

Department of Planning and Environment
4 Parramatta Square, 12 Darcy Street
Parramatta NSW 2124

Your Ref	SSD-55522478-Mod-3
Our Ref	NCA/6/2023
Contact	Douglas Bennett
Telephone	02 9806 5405
Email	dbennett@cityofparramatta.nsw.gov.au

09/07/2026

ATTN: Zoe Halpin,

**COUNCIL SUBMISSION TO REQUEST FOR ADVICE ON MODIFICATION REPORT – 6
GRAND AVENUE – MOD 3 – MODIFICATION TO SIGNAGE (SSD-55522478-Mod-3)**

I refer to the above request to provide advice on the modification report (and accompanying information) in relation to modification application SSD-55522478-Mod-3 at 6 Grand Avenue, Rosehill. Council has reviewed the application and has no objection to the proposed provision of signage identifying the unit number of individual warehouse tenancies and signs identifying their respective occupiers as these signs appropriately meet the definition of **building identification sign** and **business identification sign** under the *Parramatta Local Environmental Plan 2023* respectively.

However, Council queries whether the signage identifying the building manager ('Hale') is permissible. It is noted that the only permissible forms of signage in the E5 Heavy Industrial zone are **business identification sign** and **building identification sign**. The signage cannot be classified as a **building identification sign** as the sign does not identify or name a building, the street name and/or the number of the building. It is unclear whether the sign could meet the definition of **business identification sign** as it is unknown whether the sign identifies a business being carried out at the premises. Council does not consider the management of the building by a corporation/entity from a secondary site to constitute business being carried out at the premises for the purpose of the definition of **business identification sign** under the *Parramatta Local Environmental Plan 2023*. Confirmation that the sign identifies a business located at the site should be provided by the applicant in this regard. Failing this, the sign should be deleted from the plans.

If the Department comes to the view that the 'Hale' sign is permissible, it should not be illuminated as it is not necessary for wayfinding purposes as part of the nighttime operation of the premises.

Council appreciates the opportunity to comment on the above application, are supportive of the continued investment in industry within the City of Parramatta and look forward to continued collaboration. It is noted that this is the recommendation of Council officers, and this submission has not been endorsed at a Council meeting.

Should you wish to discuss the above matters, please contact Douglas Bennett, Development Assessment Officer on the details listed above.

Contact us:

council@cityofparramatta.nsw.gov.au | 02 9806 5050
cityofparramatta | PO Box 32, Parramatta, NSW 2124
ABN 49 907 174 773 | cityofparramatta.nsw.gov.au

Yours sincerely

A handwritten signature in black ink, appearing to read 'Alex McDougall', written in a cursive style.

Alex McDougall

Team Leader

City Significant Development Team