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**Sent:** 12/11/2020 12:03:40 AM  
**Subject:** DA 2020/1322 - Harbord Hotel - Construction of Signage - Neighbour submission raising concerns with the application  
**Attachments:** 20-11-11 Submission to Harbord Hotel DA 2020-1322 - Signage.pdf;

Attention: Thomas Prosser

Hi Thomas,

Attached is my submission in respect of DA 2020/1322 (The 3<sup>rd</sup> planning application in about 5 months). The proponent is indicating another application is in preparation – Extremely annoying, particularly based on the flimsy nature of some of the assessment material.

This DA is potentially a lesser impact than other applications, but there is potential for the proponent to modify the application (or a consent from the application) to vary the outcome for their vested interest.

Please incorporate the attached submission as part of the matters for consideration of DA 2020/1322.

Signage has potential to intrude on neighbours or, to promote intensified usage and impacts – Conditions should limit potential for adverse impacts.

In terms of current impacts of lighting, raised with Council earlier, the proponent continues to leave the spotlight on upper level blazing all night, directed toward neighbours and intrusive for neighbouring properties.

I request that Council intervene to end that inappropriate and I'd expect non-compliant form of lighting.

Should you have any questions on this matter, please don't hesitate to contact me.

Regards

The General Manager  
Northern Beaches Council  
PO Box 82  
Manly NSW 1655

11 November 2020

Attention Thomas Prosser – Planner      By email – [council@northernbeaches.nsw.gov.au](mailto:council@northernbeaches.nsw.gov.au)

**Development Application DA 2020/1322, Address 29/31 Moore Road, Freshwater  
Harbord Hotel – Construction of Signage (3<sup>rd</sup> Planning Application in 5 months during 2020)**

**Introduction and Background**

This submission addresses further concerns of a neighbour to the Harbord Hotel, regarding the series of ongoing planning applications for the Harbord Hotel with the most recent involving a 3<sup>rd</sup> application (over 5 months). The proponent has indicated a fourth is in preparation.

The applications relate to further increase the extent of activities at the site and, a high likelihood that increased intensity of the late-night activity at this residential location will lead the increase in the already unacceptable level of disturbance to the local residential amenity. Applications to date have not adequately addressed noise and disturbance impacts that are already experienced by neighbours.

The proponent has not addressed neighbour concerns, particularly late-night noise, disturbance from external northern courtyard to midnight in close proximity to neighbours and, the further disturbance from exodus of patrons after midnight through to approximately 12:30am.

The previous applications, DA 2020/0468 and Mod 2020/0416, were determined on inadequate assessment information, most notably, a deficient and inadequate noise assessment. The neighbour's concerns re late night use of the external northern courtyard have not been properly addressed and the applications lacked the information that could be reasonably expected.

Inadequate attention to neighbour concerns of noise disturbance and sleep disturbance in late evening and early hours of the morning in a residential zone is inconsistent with WLEP 2000 objectives. As such no signage promoting increased intensity of operations should be supported.

**Considerations for signage**

While signage proposed is a minor part of the changes from the three applications, any signage directed at promotion of a venue, that is inadequately managing its impacts on the residential neighbours, should not be supported.

As a minimum, assessment of the signage should consider size, position, messaging and any lighting associated with the signage. Use of any bright lighting that results in intrusion on neighbouring residences should be not allowed by any consent. Conditions need to require that the lighting of signage is; not intrusive to neighbours and, is toned down in the later hours. Such a condition should be part of any consent.

Indications of intention to increase gaming (in DA 2020/0468 drawings) are a concern to neighbours. Accordingly, any signage should not be directed to marketing for increased gaming or, increased alcohol consumption in the residential location – Such uses in the residential amenity that lead to late night disturbance are not consistent with the amenity and signage for such purposes should not be supported by Council. Conditions should exclude such adverse marketing uses.

Lighting and intrusiveness for neighbouring properties is a relevant matter for this application. Currently the Hotel has a bright spotlight (See photos 1 and 2 attached) hanging from the upper level balcony directed at a neighbouring property and which is on continuously over-night. This is intrusive, highly inappropriate in its set-up and, can be easily rectified. Failure of the proponent to correct this situation demonstrates the proponent's lack of consideration of neighbours. **Council needs to intervene and direct that no lighting or signage is positioned and setup to be intrusive to the neighbouring residential amenity. A consent for an irresponsible proponent is not warranted.**

Separately, to the current application, but also involving the Hotel's advertising signage, I believe it is contrary to community/residential interests for the Hotel to post its advertising on the Freshwater Surf Club (See Photo 3) which is a community asset. The community should be consulted on that signage, it is not appropriate for a community asset where Council has stewardship. This represents a commercial link between Council and the Hotel and should be discontinued.

Currently there are 3 large signs on the Moore Rd/Charles Street corner of the Hotel promoting the Construction Company, the scale of which is unnecessary and opportunistic.

### **Conclusions in respect of Signage**

To be compatible with the residential zoning and amenity, any permitted signage should be:

- Minimal and limited in size.
- Any lighting should be low intensity and be directed inward and downward – not intense and intrusive to neighbour properties
- Limited to Hotel naming or, marking entries or exits
- No marketing signage for liquor promotions
- No marketing signage for gambling promotions

It is reasonable to expect that any consent will be clearly conditioned to ensure that:

- any sighting is sympathetic to the residential amenity – not intrusive
- all lighting is restricted in its positioning and is not intrusive to neighbours
- Signage is not utilised for promoting increased alcohol consumption and gaming purposes

Further to previous responses, the series of applications is ridiculous and needs to be reigned in to limit any further expansion which is already well beyond the initial form of the Hotel and where late-night impacts are disturbing the residential amenity. The northern courtyard has extended over a former roadway between the Hotel building and Moore Road.

Submitted by Hotel Neighbour

### **Attachments:**

Photos 1 to 3 over page



**Photo 1** - Intrusive lighting on Hotel upper level. It is on all night, no evident purpose except annoying neighbours – **WHY?**



**Photo 2** - Bright Lighting directed at neighbours Hotel closed but lighting is on all night The lighting is **intrusive!** **WHY?**



**Photo 3** - Hotel Signage on Surf Club – A Council community asset should not be a venue for Hotel promotion.

The lighting on upper level disregards neighbour's amenity, it is intrusive for neighbours.

**Why does the Hotel do this?**

- Are they doing it on purpose?
- Why is it not re-directed?
- Why not turned off?
- Do they know the impact?
- Do they care?

Not my idea of a Good Neighbour!

**Council has a role to require the Hotel to act responsibly!**