

Our ref: PAN-381735 – DA 23/14504

Mr Greg Attewell  
Transport Asset Holding Entity of New South Wales  
36-46 GEORGE STREET  
BURWOOD NSW 2134

5 December, 2023

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**Subject: Lot 30 DP 1254499 – Sydney Park Road, Erskineville. Digital Advertising Signage (PAN-381735). Request for Response to Submissions**

Dear Mr Attewell,

I refer to the above Part 4 development application for a proposed digital advertising signage at Sydney Park Rd, Erskineville that was lodged on 10 November 2023 (PAN-381735).

The Department publicly exhibited the proposal from 22 November 2023 until 5 December 2023 and notified relevant public authorities and neighbouring land owners. As at today's date, the Department has received comments from City of Sydney Council and Inner West Council.

Copies of the councils' preliminary submissions are enclosed for your consideration.

Please note that the councils may provide additional comments. A subsequent letter will be sent to you in due course requesting consideration of any additional advice received as well as assessment issues raised by the Department.

The Department requests that you begin to review and respond the issues raised in the submissions, with the view of providing additional information under clause 36 of the *Environmental Planning and Assessment Regulation 2021* (the Regulation). At the date of this letter, 25 days in the assessment period have elapsed.

The Department requests a response by **12 January 2024** via the NSW Planning Portal. If you are unable to provide the requested information within this timeframe, you are required to provide, and commit to, a timeframe detailing the provision of this information. In accordance with Part 4 Division 4 of the Regulation, the assessment period ceases to run from the date of this request until the information is provided.

If you have any questions, please contact Chris Fraser on (02) 9995 6321 or via email at [christopher.fraser@planning.nsw.gov.au](mailto:christopher.fraser@planning.nsw.gov.au)

Yours sincerely,

A handwritten signature in black ink, appearing to read "M. Garbano".

## Department of Planning and Environment



as delegate for the Planning Secretary

Enclosed : Submissions from;

- City of Sydney
- Inner West Council

## Chris Fraser

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**From:** Michael Stephens <MJStephens@cityofsydney.nsw.gov.au>  
**Sent:** Tuesday, 5 December 2023 1:53 PM  
**To:** Chris Fraser  
**Cc:** Mia Music  
**Subject:** RE: DA23/14504 - Digital Signage and Monopole - Sydney Park Road, Erskineville

Dear Chris,

Thank you for the opportunity to provide a submission regarding DA23/14504 for a new digital signage and monopole along Sydney Park Road, Erskineville.

As previously discussed, the City requests an extension until 12 December 2023 to make a submission. At this stage, all internal advice has not been received and therefore the City is unable to finalise the submission. In the meantime, the following summary of the concerns likely to be raised has been provided to assist you to continue the assessment of this application:

- Encroachment to City land.
- Failure to achieve design excellence as required by Clause 6.21C in SLEP 2012.
- Failure to demonstrate adequate public benefit as required by Subsection 3.11(2)(b)(iii) in SEPP (Industry and Employment) 2021 and SDCP 2012.
- Unacceptable impacts when assessed having regard to the criteria in Schedule 5 to SEPP (Industry and Employment) 2021, including:
  - Excessive scale, detracting from the character of the streetscape, and surrounding views and vistas.
  - Impacts to the landscape and heritage significance of Sydney Park.
  - Amenity impacts affecting the residents of the neighbouring residential flat building, particularly caused by the proposed illumination.
- Failure to ensure the digital signage is powered with renewable energy.
- Potential construction impacts to the City's public domain included street trees.

Please accept the above as an outline of the concerns identified by the City. Additional concerns may also be raised once a more complete assessment can be undertaken.

Please let me know if you would also like a copy of the above submitted online.

Kind regards,

Michael Stephens  
Senior Planner  
Planning Assessments



Telephone: +612 9265 9040  
cityofsydney.nsw.gov.au



The City of Sydney acknowledges the Gadigal of the Eora nation as the Traditional Custodians of our local area.

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**From:** Chris Fraser <[Christopher.Fraser@planning.nsw.gov.au](mailto:Christopher.Fraser@planning.nsw.gov.au)>  
**Sent:** Tuesday, December 5, 2023 11:41 AM  
**To:** Mia Music <[MMusic@cityofsydney.nsw.gov.au](mailto:MMusic@cityofsydney.nsw.gov.au)>  
**Subject:** RE: Sydney Trains DA - Erskineville

**Caution:** This email came from outside the organisation. Don't click links or open attachments unless you know the sender, and were expecting this email.

Hi Mia thanks for your message. Could you please advise if the submission will be made shortly, and if lodged online or by email or both ?

Regards,

**Chris Fraser**

Senior Planning Officer

Transport and Water Assessments

4 Parramatta Square, 12 Darcy Street | Locked Bag 5022 | Parramatta NSW 2124

T (02) 9995 6321 E [christopher.fraser@planning.nsw.gov.au](mailto:christopher.fraser@planning.nsw.gov.au)

[www.dpie.nsw.gov.au](http://www.dpie.nsw.gov.au)



*The Department of Planning and Environment acknowledges that it stands on Aboriginal land. We acknowledge the traditional custodians of the land and we show our respect for elders past, present and emerging through thoughtful and collaborative approaches to our work, seeking to demonstrate our ongoing commitment to providing places in which Aboriginal people are included socially, culturally and economically.*

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**From:** Mia Music <[MMusic@cityofsydney.nsw.gov.au](mailto:MMusic@cityofsydney.nsw.gov.au)>  
**Sent:** Monday, 4 December 2023 11:38 AM  
**To:** Chris Fraser <[Christopher.Fraser@planning.nsw.gov.au](mailto:Christopher.Fraser@planning.nsw.gov.au)>  
**Cc:** Michael Stephens <[MJStephens@cityofsydney.nsw.gov.au](mailto:MJStephens@cityofsydney.nsw.gov.au)>  
**Subject:** Sydney Trains DA - Erskineville

Hi Christopher,

Thank you for your time on the phone.

As discussed, Michael or I will send through some dot points tomorrow outlining any key issues and advising that a more detailed advice letter will follow shortly after.

In the future, please ensure to send any similar referral requests directly to the Major Projects team at [damajorprojects@cityofsydney.nsw.gov.au](mailto:damajorprojects@cityofsydney.nsw.gov.au), to avoid delays in our team receiving the request.

Kind regards,

Mia Music  
Senior Planner  
Planning Assessments



Telephone: +612 9246 7283  
[cityofsydney.nsw.gov.au](http://cityofsydney.nsw.gov.au)



The City of Sydney acknowledges the Gadigal of the Eora nation as the Traditional Custodians of our local area.

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File Ref: EXTERNAL/2023/0011



5 December 2023

Department of Planning and Environment  
Locked Bag 5022  
Parramatta NSW 2124

Dear Mr Fraser

**Request for Comment – Digital Signage and Monopole – Sydney Park Road, Erskineville**

Thank you for providing Council with the opportunity to comment on the development proposal. As discussed in your phone conversation today with Liam O'Connor (Council's Planner), we provide this response identifying some high-level concerns and will provide more detailed comments next week.

Council has undertaken a preliminary review of the submitted information and in summary it is considered that the proposed sign would be unsatisfactory in terms of its visual impacts, light spillage, impact on the heritage conservation area and heritage items adjoining the proposed sign location, and lack of public benefit.

As a result, it is considered that the sign should not be supported. Council will provide a more detailed submission once our assessment is complete by Tuesday, 12 December 2023.

If you need any further assistance in relation to the above matters please contact Liam O'Connor on 9392 5892 or email [liam.oconnor@innerwest.nsw.gov.au](mailto:liam.oconnor@innerwest.nsw.gov.au)

Yours faithfully

A handwritten signature in blue ink, appearing to read "R. Osman".

Ruba Osman  
**Development Assessment Manager**