

Local Planning Panel

19 July 2023

Application details

1-5 Wheat Road, Sydney

D/2019/280

Applicant: oOh!media

Owner: Place Management NSW

Designer: Group GSA

Proposal

upgrade of the existing freestanding third party advertising structure (internally illuminated advertising sign) to:

- a new digital advertising sign facing south; and
- a new internally illuminated advertising sign facing north

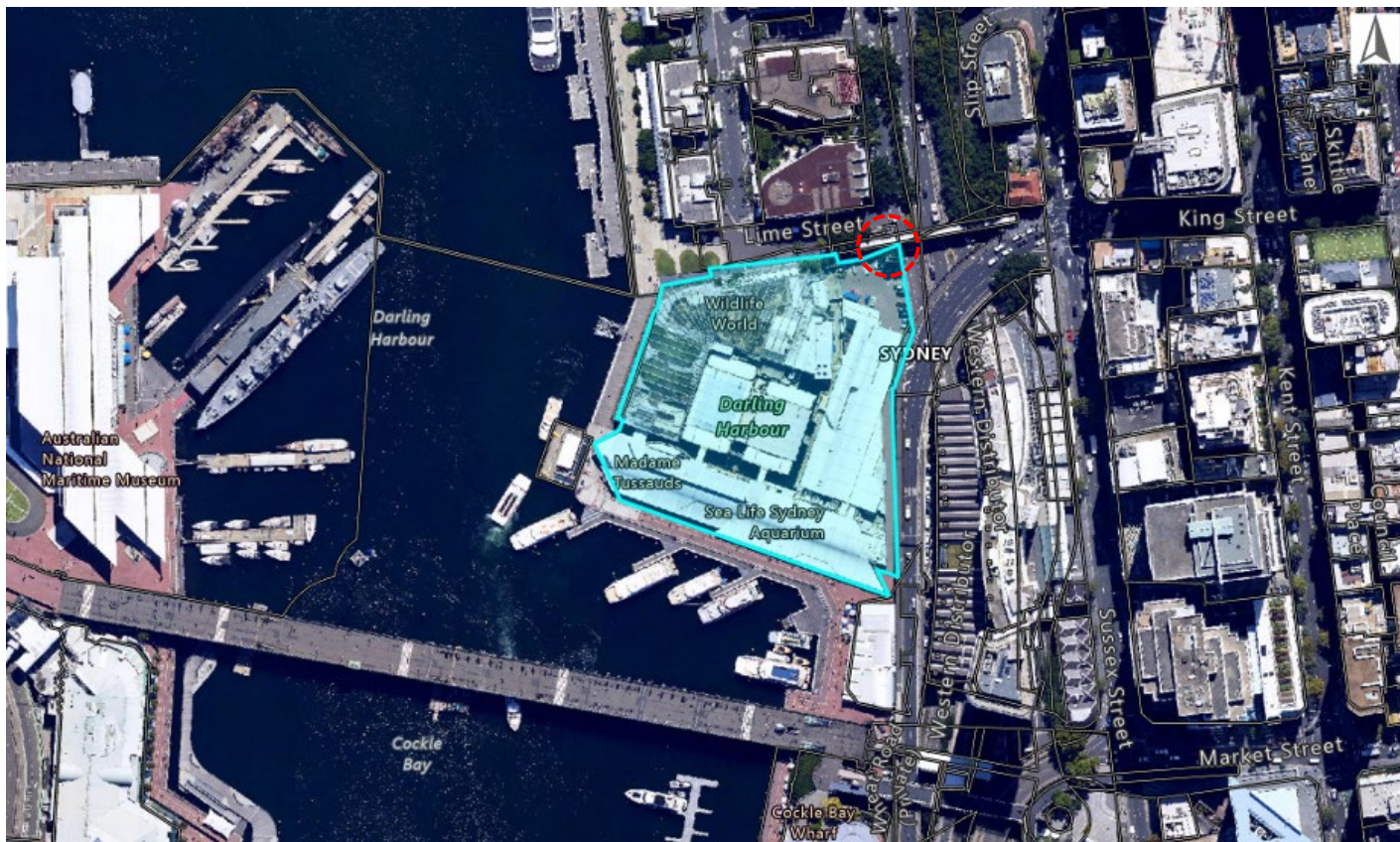
Recommendation

Refusal

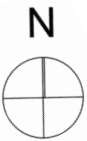
Notification

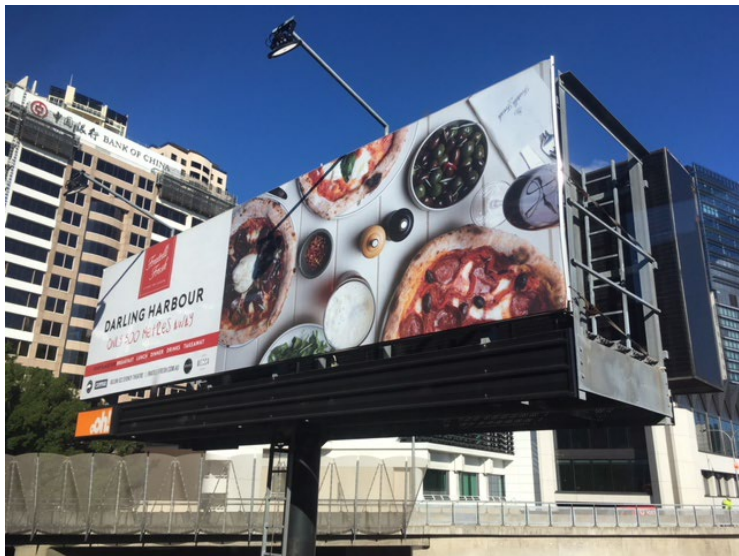
- exhibition period 3 April 2019 to 18 April 2019
- 108 owners and occupiers notified
- no submissions received

Site



Site





north side of existing billboard



south side of existing billboard

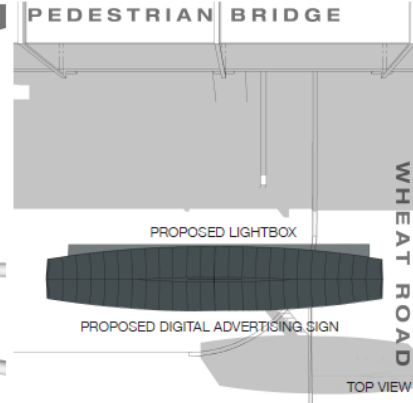
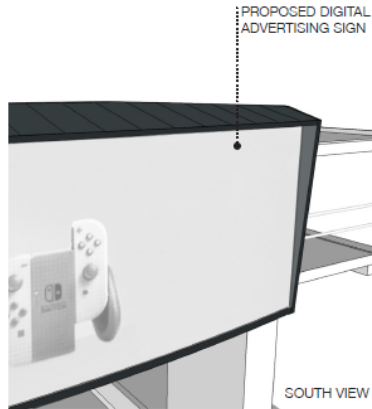
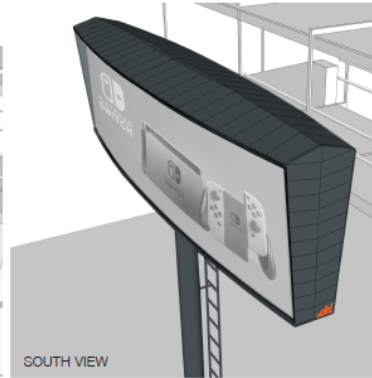
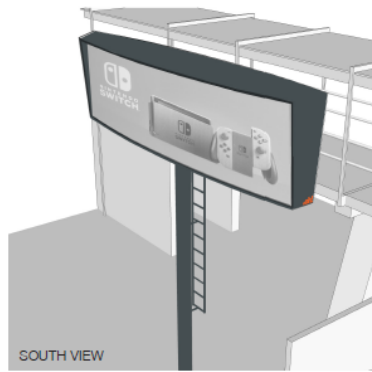


looking east

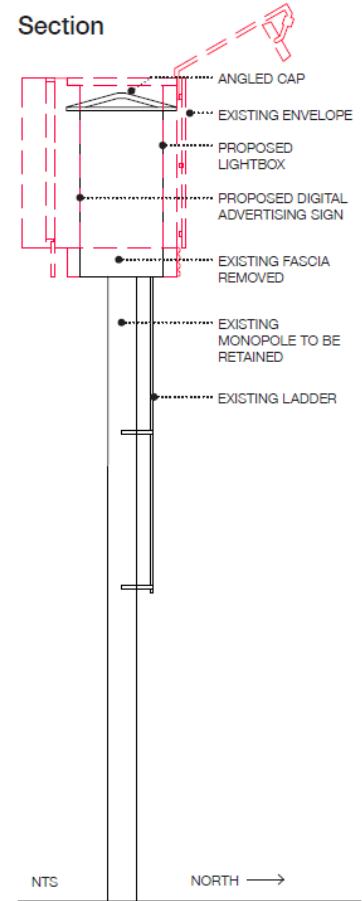


looking west

Proposal



Section



Compliance with key SEPP controls

- Industry and Employment SEPP requires any advertisement greater than 20sqm, higher than 8m and adjacent to a classified road to be consistent with the Transport Corridor Outdoor Advertising and Signage Guidelines
- the Guidelines require signage to be accompanied by a public benefit
- a draft planning agreement to secure the public benefit has not been confirmed by all parties
- SEPP does not allow consent to be granted without a public benefit being secured

Compliance with key DCP controls

- DCP requires conversion of existing advertising signage to digital signage to provide a public benefit
- DCP requires 10% display times to be dedicated to Council
- negotiations of 5% display time each to Council and PMNSW agreed but not finalised
- no public benefit secured through a draft planning agreement

Public benefit offer

- public benefit offer submitted with application
- dedication of 100% of north-facing light box (inconsistent with DCP requirements) - rejected by Council - costs for upkeep and content replacement too great
- DCP requires 10% of digital advertising to be dedicated
- final amended public benefit offer submitted for an agreement between Council, oOh!media and PMNSW
- 5% display time each dedicated to Council and PMNSW
- negotiations commenced however no final confirmation of a draft planning agreement has been provided by PMNSW

Issues

- no final agreement to terms of public benefit has been reached
- application does not satisfy all matters for consideration in SEPP or DCP
- consent cannot be granted in accordance with the SEPP

Recommendation

Refusal