

**ANGEL PLACE
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SYDNEY NSW 2000**

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24 February 2023

Hugh Clark
Planning & Assessment |
Department of Planning & Environment
4 Parramatta Square
Parramatta NSW

Dear Hugh,

ADDENDUM LETTER – PROPOSED JCDECAUX SIGNAGE AT CLEVELAND STREET AND REGENT STREET

BACKGROUND

Urbis has been commissioned by JCDecaux to prepare this letter as an addendum to the visual impact assessment for two proposed JCDecaux, third-party digital advertising signage panels (the proposed installations) at Cleveland Street and Regent Street. The purpose of this Addendum letter is to assess the cumulative visual effects of the proposed installations following feedback from the NSW Department of Planning and Environment.

Photomontages have been prepared by JCDecaux to show the proposed north and south signs in the same view (Photo 1 and 2). Photographs used for the photomontages were taken by Urbis from locations where both signs would be visible in the view.

The proposed installations are located approximately 65m away from each other, in the north-eastern quadrant of the intersection at the eastern end of the overpass, and in the south-western quadrant of the intersection, at the southern end of the overpass.

This addendum has been prepared with reference to the following documentation:

- Architectural Elevations prepared by Dennis Bunt Consulting Engineers (2022 & 2023),
- Photomontages prepared by JCDecaux (2023),
- Correspondence with the Department of Planning & Environment regarding streetscape and setting under the Industry and Employment SEPP (2023).

THE PROPOSED INSTALLATIONS

The two proposed installations are known as Cleveland Street & Regent Street (North), and Cleveland Street & Regent Street (South). The design of the proposed installations are briefly outlined below:

Cleveland Street & Regent Street (North)

- Installation of a new digital advertising panel including stainless steel cladding and laser cut JCDecaux logo on the front and perforated mesh on the rear. The maximum width of the sign measured from the top of the column will be 8.650 x 3.172m. The digital screen dimensions will be 4.608m x 3.072m. The maximum projection of the sign above the existing wall and metal safety screen will be 5.708m.

Cleveland Street & Regent Street (South)

- Installation of a new digital advertising sign including stainless steel cladding and laser cut JCDecaux logo on the front and perforated mesh on the rear. The maximum dimensions of the sign measured from the top of the column will be 8.938 x 3.172m. The digital screen dimensions will be 4.608m x 3.072m. The maximum projection of the sign above the existing wall and metal safety screen will be 5.708m.

Refer to the Visual Impact Assessments prepared by Urbis (2023) for further details regarding the design of the proposed installations.

The locations of the installations are shown in Figure 1.



Figure 1: Location of proposed north and south signs.

VISUAL CONTEXT

The subject site is bound on its north and east sides by dual carriageway roads. The intersection of both carriageways is approximately 70m in length at its widest point. There are road signs, streetlights, banners, and traffic lights around the intersection which are widely spaced in groups across the intersection as is typical within road corridors. The railway bridge wall is partially screened by ground vegetation and palm trees situated in a triangular landscaped area between the footpath and brick railway bridge wall. Further west there are existing individual, small-scale advertisements signs affixed to the wall.

The rail corridor widens to the north towards Central Station and though the site is designated a local and state heritage item, this designation relates to buildings at Central Station and none of the contributing features are in close proximity to the site. Open views are available over the railway corridor to distant buildings in the CBD and the Central Station Clock Tower is visible when facing north from the road junction. To the northwest on Regent Street are commercial buildings which are within the Chippendale Heritage Conservation Area (HCA) and on the corner of the block at 151 Regent Street 60m away is the Former Mercantile Bank Chambers local heritage item.

A main pedestrian entry to the southwest area of Prince Alfred Park is approximately 135m northeast of the site.

POTENTIAL VISUAL CATCHMENT

The combined visual catchment of both signs is small and constrained to the immediate Cleveland Street and Regent Street intersection by the width of the intersection, road alignment and intervening built form. The location of the signs, on opposite sides of the road corridor limits the combined visual catchment to close views from the north and south along the Cleveland St corridor only.

When looking south along Regent Street, the signs will appear in the same view, specifically, the rear of the northern sign and the front of the southern sign. Similarly, from the south along Regent Street the rear of the southern sign will be visible as will the face of the northern sign when looking north.

The signs will be visible together to pedestrians and road users from close locations, to the immediate north and south along the Regent Street road corridor.

There is limited visibility to both signs from the north, beyond the western boundary of the rail corridor and to the south, beyond James Street, due to the road alignment of Regent Street.

The signs will not be visible together on approach from the east and west of the Cleveland Street road corridor.

It is likely both signs would be visible in the same view composition in views from a limited number of commercial buildings to the east and northwest of the site as well as some north facing residences (21-69 Regent Street) and upper floors of the western frontage of 187-189 Cleveland Street.

CUMULATIVE VISUAL EFFECTS

Based on an analysis of the photomontages prepared by JCDecaux, where both signs fall within the same view composition, Urbis has determined the overall impact of the cumulative visual effects, set out below.

The proposed signs are located on opposite sides of the intersection and are widely separated by Cleveland Street. There are limited viewing opportunities to observe both the north and south signs within the same view due to the width and road alignment of the intersection and views to both signs will only be available from close approaching views. Digital content is unlikely to be perceived cumulatively from viewpoints along the Regent Street road corridor given the signs are oriented in opposing directions, creating limited and low-level cumulative visual effects.

Viewers will have views of only one digital display face and the rear of the alternate sign, which will present as a dark, rectangular profile clad in perforated silver metal panels.

The existing visual environment has a high capacity to absorb visual changes given the immediate context includes existing signage such as large format road signage, commercial signage, and advertising signage. The visual catchment is characterised by large scale urban infrastructure

(overpass and rail corridor), which additionally mitigates cumulative effects of the north and south signs.

The proposed signs are highly compatible with the existing visual context, would not be uncharacteristic of a major intersection and would not be inconsistent with viewer expectations



Photo 2: View north along Regent Street, north and south signage indicated.

Source: JC Decaux

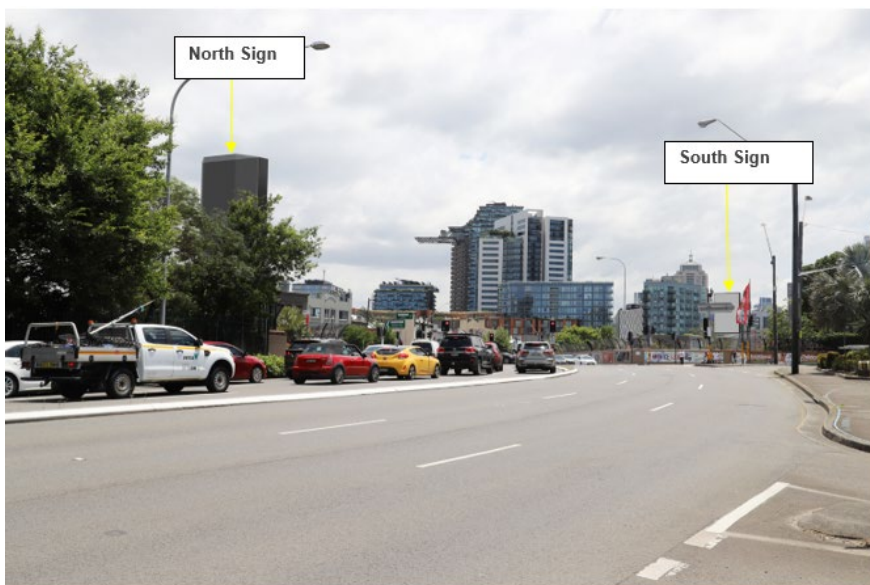


Photo 2: View south along Regent Street, north and south signage indicated.

Source: JC Decaux



SUMMARY

This addendum letter has been prepared in response to feedback from the Department of Planning and Environment with regard to visual clutter within the intersection. The proposed signs are to be located on opposite sides of the intersection, spatially separated by Cleveland Street, 65m away from each other.

Views to the proposed development will be experienced predominantly by road users from moving viewing situations along the Regent Street corridor and intersection or for short periods of time in relation to stationary traffic.

Given the limited visual exposure of both signs in the same view composition, the visual context, and likely low viewer and view place sensitivity to this type of installation, it is our opinion the cumulative visual effects of the proposed signs result in a **low visual impact** and therefore is supported on visual impact grounds.

Yours sincerely,

Annabelle Cooper

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The content of this advice has been reviewed and endorsed by Jane Maze-Riley (Director | Lead Visual Impact Specialist).