



Internal Ref: EXTERNAL/2025/0012

02 July 2025

Department of Planning, Housing and Infrastructure  
Locked Bag 5022  
Parramatta NSW 2124

**ATTENTION: Sam Kelly**

Dear Mr Kelly,

**Inner West Council Response: DA21/13182 MOD 1 – Glebe Island Silos Advertising Signage**

Property: Lot 11 in DP 1288503 & Lot 13 in DP 11707

Council would like to extend thanks to the Department of Planning, Housing and Infrastructure (DPHI) for providing Inner West Council (Council) with the opportunity to provide comments on the proposed Modification of Glebe Island Silos Advertising Signage DA21/13182 MOD 1.

Please note, the following comments are provided by Council officers, not the elected body.

**Public benefits**

In principle, Council does not anticipate any adverse impacts as a result of the proposed extension to the use of the advertising signage by a further three (3) years. However, it is considered that the proposal at this time does not meet the requirements of *State Environmental Planning Policy (Industry and Employment) 2021* (the SEPP) regarding public benefits.

As part of the original determination, the below condition was included in the development consent regarding public benefits:



*A29. The Applicant must provide public benefits in accordance with the terms contained in the Public Benefit Offer dated 25 May 2021 (which accompanied the Applicant's RtS Addendum dated 19 May 2022), or such other public benefit as agreed with Inner West Council.*

Council initiated discussions with the Applicant in January 2025 regarding the public benefit contributions for community programs and services within the Inner West Council local government area. Specifically, the discussions have focused on the value of the public benefit in relation to current market valuations of the revenue generated from the sign. Concern is raised that the Public Benefit Offer dated 25 May 2021 is below market rate and any future offer will be on the same terms. Council proposed obtaining an independent valuation; however, this approach and the matter remains outstanding. Council remains committed to resolving this matter to ensure the development results in the provisions of appropriate public benefits.

Council asks that the application not be determined by the Department of Planning, Housing and Infrastructure (DPHI) until such a time that a new agreement has been reached and matters regarding public benefit resolved.

Notwithstanding, if the application is to be determined without obtaining a current market valuation of the revenue generated by the sign to inform a new agreement between Inner West Council and Eye Drive Sydney Pty Ltd, through a Planning Agreement then Council requests that a condition be imposed as follows:

*A29. The Applicant must provide public benefits in accordance with the terms contained in the Contribution Deed dated May 2022 (which accompanied the Applicant's application), or such other public benefit as agreed with Inner West Council.*

## **Conclusion**

Thank you to DPHI for the opportunity to comment on the proposal. We look forward to the opportunity for ongoing collaboration on this proposal.



If you need any further information in relation to the above response, please contact Council's Senior Planner, Keeley Samways on 02 9392 5322 or at [keeley.samways@innerwest.nsw.gov.au](mailto:keeley.samways@innerwest.nsw.gov.au).

Yours faithfully,

A handwritten signature in blue ink, appearing to read "Rachel Josey".

Rachel Josey  
Senior Manager Development Assessment