

8 March 2021

Our Ref: 2021/089023
File No: R/2021/1
Your Ref: DA 10646

Andy Nixey
Principal Planner
Department of Planning, Industry & Environment

By email: Andy.Nixey@planning.nsw.gov.au

Dear Andy

DA 10646 – Erection of digital advertising signs – Wynyard Walk pedestrian bridge on Sussex Street – Response to Submissions

Thank you for your correspondence dated 1 March 2021 inviting the City of Sydney (“the City”) to provide comment on the submitted Response to Submissions (RtS) for the proposed advertising structures on the Wynyard Walk pedestrian bridge over Sussex Street.

The City has reviewed the submitted RtS and maintains its objection to the proposed billboard signs placed on the pedestrian bridge across Sussex Street. The proposed electronic advertising structures are not considered to demonstrate design excellence in accordance with Section 6.21 of the Sydney Local Environmental Plan 2012 (LEP), add unnecessary visual clutter to the streetscape, provide no direct public benefit and are generally not in accordance with Section 3.16 of the Sydney Development Control Plan 2012 (DCP).

The RtS incorrectly identifies the site as being located within a B4 Mixed Use zone under the State Environmental Planning Policy (State Significant Precincts) 2005, being within the Barangaroo Site. The site is located within the B8 Metropolitan Centre zone and is subject to planning controls under the LEP and DCP.

The proposed digital advertising structures are not appropriate when considering design excellence and signage controls in the DCP. Section 3.16.7 of the DCP notes that new advertising signs and third-party advertisements are not permitted. Further, the placement of two new 41.25sqm advertising signs is not considered to meet the relevant criteria in the general requirements for advertising structures in the DCP relating to exceptional circumstances where new advertising structures may be appropriate. The proposal reduces the amenity of the area and detracts from scenic qualities within the surrounding streetscape and reduces the significance of the adjacent heritage item.

Further, the City notes the applicant’s response regarding the public benefit, or lack of a direct public benefit as a result of the proposed electronic advertising structures. The submitted response to submissions notes that whilst there is no direct community benefit in terms of the dedication of display times for public information, community messages or the promotion of Council events and initiatives, the money made through the lease of advertising times will be invested back into maintaining the rail network.

While the City appreciates that the revenue made by privately leasing the advertising space will be invested back into the NSW rail network, this is already a core responsibility of Transport for NSW and there is not a strong enough nexus between the public benefit mentioned by the proponent and the public benefit of the proposed advertising space itself as required in the DCP.

The response relating to public benefits provided in the RtS is not relevant to Section 3.16.7.2(9) of the DCP which requires a specific public benefit by way of the dedication of 10% of display times to the City of Sydney for direct community benefit and enhancements. Further, the application has not proposed an equivalent public benefit in lieu of advertising time as also discussed in this section of the DCP.

The application should not be approved without a formal public benefit agreement in place (or equivalent where deemed acceptable by Council).

Overall, the amended application does not result in any improvement to the surrounding streetscape, detracts from the significance of surrounding heritage items and does not meet the requirements that the City expects for public good as per Section 3.16.7 of the DCP.

Should you wish to speak with a Council officer about the above, please contact Marie Burge, Planner, on 9265 9333 or at mburge@cityofsydney.nsw.gov.au

Yours sincerely,



BILL MACKAY
Manager Planning Assessments
City Planning | Development | Transport