	<p>I am shocked that erskineville need another enormous sign in the same or similar spot (fitness playground). We already have enough publicity/ political abuse on this board that another is not needed. I cannot see how this can possibly benefit our community but only make it look and feel worse.</p>
7	Erskineville	Object	<p>There is already significant advertising in the area that does not protrude out into the open. This will be an eyesore and also attract graffiti, presenting a hazard where people will try climb near dangerous train tracks</p>
8	Erskineville	Object	<p>To whom it may concern,</p> <p>The amount of public space already given over to for-profit advertising in 2043 is much too high, and this proposal to add more light-polluting, electrically powered advertising is, in this taxpayers opinion, manifestly excessive and unreasonable.</p> <p>Sincerely,</p>
9	Erskineville	Object	<p>Hi there, putting digital signage next to the busy crossing with red light camera is not a great idea. What value does this bring to our community? Thank you but no.</p>

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10	Erskineville	Object	<p>This area is already covered in signage from the bus stop beside it, the very large billboard on the gym wall behind/above it, the many many billboards beside it on King St, the posters all over the electrical boxes, more posters and billboards across the street at the train station. It's absolutely full and already visually polluted. We do NOT need more in the area.</p> <p>What we need is a nice well maintained fence and hedge in the area to green it up a little, providing a wider footpath.</p> <p>The footpath in this area is narrow because of trees and is very busy as the bike lane ends just before it. This means on a downhill slope into a sharp corner you have a lot of bikes, many food delivery ones, rail user traffic and general pedestrians. It's dangerous!!</p>
11	Erskineville	Object	<p>This sign will impact residents in my building due to the emitted light and will also adversely impact the value of the property.</p>
12	Erskineville	Object	<p>I strongly object to this proposed signage. As someone who lives in the building next door with a balcony and bedroom window facing Sydney Park road this will impact my view, amenity and I would anticipate be additional light pollution at night.</p> <p>The Sydney Park precinct is being redeveloped to create greater natural flow and connections across Princes Highway and Sydney Park Road to the Park to increase the amenity of the area with a focus on discouraging cars, increasing pedestrian connection and making the area more liveable. I fail to see how the addition of this signage is in keeping with the stated goals or the wider development plans designed to increase community, connection and natural connection to the Park.</p>
13	Erskineville	Object	<p>This corner needs more green space not advertising or messaging.</p>
14	Erskineville	Object	<p>This application will result in additional visual clutter at a complex intersection, leading to reduced safety.</p> <p>Vehicles driving south on King St are confronted with two independent sets of traffic lights at Lord St and Sydney Park road which can appear as a single intersection. I have twice in the past 4 months been nearly hit by cars driving through a red light at Lord St as I exited Concord St, due to confusion arising from a green light at the larger Sydney Park Road intersection.</p> <p>This sign will result in additional visual clutter in this intersection and increase the likelihood of events of this nature, which carry the risk of significant injury or death. The most appropriate way to mediate this risk would be to not place a digital sign in the proposed location.</p>

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15	Alexandria	Object	<p>This application will result in additional visual clutter at a complex intersection, leading to reduced safety.</p> <p>Vehicles driving south on King St are confronted with two independent sets of traffic lights at Lord St and Sydney Park road which can appear as a single intersection. I have twice in the past 4 months been nearly hit by cars driving through a red light at Lord St as I exited Concord St, due to confusion arising from a green light at the larger Sydney Park Road intersection.</p> <p>This sign will result in additional visual clutter in this intersection and increase the likelihood of events of this nature, which carry the risk of significant injury or death. The most appropriate way to mediate this risk would be to not place a digital sign in the proposed location.</p>
16	Erskineville	Object	<p>I strongly object to this proposal. The whole upgrade to the St Peter's/ Erskineville/Sydney Park Road area was to beautify the area and make it more pleasant for pedestrians. This directly opposes that. It does not uphold the values of the area or the project and adds to an already visually congested area.</p> <p>Having lived in the area for 30 years and on Sydney Park Road for more than 10 of those, I believe most residents would have a similar objection.</p>
17	Newtown	Object	<p>This is just visual pollution for a commercial purpose. Plant a bloody tree instead.</p>
18	Erskineville	Object	<p>I strongly object to this proposal. The whole upgrade to the St Peter's/ Erskineville/Sydney Park Road area was to beautify the area and make it more pleasant for pedestrians. This directly opposes that. It does not uphold the values of the area or the project and adds to an already visually congested area.</p> <p>Having lived in the area for 30 years and on Sydney Park Road for more than 10 of those, I believe most residents would have a similar objection.</p>
19	Erskineville	Object	<p>The sign will be a visual pollutant to an area that already has a lot of advertising and other pollution (for example by Sydney Buses).</p> <p>This will ruin this part of our vibrant neighbourhood and I strongly object to its existence</p>
20	Erskineville	Object	<p>Will be ugly</p>

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21	Erskineville	Object	The large signage is completely unnecessary and is a gross visual pollution for nothing more than commercial / financial gain from advertisers. The area is already heavily urbanised and green spaces should be left intact to soften the streetscape wherever possible. Please do not approve this unnecessary large commercial signage.
22	Erskineville	Object	I strongly oppose the proposed digital signage. It's ugly, dangerous, completely foreign to the existing environment, and can only be beneficial to those charging for the ad space. Why such large, bright and close digital signage would be placed at a bend - at an intersection apparently so dangerous that speed cameras, lane changes and a reduced speed limit were deemed necessary - is beyond me. I hate this and the idea is trash.
23	Erskineville	Object	I am very disappointed to see tax payer money going into expensive research & design & community consultation reports, on what is a very unattractive & un-needed piece of advertising - in an area that is already overloaded with unattractive signage. Please scrap this ridiculous piece of infrastructure proposed for the street that I have lived on for 20 years - we need less visual pollution in the city- not more!
24	Erskineville	Object	This sign is completely unnecessary. It's a classic example 'safety theatre'.
25	Erskineville	Object	This is a terrible proposal. Unnecessary and garish visual pollution facing Sydney Park. Distracting for drivers about to enter a complex intersection. Against the culture and vibe of Newtown. Indulgent use of electricity and the CO2 released to generate it. Ugly
26	Erskineville	Object	There is no local public benefit to this application and only furthers advertising encroachment on a suburban area. The location of this sign is the beginning of a residential area and is grossly out of keeping with the street level location very visible from Sydney Park across the road. there is already a large rooftop billboard on nearby King St, and oversized newly installed bus shelter signage (coincidentally no longer by the applicant JC Decaux after City of Sydney changed contracts.) This application would adversely impact the visual amenity of the local environment and runs counter to council plans to calm this section of road after the construction of Westconnex

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27	Erskineville	Object	This application is strongly opposed by myself and our local community. We have so many ads and billboards surrounding us constantly bombarding us and contributing to visual pollution. It is not in keeping with the area, and will be a horrible thing to view from the park. It will likely be bright and light up the park at night disturbing the peaceful tranquility and wildlife. This billboard is only suitable for huge motorways, and does not align to the Sydney park road and princes highway project to add bike lanes, calm traffic, and make the streets local and friendly. It will solidly their status as main roads and destroy any visual appeal of the area.
28	Erskineville	Object	Don't want it. Looks out of place and ugly
29	Newtown	Object	I believe this is unnecessary and makes a negative impact on the environment, adding to visual pollution in this area.
30	Erskineville	Object	As a long time resident, I believe the impact of this proposal is 'visual polution' on a variety of levels. The placing of the signage will take away from people that come to Sydney park to get away from busy lives - they don't need to be bombarded with additional marketing. Sydney Park road is a high traffic area and this signage could adds distraction to a busy road. The type of digital signage does not align with the heritage architecture and would take away from being able to experience it. Also, on the corner of king Street and Sydney park road, across from St Peter's station, there already is an area for profit advertising, having another section so close by would make the area feel too marketed and crowded by ads.
31	Erskineville	Object	Visual pollution out of character with the area
32	Erskineville	Object	This sign would be visually polluting to this small inner city suburb. There is no need to have such a large advertising sign on a road that only sees local traffic. The residents of this area enjoy that we aren't constantly exposed to marketing and advertising signs. This is unnecessary and I believe it just a way for the company who owns to make money off advertising, and there never have any regard for the communities they put these signs in
33	St Peters	Object	There is enough light pollution and too close to wildlife in Sydney Park
34	Erskineville	Object	no. this is ugly and unnecessary. do not do this.

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35	Erskineville	Object	Unnecessary addition to an already visually polluted area which is already unfriendly to pedestrians. Sydney Park Rd already feels like a major road with the amount of traffic. Adding this sign will make it feel this way even more.
36	Erskineville	Object	It's unnecessary the roads around here are 40km/h or 50km/h Its nit appealing and we should be adding greenery not ugly signs that don't help the community
37	Erskineville	Object	Being located in an area of high density such a signboard would add to the insane amount of visual pollution we are already subjected to. This proposal must not be approved.
38	Erskineville	Object	This is an area which is already very visually polluted. Another sign is distracting and unnecessary.
39	Erskineville	Object	I object the proposal, it is an absolute eye sore and completely unnecessary. Surely there is a better place to put a speeding sign rather than at a busy intersection where people are already too busy looking at other signs and figuring out which way to go
40	Erskineville	Object	This is an unnecessary billboard being added to an already very visually polluted area. The billboard will be managed by JC Decaux meaning it will display ads most of the time. However, even if it did show anti-speeding content, a backlit billboard I believe would serve as a distraction to drivers. Is not in keeping with any of the other advertising signage around the area, and serves no purpose other than to bring in more revenue to state rail.
41	Erskineville	Object	That corner of the intersection would be even more of an eye sore with an ad. What would be nice is tall trees or an art mural to hide the train line.
42	Erskineville	Object	This sign is unnecessary. The speed limit has already been reduced to 40 kmph for no real reason. It is not a high pedestrian area. If you want to make the road safer remove the bike track along Syd Park Rd. It is unused.
43	Eveleigh	Object	I do not support this application.
44	Erskineville	Object	This is entirely unnecessary in a residential village setting. The building behind it already has enough as signage. We don't need to be bombarded with signage everywhere we turn our gaze. It's really time this kind of thing is stopped for welfare of citizens. The bus stops already have large signage which is an eyesore and a hazard for traffic (Prospect St and Erskineville Rd for example). No more.

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45	Erskineville	Object	I believe this billboard is an unnecessary eyesore. There is more than enough advertising in the area. It doesn't compliment the Sydney Park chimneys, and the proposed improved aesthetic of the intersection.
46	Erskineville	Object	That intersection is already way too busy with another digital sign to be added on the Sydney park side. I object to this.
47	Erskineville	Object	I don't believe this is what our locals would like and it's a disruption to our community. This suburb is not a highway or a place this sign is needed.
48	Newtown	Object	This is one of Sydney's oldest villages. Signage like this is ugly, obscures view and is unnecessary. They have many, many other avenues for advertising. We only have one beautiful view.
49	Erskineville	Object	We don't need another form of distraction and visual pollution in the area. There is too many advertising signs already. We need more greenery and open spaces.
50	Erskineville	Object	Signage is unnecessary. There is already a plethora of advertising boards in the area. The airspace belongs to the citizens of Sydney and should not be utilized for private, commercial gain without a majority approval of residents of the area.
51	Newtown	Object	The area is already polluted with high impact visual advertising. I believe the image used in the petition shows a police radar, but the billboard will be a commercial one with a range of distracting images. I strongly object to this installation.
52	Erskineville	Object	Please do not install this sign - NSW has become a total nanny state over the past decade. Signs telling us not to do this and that everywhere! It's such an awful feeling seeing things like this so often, let alone lit up and as large as this.
53	Erskineville	Object	I reject the claims in the report that "the additional signage does not constitute of visual clutter" and that a large LED-illuminated billboard "is consistent with the character of the surrounding area". This is close to people's houses on the edge of a residential neighbourhood and will be visible from people's houses and the park - they don't want what is otherwise a pleasant area (with views to and from the park) cluttered with more advertising that will invariably be vandalised anyway. What is the benefit? There is already too much visual pollution and advertising in Sydney. We should be trying to make our city nicer for people, not advertisers.

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Submission Number	Suburb	Submission Type	Submission Text
54	Newtown	Object	This sign is an unnecessary neon eyesore that impacts pedestrian thoroughfare. There is already Decaux signage on the nearby bus shelter. Definitely overkill.
55	Erskineville	Object	<p>There is already enough advertising space in that area - on the sides of buildings, at the bus stop, on the bridge wall face.</p> <p>This would add to what is already an overload of unwanted advertising space.</p> <p>It would be an eyesore and I oppose the decision to add this to the area, especially one that will be lit up 24/7.</p> <p>The specs also note a camera arm on top but I find no details of who the camera will belong to and for what purpose it will be there. What direction will the camera be pointed at (traffic? Pedestrians?)? More details please.</p>
56	Erskineville	Object	<p>To Whom It May Concern,</p> <p>The proposed signage is in an area of high visual pollution. It is also in an area where drivers are required to make multiple decisions and deal with multiple roadway entries in a small space, further distractions give rise to serious safety concerns. Furthermore, the clearer and more open that area is, the more comfortable women and other vulnerable groups are likely to be walking between the station and the Sydney Park apartment blocks at night.</p> <p>Finally, I have footage of the recent work undertaken by TfNSW (or their contractors) in that area that was performed so safely that occupants of our building were only able to leave the building by foot by running across a busy road illegally.</p> <p>The proposed signage is unnecessary, creates safety concerns and appears to be unable to be safely installed, we seek that it be rejected.</p>

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Submission Number	Suburb	Submission Type	Submission Text
57	Erskineville	Object	<p>I am objecting to the installation of a large , electronic advertising board from a commercial agnes due to the following reasons :</p> <ul style="list-style-type: none"> - The location is directly opposite Sydney Park and detracts from the the Heritage area containing the old brickworks that will soon be restored by the council - There is already a newly installed bus shelter that already has a lit advertising hoarding that faces the traffic -It is a completely inappropriate situation adjacent and facing Sydney park and adjacent to a large residential block - A board of this size will distract drivers on an already dangerous stretch of road where pedestrians have been hit at the crossings and the traffic merges into narrow lanes -Commercial advertising boards of this size are an eyesore to the community of Newtown , Erskineville & Alexandria and should only be allowed in industrial / commercial zones - we are a village that is not interested in high end brand advertising of this size and nature -it is completely out of context being located across the road from a major park - I am sure this would be allowed opposite the entrance to Hyde Park / Centennial Park so why Sydney Park ?

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58	Erskineville	Object	<p>We don't need anything further to distract drivers from the road when there are so many risks in this particular area - pedestrians, rail and bus commuters walking to/from their homes, people on bicycles, delivery cyclists and road splitting from single lane into 4 lanes at King St. It's a dangerous inclusion and just more visual pollution.</p> <p>There is already so much advertising in this area from the large billboard on the building plus the ones at the St Peter's station already and also the advertising on the bus shelter and so many posters on electrical boxes and poles. It's unnecessary and most definitely a distraction to drivers who should be paying attention to the road and the pedestrians that constantly run across these roads.</p> <p>The majority of time the billboard will feature advertising for KFC etc rather than community announcements or speeding notices. Let's not pretend it's going to be in anyone's interest except JC Decaux.</p> <p>There is a further potential issue of light pollution which I know the apartments close by have been impacted by with the bus shelter advertising being brightly lit at night.</p> <p>It would be great to see a well maintained footpath so that all the pedestrians walking from St Peter's station to their apartments could feel safe along this stretch of road as it's gets hectic around here with delivery bikes, families on bikes etc.</p>
59	Erskineville	Object	<p>Hello. As someone who live very near to the proposed sign I am opposed to the sign for a couple of reasons.</p> <ol style="list-style-type: none"> 1. It doesn't keep in touch with the areas aesthetic. The area has slowly had more signage creep in over time which has made it visually less appealing but it is still a somewhat clean of advertising. Additionally, the renders of this sign show it will stand out even more than what's in the area currently. I see it as ugly and would be disappointed every time I walk past it, which would be frequently considering how close I live to that spot. 2. The intersection that the sign would be posted is one of the key entrances to multiple suburbs. It makes a bad first impression of the area.
60	St Peters	Object	We don't need further signage in the area. Not another eyesore
61	Erskineville	Object	This sign will be an awful sight and a terrible addition in an area that is already visually crowded

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62	Erskineville	Object	It is no necessary and it will be a distraction to drivers in Sydney Park Rd and in a the intersection where is busy with pedestrians and bicycles. It could be a hazard causing collisions
63	Erskineville	Object	There are already so many billboards and visual pollution in this area so I object to this proposal. This is also not in line with the proposed changes to the roads around Sydney Park and will be a visual distraction.
64	Newtown	Object	I do not support the proposed advertisement. There is already a significant billboard adjacent to this one that is proposed. It will further visually convolute the public domain.
65	Newtown	Object	Strongly object. The intersect of Sydney Park Rd/King St is dangerous as it is without further driver distractions needed. Too many pedestrians hoping cars do not hit them as it is. Make this space safer not more chaotic for drivers.
66	Erskineville	Object	The sign is an additional distraction in an area that already has a lot going on. Pedestrian access and safety is not ideal here - the path narrows after the cycle way ends, and this area gets a lot of foot and cycle traffic towards and from St Peter's Station and King Street. I'm concerned it is also a distraction for drivers in the area. The sign is large and obtrusive and the planning application misrepresents it's actual purpose, for advertising, by including a safety message. There is already a lot of signage in this area for traffic, the bus stop and on nearby buildings.
67	Erskineville	Object	As a tax payer and quarterly contributor to council fees for two decades I am objecting to this absolute eye-sore being proposed for Erskineville that which will only further add to the rapid deterioration of the area's character and aesthetic. Spare the area this tasteless and needless rubbish before its character is destroyed forever.
68	Erskineville	Object	There is already a large billboard on the building behind where this will be, there are billboard posters and advertising on the walls on either side of the bridge and advertising on the bus shelters. This is our community and it would be nice to be able to live in it without an ever increasing bombardment of advertising. This digital advertising will be large and bright and not really fitting in with the community vibe that is evolving in this area. I believe it will have a negative impact on what is becoming a very nice area for us to bring up our children in.

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69	Erskineville	Object	<p>I believe this intersection is already cluttered with enough visual distractions for drivers. There has been several fatalities at this intersection over the years.</p> <p>Also the City of Sydney council has sent out numerous reports about the works that have been and are currently being undertaken, like reducing the lanes and speed limits on Sydney Park Rd, in order to make it less of a thorough fair for people heading towards the M8 who have now been rediverted. So if we are focusing on making the street quieter why the noisy sign?</p>

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70	Erskineville	Object	<p>I object to the placement of more large advertising and light up billboards on Sydney Park Road. Alterations have recently been made to traffic regulations in the area to discourage driving on Sydney Park Road, including the reduced number of lanes, restrictions on turning into the road, reduced speed and added pedestrian crossing. Placing more distracting advertising to traffic in this street contradicts the plan to pedestrianise the area and increase its safety. These plans include increased space for pedestrians, cyclists and outdoor dining and leisure, and creating a place where people will want to spend time and enjoy, not be barraged with a wasteland of advertising. Further more there is already a massive billboard some 50 meters away on the other side of the railway as well as advertising on a nearby bus stop just a few meters away.</p> <p>This intersection and the passages leading into it are dangerous with multiple lanes merging, bus stops, and bike lanes merging onto footpaths meaning there are both heavy foot and bike traffic on the footpath directly where the sign will go. There is already a red light and speed camera at the intersection itself due to the dangerous nature of this intersection and there have been multiple fatalities over the recent years. Further more there are often dogs and children that make their way onto the road in traffic due to the adjacent park. Adding more distracting lights and advertising will not benefit the safety of this area, nor improve the conditions for pedestrians or cyclists, that the government and council have recently been working on.</p> <p>This area is already distracting and difficult for drivers with constant changing conditions that are supposed to be moving towards a safer driving environment.</p> <p>Another component of creating liveable cities is being able to have high and medium density housing and public spaces for people that are desirable, and placing a big light up billboard is likely to do nothing but decrease the desirability of the high and medium density apartments in the near by vicinity as well as any opportunities to create vibrant outdoor spaces.</p> <p>I urge you not to place more advertising of any nature, especially light up in this busy intersection. There could be much better upgrades for the space including wider and better maintained footpaths, maintained nature strips, trees and designated hidden space for the adjacent apartments bins.</p>

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71	Erskineville	Object	<p>I object to the placement of more large advertising and light up billboards on Sydney Park Road. Alterations have recently been made to traffic regulations in the area to discourage driving on Sydney Park Road, including the reduced number of lanes, restrictions on turning into the road, reduced speed and added pedestrian crossing. Placing more distracting advertising to traffic in this street contradicts the plan to pedestrianise the area and increase its safety. The plans for the space include increased space for pedestrians, cyclists and outdoor dining and leisure, and creating a place where people will want to spend time and enjoy, not be barraged with a wasteland of advertising.</p> <p>Further more there is already a massive billboard some 50 meters away on the other side of the railway as well as advertising on a nearby bus stop just a few meters away.</p> <p>This intersection and the passages leading into it are dangerous with multiple road lanes merging, bus stops, and bike lanes merging onto footpaths meaning there are both heavy foot and bike traffic on the footpath directly where the sign will go. There is already a red light and speed camera at the intersection itself due to the dangerous nature of this intersection and there have been multiple fatalities over the recent years. Further more there are often dogs and children that make their way onto the road in traffic due to the adjacent park. Adding more distracting lights and advertising will not benefit the safety of this area, nor improve the conditions for pedestrians or cyclists, that the government and council have recently been working on.</p> <p>This area is already distracting and difficult for drivers with constant changing conditions that are supposed to be moving towards a safer driving environment.</p> <p>Another component of creating liveable cities is being able to have high and medium density housing and public spaces for people that are desirable, and placing a big light up billboard is likely to do nothing but decrease the desirability of the high and medium density apartments in the near by vicinity as well as any opportunities to create vibrant outdoor spaces.</p> <p>I urge you not to place more advertising of any nature, especially light up in this busy intersection. There could be much better upgrades for the space including wider and better maintained footpaths, maintained nature strips, trees and designated hidden space for the adjacent apartments bins.</p>

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72	Erskineville	Object	<p>I object to the placement of more large advertising and light up billboards on Sydney Park Road. Alterations have recently been made to traffic regulations in the area to discourage driving on Sydney Park Road, including the reduced number of lanes, restrictions on turning into the road, reduced speed and added pedestrian crossing. Placing more distracting advertising to traffic in this street contradicts the plan to pedestrianise the area and increase its safety. The plans for the space include increased space for pedestrians, cyclists and outdoor dining and leisure, and creating a place where people will want to spend time and enjoy, not be barraged with a wasteland of advertising.</p> <p>Further more there is already a massive billboard some 50 meters away on the other side of the railway as well as advertising on a nearby bus stop just a few meters away.</p> <p>This intersection and the passages leading into it are dangerous with multiple road lanes merging, bus stops, and bike lanes merging onto footpaths meaning there are both heavy foot and bike traffic on the footpath directly where the sign will go. There is already a red light and speed camera at the intersection itself due to the dangerous nature of this intersection and there have been multiple fatalities over the recent years. Further more there are often dogs and children that make their way onto the road in traffic due to the adjacent park. Adding more distracting lights and advertising will not benefit the safety of this area, nor improve the conditions for pedestrians or cyclists, that the government and council have recently been working on.</p> <p>This area is already distracting and difficult for drivers with constant changing conditions that are supposed to be moving towards a safer driving environment.</p> <p>Another component of creating liveable cities is being able to have high and medium density housing and public spaces for people that are desirable, and placing a big light up billboard is likely to do nothing but decrease the desirability of the high and medium density apartments in the near by vicinity as well as any opportunities to create vibrant outdoor spaces.</p> <p>I urge you not to place more advertising of any nature, especially light up in this busy intersection. There could be much better upgrades for the space including wider and better maintained footpaths, maintained nature strips, trees and designated hidden space for the adjacent apartments bins.</p>

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73	Erskineville	Object	<p>This proposal for digital signage facing Sydney Park would be a blight on the aesthetics of the area, serving mainly to torture park-goers as well as commuters waiting at the Sydney Park Road bus-stop, if not just the cyclists and motorists, with amounts to a gigantic TV to blast advertisements in an already ad-laden area.</p> <p>The application documents contain a number of errors that makes the proposal non-compliant with City of Sydney's signage and advertising requirements:</p> <p>Signage Guidelines and SEPP Assessment:</p> <ul style="list-style-type: none"> - Appendix 1 - 3.1-1-a: The signage is not compatible with the character of the location. The assessment claims it is just an urban transport corridor, this is not true, the sign faces even directly faces Sydney park, the area is heavily trafficked by pedestrians and bike-riders of all ages for relaxation and exercise. - Appendix 1 - 2.1-ii: The signage will have significant impacts to nearby residential buildings as well as Sydney Park. The Visual Impact Assessment only assesses the view from the park from the one single location where the sign is most occluded. The residents of 241 Sydney Park Rd in particular will have to see this huge TV at all hours of the day, this would sabotage the amenity of their residence. - Appendix 1 - 2.1-v: Advertisements do not "provide visual interest" , especially when the natural beauty of the park is within the same view. - Appendix 1 - 2.3-a: The structure will protrude above the dominant skyline as demonstrated by the visual impact assessment (see figure 30, 32, etc) - Appendix 1 - 2.4-b: There is already a great deal of advertising clutter in the area. The visual impact assessment photos even see it directly intersecting with the south-east facing billboards of 672 King St. <p>Visual Impact Assessment Report</p> <ul style="list-style-type: none"> - The report only examines a single location (view 11) from the park, deliberately not even directly facing the signage, and even then, during darker times of the day, the light of the signage would clearly illuminate through the trees and degrade the park. <p>Public Benefit Statement</p> <ul style="list-style-type: none"> - This statement advocates that other than selling away the space for quick cash, the main benefit is relaying information about train delays or station events. There is no evidence that this has any efficacy, as the primary audience for these messages are motorists who are specifically choosing not to use the train system.
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			<p>I emphatically oppose this proposal. At a time when developed nations across the world are working to diminish the visual pollution of screens and advertising, Sydney should be at the forefront of aesthetic improvement, not going backwards. This 'digital billboard' would serve to make Sydneysiders' lives more stressed, less happy, less beautiful.</p> <p>Finally, if it is completely unavoidable that we must fill the streets where we live and work with more ads, this proposal should be modified to only erect a traditional static billboard, so that the damage of moving imagery and light pollution is mitigated.</p>
74	Erskineville	Object	The area is already overloaded with advertising, it doesn't need another eyesore.

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75	Erskineville	Object	<p>I object to the placement of more large advertising and light up billboards on Sydney Park Road. Alterations have recently been made to traffic regulations in the area to discourage driving on Sydney Park Road, including the reduced number of lanes, restrictions on turning into the road, reduced speed and added pedestrian crossing. Placing more distracting advertising to traffic in this street contradicts the plan to pedestrianise the area and increase its safety. The plans for the space include increased space for pedestrians, cyclists and outdoor dining and leisure, and creating a place where people will want to spend time and enjoy, not be barraged with a wasteland of advertising.</p> <p>Further more there is already a massive billboard some 50 meters away on the other side of the railway as well as advertising on a nearby bus stop just a few meters away.</p> <p>This intersection and the passages leading into it are dangerous with multiple road lanes merging, bus stops, and bike lanes merging onto footpaths meaning there are both heavy foot and bike traffic on the footpath directly where the sign will go. There is already a red light and speed camera at the intersection itself due to the dangerous nature of this intersection and there have been multiple fatalities over the recent years. Further more there are often dogs and children that make their way onto the road in traffic due to the adjacent park. Adding more distracting lights and advertising will not benefit the safety of this area, nor improve the conditions for pedestrians or cyclists, that the government and council have recently been working on.</p> <p>This area is already distracting and difficult for drivers with constant changing conditions that are supposed to be moving towards a safer driving environment.</p> <p>Another component of creating liveable cities is being able to have high and medium density housing and public spaces for people that are desirable, and placing a big light up billboard is likely to do nothing but decrease the desirability of the high and medium density apartments in the near by vicinity as well as any opportunities to create vibrant outdoor spaces.</p> <p>I urge you not to place more advertising of any nature, especially light up in this busy intersection. There could be much better upgrades for the space including wider and better maintained footpaths, maintained nature strips, trees and designated hidden space for the adjacent apartments bins.</p>

Submission Number	Suburb	Submission Type	Submission Text
76	Enmore	Object	<p>Adding more large advertising and light-up billboards will only further contribute to the distractions and potential hazards for both drivers and pedestrians.</p> <p>Furthermore, the plans for Sydney Park Road aim to create a space that encourages outdoor activities, such as walking, cycling, and dining. Introducing more advertising billboards goes against the vision of transforming the area into a vibrant and enjoyable place for people to spend time in. Instead, it will create a cluttered and unappealing environment, discouraging people from wanting to visit or engage in leisure activities.</p> <p>Additionally, the current layout of the intersection and its surrounding passages already pose significant risks with multiple road lanes merging, bus stops, and bike lanes merging onto footpaths. Placing a billboard directly in this area, where heavy foot and bike traffic already exist, will only exacerbate the dangers and potentially lead to more accidents and fatalities.</p> <p>It is important to consider the existing safety measures in place, such as the presence of a red light and speed camera, which were implemented due to the high number of accidents and fatalities in this area. Rather than introducing more distractions, efforts should be focused on improving the safety and functionality of the intersection.</p> <p>In conclusion, I strongly oppose the placement of additional large advertising and light-up billboards on Sydney Park Road. The current plans for the area should prioritize creating a safe and enjoyable environment for pedestrians and cyclists, rather than adding more visual clutter and potential hazards.</p>

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Submission Number	Suburb	Submission Type	Submission Text
77	Erskineville	Object	<p>To whom it may concern,</p> <p>I am writing to vehemently oppose the proposed installation of the advertising billboard on railway land adjacent Sydney Park Rd, Erskineville, NSW 2043, with a particular focus on the inherently detrimental impact of advertising on our community.</p> <p>Advertising, by its very nature, contributes to the visual clutter that plagues our modern world. The introduction of an advertising billboard threatens to transform our neighbourhood into yet another victim of rampant commercialisation. The incessant promotion of products and services diminishes the sanctity of our community, turning it into a canvas for profit-driven messaging.</p> <p>This objection is not merely about aesthetics; it's a protest against the intrusion of consumer-driven narratives into our daily lives. Residents have chosen this area for its authenticity and the absence of overt marketing pressures. The installation of a digital billboard contradicts the very essence of what makes our community a refuge from the relentless advertising bombardment faced elsewhere.</p> <p>Furthermore, advertising often perpetuates societal norms and values that may not align with the diverse perspectives within our neighborhood. We should be safeguarding our community from the undue influence of external commercial interests, not inviting them to overpower our local ethos.</p> <p>In light of the adverse impact that advertising has on the character and authenticity of our community, I urge you to reconsider the decision to install the billboard at the proposed location. Let us prioritize the preservation of our neighborhood's unique identity over the infiltration of commercial messaging.</p> <p>Thank you for your attention to this matter. I trust that you will consider the long-lasting impact that this advertising billboard could have on the spirit and essence of our community.</p> <p>Sincerely,</p>
78	Erskineville	Object	<p>I live just near this site and thing adding a digital sign in the proposed location will be ugly and dangerously distracting in an already-busy area.</p>

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Submission Number	Suburb	Submission Type	Submission Text
79	Erskineville	Object	<p>I do not support the proposed digital signage and monopole in the area of the intersection of Sydney Park Road and Princes Highway. My objection is based on it being an unnecessary and potentially dangerous distraction to drivers.</p> <p>This intersection is one of three traffic light controlled intersections on Princes Highway within 100 to 200 metres in the immediate area: May Street, Sydney Park Road and Lord Street. There is already enough external information that drivers must be aware of and reacting to without further distraction.</p> <p>This is also a high pedestrian area. People are going to and from St Peters Station. People, including children, and pets, going to and from Sydney Park. It is also an area with cycle lanes.</p> <p>It is a very busy area with people on foot, on bikes and in cars. Further distraction by way of digital signage is an unnecessary and dangerous distraction.</p> <p>Thank you for the opportunity to be heard.</p>
80	Erskineville	Object	<p>The sign is large and obtrusive and in a location that will not be easily seen by the drivers it is targetting. It is also a distraction at an intersection that already requires concentration to navigate. The speed limit has been lowered to 40km and if the speed camera is not a deterrent than a large sign is not going to necessarily bring about the desired effect of encouraging drivers to stick to the speed limit.</p>
81	Erskineville	Object	<p>This will be an eye-saw and not needed in the area, particularly as it would be lit up at night</p>

Submission Number	Suburb	Submission Type	Submission Text
82	Erskineville	Object	<p>The proposed advertising signage will detract from the visual amenity, particularly for pedestrians travelling west on the heavily utilised northern footpath.</p> <p>The northern footpath already has advertising signage on the bus shelter close to the proposed new signage location, as well as large intrusive signage on the side of 672 King Street, also visible from this location. This does not appear to be fully shown or fully considered in the visual impact assessment report. With the proposed new advertising signage, pedestrians walking west towards the station will be faced with three intrusive advertising signs in a large portion of the field of vision (the newest sign being almost 8m wide and immediately adjacent to the footpath). This also diminishes the visual amenity that is enhanced by Sydney Park and the heritage chimneys on the southern side of Sydney Park Road.</p> <p>The visual impact assessment report discounts view impacts in this area purely because it is an urban setting (page 19, para 3).</p> <p>This location forms part of the daily commute for many local in the nearby high density residential area and would be diminished by intrusive visual impacts if the advertising signage installation goes ahead. The fact that the area is an urban setting as well as the high and medium density nature of the surrounding residential areas means that the visual amenity should be protected, not further degraded.</p> <p>I request the proposal be rejected on visual impact grounds.</p>
83	St Peters	Object	<p>The NSW Government should be working towards gentrifying and "greening" the Erskineville/St Peters community, rather than creating another eye-sore advertising board. The money would be better spent in establishing greenery where the sign is being proposed.</p> <p>Furthermore, as a local resident, I don't appreciate the commercialisation of our streets for advertising. We get enough via our devices, radio, television etc that we don't need more jarring, giant monstrosities with glaring posters of product/celebrities.</p> <p>In summary, this billboard proposal provides no value for locals and residents, will be unsightly, and should not go ahead.</p> <p>I would rather funds and efforts be focused on more community beneficial works such as the St Peters Plaza upgrade, which was due for completion in 2023 but seems to have somewhat stalled,.</p>

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84	St Peters	Object	<p>The proposed billboard will be unsightly and horrible. We don't need anymore giant signs in Erskineville/St Peters. The area area has already been ripped up with motor ways, exhaust stacks etc. When are we going to get more investment, greenery and infrastructure in the southern end of King Street/Princes Highway to support our local residents and businesses, and make it a hub where people want to get off at St Peters station, similar to Newtown?</p> <p>No more advertising. This is a waste of money and efforts, for a hideous and cold billboard.</p>

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85	St Peters	Object	<p>I object to this proposal as it is inconsistent with the current and desired character of the Sydney Park residential edge, inconsistent with the NSW Government's traffic calming and deintensification of this intersection, and will insert further signage clutter and distraction in an already confusing and sign heavy corridor. Sydney Trains should be making efforts to green their rail corridor, not establish further hard infrastructure in it, complementing the adjacent Sydney Park plantings and efforts to create a green landscaped corridor along Sydney Park Road. The portion of Sydney Park Road where this is proposed requires shade and green linkage through to St Peters Square, not a large sign that will distract drivers and impact the natural and heritage landscape being recreated and conserved respectively.</p> <p>I disagree with Sydney Train's assessment of its compliance against the Sydney Development Control Plan, specifically:</p> <p>2.7.11 Sydney Park residential edge</p> <p>(a) Development must achieve and satisfy the outcomes expressed in the character statement and supporting principles.</p> <p>DOES NOT COMPLY Sydney Trains conclusion that the proposal satisfies the outcomes expressed in the character statement is entirely unconvincing. A large digital sign protruding above a landscape that has slowly been transformed into a quietened greenway thanks to efforts to divert traffic away from Princes Highway and Sydney Park Road, and slow traffic to 40 km/hour. I understand the objective of this intersection is for it to be transformed into a pedestrian prioritised and safer intersection. This digital sign is inconsistent with this objective. The sign will also detract from the heritage aesthetic value of the brickworks chimneys on the opposite side of the road.</p> <p>c) Ensure panoramic 360 degree views from Sydney Park high points are retained to important local cultural landmarks including the King Street Newtown ridge..." -</p> <p>DOES NOT COMPLY: The new digital sign proposed will likely directly impact and detract from views from the north-western hill of Sydney Park adjacent to the brickwork's chimneys, being erected in foreground between the hill and the commencement of the King Street high street. It is likely to obscure or least detract significantly from views to the former St Peters Theatre at 672 King Street, Erskineville.</p> <p>C4. Signage that will detract from the amenity or visual quality of heritage items, heritage conservation areas, open space areas, waterways or residential areas is not permitted.</p> <p>DOES NOT COMPLY: The proposed sign is likely to be clearly visible when contemplating the heritage listed chimneys from the rise of the north-western most hill of Sydney Park near the</p>
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Submission Number	Suburb	Submission Type	Submission Text
			<p>intersection of Sydney Park Road and Princes Highway. It is inconsistent with the greening and landscaping and traffic quietening and deintensification of use of Sydney Park Road and Princes Highway for the benefit of the adjacent residential area. The traffic quietening and scaling down of use, including lanes (it is now a major bicycle way), is not reflected in the Proponent's assessment against this provision. The Proponent states that "Given the nature of the immediate environment comprises of a major intersection and highly frequented roads with the proposed signage to be orientated towards the road corridor, further visual and amenity impacts on surrounding residential areas are not anticipated". It is understood the intention is to reduce this intersection's use by traffic and therefore its apparent high degree of use cannot be used as rationale for the intrusion of this sign.</p> <p>C5. Signage should not create unacceptable visual clutter taking into account existing signs, neighbouring buildings, the streetscape and the cumulative effect of signs.</p> <p>DOES NOT COMPLY: The area is already overprescribed with signage. There are many existing street signs along Sydney Park Road, which require careful attention, including those requiring speed to be reduced to 40 km/hour and to ensure in correct lanes for turning and for avoiding bicycle lanes. There are also often banners for events along this road. Further distraction along this road is not needed. On Princes Highway, there is an existing large digital sign over the road which is visible and is intense light source at night south of the Princes Highway Sydney Road intersection.</p> <p>In closing, please consider better use of public space. There is a great opportunity to establish more tree and shrub plantings that will provide shading for pedestrians, complement the landscaping of Sydney Park and adjacent residential areas and the heritage conservation values of the brickworks chimneys rather than significantly detract, which the proposed signage will do. The placement of this digital sign is inconsistent with the approach taken in last two years to deintensify Sydney Park Road and the Princes Highway intersection and the creation of a greenway to St Peters Square from east to west.</p>

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86	St Peters	Object	I object to the installation of this digital signage. Any installation of a billboard on this site would detract from the streetscape. This corner is an iconic site with the heritage brickworks adjacent. Unlike the existing advertising on the site which is prominently posters, the digital signage is visually intrusive and not in keeping with the aesthetic of surround King St or Sydney Park Rd. This signage would make the area look and feel like a highway or main road
87	Erskineville	Object	<ul style="list-style-type: none"> - There is already a large amount of advertising signage in this area. Advertising signage is present on the bus stop immediately adjacent to this proposed location and at the bus stop on the street immediately opposite the proposed location - and an enormous JCDecaux billboard fills the entire side of the building on the corner of King St and Concord St which is immediately behind the proposed location. Additional signage is unnecessary and visually pollutes the area. - Adding a speeding sign to the mock up image to make people believe that this is about safety - when it's clearly about making advertising revenue - is a pretty low move. If anything, encouraging drivers to turn their head when driving to look at an advert is unsafe behaviour - Also the sign is too close to pedestrians and street graffiti is already a problem in the area. The sign will no doubt be spray painted which simply creates a visual eyesore - A money making exercise like this that visually pollutes a residential area won't play out well in local politics or in the media
88	Erskineville	Comments	Hi there. I'm writing to advise that myself and other concerned residents have stated the below petition to voice our objections regarding this proposal. https://chnng.it/wMXd2jWnV5
89	Petersham	Object	Why do we need a massive advertising sign here? It is too big and will impact the view of and enjoyment of the park. I don't live in that area but I like to visit the park and I feel this is an unnecessary eyesore.
90	Erskineville	Object	The area does not need any further advertising. The bus stop nearby has a digital screen and there is a large billboard just behind this site on the wall. Please also consider that this junction is already very dangerous and accidents have occurred. There is currently not enough space for pedestrians and cyclists on the corner and we do not need a large, distracting sign to make matters worse. This is clearly a money-making initiative for TfNSW and does not consider anything else.
91	Erskineville	Object	It is hideous

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92	Alexandria	Object	There is absolutely no reason for this billboard, there is one directly behind it. At a time when the city is focused on reducing our carbon footprint allowing a needless sign to be using unnecessary energy is completely inappropriate
93	St Peters	Object	Stop and have a look at what is happening around the neighbourhood. Another sign will just add to the already polluted look of Newtown. Not only is the billboard visually polluting - it's also pretty dangerous given it will be distracting to drivers driving through the Sydney park Road / Newtown / St Peters intersection - an area where families and children are often crossing the road to enter Sydney Park. Sydney Park Junction is trying to make the area more family friendly and greener, how does an oversized billboard standalone make any sense in this spot. Another spot for vandals to play. I urge you to not go ahead with this sign.
94	Erskineville	Object	Hello, as a resident who lives across the road from Sydney Park, and someone who also works in marketing as a career - I do not support this new billboard. Our parks are for enjoyment, not for commercialization like this. Its dangerous and distracting for motorists, and ruins the ambience of the neighborhood. Please don't proceed with this. We need investment in green spaces, not more billboards in the area. This does nothing for our community. Thank you
95	Enmore	Object	Having lived in the area around Sydney Park for about 15 years I am dismayed to learn of this plan. The impact on the character of the area and the very real safety concerns make this a dangerous and unacceptable proposal. Any suggestion of a public benefit is farcical and offensive.
96	Castle Hill	Support	Money doesn't grow on trees. I'm all for monetisation methods that don't come out of taxes.
97	Erskineville	Object	Eyesore. Out of keeping with character of area and not what we want to be moving towards. Say no.

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Submission Number	Suburb	Submission Type	Submission Text
98	Alexandria	Object	<p>The people of the Inner West love our neighbourhood - and in particular enjoy the beauty and history of Sydney Park and the Brickworks area at the south end of King St.</p> <p>I believe the local environment will be adversely affected by the erection of an enormous 8 x 2 meter (7936mm horizontally and 2048mm vertically) digital advertising billboard at the corner of Sydney Park Road and King St.</p> <p>This visual eyesore will rise 5.7 meters above the footpath pushing advertisements 24 hours a day to all drivers and pedestrians in and around the area, and will partially block the view to Sydney Park from King St.</p> <p>It seems that Sydney Trains and the NSW Department of Planning and Environment don't care about our environment and are happy to install this hideous eyesore from JCDecaux on our streets. And what's worse - it will be installed only a handful of metres away from an existing enormous JCDecaux billboard which is on the side of the One Playground Gym on King St. It seems that money and advertising revenue are all that matter.</p> <p>This billboard :</p> <ul style="list-style-type: none"> - Will visually pollute the local area - Does not fit with the natural and heritage environment of Sydney park and surrounding area - Will have an extremely adverse impact on residents living in the adjacent buildings due to its size, proximity to individual homes, and 24 hour operation. - Has safety implications as it will distract drivers in an area where families and young children are walking <p>I oppose this signage.</p>
99	Erskineville	Object	<p>I strongly object to this billboard. We don't need the visual pollution, it will detract from the beautiful park and heritage brickworks, be distracting for drivers in a high pedestrian traffic zone and be intrusive for local residents in their homes. It is way too large and right by existing large advertising billboards on the corner of Concord and King Streets.</p>
100	St Marys	Object	<p>I oppose the application and urge it be refused. As an urban designer I can vouch for the other objectors, it's. Shoddy outcome that will set a poor precedent, disrupt local amenity, add to excessive night glare and sky glow, and visual clutter.</p>

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101	Erskineville	Object	I wanted to express my concerns regarding the signature which is proposed. While I understand the need for such notices, I believe the placement of the will disrupt the visual harmony of our neighborhood. Also placing a large electronic board in this particular section may also pose a distraction and safety hazard. Are there any studies or plans to ensure it won't compromise traffic safety? I believe the placement of the digital signage is excessive at this particular location and perhaps there is a more subtle or environmental means of signaling to the community regarding important messages of this nature, just not at this particular location as it will only create visual pollution.
102	Erskineville	Object	This sign will be an eyesore to the area and a dangerous distraction to drivers in an area heavily populated by families and young children. It would add a huge amount of light pollution to an area densely populated by homes and apartment blocks.
103	Erskineville	Object	To much light noise for local residents especially apartment complex right next to the signage and also has serious safety concerns distracting for drivers coming from either princess highway or king street on to Sydney park Road - there are significant amount of cars and pedestrians around that intersection additional distractions from light emitting changing advertising signage would just add to it.
104	Waverton	Object	Its too close to residential premises, it's a heritage area, it will create light pollution, it's an eyesore and a distraction to drivers in a densely residential area with children, it's a public eyesore, it's entirely unnecessary.
105	Cromer	Object	Reasons to for objection. 1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life. 2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising. 3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.
106	Silverwater	Object	Please do not place this massive digital sign where you intend. It is right outside the window of my friends house, obstructing the view, and is an eyesore for those that live in the area. Please find another location.

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107	Darlinghurst	Object	<p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p> <p>3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p>
108	Sydney	Object	This is an unnecessary advertisement which will impact the lives of locals living in that area.
109	Erskineville	Object	<p>The following site junction where the proposal Digital Signage is plan to be installed is already way to noisy as it is with car traffic and train lines. On top of that, the constant flashing light from the speed camera on 655 King Street makes the environment distracting and unwelcoming. I well know a resident in the building above to proposal location, and I discovered myself the frustration of dealing with the constant light pollution.</p> <p>For the following reasons and due to the horrible 8 meter long black box in the landscape, this will destroy the communal environment.</p> <p>For the peace of all residents in the area, I also ask to stop the installation of the Signage to happen please.</p>
110	Erskineville	Object	<p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p> <p>3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p>
111	Stanmore	Object	This will be a visual eyesore on what is an already busy intersection. It will adversely affect adjacent apartment buildings with bright light 24 hours a day, not to mention the visual pollution of the advertising structure itself. It may also be a visual distraction to drivers who should be paying attention to the road. I strongly object to this sign being built and operated.
112	Erskineville	Object	Adds to the visual pollution of the area.

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113	Erskineville	Object	<p>It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life. This is a high density residential area and it is not at all appropriate or welcome to install this advertising board here. They should be reserved for open highways due to their size and visual disturbance qualities.</p> <p>It adds further visual pollution to a beautiful heritage area that's already filled with advertising. The close proximity to one of Sydney's best parks makes this an inappropriate location. The area surrounding should be reserved for uses that amplify the natural surroundings, not distract from it. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p>
114	Lane Cove	Object	<p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p> <p>3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p>
115	Rosebery	Object	<p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p> <p>3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p>
116	Erskineville	Object	<p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p>
117	Surry Hills	Object	<p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p> <p>3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p>
118	Zetland	Object	Not in support of the project.

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119	Kogarah	Object	<p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p> <p>3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p>
120	Blacktown	Object	<p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p> <p>3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p>
121	Newtown	Object	<p>I would like to lodge an objection to a plan by Sydney Trains to install a huge 10m digital advertising billboard on Sydney Park Road at the bottom of King Street, Newtown.</p> <p>For these but not limited to the following reasons:</p> <p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p> <p>3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p> <p>4. It's is really not necessary!</p> <p>Kindest regards</p>
122	Surry Hills	Object	<p>1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life.</p> <p>2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising.</p> <p>3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the Park</p>
123	Newtown	Object	<p>I believe this sign adds to visual pollution, in an area already heavily advertised. The area has heritage history with beautiful Sydney park in the background.</p>
124	Balmain	Object	<p>Too big and impacting quality of life of those living nearby.</p>

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125	Erskineville	Object	The proposal will be an unsightly addition to an area already populated with advertising. A digital board with changing advertising could be a distraction to drivers at a busy intersection with high levels of pedestrian traffic.
126	St Peters	Object	I do not support this development application as I do not believe having a giant digital billboard aligns with the culture and general atmosphere of Erskineville and the Newtown area. I believe this will be an eyesore and severely detract from the beauty which Sydney Park brings. Along this area, there is also a great deal of advertising for local bands and artists and i fear that this giant electronic bill board will negatively impact the advertising of these artists and affect the local community. Furthermore, I believe this billboard will be a hazard to people driving west bound on Sydney Park Road, a road which already has high pedestrian and cyclist use. I fear that this billboard puts the community at risk because of this.
127	Darlinghurst	Object	I object for the following reasons: 1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact residents quality of life. 2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising. 3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.
128	St Peters	Object	Please do not block the view of the park, and in particular, the chimneys. We have so little to look at in St Peters, but these chimneys are the backdrop to so many photos and are a pleasure to behold whenever we get off the train. They say 'St Peters' to all of us and we hold them dear in our hearts. Please don't block them with a billboard.
129	Alexandria	Object	Please don't visually pollute for the sake of a few dollars
130	Alexandria	Object	This is an utter disgrace and eyesore. Things like this should not be allowed. It's a danger to traffic and it makes NO sense at all. We are not America with billboard pollution everywhere and we should not try to be either. Stop this nonsense!
131	St Peters	Object	This will be a huge issue for local residents. It is an eyesore, environmental disaster and for those who live nearby will affect our nighttime dark by polluting the area with light 24/7. Absolutely object as a local. Hard pass.

132	Erskineville	Object	<p>I am writing to express my strong objection to the proposed installation of a digital sign and monopole facing westbound traffic at Sydney Park Rd in Erskineville. This objection is based on several concerns that I believe warrant careful consideration before proceeding with such a project.</p> <p>Road Safety and Distractions: The proposed digital sign poses a significant threat to road safety, especially considering the existing dangers at the intersection. Erskineville, St Peters and Newtown being densely populated suburbs, witnesses heavy pedestrian traffic, particularly families with children and pets en route to Sydney Park. Introducing a distraction of this nature in such a high-footfall area could lead to accidents, injuries, or even fatalities. The safety of the community, especially the vulnerable pedestrians, should be paramount in any decision regarding traffic management.</p> <p>Impact on Sydney Park's Ecosystem: Sydney Park, as one of the few green spaces in our community, has its own unique ecosystem of local animals. The installation of additional lighting associated with digital signage could disrupt this delicate balance and have adverse effects on the local fauna. Preserving the natural environment of Sydney Park should be prioritized over any commercial interests.</p> <p>Community Aesthetic and Cultural Values: Erskineville and Newtown are known for their charming, traditional village feel, characterized by tree-lined streets, family values, artistic community, LGBTQIA+ representation, and a rich Aboriginal and Torres Strait Islander community and history. The introduction of modern digital signage would not only clash with this aesthetic but also undermine the cultural values that define our community. It is crucial to preserve the unique character that makes Erskineville a special place to live.</p> <p>Heritage Site Considerations: The proposed digital signage is in close proximity to a heritage site with brickwork chimneys, where restoration works have been approved. Adding digital signage in this context directly opposes the goals of historic restoration efforts. It is essential to respect and uphold the historical significance of the area.</p> <p>Community Prioritization over Commercial Interests: The community's well-being and cohesion should take precedence over digital signage profits and commercialism. Our suburb's identity and quality of life must not be compromised for short-term financial gains.</p> <p>Impact on Residential Properties: The proximity of the digital signage to existing residential properties raises concerns about its impact on views and lighting for homeowners. Striking a balance between technological advancements and the well-being of residents is imperative.</p>
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			In conclusion, I urge you to decline this proposal. The potential risks to road safety, the environment, community values, heritage sites, and residential properties are too significant to be overlooked. I trust that you will carefully consider these objections and make decisions that prioritize the long-term well-being of the Erskineville community.
133	Erskineville	Object	<p>Major points to reject the visual pollution:</p> <ol style="list-style-type: none"> 1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life. 2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising. 3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.
134	St Peters	Object	<p>I'm writing as a concerned resident to express my objection to the DA23/14504 submitted to the NSW Department of Planning and Environment by Sydney Trains. I object to it's installation on the following grounds.</p> <p>First, it adds further visual pollution to a beautiful heritage area that's already filled with advertising. Second, it will impede on the plans to renovate the brickworks buildings and upgrade the surrounding landscape. Third, it's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life. Fourth, there are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.</p>
135	Alexandria	Object	<p>This sign, as it will be lighted, is a distraction for motorists, who should be focussing on the road conditions and not reading advertising signs.</p> <p>As the supporting documents state in their conclusion the installed digital advertising sign will enhance the visual interest of Sydney Park Road for motorists who will then be not watching the road and other traffic.</p>

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136	Alexandria	Object	<p>SAY NO TO MORE LARGE BILLBOARDS</p> <p>Today is the</p> <ol style="list-style-type: none"> 1. There are safety implications as it runs 24x7 (facing the traffic) and will distract drivers with digital content in an area used heavily by families and children to access the park. 2. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our living environment. 3. It adds further visual pollution to a beautiful heritage area that's already filled with advertising on bus stops, walls and buildings
137	Erskineville	Object	just let the green spaces be green spaces stop trying to commercialise everything.
138	Sydney	Object	<p>I completely object to this planned construction of a billboard.</p> <ol style="list-style-type: none"> 1. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our quality of life. 2. It adds further visual pollution to a beautiful heritage area that's already filled with advertising. 3. There are safety implications as it runs 24x7 and will distract drivers in an area used heavily by families and children to access the park.
139	Alexandria	Object	Massive detracting from our area, distracting for drivers. can we please just enjoy some clear space?
140	St Peters	Object	This will be an eyesore, please don't erect this sign. Being digital also seems like a waste of electricity and will cause light pollution
141	St Peters	Object	I believe a bill board would ruin part of the suburbs charm

142	Erskineville	Object	<p>I have made several submissions since receiving the DA notification. I'm happy for those to be disregarded since - having now had time to digest the information and consider the main points of my objection - I can consolidate everything in this one objection.</p> <p>1. Impact on dwellings adjacent to the proposed site: The proposed sign is too close to existing residential properties - in particular, the Ara building at 241-245 Sydney Park Road. The area is already over lit in the evenings and the light emitted from the sign will negatively impact our living space. It will be very visible from all windows and balconies on the West and South side of the building. Striking a balance between technological advancements and the well-being of residents is imperative. The proposal does not strike this balance.</p> <p>2. Heritage Area: It adds further visual pollution to a beautiful heritage area that's already filled with advertising. These signs are of the size and design used in industrial and commercial areas like the airport. It's far too big and imposing for a this neighbourhood and will severely detract from the look and feel of the area. Restoration works have recently been approved on the heritage areas around the chimneys and brickworks. Adding digital signage in this context directly opposes the goals of historic restoration efforts. It is essential to respect and uphold the historical significance of the area.</p> <p>3. Community Aesthetic and Cultural Values: Erskineville and Newtown are known for their charming, traditional village feel, characterized by tree-lined streets, family values, artistic community, LGBTQIA+ representation, and a rich Aboriginal and Torres Strait Islander community and history. The introduction of modern digital signage would not only clash with this aesthetic but also undermine the cultural values that define our community. It is crucial to preserve the unique character that makes Erskineville a special place to live.</p> <p>4. Safety Implications: I believe there are safety implications by installing it at the proposed location. This is a busy intersection with lots of cars and bikes and also lots of pedestrians (many families and children) accessing the park. A digital screen is distracting and will distract drivers and cyclists to turn toward it when they should be concentrating on the road. These signs are best installed in areas with vehicle traffic but no foot traffic. We have a great deal of foot traffic here. The safety of the community, especially the vulnerable pedestrians, should be paramount in any decision regarding traffic management.</p> <p>5. Impact on Sydney Park's Ecosystem: Sydney Park, as one of the few green spaces in our local community, has its own unique ecosystem of local animals. The installation of additional lighting (which will be in operation 24x7) associated with digital signage could disrupt this delicate balance</p>
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			<p>and have adverse effects on the local fauna. Preserving the natural environment of Sydney Park should be prioritized over any commercial interests.</p> <p>The community are strongly opposed to this installation for all of the above reasons. We have started a petition and engaged both our local Minister (Jenny Leong) and the Minister for Planning and Public Spaces (Paul Scully). We have also contacted local media and commenced a flier campaign to local residents to galvanise support.</p> <p>We urge and implore you to reject this application.</p> <p>Petition Link - https://chnng.it/zzdtMJjprt</p>
143	Erskineville	Object	<ul style="list-style-type: none"> * The proposal is not compatible with the character of the area, which has significant visual sensitivity due to the proximity of four heritage items and a significant parcel of regional open space. * The proposal will detract from the amenity of the locality and the visual quality of this open space area surrounding a significant parcel of regional open space. * The proposal is not compatible with the desired future character of the locality pursuant to Transport for NSW's Sydney Park Junction project and the City of Sydney's proposed works to stabilise the Sydney Park brick kilns and chimneys and upgrade surrounding landscaping. * The proposal will dominate the skyline. The Statement of Environmental Effects and the Visual Impact Analysis do not consider the limited opportunity for open sky views in the locality that will further limited by the proposal, which obscures the westerly views over the railway line. This impact is depicted in Figure 14 of the VIA. * The VIA does not satisfactorily address the visual impact of the proposal from the perspective of the Sydney Park brick kilns and chimneys. * In the SEE, the comparison to a digital sign on a bus shelter and a static wall sign on 672 King Street is not relevant to the scale of this proposal. * Illumination of the signage is not satisfactorily addressed. If the proposal receives consent, its illumination should be limited by local light sensor at all times and further limited after hours to ensure that it is consistent with the existing light level of the streetscape.

Submission Number	Suburb	Submission Type	Submission Text
144	Erskineville	Object	<p>* The proposal is not compatible with the character of the area, which has significant visual sensitivity due to the proximity of four heritage items and a significant parcel of regional open space.</p> <p>* The proposal will detract from the amenity of the locality and the visual quality of this open space area surrounding a significant parcel of regional open space.</p> <p>* The proposal is not compatible with the desired future character of the locality pursuant to Transport for NSW's Sydney Park Junction project and the City of Sydney's proposed works to stabilise the Sydney Park brick kilns and chimneys and upgrade surrounding landscaping.</p> <p>* The proposal will dominate the skyline. The Statement of Environmental Effects and the Visual Impact Analysis do not consider the limited opportunity for open sky views in the locality that will further limited by the proposal, which obscures the westerly views over the railway line. This impact is depicted in Figure 14 of the VIA.</p> <p>* The VIA does not satisfactorily address the visual impact of the proposal from the perspective of the Sydney Park brick kilns and chimneys.</p> <p>* In the SEE, the comparison to a digital sign on a bus shelter and a static wall sign on 672 King Street is not relevant to the scale of this proposal.</p> <p>* Illumination of the signage is not satisfactorily addressed. If the proposal receives consent, its illumination should be limited by local light sensor at all times and further limited after hours to ensure that it is consistent with the existing light level of the streetscape.</p>
145	Erskineville	Object	<p>This is an eyesore that will diminish the amenity of the area.</p> <p>I am concerned that this will distract drivers, particularly given the amount of traffic that flows through this intersection, and the popularity of Sydney Park with young families who will use the pedestrian intersection.</p>
146	Erskineville	Object	<p>I am a resident of erskineville who regularly passes through this area. This billboard will digitally pollute our neighbourhood, infringe on the natural scenery of Sydney Park and cause issues for local residents due to the light. Please kindly consider withdrawing.</p>

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147	St Peters	Object	<p>1. There are safety implications as it runs 24x7 (facing the traffic) and will distract drivers with digital content in an area used heavily by families and children to access the park.</p> <p>2. It's too close to existing residential properties and the light emitted and size of the structure will severely impact our living environment.</p> <p>3. It adds further visual pollution to a beautiful heritage area that's already filled with advertising on bus stops, walls and buildings.</p>
148	St Peters	Object	This billboard is completely out of place here. It is not in keeping with the heritage outlook of the area the nature of Sydney Park. It is jarring and has no place here.
149	Alexandria	Object	<p>The size is too large, it will distract drivers at an already dangerous intersection.</p> <p>It's unsightly and unnecessary money grab by the NSW government.</p> <p>It serves no purpose other greed.</p>
150	Erskineville	Object	This is will be such an eyesore and a danger to commuters, both driving and for pedestrians, given its location at such a busy intersection. Seems like a cash grab and is not in line with our community
151	Heathcote	Object	I object to this proposal due to its potentially distracting nature to drivers. Drivers already need to pay close attention to remain under the 40km/hr speed limit in that area, and it's a high pedestrian area.
152	Erskineville	Object	As a resident of the area and frequenter of Sydney Park I strongly object to this.

Submission Number	Suburb	Submission Type	Submission Text
153	Erskineville	Object	<p>Friends of Erskineville rejects this huge sign which is adjacent to our cherished Sydney Park and is on a residential street that several thousand people call home.</p> <p>This plan, if executed, would be an intrusion into the natural beauty and tranquility that Sydney Park offers. It is essential to preserve such spaces, which provide a valuable sanctuary for both wildlife and residents alike, away from the incessant bombardment of commercial messaging and its adverse effects on mental health.</p> <p>The proposed location is already in close proximity to an existing large billboard on Concord St, exacerbating the visual clutter and commercialization in this area. This over-saturation of advertising infringes upon our community's right to enjoy public spaces free from excessive commercial influence.</p> <p>Local residents only recently in 2022 successfully pushed back on 12 billboards installed by the previous LNP state government, which realised its mistake and had them removed. [1] We will not tolerate this even worse proposal.</p> <p>With increasing numbers of residents in the area, it is recognised that Sydney Park Rd should operate as a pedestrian friendly local street, that is why there are new pedestrian crossings, outdoor furniture, lower speed limits, a permanent bike lane and similar public domain improvements being planned as part of the Sydney Park Junction plan of works. [2] The driver distraction of digital advertising would be a danger in a highly pedestrianised space and significantly undermine the benefits of the Sydney Park Junction plan.</p> <p>It is crucial that we prioritize the preservation of our natural spaces and the well-being of our community over the short-term financial gains of advertising revenue.</p> <p>We urge the consent authority to reject this plan and help ensure that our community remains a place where nature and tranquility are valued and protected.</p> <p>Friends of Erskineville Incorporation No: INC9893528</p>
154	St Peters	Object	<p>I am a local resident and user of St Peters station. I do not support this application as I do not believe that it is in line with the character of the area. Further I am concerned that the light will create additional visual pollution.</p> <p>This will stand out like a sore thumb and really have a negative impact on the streetscape.</p>

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Submission Number	Suburb	Submission Type	Submission Text
155	Erskineville	Object	I object to the digital billboard. It will be a distraction to drivers and negatively impact the overall amenity of the Sydney Park Road boulevard.
156	Erskineville	Object	<p>I reject this sign which is adjacent to our cherished Sydney Park and is on a residential street that several thousand people call home.</p> <p>This plan, if executed, would be an intrusion into the natural beauty and tranquility that Sydney Park offers. It is essential to preserve such spaces, which provide a valuable sanctuary for both wildlife and residents alike, away from the incessant bombardment of commercial messaging and its adverse effects on mental health.</p> <p>The proposed location is already in close proximity to an existing large billboard on Concord St, exacerbating the visual clutter and commercialization in this area. This over-saturation of advertising infringes upon our community's right to enjoy public spaces free from excessive commercial influence.</p> <p>Local residents only recently in 2022 successfully pushed back on 12 billboards installed by the previous LNP state government, which realised its mistake and had them removed. [1] We will not tolerate this even worse proposal.</p> <p>With increasing numbers of residents in the area, it is recognised that Sydney Park Rd should operate as a pedestrian friendly local street, that is why there are new pedestrian crossings, outdoor furniture, lower speed limits, a permanent bike lane and similar public domain improvements being planned as part of the Sydney Park Junction plan of works. [2] The driver distraction of digital advertising would be a danger in a highly pedestrianised space and significantly undermine the benefits of the Sydney Park Junction plan.</p> <p>It is crucial that we prioritize the preservation of our natural spaces and the well-being of our community over the short-term financial gains of advertising revenue.</p> <p>I urge the consent authority to reject this plan and help ensure that our community remains a place where nature and tranquility are valued and protected.</p> <p>[1] https://friendsoferskineville.org/index.php/2023/07/21/victory-against-unwanted-advertising-billboards/?fbclid=IwAR0xNet8aa0MwG309gccmiV2BU0n6cTcmfnUiEtCwONKhj1Xc4FugWLCb_8</p> <p>[2] https://www.transport.nsw.gov.au/projects/current-projects/sydney-park-junction?fbclid=IwAR0s1Wxihf9GCjtCwETKcrrsabVPd92HeJvp9mTNNBWxugIYVCxJUsVXmSs</p>

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157	St Peters	Object	The sign will be a blight to the community will polute with light for neighbours in the vicinity and will cause distraction for drivers.
158	Belmore	Object	This would be an eyesore. It would be a further erosion of public space. It would bring no positive benefit to the community.
159	Erskineville	Object	<p>As a local resident of the area, I am well placed to give lived experience of this exact location and suitability of its use based on actual use.</p> <p>It's unacceptable that existing residential properties and the light emitted and size of the structure are not in line with the area and to adds further visual pollution to a beautiful heritage area that's already filled with advertising. The brickworks across the road are soon to be restored and maintained and this is not going to be complimentary of this commitment and the area. This is not about stopping progress, it's about where we can maintaining green spaces and minimise visual pollution and additional light sources that can will impact people negatively.</p> <p>The stand out objection is the safety implications. By nature of what is proposed - it is designed to take people's attention away from their focus on the road to a sign on the wrong side of the road - while they are literally meant to be selecting and moving into lane at that very time. It is irresponsible at proposing a sign here with messaging and visual appeal - while they are driving and needing focus on the bend and lane alignment. It is literally taking people's attention to something that is not driving. Nb: The irony of using a road safety sign in a mock up of the sign as part of the submission is a contradiction to actual road safety (and no person with knowledge of advertising would actually believe they have safety as an aim' in what they are trying to do and would actually be utilising the sign for).</p> <p>In addition, the vicinity directly in front of where the sign is proposed is also extremely narrow with foot and bike traffic with near collisions frequent (which has been raised - and if the said department of planning is genuinely interested in works in this area, then start with this to enhance practicality and also aesthetics).</p>

Submission Number	Suburb	Submission Type	Submission Text
160	Alexandria	Object	<p>I object to the giant billboard because of a few reasons .</p> <p>I reject this huge sign which is adjacent to our cherished Sydney Park and is on a residential street that several thousand people call home.</p> <p>This plan, if executed, would be an intrusion into the natural beauty and tranquility that Sydney Park offers. It is essential to preserve such spaces, which provide a valuable sanctuary for both wildlife and residents alike, away from the incessant bombardment of commercial messaging and its adverse effects on mental health.</p> <p>The proposed location is already in close proximity to an existing large billboard on Concord St, exacerbating the visual clutter and commercialization in this area. This over-saturation of advertising infringes upon our community's right to enjoy public spaces free from excessive commercial influence.</p> <p>Local residents only recently in 2022 successfully pushed back on 12 billboards installed by the previous LNP state government, which realised its mistake and had them removed. [1] We will not tolerate this even worse proposal.</p> <p>With increasing numbers of residents in the area, it is recognised that Sydney Park Rd should operate as a pedestrian friendly local street, that is why there are new pedestrian crossings, outdoor furniture, lower speed limits, a permanent bike lane and similar public domain improvements being planned as part of the Sydney Park Junction plan of works. [2] The driver distraction of digital advertising would be a danger in a highly pedestrianised space and significantly undermine the benefits of the Sydney Park Junction plan. Pedestrians would be at risk of injury with traffic on a narrow footpath , whilst they are distracted with looking at billboard . It is crucial that we prioritize the preservation of our natural spaces and the well-being of our community over the short-term financial gains of advertising revenue.</p> <p>I urge the consent authority to reject this plan and help ensure that our community remains a place where nature and tranquility are valued and protected.</p> <p>[1] https://friendsoferskineville.org/index.php/2023/07/21/victory-against-unwanted-advertising-billboards/</p> <p>[2] https://www.transport.nsw.gov.au/projects/current-projects/sydney-park-junction.</p> <p>Kind regards</p>

Submission Number	Suburb	Submission Type	Submission Text
161	Erskineville	Object	<p>As a local resident of the area, I am well placed to give lived experience of this exact location and suitability of its use based on actual use.</p> <p>It's unacceptable that existing residential properties and the light emitted and size of the structure are not in line with the area and adds further visual pollution to a beautiful heritage area that's already filled with advertising. The brickworks across the road are soon to be restored and maintained and this is not going to be complimentary of this commitment and the area. This is not about stopping progress, it's about where we can maintaining green spaces and minimise visual pollution and additional light sources that can and will impact people negatively.</p> <p>The stand out objection is the safety implications. By nature of what is proposed - it is designed to take people's attention away from their focus on the road to a sign on the wrong side of the road - while they are literally meant to be selecting and moving into lane at that very time. It is irresponsible at proposing a sign here with messaging and visual appeal - while those passing are driving and needing focus on the bend and lane alignment. It is literally taking people's attention to something that is not driving. Fellow users, pedestrians/nearby residents will all have a higher risk of accident collision with human, dog or cyclist Nb: The irony of using a road safety sign in a mock up of the sign as part of the submission is a contradiction to actual road safety (and no person with knowledge of advertising would actually believe they have safety as an 'aim' in what they are trying to do and would actually be utilising the sign for).</p> <p>In addition, the vicinity directly in front of where the sign is proposed is also extremely narrow with foot and bike traffic with near collisions frequent (which has been raised - and if the said department of planning is genuinely interested in works in this area, then start with this to enhance practicality and also aesthetics).</p>
162	Erskineville	Object	<p>As a resident of the street that this proposed signage is to be on, I object to the proposal. It is not necessary. There is already plenty of advertising signage in the surrounding area- for example at the bus stop which is metres away from the proposed site and a large advertising space on the building which is in line of sight from the proposed site. Another sign will be an eyesore and as a resident, I strongly object.</p>