# STRATHFIELD COUNCIL

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Executive Director
Regions, Planning Services
Department of Planning and Environment
GPO Box 39,
Sydney, NSW 2001

Also by e-mail: information@planning.nsw.gov.au

To whom it may concern,

**Re:  Strathfield Council Submission – State Environmental Planning Policy No. 64 – Advertising and Signage**

Thank you for the opportunity to comment on the review of *State Environmental Planning Policy No. 64 – Advertising and Signage (SEPP 64)*.

Strathfield Council has reviewed the proposed changes to *SEPP 64* and generally supports the amendments to:

- Repeal clause 16(4)(b) to enable all advertising in transport corridors as permissible with consent;
- Prohibit trailer advertisements (excluding advertisements ancillary to the dominant purpose of the trailer and parked on behalf of public authorities);
- Require consent for advertisements on trailers parked on private land but visible from a road; and
- Update terms and definitions in *SEPP 64*.

Council provides the following comments:

Permissibility of advertisements in transport corridors

Currently, under *Strathfield Local Environmental Plan 2012 (SLEP)*, advertising structures are prohibited in the SP2 Infrastructure zone (Classified Road).

The repeal of clause 16 (4)(b) will result in advertising in transit corridors being permissible with consent despite their prohibition in the *SLEP*. It is generally supported by Council if revenue is used to fund public benefit programs. It is requested that Council continue to be notified of proposed advertising in transport corridors and provided at least 28 days to comment in accordance with Clause 16 (3)(a) of *SEPP 64*.

Advertising on trailers

Council agrees that advertising on trailers should be reduced in order to minimise risks to motorists and pedestrians within or within view of roads or road related areas. As such, Council supports the prohibition of advertisements on trailers proposed in new clause 27A of

*SEPP 64.*

Furthermore, the applicable fine of $1,500 for individuals and $3,000 for businesses in breach of new clause 27A is welcomed by Council, however the effectiveness of its enforcement by Council will be limited by Council resources.

## Updated terms and definitions

Council supports updating the terms and definitions in *SEPP 64* to ensure consistency with the Standard Instrument. This will assist councils and any relevant stakeholders to interpret the Environmental Planning Instruments more clearly and prevent any confusion when applying *SEPP 64* to developments.

## Other suggested changes

Council agrees that the 'Transport Corridor Outdoor Advertising and Signage Guidelines' require an urgent update to address digital technology. As such, the guidelines should be reviewed to refer to specific requirements with regards to illumination, flashing and moving elements, and the safety of pedestrians and motorists.

It is noted that the Guidelines were introduced in 2007. In order to ensure consistency, it is suggested that the Guidelines be updated to align with the proposed amendments to *SEPP 64* and any other relevant updates.

Clarification is sought as to whether local government authorities (i.e. councils) will be considered public authorities under *SEPP 64* that are exempt from the prohibition of advertisement trailers.

It is considered in Council's interest that local government authorities be provided the ability to display advertisement on trailers where necessary for the provision of information to the public, notices regarding amendments to Council policies and issues considered relevant by Council.

Should you have any queries regarding this submission, please do not hesitate to contact Council's Strategic Planning Officer, Joanne Chan, on 9748 9615 or at joanne.chan@strathfield.nsw.gov.au

Yours faithfully,

Silvio Falato
**A/Director Infrastructure and Development**