

Cc: Re: notice of Response to Submissions Report for the Australian Technology Park – Precinct Marker Signage
Subject: Strategy (SSD-7317-Mod-19).
Date: Friday, 2 October 2020 4:22:46 PM

Hi Emily,

Thank you for considering my final comments. They relate to the proposed Central Avenue signage (location 2 closer to Garden Street), in particular the location of the digital screen.

I do wish to acknowledge first, however, that Zinc residents did meet with Mirvac, and that we do appreciate the positive steps taken by Mirvac to take into account our concerns. Some points of disagreement still remain, and Nathan Hage has agreed to write and outline them to you on our behalf.

But I do feel strongly and wish to personally state my strong objection to the specific location of the proposed digital screen at Location 2.

I do not object to the two pillars displaying “South Eveleigh”, nor to a simple parking sign for cars to make their way to the car park.

The main reasons for my objection (there are more reasons than those stated below, including aesthetic ones) are:

1. The Central Avenue/Garden Street Entry point is not the acknowledged Main entrance of the precinct. Davy Road is.
2. All the arguments provided for not locating the digital screen at the Main entrance, i.e. in Davy Road, are, to my knowledge, incorrect.

I say this based on my further investigations and enquiries with “Transport for NSW” (TfNSW) regarding Mirvac’s initial reasons for not locating the digital screen at the main entrance. These initial reasons were based, I understand, on incorrect advice received by Mirvac regarding anticipated objections from RMS (Roads and Maritime Services, now part of TfNSW) for the sign. It was apparently thought that the high traffic/speed on Henderson and Mitchell Roads, and/or RMS traffic rules generally, would preclude TfNSW’s approval of such a digital screen.

However, my enquiries directly to TfNSW revealed that this issue (location of the digital screen) had not been put forward, nor been considered, by TfNSW. And that only the factors that may lead to TfNSW to conclude that there was an issue in this location would be if it considered that the illumination from the digital screen interfered with the traffic lights nearby. This was relayed to Mirvac.

Hence my proposal for a more internal sign, but still very close to the main entrance at Davy Road.

3. However, after considering my suggestion, the final statement from Mirvac, in their latest email to me yesterday, for which I thank them in their quick response, states:

*"...relocation of the **entire signage** to the middle of the site ... [my emphasis - it was only the digital screen that I requested to be relocated] unfortunately does not meet the desired effect for **external** signage as envisaged for the **future growth** of South Eveleigh".*

While my proposal for the location of the digital screen (closer to the corner of Davy Rd and Central Ave) was indeed **closer** to the middle of the precinct, Mirvac still does not seem to me to offer any clear explanation why that this may itself be an issue, nor explain the need for absolutely "*external*" signage, nor how the "*future growth*" envisaged (anticipated increase and change in tenants), is relevant, or would impact on the location of the digital screen or essential need for it to be "external".

In any case, one can only surmise what "external" exactly means, and at what point "internal" and "external" locations are delineated.

The apparent need for absolutely "*external*" signage (presumably around the perimeter of the precinct) seems to me to only make sense if the purpose is to "advertise" to "external" passers-by, that is, to people who would not originally have intended to enter and visit the precinct.

I note however that "advertising" to passers-by, as distinct from advice and information to intending visitors of the site, are not claimed, nor acknowledged by Mirvac, to be the purpose of the digital screen. Nor should it be.

Thank you for considering these final points in your deliberations.

Kind regards,
Gerard

