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**Sent:** 29/04/2020 9:12:07 AM  
**Subject:** objection to application no DA2020/0322  
**Attachments:** objection letter.docx;

Dear Mr David,

re: DA2020/0322

Lot 1. DP 731454 and lot 286 DP 752038 Por 271/ Playfair Road, North Curl Curl.

please see attached word document regarding my objection to the proposed digital notice board

Michael and Simone Adams  
72 Abbott Road,  
North Curl Curl,  
NSW,  
2099,

25/04/20

Mr Gareth David  
Planner  
Northern Beaches Council  
PO Box 82,  
Manly,  
NSW,  
1655

**Re: Application DA2020/0322: Installation of digital notice board. Lot 1 DP 731454 and Lot 286 DP 752038**

Dear Mr David,

We write to you to object in the strongest possible way to the proposed digital notice board at the corner of Abbott and Playfair roads; the grounds of our objection I will elaborate on further, but fall into four broad categories:

- 1. The disruption, inconvenience, loss of rental return, and likely fall in house value of having the board placed where has been suggested. [appendix 1, 2,3 and 4]**
- 2. The fact that the board positioning is poorly considered in terms of its purpose, and will not be effective in reaching those whom it is designed for. [appendix 1 and 2]**
- 3. The placement, alignment and sheer size, will become a dangerous distraction for drivers along Abbott road especially with such close proximity to a school, a large playing field, a roundabout and a zebra crossing. [appendix 1]**
- 4. We question the need for physical large display boards in the current age, all interested parties receive important communication; physically, digitally and even face to face, who actually needs the notice board to inform them of school activities?**

We will now address the issues we have raised in further detail:

- 1. The disruption, inconvenience, loss of rental return, and likely fall in house value of having the board placed where has been suggested [appendix 1, 2, 3 and 4]**
  - The size of the digital notice board is excessive, intrusive and not in keeping with the local neighbourhood. The proposal lists the dimensions of the board will be almost four and half metres high, and almost 2 metres wide. This is excessive, not in keeping with the local community and unnecessary.

- Digital Notice boards such as the one proposed display signage twenty-four hours a day, and would be extremely intrusive to us, both living rooms upstairs, and downstairs which sit on the corner closest to the roundabout and proposed sign, and therefore would be subjected to bright light pollution constantly. In terms of the amount the view obstructed from both upstairs and downstairs living areas, the proposed sign would obscure approximately one quarter to one third. This coupled with the bright light, and constant nature of the display, would be extremely disruptive to say the least.
- The proposed placement would be twenty metres from both living areas, and considering that the notice board will be four and half metres by two metres, it is clear the level of obstruction and disruption we would be subjected to.
- The downstairs lounge, which represents a potential second source of income, will be even more affected due to the lack of elevation, and would significantly reduce the rent obtainable.
- The overall value of the property would be severely detrimentally affected, as a recent entrance into the Sydney real estate market, a significant impact such as this could place us into negative equity.

**2. The fact that the board positioning is poorly considered in terms of its purpose, and will not be effective in reaching those whom it is designed for. [appendix 1 and 2]**

Considering the intent of the sign is to reach the maximum number of passers-by to inform them of important information pertaining to school updates, the placement of the sign is not fit for purpose.

- The board will primarily face; our house, the back of Curl Curl Sports Centre, the roundabout and a large tree. It will not reach many additional people, even the back of the sports centre has no windows, and therefore the only impact it will have, is to our house.
- When considering an appropriate place for a sign such as this, it would be beneficial to have it visible from the netball courts, park, the zebra crossing or clear line of sight down Abbott road. The proposed position fulfils none of these preferences.
- The far side of the front entrance to the school would be a more sensible place, as it will be visible to the target audience for a much greater period of time, and would be visible from all over the netball courts/playing fields, and the zebra crossing.
- The sign would be poorly visible from the Playing fields and netball courts.

**3. The placement, alignment and sheer size, will become a dangerous distraction for drivers along Abbott road especially with such close proximity to a school, a large playing field, a roundabout and a zebra crossing [appendix 1]**

I am concerned of the impact that this large and attention grabbing sign will have in the proposed position.

- The proposed position of the sign comes at a convergence of two roads, a roundabout, immediately before a zebra crossing and opposite a large number of parallel parking spots (which a number of drivers will be reversing with reduced visibility from). Additionally at this point; Abbott road bends and the sign would not be visible for the most part. Already there is considerable concern regarding poor visibility onto the roundabout on Abbott road, and the speed with which some people drive through them, the sign in its proposed place, will significantly obstruct visibility of drivers from and to Abbott and Playfair roads.
- A large digital, attention grabbing sign placed at this already congested area, will be potentially dangerous, the entire purpose of the signage is to attract attention, if this is done, in the immediate lead up to a busy zebra crossing so close to a park, it will pose a threat to pedestrians.

**4. We question the need for physical large display boards in the current age, all interested parties receive important communication; physically, digitally and even face to face, who actually needs the notice board to inform them of school activities?**

- Curl Curl North is a public school, there is little or no need for it to advertise itself, as if you are local, you will go to this school, perhaps a private school may wish to advertise the extracurricular activities they offer to obtain more enrolments, but this is not true of a public primary school.
- Parents are both motivated to be aware of the school and their children's activities, and can be reached by phone, text, email, snail mail, physical letter or conversations or by a multitude of social media platforms. The people that need to know, can be reached by many ways, large physical noticeboards are not necessary.

As we hope you can appreciate the placement of this notice board seems at best unnecessary and at worst, dangerous, and extremely damaging to us. I would hope that you are able to see our point of view.

**An Alternative: [appendix 5]**

We would propose that if the four and half by two metre digital signpost is deemed essential, then an alternative placement is employed. The front entrance to the school on Abbott road is open, free from trees, not close to a roundabout, provides display and coverage to a huge number of people and does not impact on any residential property.

We propose that the sign;

- Be made significantly smaller.
- Placed, so visible along more of the length of Abbott Road.

- Be visible from the playing fields and netball courts to maximise effective impact.
- Be located away from the roundabout to lessen the chance of distracting drivers in a high children throughput area.
- Not have intrusive impact on any residential dwelling.
- Be considerate to the overall nature of the community.

We appreciate your attention to this and look forward to hearing your response.

Yours Sincerely

Mike and Simone Adams

Appendix:

1. Current proposed position and direction of view



2. Digital notice board to house



3. View from downstairs lounge room



4. View from upstairs lounge room





5. Alternative position and direction of view

