



**PLANNING & INFRASTRUCTURE  
Planning Unit**

3 February 2021

Director – Regional Assessments, Planning and Assessment  
Department of Planning, Industry and Environment  
Locked Bag 5022  
Parramatta NSW 2124

Attn: Ms Tahlia Sexton

**DA 10651 - DIGITAL ADVERTISING SIGNS -  
RAILWAY OVERPASS HELP STREET, CHATSWOOD  
WILLOUGHBY COUNCIL SUBMISSION**

Dear Ms Sexton,

Willoughby City Council appreciates the opportunity to comment on the above Major Project lodged with DPIE for determination. Council objects to the proposal on the following grounds.

**Impact on residents**

The Bridge is located in close proximity to residential dwellings within the B4 Mixed Use zone to the east of the site. Location of the proposed sign on the eastern elevation of the Bridge will have a significant, adverse impact on residents in residential flat development located in this adjoining zones.

The Bridge is located in close proximity to residents, particularly in the residential flat building at 2A Help Street. While it is acknowledged that these properties are located adjacent to the railway line, the proposed signage will cause a significant intensification of visual pollution. The illuminated nature of the sign, the constantly changing imagery, its commercial nature, its proximity and its clear visibility from habitable rooms and balconies will have a unique, adverse impact that make it inappropriate in this location.

**Traffic and pedestrian safety**

There are pedestrian crossings at the intersection of Help Street and Orchard Road to the east of the bridge and at the intersection of Help Street and Railway Street to the north of the bridge. The proposed signage will cause distraction of those motorists approaching the crossings and will therefore increase danger to pedestrians.

**Breaches of State Environmental Planning Policy 64 (SEPP 64)**

The above issues will result in the proposal breaching the following provisions of SEPP 64:

- The objective in Clause 13(1)(a) that signage be *compatible with the desired amenity and visual character of an area*;
- Item 2 Schedule 1 - the proposal will *detract from the amenity or visual quality of any ... residential areas*;
- Item 4 Schedule 1 - the proposal will protrude above the Bridge;

- Item 7 Schedule 1 - the illuminated sign will adversely affect safety of pedestrians and vehicles at the pedestrian crossing;
- Item 7 Schedule 1 - the illuminated sign will adversely affect the amenity of residential neighbours.

Council therefore submits that the proposal does not satisfy the requirements of SEPP 64 and should be refused.

I ask that Council be advised of the outcome of assessment of this DA in due course.

Yours Faithfully

A handwritten signature in black ink, appearing to read 'Ian Arnott', with a stylized flourish at the end.

Ian Arnott

**PLANNING MANAGER**