

Council Ref: 17/119869  
Your Ref:

29 June 2017

Executive Director, Regions, Planning Services  
Department of Planning & Environment  
GPO Box 39  
SYDNEY NSW 2001

Dear Sir/Madam

**Proposed changes to planning rules for outdoor advertising –  
Review of SEPP 64**

Thank you for the opportunity to provide feedback on the draft amendments to *State Environmental Planning Policy No. 64 – Advertising & Signage* (SEPP 64) and *Environmental Planning and Assessment Regulation 2000*. Council's staff have reviewed the draft amendments and, while the matter has not been reported to Council, I provide the following comments from our relevant Planning & Development staff;

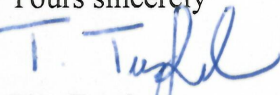
- We are generally supportive of the proposed amendments, in particular the amenity benefits in reduced visual impacts and distractions to motorists caused by roadside advertising trailers and the associated penalties. The ability for councils to issue financial penalties for illegal trailer advertising is a welcome initiative, providing a more time and resource effective method of enforcement action against trailer advertising.
- Concern is raised with the proposed repeal of cl 16(4)(b) that would increase opportunities for advertising in transport corridors with consent from Council or the Minister.

Transport corridors within the Woollahra Local Government Area include classified roads and rail infrastructure facilities. These corridors are zoned SP2 Infrastructure and advertising structures are currently prohibited in that zone under *Woollahra Local Environmental Plan 2014* (WLEP 2014). The classified roads and rail corridor traverse through sensitive areas such as heritage conservation areas, residential neighbourhoods and recreation areas.

Advertising structures in these areas would significantly reduce visual amenity and be incompatible with the context and desired future character of these areas.

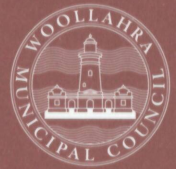
Please do not hesitate to contact Michelle Easton, Council's Development Compliance Officer by phone on 9391 7149 or by email at [michelle.easton@woollahra.nsw.gov.au](mailto:michelle.easton@woollahra.nsw.gov.au).

Yours sincerely



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Manager - Compliance

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