

Our ref: PAN-385796 – DA 23/15294

Mr Greg Attewell
NSW Transport Cluster
36-46 GEORGE STREET
BURWOOD NSW 2134

8 December, 2023

Subject: Lot 1023 DP 1192060 – Princes Highway, Hornsby. Digital Advertising Signage (PAN-385796). Request for Response to Submissions

Dear Mr Attewell,

I refer to the above Part 4 development application for a proposed digital advertising signage at Princes Hwy, Hornsby that was lodged on 17 November 2023 (PAN-385796).

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 3 (2 unique) online submissions. Please be advised that two of the submissions received had duplicated details.

Summaries of online submissions are enclosed for your consideration and response.

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, 21 days in the assessment period have elapsed.

The Department requests a response by **12 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.

Department of Planning and Environment



If you have any questions, please contact Natalie Froud on (02) 8275 1684 or via email at natalie.froud@dpie.nsw.gov.au

Yours sincerely,

M. Garbano

as delegate for the Planning Secretary

Enclosed : Table 1 - Summary of public online submissions

Table 1 | DA 23/14504 (PAN-381735) – Digital Signage Princes Highway, Hornsby - Summary of public online submissions

Submission Number	Suburb	Submission Type	Submission Text
1	Hornsby	Object	<p>I object to the application on the following grounds.</p> <p>Sydney Trains proposes to install a new LED digital sign at the location described -additional digital advertising at this site will be an additional distraction to motorists at a site that has heavy traffic, often changing lanes for the next part of their journey. There should be no further advertising distraction in this area.</p> <p>I do not think the public benefit of additional revenue is sufficient to outweigh the potential distraction and danger of the proposed digital sign.</p> <p>I also object to the additional lighting - the light spillage for those living on Pacific Highway, in the apartments next to and opposite the proposed sign.</p> <p>I dont think any of the benefits described are sufficient to make up for the increased distraction and danger for motorists or for the light spillage for those living nearby</p>

Submission Number	Suburb	Submission Type	Submission Text
2	Hornsby	Object	<p>To whom it may concern,</p> <p>I am objecting to the sign as I believe that it will be more disruptive to the residents at 135 Pacific Highway Hornsby than made out in the DA. This will affect me, and other apartments on that corner of government road being right on the corner and at a level that will have clear view of a constantly changing sign with bright colours. The DA says that it is "anticipated" to only effect the first two residential levels. Being on the third level, I find that it will also significantly effect my family also.</p> <p>* The building is listed as Mixed Use however, only a tiny proportion of the building is retail and the majority is residential.</p> <p>* Although it is quoted to be significantly smaller, the current billboard is static. The output of light is a constant and reflective rather than an emitting light that is changing up to 4 times a minute 24 hours a day.</p> <p>* Even if the view is not "Generally" front on as quoted, this emitting bright light will cause a high visual impact.</p> <p>* The constantly changing sign during sleeping hours will cause light pollution into bedrooms that are facing the sign directly. A static reflected light does not have that same impact as a bright light that is changing colours.</p> <p>We would like to beg the planning department to consider the residents that will have to endure this constantly changing sign. At the very least to limit its use during daylight hours only.</p> <p>Sincerely,</p> <p>[Name Withheld]</p>

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