

22 September 2020

2190140

Jim Betts
Secretary
Department of Planning, Industry & Environment
12 Darcy Street
PARRAMATTA NSW 2150

Dear Amy Watson (Team Leader – Key Sites Assessments)

RE: RESPONSE TO SUBMISSIONS (SSD 7317, MOD 19 – PRECINCT MARKER SIGNAGE)

Ethos Urban has prepared this letter on behalf of Mirvac Projects Pty Ltd (Mircac) to support the response to the Department's request for a Response to Submissions (RTS), dated 21 July 2020. The request for an RTS relates to the Modification Application (MOD 19) to amend State Significant Development (SSD) Consent SSD 7317, which relates to the Australian Technology Park, South Eveleigh.

This letter sets out the response to the submissions from the Department, Council and NSW Heritage Division in **Section 1.0** and provides a description of the proposed amendments to the signs in **Section 2.0**. It is also accompanied by:

- Amended Precinct Marker Strategy - Central Avenue Signage (Location 2) package (**Attachment A**);
- Amended Precinct Marker Strategy - Locomotive Street Signage (Location 3) package (**Attachment B**);
- Amended Precinct Marker Strategy - Redfern Station Signage (Location 4) package (**Attachment C**);
- Letter of support for the Redfern Station Sign from The Watertower residents (**Attachment D**); and
- Public Submissions Summary and Response Table (**Attachment E**).

1.0 Response to Submissions

1.1 Department of Planning, Industry and Environment

1.1.1 Redfern Station Signage (Location 4)

Issue:

The Department requests that you give further consideration to the location, height and illumination of the sign.

Response:

In response to the comments made by the residents of The Watertower apartments and the Departments requirement to give further consideration to the design of the Redfern Station sign, Mirvac undertook a consultation exercise with the resident representatives.

This involved:

- a meeting on site on 4th August 2020 to discuss the concerns of the residents;
- a review by Mirvac and the design team of the design rationale for the sign and design amendments; and
- a presentation of the proposed design options to The Watertower residents on 25th August 2019, whereby three alternative design options were outlined and discussed.

At a subsequent meeting on 8th September 2020, Mirvac received a letter for support from The Watertower residents (dated 7th September 2020) (**Attachment D**) in regard to the revised design for the Redfern Station sign. As a result, the detailed design for the Redfern Station sign has been finalised and is presented in the amended design package included at **Attachment C**. It was noted within The Watertower resident letter, that whilst most residents preferred the sign without the digital element, the residents acknowledged that they understood the rationale for the sign and 50% of residents supported the digital component.

The revised design of the Redfern Station sign is described at **Section 2.5**.

Issue and Response:

Please provide the following additional information for any amended signage design.

Table 1 Redfern Station Sign - Issue and Response

1. <i>A day time and night time montage</i>	A day time and night time montage of the proposed Redfern Station sign is provided on pages 62-64 of the amended design package at Attachment C .
2. <i>An elevation showing the proposed sign and the adjacent Watertower building, including the floor levels of this residential building, including identification if the western elevation windows of the Watertower are living room or bedroom windows</i>	Given the proposed design changes to the Redfern Station sign and in particular the reduction of the height of the sign to 2.34m, as well as The Watertower residents support for the revised signage design, it is considered unnecessary to provide an elevation that shows the proposed sign adjacent to The Watertower and annotations on whether the windows that face Cornwallis Street are living rooms or bedroom windows. Particularly given the fact that the sign will be significantly lower than the height of the windows in The Watertower apartment building.
3. <i>The location of the public art to be installed in this area and provide details of the public art.</i>	The precinct plan on pg 58 of the revised Precinct Signage Strategy for the Redfern Station sign (Attachment C) illustrates the location of the Redfern Station sign in context with the approved Jonathan Jones 'Welcome to Country' public artwork (City of Sydney DA Ref: DA/2019/519). As shown, the Redfern Station Sign aligns with the artwork.

1.1.2 Illumination/ Digital screens

Issue:

The Department requests that you reconsider the extent and hours of illumination of signage at locations 2, 3 and 4 having regard to the concerns raised in the submissions.

Consideration should be given to reducing the overall hours of illumination for the signs, or elements of the signs, to minimise potential impacts on nearby residences, while maintaining the intent of the signage to identify the entrance to the precinct and provide wayfinding for vehicles and/or pedestrians.

Response:**Table 2** Hours of illumination

Sign	Signage lighting	Digital panel
The Henderson & Davy Road sign (Location 1)	Night time until 11pm	Not applicable as no digital element is proposed
The Davy Road sign (Location 1A)	Not proposed to be illuminated	Not applicable as no digital element is proposed
The Central Avenue sign (Location 2)	Night-time to 12am midnight with the 'South Eveleigh' lights dimmed from 11pm to 12am midnight.	6am until 11pm.
The Locomotive Street sign (Location 3)	Night time to 1am, with lights dimmed at 11pm to 1am.	6am until 1am.
The Redfern Station sign (Location 4)	Night-time to 12am midnight, with the 'South Eveleigh' lights dimmed from 11pm to 12am midnight.	6am until 11pm

Issue:

Provide further detail of the intended operation of the proposed digital screens, including potential content, dwell times and transition times.

Response:

The digital panels within the Central Avenue and Redfern Station signs will operate from 6am until 11pm. As set out within the original application documentation, the digital screen within the Central Avenue sign will be used to direct visitors to the public car park within the Foundry building. In addition the digital screens within both the Central Avenue sign and Redfern Station sign will notify visitors who the key tenants within the South Eveleigh precinct are, and provide information in regard to the Precinct activation activities that are planned, such as family days, markets, educational events and so on.

The transition times are intended to be slow to ensure that no safety issues arise.

The linear digital screen within the Locomotive Street sign will be intended to provide a rolling display that includes a 'welcome' message, way finding information for pedestrians and the future activation planned events.

Issue:

Clarify if the operation would vary throughout the day/night, having regard to the proximity and visibility of the screens to residences.

Response:

The operation of the digital display will be in accordance with the times set out in **Table 2**.

1.1.3 Other

Issue:

Provide detail of approved hours of operation for the retail and food and drink premises in the Axel Building, Locomotive Workshop and other operations across the precinct.

Table 3 Approved hours of operation of retail and food and drink premises

Location	Activity	Approved hours of operation
Axel	Xtend Barre	5am to 10pm Monday to Saturday and 6am – 8pm Sundays
	Lobby Boy	7am to 5pm Monday to Saturday and 7.30am to 4pm on Sundays
Yerrabingin House	Bodyfit gym	24 hours a day Monday to Sunday (1 yr trial)
	Egg of the Universe (yoga studio)	6am to 12pm Monday to Sunday (1 yr trial)
	Egg of the Universe (café) (indoor)	6am to 12am Monday to Sunday
	Egg of the Universe (café) (external)	6am to 10pm Sunday to Thursday 6am to 11pm Friday and Saturday
Foundry	Retail along Central Avenue	6am to 6pm Monday to Sunday
Locomotive Workshop	Romeo's IGA Supermarket	7am to 10pm Monday to Friday 7am to 8.00pm Saturdays, Sundays and public holidays.
	Bodyfit Gym	6am to 12am (midnight) Monday to Sunday
	The Grounds	7am to 12am (midnight) Monday to Sunday
	Kylie Kwong	6am -12am (midnight) Monday to Sunday

Issue:

For Location 2 (Central Avenue), provide a night-time montage.

Response:

A night-time montage is provided in the revised design package for the Central Avenue sign which is included at **Attachment A**.

Issue:

For Location 3 (Locomotive Street), provide additional details about safety, given the sign is located at the top of a retaining wall, removes part of the existing fence and the level difference to the footpath below.

Response:

To maintain the safety of the retaining wall, the sign is designed to ensure that a person cannot reach the edge of the retaining wall and as such acts as a safety barrier to the footpath. Furthermore, the remainder of the existing fence, which will sit 100mm off from the edge of the sign will be retained to provide safety along the eastern side of the retaining wall.

In addition, at Construction Certificate stage, the safety details will be reviewed by the Principal Certifying Authority for the project and minor amendments may be made to ensure that the detailed design complies with all relevant safety provisions of the BCA.

Issue:

For Location 1 and 1a (Davy Road/ Henderson Road) advise the hours the tennis court lights operate.

Response:

The tennis court operates until 6pm, and lights are switched off at that time.

Issue:

Clarify what is considered night-time, as some of the sign elements are proposed to be illuminated from night-time (location 1 and 1a signs, location 2 lettering and LED lighting, location 3 internally illuminated letters and symbols and location 4 lettering).

Response:

Night-time is the moment at which dusk turns to night (after sunset). This is defined as the instant when the centre of the Sun is at a depression angle of eighteen degrees (18°) below an ideal horizon. At this time the illumination due to scattered light from the Sun is less than that from starlight and other natural light sources in the sky.

The Precinct signs are to be fitted with a light sensor that adapts to ambient lighting conditions such as an astronomical time clock or a photoelectric cell (PE cell) that will automatically switch on the lighting at sunset.

1.2 Agency and Council Submissions

Table 4 Agency and Council Submissions

Submission	Comment
City of Sydney Council	
<i>The entire ATP site is identified as a heritage item of State significance under the Heritage Act 1977. The size, scale and illumination of the signs must be compatible with the heritage context, as deemed appropriate by Heritage NSW.</i>	As noted in the comments re-iterated below, the NSW Heritage Division considers that the proposed signs are considered to be acceptable.
<i>The Proposal involves the illumination of the signs between 6.00am to 1.00am to align with the hours of operation of food and drink offerings within the precinct for the purposes of wayfinding and precinct identification. The illumination of the signs must not detract from the amenity of neighbouring residents or reduce the safety for roads, pedestrians and bicyclists. Consideration should be made to restrict the hours and impose a curfew for illumination of the signs.</i>	The proposed hours of illumination of each of the signs is set out in Table 2 of this report. Amendments to the proposed hours have been made in consideration to the issues raised in the consultation exercise with residents of The Watertower apartments on Cornwallis Street and the Zinc apartments on Garden Street. In consideration that the lightspill assessments that were originally submitted with the application confirmed that the proposed signs comply with all relevant requirements of AS 4282-2019 Control of Obtrusive Effects of Outdoor Lighting and the Sydney Development Control plan (Signs and Advertisements) 2012, it is considered that the revised signage designs and revised illumination hours will also not give rise to any unacceptable lightspill impacts, glare or safety issues and will not detract from the amenity of neighbouring residents or accommodation. The internal illumination of the light poles of the Central Avenue sign at Location 2 have been removed from the proposed design and this demonstrated in the drawings included at Attachment A.
<i>The City strongly encourages that the signs be powered by onsite renewable energy of a capacity to provide the required energy to illuminate the signs or purchase a renewable energy product offered by an electricity supplier to the estimated annual amount of electricity used.</i>	Mirvac will consider these options during design development.

Submission	Comment
NSW Heritage Division	
<i>The NSW Heritage Division confirmed that: "Following a review of the documentation provided, the proposed modifications are considered acceptable. The modifications will not have new or additional heritage impact on the State Heritage listed values of the Eveleigh Railway Workshops (SHR 01140).</i> <i>From a heritage point of view, the development, as proposed be modified, is substantially the same as that originally approved."</i>	Noted.
TfNSW	
TfNSW confirmed that it has no comments on the proposed Precinct Marker Strategy.	Noted.
TransGrid	
TransGrid has no objections to the proposal.	Noted.

1.3 Public Submissions

Attachment E includes a summary of the public submissions received and our proposed response.

2.0 Amendments to the Precinct Marker Strategy

2.1 Henderson & Davy Road Signage (Location 1)

No changes are proposed to the location, design of the structure or illumination of the Henderson & Davy Road sign.

2.2 Davy Road Signage (Location 1A)

No changes are proposed to the location, design or illumination of the Davy Road sign.

2.3 Central Avenue Signage (Location 2)

Mirvac met with representatives of the residents of the Zinc apartments on 3rd September 2020. At the meeting, it was agreed that amendments to the Central Avenue sign would be made that would:

- remove the illuminated LED cross members within the sign; and
- amend the illumination hours to those as set out in **Table 2**.

The proposed plans for the Central Avenue sign included at **Attachment A** demonstrates that the LED cross members within the sign have been removed.

2.4 Locomotive Street Signage (Location 3)

No changes are proposed to the location, design or illumination of the Locomotive Street sign. However, amended plans included at **Attachment B**, confirm that the retained fencing will be positioned 100mm off from the proposed sign and that the detailed design will ensure that it meets all relevant BCA criteria.

2.5 Redfern Station Street Signage (Location 4)

In response with the comments received by the residents of The Watertower apartments and the Department's requirement to give further consideration of the design of the Redfern Station sign, Mirvac reviewed the design rationale for the Redfern Station sign and the proposed design. The following is an explanation of the proposed amended design for the Redfern Station sign.

Location and Surrounding Context

The Redfern Station sign will continue to be located at the northern entrance into the South Eveleigh Precinct approximately 45m from the entrance into the proposed new Redfern Station southern concourse, and 16m from The Watertower residential apartment building on Cornwallis Street, as shown in **Figure 1**. The proposed sign is also aligned with the proposed Jonathan Jones 'Welcome to Country' public artwork that is to be positioned over the steps, as illustrated in **Figure 2**.

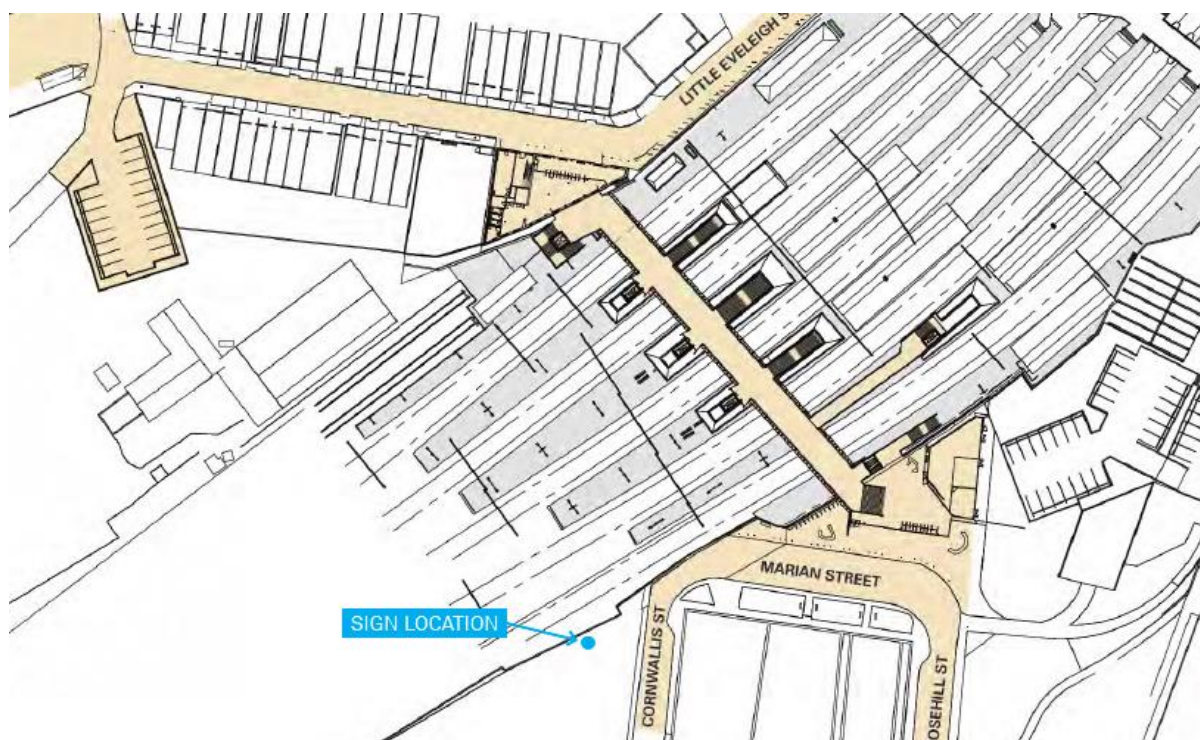


Figure 1 Redfern Station sign location and its proximity to the proposed new Redfern Station entrance and The Watertower apartments.

Source: Diadem and Redfern Station Southern Concourse EIS

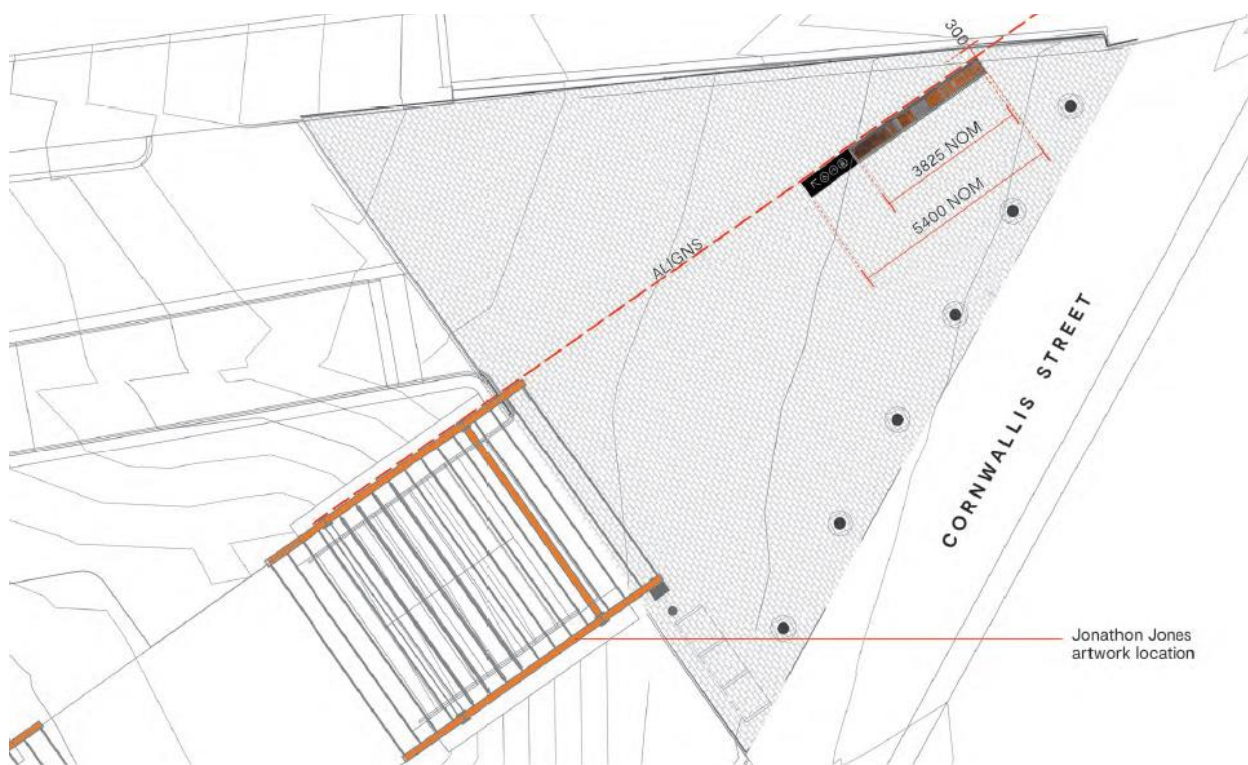


Figure 2 Redfern Station sign and the proposed Jonathan Jones 'Welcome to Country' artwork

Source: Buchan

Design Intent

The Redfern Station sign is to utilise its location as the primary pedestrian entrance into the South Eveleigh Precinct from Redfern Station. The design intent of the Redfern Station sign is to provide a Precinct Marker that is a variation of the Henderson Road and Davy Road entry marker but is scaled down to respond to the predominantly pedestrian experience of this precinct entrance.

Description

The Redfern Station sign (as illustrated in **Figure 3**) includes the key core design elements from the Henderson and Davy Road sign being the series of vertical corten 'sleepers', a nod to the heritage of the precinct and the verticality of the chimneys which are visible elements of the Locomotive Workshop. The 'sleepers' support fabricated 2mm perforated aluminium punch metal letters with corten returns displaying the 'South Eveleigh' name. The largest 'sleeper' also enables the integration of a recessed 65" LED digital screen.

Overall the sign will be 2.34m high and 3.8m in length and 300mm wide.

In addition, the sign will be fixed to a stainless steel drainage grate and integrated with the pathway. A metal plate that is flush with the pavement and grate that will provide pictograms of the bicycle access and accessible paths of travel will also be provided, as illustrated in **Figure 4**.

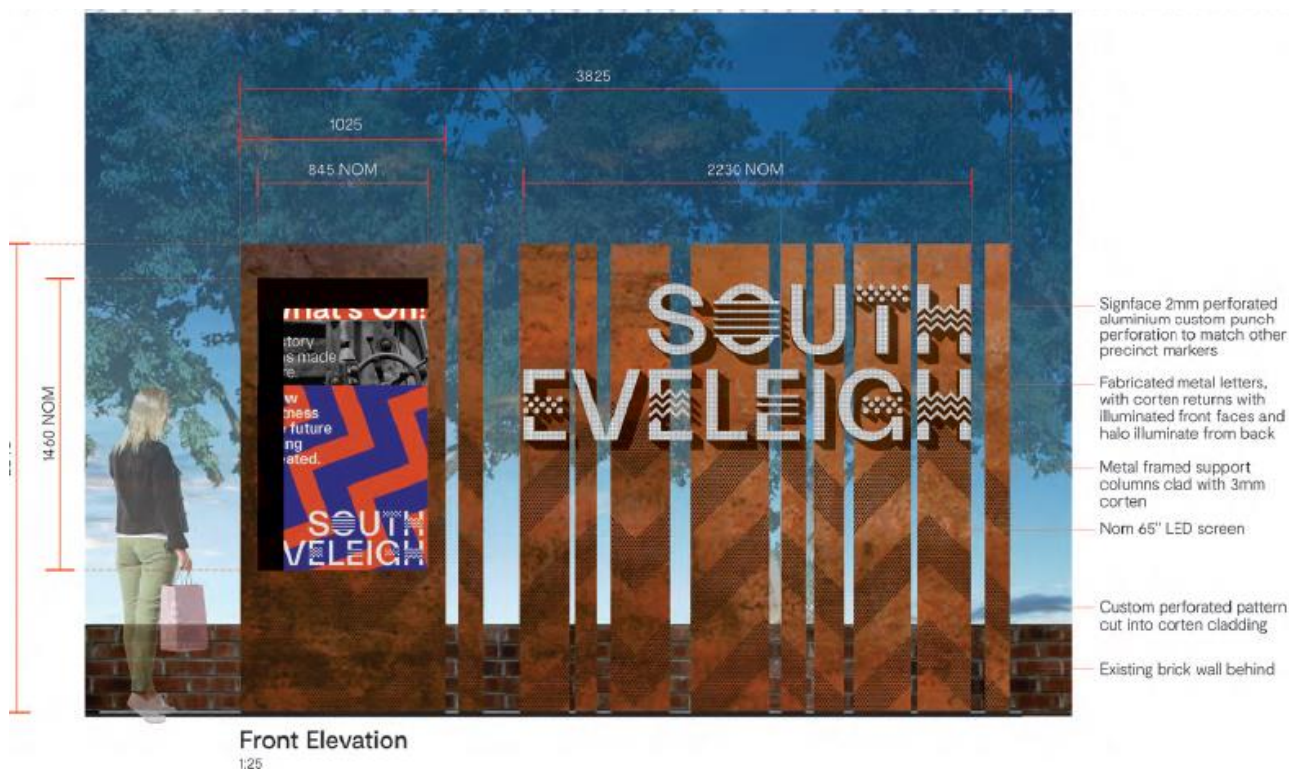


Figure 3 Proposed view of the Redfern Station side

Source: Buchan

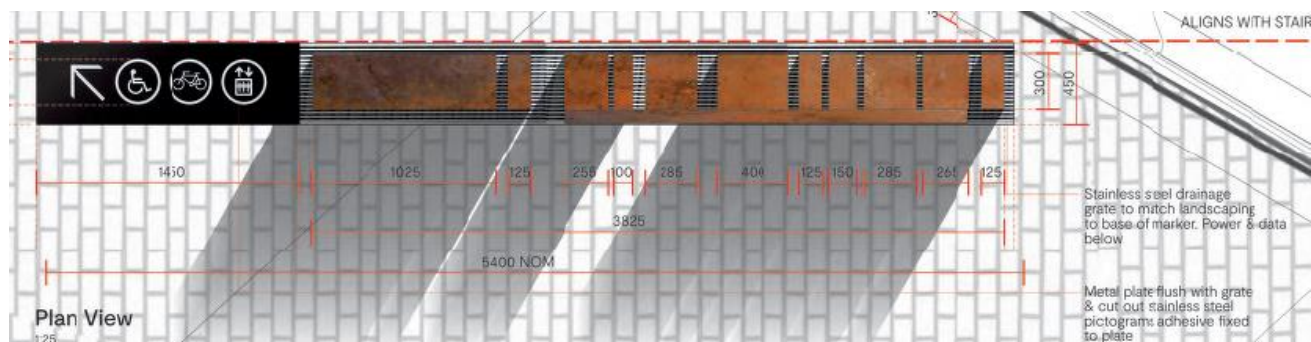


Figure 4 Plan view of the Redfern Station sign with proposed stainless steel grate and metal plate elements

Source: Buchan

Digital content

As noted above, the digital content of the Redfern Station sign will operate from 6am until 11pm. It will be used to notify visitors who the key tenants within the South Eveleigh precinct are, and provide information in regard to the Precinct activation activities that are planned, such as family days, markets, educational events and so on.

Landscaping

No additional landscaping is proposed to be incorporated with the Redfern Station sign. It will also stand clear of the adjacent landscaped bed and integrate with the existing pathway.

Illumination and Hours of Operation

Illumination is provided by the digital screen, edge lighting integrated with the corten 'sleeper' columns as well as the South Eveleigh lettering. As noted in **Table 2**, the signage lighting within the columns and letters will operate from night-time to 12 midnight and the South Eveleigh lettering will be dimmed from 11pm to 12 midnight. The digital screen will also operate from 6am until 11pm.

3.0 Conclusion

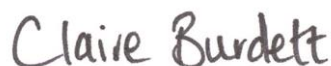
We trust that the information provided satisfies the requirements of the Department's request for additional information.

Should you have any further queries about this matter, please do not hesitate to contact Claire Burdett on cburdett@ethosurban.com or Thomas Atkinson on TAtkinson@ethosurban.com

Sincerely,



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