



2011 Residents' Association Inc.

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12 May 2022

Modification Application to Development Consent No. D/2020/1012

https://cdn.online.cityofsydney.nsw.gov.au/dasearch/onexhibition/1636824-15207982.PDF?_ga=2.250598083.437857953.1651550981-1207984448.1651550980

The 2011 Residents' Association **objects** to the Modification Application to Development Consent No. D/2020/1012.

If approved this modification will lead to more "visual clutter" and further degradation of the heritage streetscapes of the 2011 postcode area.

In its Modification Application the applicant QMS Media Pty Ltd has reported that in mid-2021 City of Sydney approved 22 more advertising pylons (which they renamed with the euphemism "QMS Communications Pylons") in Kings Cross, Potts Point and Darlinghurst heritage areas.

The Residents' Association does not believe there was any community notification process at all for the 22 new approvals. Only this "modification DA" for a new location alerts us to the already approved digital signage. Furtive development applications discourage community consultation.

We wish to object to the original DA which was never properly advertised and to the current Modification Application which, if approved, will make a bad development even worse.

The proposed relocation of pylon P3012 deals only with one "communication pylon" outside Kings Cross Hotel. The DA attempts to make it sound like a "relocation" of a public phone. In fact, this is a new installation. The fate of a Telstra payphone (located near O'Malley's Hotel on William Street) is unknown.

The majority of approved new advertising pylons appear to be for digital advertising panels attached to the back of former Telstra phone booths.

The new signage on payphones is in addition to the expanded new digital signage which are proposed as a feature of the new bus shelters currently being installed in our neighbourhood.

The residents and ratepayers in our Association are troubled by the increasing visual clutter. We have concerns about the addition of digital advertising pylons in our public spaces, both in and adjacent to Heritage Conservation Areas. We are concerned that City of Sydney is both a beneficiary of advertising income from the modifications to the development consent if approved and also the approving authority of this "modification DA".

The 2011 Residents' Association asks Council to **reject** the Modification Application to Development Consent No. D/2020/1012.

Yours faithfully,

Carole Ferrier
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