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JCDcaux – Cleveland St & Regent St (Outbound), Surry Hills

### Design Statement - February 2023

The design amendments to the original development proposal have reduced overall visual 'bulk' and present a more refined site-specific proposal.

The previously prominent sides and rear elevation of the upper sign box have been remodelled to diffuse and soften the form within the streetscape. The profile of the internal maintenance access component of the sign has been chamfered and articulated from the display screen frame by a rebate channel.

Silver coloured perforated metal panels supersede previously proposed black cladding to further dematerialise the structure against the sky while reflecting colours of the surrounding trees.

The reduction in bulk, refinement of form and finishes diminish the impact on views from the intersection and adjacent commercial properties, offering a more considered and suitable addition to the streetscape.

