

Our Ref: D02931636

29 June 2017

Mr Stephen Murray  
Executive Director, Regions  
NSW Planning & Environment

**By email to:** [information@planning.nsw.gov.au](mailto:information@planning.nsw.gov.au)

Dear Mr Murray,

**Re: Submission – Changes to Planning Rules for Outdoor Advertising**

Thank you for providing the opportunity to comment on the proposed changes to *State Environmental Planning Policy No. 64-Advertising and Signage* (SEPP 64) and the *Environmental Planning and Assessment Regulation 2000* (Regulation). The following comments address the proposed changes to SEPP 64 and the Regulation as set-out in the NSW Planning & Environment document "Explanation of Intended Effect".

***Repeal of clause 16(4)(b)***

The repeal of clause 16(4)(b) does not affect the operation of Randwick LEP 2012 (RLEP 2012) as drafted and its provisions are consistent with SEPP 64. RLEP 2012 *Schedule 2 Exempt Development* outlines the types of signs which may be carried out without the need for development consent (but which still may require approvals, licencing or permits under other Acts). This amendment will create greater clarity in the application of the SEPP and is supported.

***New policy regarding the display of advertising on trailers within or within view of roads or road related areas***

Council supports the proposed amendments to SEPP 64 in respect to the use of trailers for the purpose of displaying advertisements that are situated on roads and road related areas. The inclusion of clause 27A as proposed in the Schedule 1 amendments of SEPP 64 will, in effect, proscribe the use of vehicle trailers that are parked on public roads for the specific purpose of displaying advertisements. This activity is a regular concern for Council and residents and is a major source of visual pollution and clutter which impacts visual amenity and in certain circumstances causes distraction to road users. In addition, it is Council officers' view that the inclusion of clause 27A, as proposed, will provide greater clarity as to the circumstances whereby the display of advertisements on trailers is considered to be unlawful. This will, in-turn, assist councils in addressing this type of unauthorised development.

It is Council's view that access to the registered owner's details of trailers that offend against proposed clause 27A is essential for enforcement efficiency. In this regard, consideration should be given to allow councils to access the Roads and Maritime Services vehicle registration data base for the purpose of obtaining the registered owner's details of an offending trailer.

## **Updated terms and definitions**

The updated terms are supported as this provides clarity and will improve the operation of the SEPP.

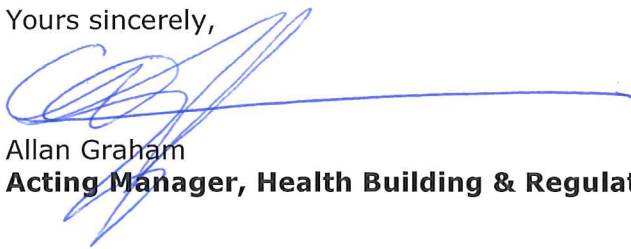
## **Amendments to *Environmental Planning and Assessment Regulation 2000***

Council supports the proposed amendments Schedule 5 of the Regulation to include a specific Penalty Notice offence for acting contrary to the proposed clause 27A of SEPP 64.

A further note for the Department's consideration in the SEPP review is to strengthen the provisions in Schedule 1 relating to illumination of signs. Given the increased use of digital signs particularly along transport corridors, consideration should be given to setting an appropriate standard for intensity of illumination as well as the frequency of movement (scrolling). This is required to ensure that road users are not distracted or dazzled by the signage and that illuminated signs do not pose a hazard to drivers.

Should you require further information or wish to discuss this submission in greater detail, please do not hesitate to contact Roman Wereszczynski – Manager, Health Building & Regulatory Services on 9093 6947 or myself on 9093 6970.

Yours sincerely,



Allan Graham

**Acting Manager, Health Building & Regulatory Services**