
ATP signage SSD-7317-Mod-19

OBJECTION

Dear Planners

Whilst supporting and having taken a positive part as a community member in the South Eveleigh developments, I have strong objections to a part of this proposed modification:

Location 4, Redfern station light tower is 12-metres height of signage, immediately adjacent to residential units in the Watertower building, at a distance of 15-metres.

I argue this case not only as a resident affected by this imposition, but as a Redfern citizen concerned that the totality of the heritage area is protected. We disagree with the consultant in stating that “*..the development proposed will not directly impact any built heritage item..*” The **Watertower building is every part a bit of the heritage** of the South Eveleigh neighbourhood, partly acknowledged by the consultant:

*The simple, strong functional forms of the **buildings have landmark quality**, not only as important **townscape elements** in the Redfern/Eveleigh area, but as part of the visual train journey of thousands of passing commuters.*

The Watertower is part of this experience for travellers and pedestrians, for its visual presence, not to be impacted by vulgar signage. The consultant goes on to anticipate such a collision:

In order to minimise the visual impact and soften the overall aesthetic of the piece the tower will utilise see-through and industrial materials...

Whilst appreciating the design rational, this will not lessen the diminishing effect the tower will have on the lines of the Watertower building, a well-preserved industrial building, the first of Sydney's conversions to residential. In addition, the light emitted by the tower will

be an **unwarranted and unreasonable invasion of domestic space** within the building.

We note in the provisions for **SEPP 64, 1.3.1**: *The display of advertisements other than business or building identification signs is prohibited in ... heritage conservation areas and recreation zones*. We contend the Watertower is a heritage item that the proposal for Location 4 will essentially transgress; furthermore that the immediate proximity of a recreational zone, the garden, will be compromised.

We note too in 1.c (p5) digital signs, that *face the road reserve and are visible to road users are prohibited*. The **shared zone is immediately adjacent** and is already contentious as a hazard for when the South Eveleigh site is fully occupied.

Mirvac are ignoring their neighbours with the statement:

...the marker has been strategically positioned at the edge of the precinct...

as the precinct includes the Watertower, and by positioning the tower at the edge, **diminishes the impact of the precinct**. The siting of the garden at the lead in and lead out to the precinct was a brilliant move; surely if a site as large as South Eveleigh requires a significant marker, it should be placed centrally, away from residences. After the improvement to the station are completed in 2021, **station signage will certainly enable commuters to find ATP** without the need for this tower!

We are also puzzled that a **major art installation** is going to be installed immediately adjacent, following the line of the steps down through the garden. Is the artist aware of this overbearing signage so close by? Does this not compromise a yet to be realised and expensive artwork addition to the precinct?

We note similar towers at Location 2 are of 9-metres height and are not affecting places of residence. The remaining signage Locations are what I would describe as passive, without emitting light and being closer to the ground. Large lettering along fence lines can similarly be employed along the **fence lines of the railway**; is not this more cohesive as a design element? We also record that the use of the reference images 1, 2 and 5 is disingenuous as none of these are illuminated and are not adjacent to residences.

We have attended community meetings with Mirvac in the recent past, it is disappointing that we have not been informed of further consultations and that this signage planning has been sprung on us, with **very little notice to respond**. It is the kind of approach that gives corporations a bad name and frustrates the ability of communities to cohere.

We trust the State to intervene in this matter.

I declare NO reportable political donations made in the previous two years.

Yours sincerely

Michael Leggett

[REDACTED]
Redfern NSW 2016
Australia

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