

Council Reference: 1948E (D16/16607)

NSW Department of Planning - Sydney
GPO Box 39
SYDNEY NSW 2001

Dear Sir/Madam

Submission – Proposed Guideline Amendments: Digital Advertising

Thank you for the opportunity to make comment on the new guidelines for proposed digital advertising. Council makes the following comments:

1. Support the need for a clear set of controls to guide electronic signage.
2. The guidelines should clearly define how digital content appears across all advertising mediums to negate the risk of such guidelines being open to interpretation, particularly in relation to:
 - electronic messages that scrolls quickly and in a variety of directions;
 - the length of messages, and the number of characters used;
 - bright and distracting signage (particularly at night); and
 - flashing signage, both the speed and variation.
3. The guidelines should clearly define setbacks, dimensions and appropriate positioning of electronic signage in relation to traffic features such as roundabouts, intersections, changing speed limits and merging lanes.
4. Prohibiting digital signage at known black spots, high volume intersections and railway crossings should be mandated to mitigate risk.
5. The relationship between electronic roadworks signage (necessary) and fixed advertising signage (secondary), and the proximity of the two needs to be considered to limit distraction.
6. With regard to signs that may have already been approved, who will be financially responsible for ensuring these signs are compliant with the newly adopted digital advertising guidelines and safety standards if this is a requirement.

7. The Guideline document is quite complicated, however, the flow chart provided in the guidelines is useful.

If you need further information about this matter, please contact Rebecca Kell, Planning & Development Services Group on (02) 4429 3482. Please quote Council's reference 1948E (D16/16607).

Yours faithfully

A handwritten signature in black ink that reads "Gordon Clark." The signature is written in a cursive, slightly slanted style.

Gordon Clark
Strategic Planning Manager
2 February 2016