

## Department of Planning, Housing and Infrastructure

Portal Application No: PAN-393913

Our ref: DA 23/16891

Ana Marie Pose

Transport for NSW

Level 10, 231 Elizabeth Street

SYDNEY NSW 2150

05 July 2024

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### Parramatta Road, Auburn, Advertising Signage (DA 23/16891)

#### Request for Response to Submissions

Dear Ms Pose

I refer to the above Part 4 development application for proposed static advertising signage at Parramatta Road, Auburn that was lodged on 22 December 2023 (PAN-393913).

The Department publicly exhibited the proposal from 11 June 2024 to 02 July 2024 and notified relevant public authorities and neighbouring landowners, and:

- The Department received no public submissions on the proposal
- The Department received comments from Cumberland City Council and advice from Transport for NSW (TfNSW)

Copies of these are enclosed for your consideration.

The Department requests that you review and respond to the issues raised by Cumberland City Council and TfNSW, 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 35 days in the assessment period have elapsed.

Please note, the Department requires the Applicant to provide a revision to the architectural drawings (Drawing No. 081123-2/3 Rev 27/05/24, dated November 2023), showing the logo size and location to be compliant with clause 3.18 of the State Environmental Planning Policy (Industry and Employment) 2021.

## Department of Planning, Housing and Infrastructure

The Department requests a response by 2 August 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 Jake Simpson, Planning Officer on (02) 9995 5243 or via email at [jake.simpson@dpie.nsw.gov.au](mailto:jake.simpson@dpie.nsw.gov.au)

Yours sincerely,

A handwritten signature in blue ink, appearing to read "M Young".

Michael Young

**Principal Planner, Transport and Water Assessments**

Encl: TfNSW and Cumberland City Council correspondence

27 June 2024

TfNSW Reference: SYD24-01084/01  
Council's Reference: DA 23/16891 (CNR-64095)



Ms. Kirsten Fishburn  
Secretary  
Department of Planning, Housing, and Infrastructure  
Locked Bag 5022  
Parramatta NSW 2124

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**USE OF AN EXISTING ILLUMINATED STATIC ADVERTISING SIGNAGE  
PARRAMATTA ROAD PEDESTRAIN OVERBRIDGE, AUBURN**

Dear Ms. Fishburn,

Reference is made to Council's referral regarding the abovementioned Development Application (**DA**) which was referred to Transport for NSW (**TfNSW**) for comment. TfNSW advises that:

- The subject DA TfNSW is the Applicant and as such clauses 3.10 and 3.14 of the *State Environmental Planning Policy (Industry and Employment) 2021* is applicable, with the Minister of Planning and Public Spaces as the relevant Consent Authority.
- The DA does not require TfNSW concurrence under section 138 of the *Roads Act, 1993* as the DA is for the continuous use of the static signage, bridge mounted illuminated static advertising sign installed on the pedestrian overbridge at Parramatta Road (**classified road**) at Auburn. No changes or physical works are proposed to the existing sign within the road or road reserve.
- Previous DA 63-7-2008 granted limited time approval for the existing signage and retention of the signage beyond the approved timeframe requires a new DA for the continual use.
- The advertising sign is visible to motorists travelling both east and westbound on Parramatta Road.
- Safety Assessment dated 29 May 2024 states the crash history does not indicate that the existing sign has had a negative impact on road safety, nor resulted in any decrease in road safety in the immediate vicinity of the site.

As such, TfNSW recommends that the following requirements are included in any Development Consent issued by the relevant Planning Authority:

1. The proposed signs design and operation shall be in accordance with the Transport Corridor Outdoor Advertising and Signage Guidelines 2017 requirements.
2. The images displayed on the sign should not contain or use:
  - Flashing or flickering lights or content.
  - Animated displays, moving parts or simulated movement.
  - Complex signage including text and information that hold a driver's attention beyond "glance appreciation".
  - Signage resembling traffic control devices by use of colour, shape or words that can be construed as giving instruction to traffic for example, red, amber, or green circles, octagons, crosses, triangles, and words such as 'stop' or 'halt'.
  - A method of illumination that distracts or dazzles; and
  - Dominant use of colours red or green.

If you have any further inquiries in relation to matter Simon Turner, Land Use Planner, would be pleased to take your call on 8265 6363 or email at [development.sydney@transport.nsw.gov.au](mailto:development.sydney@transport.nsw.gov.au).

Yours sincerely,

A handwritten signature in black ink, appearing to read "B. Pegg".

**Brenden Pegg**  
Acting Director Land Use  
Planning and Programs Greater Sydney Division



OA2024/0009

27 June 2024

Sherry Feng  
Department of Planning, Housing and Infrastructure  
4 Parramatta Square, 12 Darcy St, PARRAMATTA, NSW 2150

Dear Sir/Madam,

**Subject: Notice of Exhibition – Signage**  
**Application No: OA2024/0009**  
**Property: Pedestrian overbridge over Parramatta Road, Auburn**  
**Proposal: Continued use of existing static advertising sign on Pedestrian overbridge over Parramatta Road, Auburn.**

Reference is made to the Department of Planning, Housing and Infrastructure referral received on Friday 7 June 2024 inviting Council's comments for the proposed development.

Council has reviewed the submitted information and the following response is provided.

#### Planning Comments

The proposed development proposal seeks to continue the operation of two existing approved static advertising signs on the pedestrian overbridge at Parramatta Road, Auburn, for a further 15-year period.

The two existing signs are located on either side of the Parramatta Road pedestrian overbridge. The overbridge spans over Parramatta Road in a general north-south alignment, allowing pedestrians to safely cross Parramatta Road and access Auburn North Public School from the residential properties on the southern side of the road. The signs are oriented towards eastbound and westbound traffic.

Cumberland City Council has no objection for the continued use of the two static signage, ensuring these signages will not produce any glare and light.

Should you have any further enquiries please do not hesitate to contact Sifa KC on 8757 9937 in relation to this matter.

Yours faithfully,

A handwritten signature in blue ink that reads "Hmichael".

Haroula Michael  
**Executive Planner**