

Attachment D

**TfNSW response to request for
concurrence**

4 November 2025

TfNSW Reference: SYD25-01268/01
Council Reference: D/2025/961 (CNR-87890)

Ms. Monica Barone
Chief Executive Officer
City of Sydney
GPO Box 1591
SYDNEY NSW 2001

Attention: Rebecca Gordon

**REPLACEMENT OF STATIC ADVERTISING SIGN WITH LED ADVERTISING SIGN
134 OXFORD STREET, DARLINGHURST**

Dear Ms Barone,

Reference is made to Council's referral regarding the abovementioned development application (**DA**) which was referred to Transport for NSW (**TfNSW**) for concurrence under section 3.16 of the *State Environmental Planning Policy (Industry and Employment) 2021 (IESEPP)*.

TfNSW has reviewed the submitted documents against the NSW Transport Corridor Outdoor Advertising and Signage Guidelines 2017 (**the Guidelines**) and the requirements within Schedule 5 of the IESEPP and cannot provide concurrence to the proposed LED sign in this location for the following reasons:

1. Section 3.2.3 of the Guidelines state:

"It is important that drivers are not distracted near decision making points or conflict points to allow concentration to be focused on the driving task where the driver's attention requirements are greater. Decision making points include areas in which merging, diverging, turning and weaving traffic manoeuvres take place. Conflict points are locations such as intersections or pedestrian crossings where crash risk is greater. To minimise distraction near decision making points and conflict points, and ensure there is sufficient distance for a driver to recognise, react and, if required, stop safely before reaching one of these points, the following criteria apply to all advertising signage:

a. The sign should not be located:

i. less than the safe sight distance from an intersection, merge point, exit ramp, traffic control signal or sharp curves

ii. less than the safe stopping sight distance from a marked foot crossing, pedestrian crossing, pedestrian refuge, cycle crossing, cycleway facility or hazard within the road environment

iii. so that it is visible from the stem of a T-intersection."

The proposed sign is located near an intersection, a traffic control signal, a marked foot crossing, a cycle crossing, is visible within a merge point on Flinders Street and is visible from the stem of a T-intersection. The proposed sign has the potential to increase distraction near these decision-making points.

2. Section 3.2.3 of the Guidelines also state:

“b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver’s view:

i. of a road hazard

ii. to an intersection

iii. to a prescribed traffic control device (such as traffic signals, stop or give way signs or warning signs.”

The proposed sign sits directly behind or ‘backdrops’ the overhead traffic signal lanterns for northbound traffic on Flinders Street and has the potential to reduce the visibility and effectiveness of the traffic control signal and distract a driver at a decision-making point.

For more information, please contact Matthew Houlden, Land Use Planner via email at development.sydney@transport.nsw.gov.au.

Yours sincerely,



Rachel Davis
Senior Land Use Planner
Transport Planning
Planning, Integration and Passenger

10 February 2026

TfNSW Reference: SYD25-01268/02
Council Reference: D/2025/961 (CNR-87890)

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Reference is made to Council's referral regarding the abovementioned development application which was referred to Transport for NSW (**TfNSW**) for concurrence under section 3.16 of the *State Environmental Planning Policy (Industry and Employment) 2021*. This letter should be read in conjunction with the previous TfNSW letter dated 4 November 2025, which is included as **Tab A** of this letter.

TfNSW has reviewed the additional document prepared by Bitzios Consulting dated 18 December 2025 and reiterates its overall position as documented in the TfNSW letter dated 4 November 2025 and does not support the proposed modification for the reasons set out in that letter.

For more information, please contact Matthew Houlden, Land Use Planner via email at development.sydney@transport.nsw.gov.au.

Yours sincerely,



Rachel Davis
Senior Land Use Planner
Transport Planning Branch
Planning, Integration and Passenger

Tab A: TfNSW Letter dated 4 November 2025

Transport for NSW

4 November 2025

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4 Parramatta Square, 12 Darcy Street, Parramatta NSW 2150
PO Box 973 Parramatta CBD NSW 2124

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"b. The placement of a sign should not distract a driver at a critical time. In particular, signs should not obstruct a driver's view:

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