

Department of Planning and Environment

Our Ref: DA22/6816

Mr Greg Attewell
Sydney Trains
36-46 George Street
Burwood NSW 2134

Attention: Harsha Yadav (Urbis) - hyadav@urbis.com.au

7 June 2023

**Subject: Digital Advertising Signage – Cleveland Street (Outbound) (DA22/6816) –
Request for Additional Information**

Dear Mr Attewell,

I refer to the exhibition of the above development application which closed on Tuesday 30 May 2023.

The Department received advice from Transport for NSW, an objection from City of Sydney Council, and submissions from the public (all objections), which are attached for your consideration and response.

Having considered the proposal and the issues raised in submissions, the Department requests a written response to issues raised in the submissions in accordance with section 36 of the *Environmental Planning and Assessment Regulation 2021 (Regulation)* and additional information addressing the issues identified in **Schedule 1** by lodging it on the Portal by **7 August 2023**.

If you have any questions or wish to discuss this matter further, please contact Lincoln de Haas at Lincoln.deHaas@dpie.nsw.gov.au

Kind Regards,



Anthony Witherdin

Director

Key Sites Assessments

As delegate for the Planning Secretary

Department of Planning and Environment

Schedule 1

1. Suitability of site and proposal

Having regards to the requirements of the SEPP (industry and employment) and Signage Guidelines, reconsider the suitability of the proposed signage in terms of location, design, and scale, in particular:

- its contribution to the proliferation and visual cluster of existing signage along Cleveland Street and its proximity and overlapping visual catchment with the other proposed sign at the intersection of Cleveland Street (inbound) (DA22/14811)
- visibility of the proposed signage relies on airspace and maintenance of vegetation on Council's land but there is no appropriate covenant or agreement in place and Council objects to the proposal
- obscuring or detracting from the existing public artwork along the railway fence.

2. Road Safety

The Department raises concern with the location of the proposed sign at the Cleveland/Regent intersection. As such, it is requested that you identify any road safety issues and mitigating measures associated with the location and design of the proposed signage relative to the signalised intersection, including the consideration of line of sight, decision/conflict points, minimum sign placing distance and any other relevant requirements of the Signage Guidelines.

3. Other Issues

- Detail maintenance and anti-vandalism measures with consideration of the sign's proximity to pedestrians/ footpath and access required via Council's land.

4. Public Benefit

- Clarify how revenue generated from the sign will directly be linked to public benefits.

5. Outstanding Heritage advice

- Further consider the impacts of the proposal to the Redfern Estate Heritage Conservation Area.