

Changes to planning rules for outdoor advertising

Frequently Asked Questions

May 2017

What is being changed?

- State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64) sets out planning controls for advertising and signage in NSW.
- The Department of Planning and Environment and Transport for NSW have worked together to update SEPP 64 in relation to advertising in transport corridors. Transport corridors include major roads or railway corridors, and land that is owned, occupied or managed by Roads and Maritime Services or Sydney Trains and NSW TrainLink.
- Proposed changes to SEPP 64 include:
 - ensuring advertising in transport corridors is permissible with consent;
 - banning most advertising on parked trailers on roads and road related areas;
 - requiring consent to display advertising on trailers parked on private land and seen from a road; and
 - updating terms and definitions used in SEPP 64.

Why are these changes necessary?

- The proposed changes are necessary to ensure a consistent and up-to-date approach for assessing outdoor advertising in transport corridors throughout NSW.
- Safety concerns have been raised about roadside advertising trailers as they block motorists' vision and can distract drivers.
- By reducing the types of roadside trailer advertising currently on our roads we'll minimise risks to drivers.

Will roadside advertising trailers be penalised?

- The proposed changes will introduce \$1500 fines for individuals and \$3000 for businesses who advertise on trailers parked on roads, footpaths, nature strips and road shoulders. The fines will be issued by council.

What consultation has been undertaken?

- From 11 December 2015 to 7 February 2016, the Department of Planning and Environment conducted community consultation on the draft updated Transport Corridor Outdoor Advertising and Signage Guidelines.
- Submissions received during the consultation generally noted that the guidelines urgently needed to be updated to address digital technology, and industry groups supported making advertising permissible with consent in transport corridors.
- In response to submissions, minor amendments to the guidelines are proposed, although these will not need to be put out for further community consultation before finalisation.

How do I comment on the proposal?

- Submissions on the Exhibition of Proposed changes to planning rules for outdoor advertising and signage to increase road and rail safety will close on 30 June 2017.
- You can view and make a submission:
 - Online at planning.nsw.gov.au/proposals

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- the Department's Information Centre,
Level 22, 320 Pitt Street, Sydney.
- You can make a submission by:
 - responding online at:
planning.nsw.gov.au/proposals
 - emailing information@planning.nsw.gov.au
 - by mail to the Executive Director, Regions, Planning Services
GPO Box 39, Sydney, NSW 2001
- All submissions will be made public in line with the Department'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 statement at:
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