

Draft Notice of decision – DA22/5178

Section 2.22 and clause 20 of Schedule 1 of the *Environmental Planning and Assessment Act 1979*

Application type	Development Application
Application number and project name	DA22/5178 Digital Advertising Signage, Darcy Street, Parramatta
Applicant	Sydney Trains
Consent Authority	Minister for Planning and Public Spaces

Decision

The Deputy Secretary under delegation from the Minister for Planning and Public Spaces has, under s.4.16 of the *Environmental Planning and Assessment Act 1979 (the Act)* granted consent to the development application subject to the recommended conditions

A copy of the development consent and conditions is available [here](#)

A copy of the Department of Planning and Environment's Assessment Report is available [here](#).

Date of decision

26 April 2023

Reasons for decision

The following matters were taken into consideration in making this decision:

- the relevant matters listed in section 4.15 of the Act and the additional matters listed in the statutory context section of the Department's Assessment Report;
- the prescribed matters under the *Environmental Planning and Assessment Regulation 2021*;
- the objects of the Act;
- all information submitted to the Department during the assessment of the development application;
- the findings and recommendations in the Department's Assessment Report; and
- the views of the community about the project (see Attachment 1)

The findings and recommendations set out in the Department's Assessment Report were accepted and adopted as the reasons for making this decision.

The key reasons for granting consent to the development application are as follows:

- the project is permissible with development consent under the State Environmental Planning Policy (Industry and Employment) 2021 and is consistent with NSW Government policies including the Transport Corridor Outdoor Advertising and Signage Guidelines (the Guidelines) with the aim to achieve best practice for the planning and design of outdoor advertisements in transport corridors. The proposal supports this aim by ensuring the proposal does not have any significant impacts on the surrounding area;
- the impacts on the community and the environment can be appropriately minimised, managed or offset to an acceptable level, in accordance with applicable NSW Government policies and standards including the limiting of the brightness of the sign and allowing the usage of the sign for public announcements and public emergencies.
- the issues raised by the community in submissions have been considered and adequately addressed through changes to the project and the recommended conditions of consent (where applicable); and
- weighing all relevant considerations, the project is in the public interest.

• **Attachment 1 – Consideration of Community Views**

The Department exhibited the Development Application for the project, including the Statement of Environmental Effects from 10 May 2022 until 6 June 2022 (28 days) and again from 15 June 2022 until 28 June 2022 (14 days) due to an unforeseen change in the exhibition webpage on the Planning Portal. The Department received 2 submissions (both objections) from the local Council and a community member.

The key issues raised by the community and considered in the Department's Assessment Report and by the decision maker include design and suitability of the site, visual impact and illumination. Other issues raised by the local Council are addressed in detail in the Department's Assessment Report.

<i>Issue</i>	<i>Consideration</i>
<ul style="list-style-type: none"> The sign does not promote high quality urban design 	<p><i>Assessment</i> As part of the Response to Submissions, the applicant amended the application to include a boarder around the sign, and further amendments to improve the appearance of the sign</p> <p><i>Conditions/Response</i> The sign was amended resulting in an improved outcome.</p>
<ul style="list-style-type: none"> The proposed northern signage positioned at an angle away from the bridge does not achieve a positive outcome. 	<p><i>Assessment</i> As part of the Response to Submissions, the application was amended to reposition the sign flush with the bridge</p> <p><i>Conditions/Response</i> The sign was repositioned, resulting in an improved outcome.</p>
<ul style="list-style-type: none"> The form of the signage is not appropriate to the streetscape and adversely impacts the visual amenity of the area. 	<p><i>Assessment</i> The Department considered the impact of the development on the streetscape and amenity of the area and considered it acceptable as:</p> <ul style="list-style-type: none"> - the proposed sign satisfactorily complies with the design criteria of Industry and Employment SEPP, the Guidelines and AS4282 - the proposed sign would not adversely impact on the existing or future character of land uses surrounding the site as the proposed signs would be integrated into an existing urban setting with negligible to low visual impacts. - the proposal is considered appropriate for its setting, as it is located within an established urban area within the Parramatta CBD. <p><i>Conditions/Response</i> Conditions of Consent are in place to limit the illumination of the sign dependent on external lighting conditions to ensure the sign complies with the adopted guidelines and Australian Standards.</p>