

Dear Fiona

Sorry for the delay in providing a response (the email said comments by 7 May but the letter said 14 May), anyway

SOPA has reviewed the documentation which accompanies MOD2 MP11_0082 and offers the following comments:

Proposed Samsung Service Centre

It is noted that this proposal necessitates the relocation of the bike storage room, which has a number of flow-on effects including:

- (i) the loss of 6 car parking spaces and 1 motorcycle space;
- (ii) a change to the access arrangements for cyclists, that is, access via the lobby is proposed to be deleted and therefore all cycle access will be via the car park ramp; and
- (iii) a net increase in GFA of 113.5m².

SOPA has no objection to the nature of the use which can reasonably be expected to further “activate” the Murray Rose Avenue frontage of the site or the minor reduction in the quantum of parking as the on site parking provision exceeds the rates set out in SOP Master Plan 2030.

However there is some concern regarding the deletion of the cyclist access to the bicycle storage area via shuttle lift from the ground floor and access only now being achieved via the car park access ramp. This arrangement will increase the potential for cycle / vehicle conflict.

SOPA raises no objection to the altered access arrangement to the bicycle parking provided the gradient of the access ramp to the bicycle parking does not exceed 25%, as set out in Table 4: Design Principles and specifications for bicycle racks and hardware of the “*Planning guidelines for walking and cycling*”, DIPNR Dec 2004.

Business Identification Signage

The MOD proposes a total of six (6) identification signs:

- one (2500mm x 500mm sign) on each of the North, South and Eastern elevations of the building located just under the line of the parapet (Level 4);
- one 1200mm x 2400mm vinyl film sign located above the main ground level entry lobby (western elevation) and one 900mm x 1800mm vinyl film sign located on the western elevation above the proposed Service Centre; and
- one 900mm x 1800mm vinyl film sign located on the Murray Rose Avenue frontage of the Proposed Service Centre.

It is noted that none of the signs are proposed to be illuminated.

In SOPA’s view the number of signs is considered to be excessive and it is recommended that the upper level sign on the northern elevation be deleted to minimise impact on the adjacent Parkland (in terms of visual clutter) and to be consistent with the presentation of the adjacent building at No. 5 Murray Rose Avenue (Lion Nathan).

Should you require any clarification in this matter please contact either the undersigned or Dat Tran, SOPA’s Planner on 9714 7139.

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