31 January 2016

Metropolitan Delivery CBD
Department of Planning and Environment
GPO Box 39
Sydney NSW 2001

PIA Submission – Draft transport corridor outdoor advertising and signage guidelines

1. Introduction

PIA NSW is a strong supporter for the simplification, clarification and consistency of implementation of planning frameworks. PIA NSW has supported government planning reforms to provide for a better and improved planning environment in NSW and welcomes the opportunity to provide comments on the “Draft transport corridor outdoor advertising and signage guidelines” as it relates to SEPP 64 – Advertising and Signage.

PIA NSW has examined the proposed changes to the Transport Corridor Outdoor Advertising and Signage Guidelines and supports the amendments as it provides for information about the assessment of signs, especially related to changes in technology.

PIA NSW would like to recommend further considerations on a few aspects to ensure the improvements to the planning system.

2. Submission

Signage along major corridors is often considered by the government or the local residents as a sensitive issue particularly in relation to their design and placement, whether in a rural or urban area. For this reason PIA NSW support the government having a guidelines that support SEPP64.

However we propose the following considerations:-

• The draft Transport Corridor Outdoor Advertising and Signage Guidelines does provide further information on corridor signage, particularly electronic signs. However when reviewing the Guidelines it is not easy to clearly identify where all amendments are made. A more transparent
option could have been included identification of the proposed changes in another colour or
demonstrated through track changes. The transparency would assist all government and private
sector planners or signage companies in its review and understanding.

• Large outdoor signage, whether for identification or advertising, creates conflicts between
stakeholders. The key issue relates to the impact of the design and location on the residents and
surrounding character. PIA NSW therefore proposes that there needs to be further guideline to
criteria relating to visibility and the impacting residential areas, particularly where signs are
illuminated.

• Planners and operators or owners of the signage often have differences in opinions/assessment
over the placement and design of the signs. Operators wish the signs to be visible so they can
promote the identification or advertising, while the local stakeholders tend to focus on the impact
of the landscape and surrounding area. It is considered that further guidelines and a consistent
approach for both government and private signs should be included within the draft Guidelines.

• The inclusion of guidelines on the more contemporary issues related to technology, illumination
and digital media is supported by PIA NSW. The section 2.5.8 is useful to both planners and the
industry. However, the re-assessment after their installation and the road safety checks provide
concern for government particularly regarding resourcing and enforcement. Further discussion
with local government is requested in this regard.

• Although this has not necessarily proposed to be changed in the Draft, the most significant issue
and complexity is the principle of public benefit test, as outlined in section 4 of the draft
Guideline. The greatest time delays and issues for contention is the implementation of the extent
of the public benefit test. Similar to the principle and application on Voluntary Planning
Agreements (VPAs) or Section 94, PIA NSW recommend that the principle of nexus be
implemented. Planners and operators in the industry would benefit for additional guidance or
clarity, such that provided by many Council VPA policy, or direction provided by IPART in Section
94.

Conclusion

PIA welcomes the opportunity to make this submission and would be pleased to discuss any aspect of
the points raised.

PIA NSW has believes that the amendments to the draft Guidelines will improve the consistency of
application and implementation of Transport Corridor Outdoor Advertising and Signage Guidelines.

Yours Sincerely

Marjorie Fergusson MPIA CPP

NSW President