

Proposed changes to advertising and signage policy

Frequently Asked Questions

December 2015

What is the Government doing about advertising and signage?

- The NSW Government is asking for feedback on changes to the planning rules for outdoor advertising and signage in transport corridors across the state.
- The changes relate to State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64), under the Environmental Planning and Assessment Act 1979.
- Transport corridors include major roads or railway corridors, and land that is owned, occupied or managed by Roads and Maritime Services or Sydney Trains / NSW TrainLink.
- The changes update the Transport Corridor Outdoor Advertising and Signage Guidelines to introduce specific criteria for new electronic signs.
- The changes being proposed are on exhibition at: www.planning.nsw.gov.au/proposals
- Feedback on the proposed changes can be made up to 7 February 2016.

Why is the Government proposing these changes?

- Over the last few years the technology for signage, particularly along transport corridors, has changed. There are now electronic signage technologies that are increasingly being used in transport corridors.
- As a result, the *Transport Corridor Outdoor Advertising and Signage Guidelines* have been updated to include criteria for the use of new technology in electronic signs.
- Certain digital and non-digital signs on the roadside can be a distraction to road users.
- The proposed changes take into account emerging technologies and provide a consistent approach to assessing road safety risks for the design, location and operation of electronic signs in transport corridors across the state.

What do the transport corridor outdoor advertising and signage guidelines aim to do?

- The Guidelines provide a best practice framework for minimising road safety risks from driver distraction posed by electronic advertising and signage.
- Provide detailed advice on the assessment process for advertising and signage proposals across the state.
- Include general assessment criteria that all advertisement proposals have to meet under SEPP 64 and specific design criteria for advertising structures within transport corridors.

What changes have been made to the Guidelines?

- The Department of Planning and Environment, Transport for NSW and the Outdoor Media Association have worked together to update the Guidelines to include requirements for the design, location and operation of electronic signage.

The changes aim to limit the distractive potential of digital signs in transport corridors, including:

- o sign size. The design criteria apply to signs that are both less than and greater than 20m² and cover Variable Message Signs that are used for advertising purposes.
 - o sign design. This includes the length of time an image can be displayed, and factors in the speed limits in certain areas. Other factors include the brightness of a sign's image and its use of colour, shapes, patterns and style and size of its wording.
 - o sign location in relation to the road and the traffic environment.
- The Guidelines also allow for the road safety impacts of signs to be reassessed after their installation. Road safety checks would be carried out for all electronic signs more than 20m² in size after a 12-month period and within the first 18 months of installation.
 - The updated Guidelines do not permit videos and animation; message sequencing, television, internet and satellite broadcasts; and the use of flickering or flashing content.

What does SEPP 64 do?

- The SEPP 64 is the primary planning tool for regulating the design and location of advertising and signage that can be seen from a public place or reserve.
- The policy contains strict criteria that advertising and signage proposals must satisfy, including specific criteria for these uses in transport corridors.
- The criteria relate to location, illumination, safety, character, views, vistas and streetscape.

How can I give feedback?

- The proposed amendment to the advertising and signage Guidelines can be viewed:
 - o on the Department's website at: www.planning.nsw.gov.au/proposals
 - o in hard copy at the Department's Information Centre at 23-33 Bridge St, Sydney.
- Submissions can be made until **7 February 2016**:
 - o online at: www.planning.nsw.gov.au/proposals
 - o by mail to Metropolitan Delivery CBD, Department of Planning & Environment, GPO Box 39, Sydney NSW 2001.
- Submissions will be made public in line with the Department of Planning & Environment's objective to promote an open and transparent planning system. If you do not want your name published, please state this clearly at the top of your submission.
- Before making a submission, please read our privacy policy at: www.planning.nsw.gov.au/privacy

Where can I find out more?

- Call our Information Centre on 1300 305 695.
- If English isn't your first language, please call 131 450.
- Ask for an interpreter in your language and then request to be connected to our Information Centre on 1300 305 695.
- Email information@planning.nsw.gov.au