

Local Planning Panel

17 May 2023

Application details

169-173 Darlinghurst Road, Darlinghurst

D/2022/911

Applicant: Urbis

Owner: PG Wealth Pty Ltd

proposal

- replacement of existing digital advertising panel (44.93 sqm) with new digital advertising panel (42.52 sqm)
- includes public benefit offer for the use of advertising space for public messaging by the City of Sydney Council

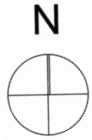
recommendation

approval

notification

- exhibition period 13 September to 28 September 2022
- 91 owners and occupiers notified
- no submissions received

site





intersection of William Street, Darlinghurst Road, Victoria Street

Background

- U91/00189 approved a 92.2 sqm roof sign
- D/2011/2123 approved a 44.93 sqm digital advertising panel
Approved by the LEC.
- D/2011/2123/A approved a minor modification. This is the sign currently existing on site
- existing sign benefits from existing use rights



intersection of William Street, Darlinghurst Road, Victoria Street

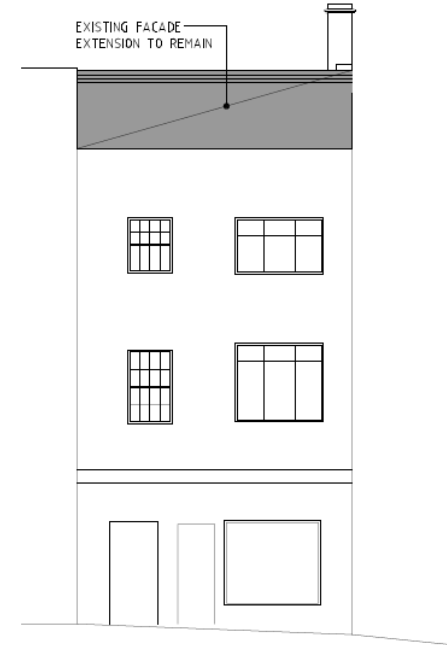
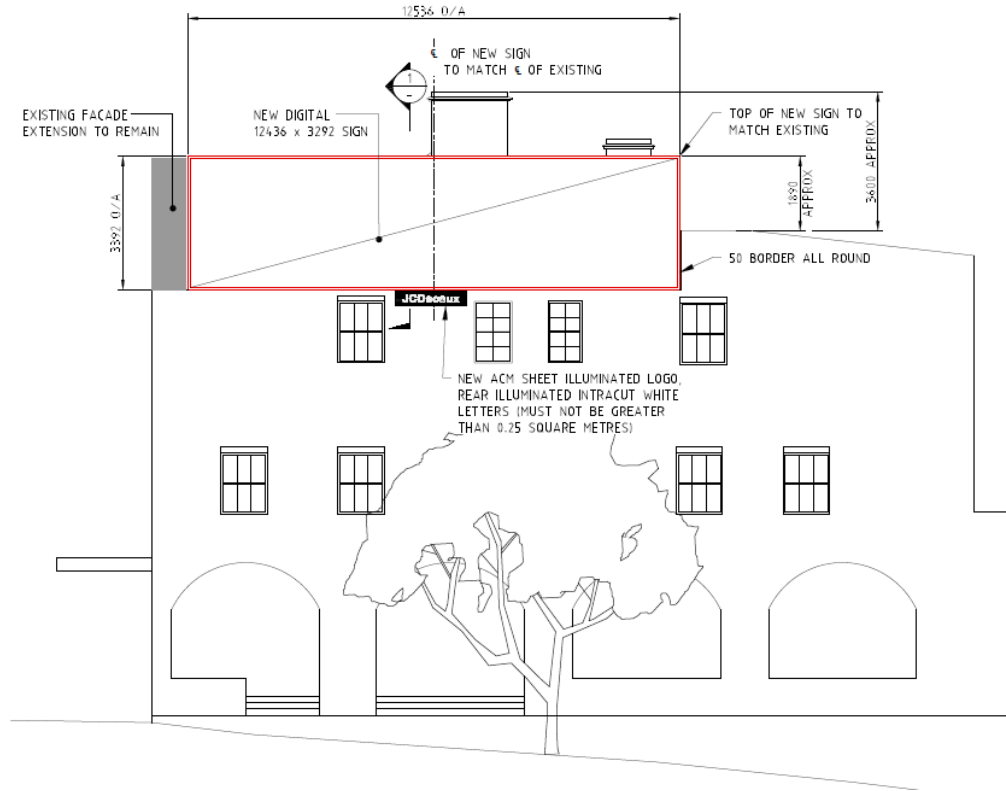


original approved signage
consent U91/00189



existing approved signage
consent D/2011/2123/A

plans



compliance with SEPP (Industry & Employment)

	control	proposed	compliance
3.8 prohibited advertisements	prohibits display of an advertisement in a heritage area	site located in heritage conservation area	proposal benefits from existing use rights
3.11 matters for consideration	public benefits to be provided	VPA – 16% of the advertising time available free of cost for use by the City of Sydney	Yes

compliance with SEPP (Industry & Employment)

	control	proposed	compliance
3.15 advertisements greater than 20sqm	assessment criteria under Schedule 5 – character of area	new sign replaces existing sign	Yes no change to visual impacts
3.16 Advertisements within 250sqm of classified road	TfNSW concurrence required	TfNSW has granted concurrence	Yes

compliance with SEPP (Industry & Empl)

	control	proposed	compliance
3.19 roof advertisements	<p>advertisement replaces one or more existing signs</p> <p>improves the visual amenity of the locality in which it is displayed</p> <p>10 year consent</p>	<p>digital advertising panel proposed replaces existing</p> <p>updated technology, improved image quality</p> <p>no change to impacts over existing</p> <p>proposed for 10 years</p>	<p>partial compliance</p> <p>10 year approval proposed</p> <p>same operational conditions as previous</p>

issues

- existing use rights
- Voluntary Planning Agreement

existing use rights

- third party advertisement prohibited on land in a 'heritage area'
- subject site is in the Rosebank heritage conservation area
- existing digital advertising panel benefits from existing use rights
- panel approved by the LEC 9 January 2013
- Sydney LEP came into force 14 December 2012
- LEP established the conservation area
- application to the LEC was subject to savings provisions

voluntary planning agreement

- public benefit offer - dedication of 16% of advertising time (every 6th advert) for City of Sydney to display public information, community messages and promotion of Council events and initiatives
- VPA has been exhibited – no submissions received

recommendation

Deferred commencement approval recommended requiring execution of VPA