



14 December 2022

Ms Priscilla Emmett  
Development Assessment Section Manager  
Newcastle City Council

via email: [pemmett@ncc.nsw.gov.au](mailto:pemmett@ncc.nsw.gov.au)

Dear Ms Emmett,

**Advertising Signage, 150 Cormorant Road, Kooragang (DA 22/8565)**  
**Request for Information**

I refer to the above development application, currently before the Independent Planning Commission (**Commission**) for determination.

As you are aware, the Commission met with Newcastle City Council on 14 December 2022 to discuss the subject development application. The Commission would be assisted by your response to the questions taken on notice during this meeting as set out in Attachment A.

The Commission will consider any written response provided before close of business **21 December 2022** unless an extension to this timeframe is requested and agreed to by the Commission.

Should you require any clarification in relation to the above, or wish to discuss further, please contact me at [stephen.barry@ipcn.nsw.gov.au](mailto:stephen.barry@ipcn.nsw.gov.au) or on 0400 323 047.

Yours sincerely,

Stephen Barry  
Planning Director



## ATTACHMENT A

### Questions taken on notice

1. The Applicant's RFI Response Letter dated 29 September 2022 (see <https://pp.planningportal.nsw.gov.au/daex/under-consideration/digital-advertising-signage-30-cormorant-road-kooragang-da-228565>) states:

*"The proposed development will be used to primarily display third party advertising. Notwithstanding this, the advertisement structure may be used from time to time for the promotion of community programs, events, public safety programs or other appropriate public purposes, if there is an identified need to raise public awareness for such campaigns.*

*With reference to the November 2017 Transport Corridor Outdoor Advertising and Signage Guidelines, the level of public benefit for a given advertisement is to be negotiated and agreed upon between the consent authority and the applicant. It is proposed that the public benefit be provided by allocating the City of Newcastle Council 5 percent display time on the digital advertisement screen for public purposes."*

- a) In Council's view does the Applicant's proposal (above) constitute a reasonable public benefit; and
  - b) Is Council willing to manage this advertising display time on behalf of the community?
2. Does Council have any comments on the draft conditions of consent proposed by the Department (see <https://www.ipcn.nsw.gov.au/projects/2022/12/digital-advertising-signage--150-cormorant-road-kooragang-da-22-8565>)?