

Notice of Decision – DA 22/14809 Digital Advertising Signage at Parramatta Rd, Granville

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	DA 22/14809 / PAN-281727 Proposed Demolition of Existing Static Sign and Installation of New Digital Advertising Sign at Parramatta Road, Granville
Applicant	Transport Asset Holding Entity of New South Wales (TAHE) / Sydney Trains or any person carrying out any development to which the consent applies
Consent Authority	Minister for Planning and Public Spaces

Decision

The Director 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

23 June 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* (Industry and Employment SEPP) 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. Residential amenity and safety impacts have been addressed through conditions;
- advice provided agencies during consultation have been considered and adequately addressed through changes to the project and the recommended conditions of consent (where applicable). No submissions were received from community members or Council; and
- weighing all relevant considerations, the project is in the public interest.

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

The Department exhibited the Development Application, including the Statement of Environmental Effects, from 2 December 2022 to 15 December 2022 (14 days). The application was exhibited on the Department's website, and the adjoining landholders, City of Parramatta Council (Council), Sydney Trains and Transport for NSW (TfNSW) were notified in writing.

While concurrence was not required for this application, TfNSW provided concurrence subject to conditions including that the sign should be compliant with the Transport Corridor Outdoor Advertising and Signage Guidelines, that dwell times between displays should be no shorter than 25 seconds, a road safety assessment after 15 months of operation should be undertaken and a road occupancy licence being obtained. The matters raised by TfNSW have been considered and included in the consent conditions.

Sydney Trains advised the Department that a referral was not required to Sydney Trains for the proposal. No response was also received from Council. The Department also received no public submission during exhibition.