

# THE PATH FORWARD

## Remove Clause 16 (4) (b) from SEPP64

- ✓ Keeps the process regulated at state level, which is appropriate as motorways are of state significance and cross many borders.
- ✓ Quickest and most streamlined option to address the problem.
- ✓ The Department will continue to assess the appropriateness of advertising and signage on transport corridor land in accordance with the State policy and Guidelines.
- ✓ No benefit is provided to the state government by retaining this clause.
- ✓ All applications will continue to require approval, demonstrating clear adherence to traffic safety and visual impact regulations.

**Allowing new advertising opportunities on transport corridor land is a good outcome for NSW. The regulation framework for new sites is already in place and effectively mitigates risks associated with traffic safety and visual impact. This framework includes mandatory public benefit outcomes in addition to increased revenue sources for public agencies.**

For further information, please contact:

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### State Environmental Planning Policy No.64 – Advertising and Signage

16 Transport Corridor Land

- (4) This clause does not apply to the display of an advertisement if:
- a) the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provision of the Guidelines, or
  - b) the display of an advertisement on the land concerned is prohibited by a local environmental plan made after the commencement of *State Environmental Planning Policy No. 64 – Advertising and Signage (Amendment No 2)*.

## Next steps

We will be engaging with various stakeholders throughout this process, including:

Consultation with key stakeholders including RMS, Department of Planning and Environment

Formal request to amend SEPP64 submitted to the Department of Planning and Environment

Exhibition of draft amendments

Gazettal of SEPP64 amendments

Section 75W application to modify concept approval

Approval of advertising on selected motorways such as the M7



# THE CASE FOR CHANGE

## Transport Corridor Outdoor Advertising and Signage

Despite having adopted guidelines prepared by the NSW Government Department of Planning and Environment in 2007 for transport corridor outdoor advertising and signage, under the current statutory framework there is still no approval pathway for new billboard advertising on transport corridor land in NSW.

This brochure supports the case to modify the approval pathway for outdoor advertising and signage along transport corridors in NSW.

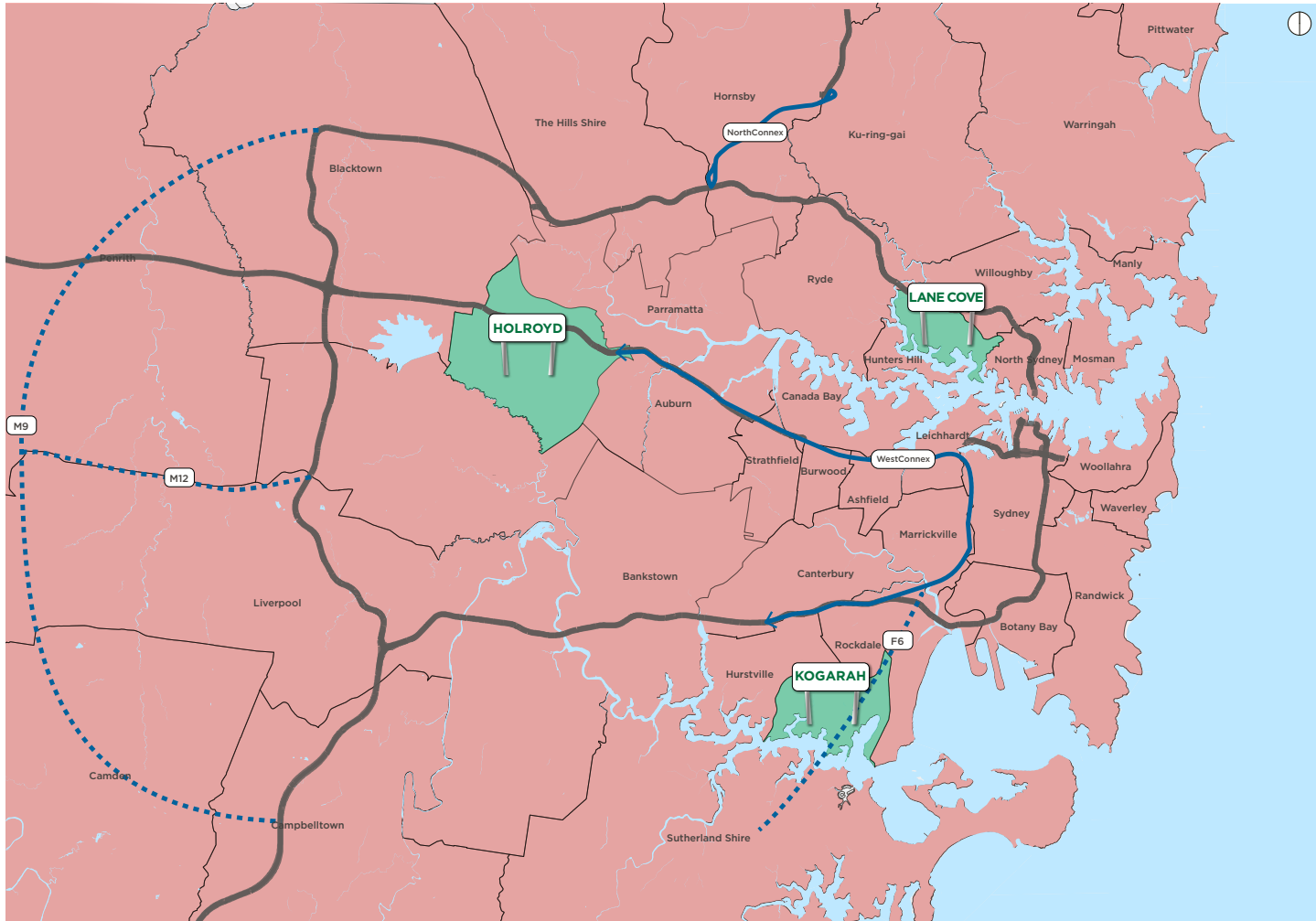


# THE PROBLEM

Outdoor advertising and signage is guided by State Environmental Planning Policy No 64 – Advertising and Signage (SEPP 64) since its introduction in 2001.

SEPP 64 was amended in 2007 (Amendment No 2), which changed the conditions relating to advertising signage to occur on transport corridor land. The amendment included the introduction of Clause 16, which states that despite the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development approval. However, clause 16(4)(b) goes on to say that consent cannot be given for the display of an advertisement on transport corridor land if:

*“the display of an advertisement on the land concerned is prohibited by a local environmental plan made after the commencement of SEPP 64 (Amendment No.2).”*



LGAs which allow signage in SP1 and SP2 zones  
LGAs which do not allow signage in SP1 and SP2 zones  
Existing  
Under construction  
Future

Only 3 LGAs in metropolitan Sydney permit signage in SP2 zones.

Under the Standard Instrument (LEP) Order 2006, LGAs were made to adopt new LEPs that were consistent with terms, structure and definitions of the Standard Instrument.

The intention at the time of the Amendment may have been for each Council to consider the permissibility of advertising on transport corridor land when they adopted the Standard Instrument. However, because the Standard Instrument SP2 Infrastructure zone (which is used for Motorways) prohibits all uses other than roads, this is not what eventuated.

When the final Standard Instrument LEP was gazetted in 2015 only 3 LGAs out of 43 in metropolitan Sydney (prior to amalgamation) included signage in SP2 zones – Holroyd, Kogarah and Lane Cove.

As a result **advertising is now prohibited on almost all transport corridor land in Sydney**, which is not the intention of State Policy.

# WHY FIX THE PROBLEM?

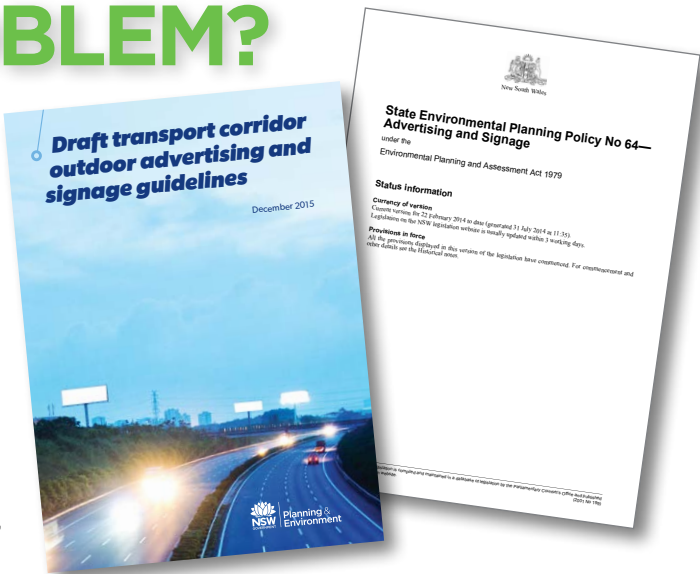
## The Barrier between State policy and implementation

Motorways are of state significance and run across Council boundaries.

The State Government has a policy, the Transport Corridor Outdoor Advertising and Signage Guidelines to guide the assessment of advertising development applications under SEPP 64 on transport corridor land.

These Guidelines are in the process of being amended to address the increasing demand for use of digital media in existing approved sites.

However, despite having world-standard Guidelines in place, new billboard spaces on transport corridor land continue to have no approval pathway due to the lack of LGAs incorporating advertising as a permissible use on SP1 or SP2 land.



Extensive guidelines are already in place to regulate advertising on transport corridor land.

## Public Benefit of Motorway Advertising      Priority for Safety + Good Design

Public Benefit associated with outdoor advertising is mandatory and can include:

- IMPROVED traffic safety
- IMPROVED public transport services
- IMPROVED public amenity
- IMPROVED school safety initiatives

Advertising revenue can be used for:

- school safety initiatives
- cycleways
- pedestrian refuges
- pedestrian bridges

- More revenue to benefit public agencies
- Mandated Public Benefit
- The outdoor advertising industry funds public infrastructure, estimated at more than \$275 million & potential for more.

- CO-ORDINATED SIGNAGE**  
Increasing visual interest and giving an enhanced motorway experience.
- New motorways are planned  
M12  
M9 Outer Sydney Orbital

### Safety

- The Draft Transport Corridor Outdoor Advertising and Signage Guidelines outlines assessment criteria to minimise risk associated with sign location, design, illumination, reflectance and content.
- Advertising of NSW government road safety messages is commonplace.
- There is no clear relationship between the installation of regulated transport corridor advertising and crash data.

### Amenity

- The Draft Transport Corridor Outdoor Advertising and Signage Guidelines outline design assessment criteria for consent authorities, and specifically for transport corridors to ensure that high quality outcomes.
- Each signage DA is assessed on its merits with consideration to visual impacts.

