



HUNTER'S HILL COUNCIL

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KS - JW

10 March 2020

Mr. Anthony Witherin
Director, Key Sites Assessments
NSW Department of Planning, Industry and Environment
320 Pitt Street
SYDNEY NSW 2000

Attention: Ms Amy Watson, Key Sites Assessment

Dear Mr. Witherin,

Development Application No. DA 10082

Proposed Development New Digital Advertising Signage

Premises Church Street overpass, Hunters Hill

I refer to my earlier letter in response to the public exhibition of application for the installation of signage at the above location and I note the Response to Submissions prepared for the applicant by Keyplan Consulting Pty Ltd dated 20 February 2020.

Please be advised that Council is in total opposition to the amended plans, as recently forwarded to Council, accompanying the relevant Development Application of Transport for NSW (the former Roads and Maritime Services) for the Church Street Overpass, Hunters Hill, due to following reasons that:

1. The plans as amended on 16 December 2019 are still totally unacceptable in that the reduction in size is so minor as not to make any noticeable difference to what will be seen by drivers and passengers using Burns Bay Road and the on and off ramps for the overpass, and, hence, is not justified for a development approval in Council's opinion.
2. The proposed LED signs will intrude into views to and from the Gladesville Bridge when travelling along Burns Bay Road in both southbound and northbound directions and will have adverse impacts on the setting of the Bridge and the associated way. *In this regard, the "...historical and contemporary relationships..." with the bridge and "...views to and from..." the bridge will suffer adverse setting impacts.*

3. Since the overpass bridge and Burns Bay Road bridge are appurtenant structures and part of the 'way' associated with the State heritage Register ((SHR) listed Gladesville Bridge, the impacts on the setting are considered to be detrimental. Despite the fact that the signs will not be within the SHR curtilage of the Bridge as indicated on State Heritage Register Plan 2625, they will nonetheless be visibly intrusive within the setting of the State heritage listed Gladesville Bridge.
4. It is considered that the proposal is contrary to Regulation 17(3)(a) of SEPP No.64 – Advertising and Signage in that the proposal is not acceptable in terms of its impacts not being compatible with the amenity and visual character of the surrounding area and, hence, is not permitted in this location.
5. The signs are deemed to be and designed to be distracting to motorists using this classified road and may significantly obstruct views of motorists on the Burns Bay Road exit ramps and will distract their attention away from the road as they approach the overpass.
6. The proposal will effectively remove the non-advertising banners which are currently in high demand for short exposure period opportunity for community groups including schools and Council itself, to promote their own special and regular community based events locally. This impact is likely to lead to their demise as they could ill-afford to commercially advertise with banners and the like elsewhere.
7. The proposed illuminated advertising sign to be placed on the northern side of the Church Street overpass will as a matter of course be detrimental to the amenity of the residents living in the residential flat building on the north eastern corner of Church Street and Durham Street even if the light is not direct into the windows of this building.

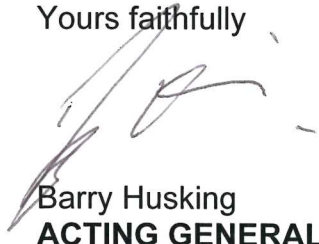
8. The illuminated advertising sign that is proposed to be installed on southern side of the overpass will detrimentally appear in the foreground views to Hunters Hill (Heritage Item No.1479 (the Hunters Hill Hotel), when viewed from Durham Street, which provides pedestrian egress from the nearby Tarban Creek bridge. Despite the comment from or on behalf of the Heritage Council of NSW, the assessment by Council's experienced and long standing Heritage Adviser is very much to the contrary.
9. The residents in the existing residential flat building located on the north eastern corner of Church Street and Durham Street will have the 24 hour light from the signs detrimentally affecting their amenity.
10. The proposal is contrary to the aims of Regional Environmental Plan (Sydney Harbour Catchment) 2005.
11. The Statement of Environmental Effects as prepared for the application, does not properly or adequately address the criteria for formal assessment as set out in Schedule 1 of the State Policy.
12. The proposal would not be in the public interest and will create an undesirable precedent for other such signs over public roads and waterways.
13. The justification for the signs economically as contained in the letter to Council of 29 January 2020 from the principal manager, ministerial correspondence of Transport NSW is not acceptable in that it does not answer the concerns raised in reason No.6 of Council's earlier response to this development application. There are community groups other than Council that have a long term interest in the need to maintain promotional banners on the bridge balustrades for non-profit measures. All of these banners to be hung on the overpass have to be licensed by the former RMS (now TfNSW).
14. Council has carried out pedestrian safety studies at the road ramps leading on an off the Church street overpass and this new signage could be a further detrimental factor in reducing such safety problems identified in the RMS blackspot program.

Council is very much of the view that the Minister should appoint a Design Review Panel notwithstanding that the applicant may be of the view that such an action is not required in this instance. No proper argument has been given as to

why such a process should not be put into place. Council and the community at large needs this assessment to be properly and comprehensively documented to justify the response comments and conclusions as set out in the Response to Submissions dated 20 February 2020.

Should you wish to discuss the information sought or seek clarification of these issues from Council relating to this amended Development Application, please do not hesitate to contact Mr.Kerry Smith of Development and Regulatory Services between the hours of 8.30am and 10.00am, Monday to Friday on 9879 9412.

Yours faithfully



Barry Husking
ACTING GENERAL MANAGER

CC: Hon. Anthony Roberts
Member for Lane Cove

Hon. Andrew Constance
Minister for Transport