

# State Environmental Planning Policy No 64—Advertising and Signage (2001 EPI 199)

[2001-199]



New South Wales

## Status Information

### Currency of version

Repealed version for 26 November 2021 to 28 February 2022 (accessed 17 July 2024 at 19:19)

Legislation on this site is usually updated within 3 working days after a change to the legislation.

### Provisions in force

The provisions displayed in this version of the legislation have all commenced.

### Notes—

- **Repeal**  
This Policy was repealed by [State Environmental Planning Policy \(Industry and Employment\) 2021 \(723\)](#), Sch 6, sec 4 with effect from 1.3.2022.
- **Does not include amendments by**  
Cl 15(4) of this Policy (Cl 15(4) repeals cl 15(2)(a)(ii) at the end of 30.6.2023)  
Cl 31(2) of this Policy (Cl 31(2) repeals cl 31 at the end of 30.6.2023)

### Authorisation

This version of the legislation is compiled and maintained in a database of legislation by the Parliamentary Counsel's Office and published on the NSW legislation website, and is certified as the form of that legislation that is correct under section 45C of the [Interpretation Act 1987](#).

File last modified 1 March 2022

# State Environmental Planning Policy No 64—Advertising and Signage (2001 EPI 199)



New South Wales

## Contents

<b>Part 1 Preliminary</b> .....	4
1 Name of Policy .....	4
2 Commencement .....	4
3 Aims, objectives etc.....	4
4 Definitions .....	4
5 Area of application of this Policy .....	8
6 Signage to which this Policy applies .....	8
7 Relationship with other environmental planning instruments .....	9
<b>Part 2 Signage generally</b> .....	9
8 Granting of consent to signage .....	9
<b>Part 3 Advertisements</b> .....	9
<b>Division 1 General</b> .....	9
9 Advertisements to which this Part applies .....	9
10 Prohibited advertisements.....	10
<b>Division 2 Control of advertisements</b> .....	10
11 Requirement for consent .....	10
12 Consent authority .....	10
13 Matters for consideration .....	11
14 Duration of consents .....	12

<b>Division 3 Particular advertisements</b> .....	12
15 Advertisements on rural or non-urban land .....	12
16 Transport corridor land .....	13
17 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground .....	14
18 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road .....	15
19 Advertising display area greater than 45 square metres .....	15
20 Location of certain names and logos .....	15
21 Roof or sky advertisements .....	16
22 Wall advertisements .....	17
23 Freestanding advertisements .....	17
24 Advertisements on bridges .....	18
25 Special promotional advertisements .....	18
26 Building wrap advertisements .....	18
27 Advertisements within navigable waters .....	19
27A Advertisements on trailers parked on (or visible from) roads or road related areas .....	19
28 Application of provisions of this Division .....	20
<b>Part 4 Miscellaneous</b> .....	20
29 Advertising design analysis .....	20
30 (Repealed) .....	20
31 Consultation with TfNSW .....	20
32 Applications made before the commencement of this Policy .....	20
32A Savings for development applications made before SEPP No 64—Advertising and Signage (Amendment No 2) .....	20
33 Exempt development .....	21
34 Review of Policy .....	21
35 Savings for draft local environmental plans not yet completed by 30 June 2023 .....	21
<b>Schedule 1 Assessment criteria</b> .....	21

# State Environmental Planning Policy No 64—Advertising and Signage (2001 EPI 199)



New South Wales

## Part 1 Preliminary

### 1 Name of Policy

This Policy is *State Environmental Planning Policy No 64—Advertising and Signage*.

### 2 Commencement

This Policy commences on 16 March 2001.

### 3 Aims, objectives etc

(1) This Policy aims—

(a) to ensure that signage (including advertising)—

- (i) is compatible with the desired amenity and visual character of an area, and
- (ii) provides effective communication in suitable locations, and
- (iii) is of high quality design and finish, and

(b) to regulate signage (but not content) under Part 4 of the Act, and

(c) to provide time-limited consents for the display of certain advertisements, and

(d) to regulate the display of advertisements in transport corridors, and

(e) to ensure that public benefits may be derived from advertising in and adjacent to transport corridors.

(2) This Policy does not regulate the content of signage and does not require consent for a change in the content of signage.

### 4 Definitions

(1) In this Policy—

**advertisement** means signage to which Part 3 applies and includes any advertising structure for the advertisement.

**advertising display area** means, subject to subclause (2), the area of an advertisement or advertising structure used for signage, and includes any borders of, or surrounds to, the advertisement or advertising structure, but does not include safety devices, platforms or lighting devices associated with advertisements or advertising structures.

**advertising industry** means the Outdoor Media Association and includes, in relation to a locality, a body that represents businesses that manage advertising in the locality.

**advertising structure** means a structure or vessel that is principally designed for, or that is used for, the display of an advertisement.

**associated road use land**, in relation to a road, means—

- (a) land on which road infrastructure associated with the road is located, or
- (b) land that is owned, occupied or managed by the roads authority for the road and that is used for road purposes or associated purposes (such as administration, workshop and maintenance facilities, bus interchanges and roadside landscaping).

**building identification sign** has the same meaning as in the Standard Instrument.

**building wrap advertisement** means an advertisement used in association with the covering or wrapping of—

- (a) a building or land, or
  - (b) a building that is under construction, renovation, restoration or demolition,
- but does not include a wall advertisement.

**business identification sign** has the same meaning as in the Standard Instrument.

**classified road** means a road classified under Part 5 of the [Roads Act 1993](#).

**consent authority** means the consent authority determined in accordance with clause 12.

**display** includes the erection of a structure for the purposes of display and the use of land, or a building on land, for the purposes of display.

**freestanding advertisement** means an advertisement that is displayed on an advertising structure that is mounted on the ground on one or more supports.

**Guidelines** means the provisions of the publication titled *Transport Corridor Outdoor Advertising and Signage Guidelines* approved by the Minister for the purposes of this

Policy and published in the Gazette on the date on which *State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 3)* is published on the NSW legislation website.

**Editorial note—**

For guidelines published under this definition see Gazette 127 of 29.11.2017, p 7325.

**Mount Panorama Precinct** means the land shown edged heavy black on the map marked “*State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 1)*” deposited in the principal office of the Department of Planning.

**navigable waters** has the same meaning as in the *Marine Safety Act 1998*.

**NSW Trains** means NSW Trains constituted under the *Transport Administration Act 1988*.

**product image** means any words, letters, symbols or images that identify a product or corporate body, but does not include any object to which the words, letters, symbols or images are attached or appended.

**public art policy** means a policy adopted by a consent authority, in a development control plan or otherwise, that establishes forms and locations for art works in the public domain.

**RailCorp** means Rail Corporation New South Wales constituted under the *Transport Administration Act 1988*.

**railway corridor** means the following land—

- (a) land on which railway track and associated railway infrastructure is located (including stations and platforms),
- (b) land that is adjacent to land referred to in paragraph (a) and that is owned, occupied or managed by RailCorp or Sydney Metro and used for railway purposes or associated purposes (such as administration, workshop and maintenance facilities and bus interchanges),
- (c) land zoned for railway (including railway corridor) purposes under an environmental planning instrument,
- (d) land identified as a railway corridor in an approval of a transitional Part 3A project (within the meaning of Schedule 6A to the Act), an approval to carry out State significant infrastructure or a development consent given by the Minister.

**road corridor** means the following land—

- (a) land comprising a classified road or a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the

M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, and associated road use land that is adjacent to such a road,

- (b) land zoned for road purposes under an environmental planning instrument,
- (c) land identified as a road corridor in an approval of a transitional Part 3A project (within the meaning of Schedule 6A to the Act), an approval to carry out State significant infrastructure or a development consent given by the Minister.

**roof or sky advertisement** means an advertisement that is displayed on, or erected on or above, the parapet or eaves of a building.

**signage** means all signs, notices, devices, representations and advertisements that advertise or promote any goods services or events and any structure or vessel that is principally designed for, or that is used for, the display of signage and includes—

- (a) building identification signs, and
- (b) business identification signs, and
- (c) advertisements to which Part 3 applies,

but does not include traffic signs or traffic control facilities.

**special promotional advertisement** means an advertisement for an activity or event of a civic or community nature, but does not include a wall advertisement.

**Standard Instrument** means the standard instrument set out in the [Standard Instrument \(Local Environmental Plans\) Order 2006](#).

**Sydney Trains** means Sydney Trains constituted under the [Transport Administration Act 1988](#).

**TfNSW** means Transport for NSW constituted under the [Transport Administration Act 1988](#).

**the Act** means the [Environmental Planning and Assessment Act 1979](#).

**transport corridor land** means the following land—

- (a) land comprising a railway corridor,
- (b) land comprising a road corridor,
- (c) land zoned industrial under an environmental planning instrument and owned, occupied or managed by TfNSW, Sydney Metro or RailCorp.

**wall advertisement** means an advertisement that is painted on or fixed flat to the wall of a building, but does not include a special promotional advertisement or

building wrap advertisement.

**Note—**

The Act and the *Interpretation Act 1987* contain definitions and other provisions that affect the interpretation and application of this Policy.

- (2) The advertising display area of an advertising structure that contains advertising on two or more sides is to be calculated separately for each side and is not the sum of the display areas on all sides.
- (3) In this Policy, a reference to a zone, in relation to an environmental planning instrument, is a reference to an area, reserve or zone (within the meaning of the instrument) identified in the instrument by the words or expressions used in this Policy to describe the zone or by like descriptions or by descriptions that incorporate any of those words or expressions.
- (4) Notes in this Policy do not form part of it.

## **5 Area of application of this Policy**

- (1) This Policy applies to the whole of the State.
- (2) Without limiting subclause (1), this Policy applies to all land and structures within the State and all vessels on navigable waters.
- (3) Despite subclause (1), this Policy does not apply to the following land—

Land to which *State Environmental Planning Policy (Kosciuszko National Park—Alpine Resorts) 2007* applies

Land to which *State Environmental Planning Policy (Western Sydney Parklands) 2009* applies

## **6 Signage to which this Policy applies**

- (1) This Policy applies to all signage that—
  - (a) can be displayed with or without development consent under another environmental planning instrument that applies to the signage, and
  - (b) is visible from any public place or public reserve,except as provided by this Policy.

**Note—**

**Public place** and **public reserve** are defined in section 4 (1) of the Act to have the same meanings as in the *Local Government Act 1993*.

- (2) This Policy does not apply to signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it, or that is



exempt development under this Policy.

## **7 Relationship with other environmental planning instruments**

In the event of an inconsistency between this Policy and another environmental planning instrument, whether made before or after this Policy, this Policy prevails to the extent of the inconsistency.

### **Note—**

This Policy will have the effect of modifying, and having paramountcy over, the provisions of some other environmental planning instruments that permit the display of signage with or without development consent. This is particularly so in the case of large advertisements, being advertisements of the kind referred to in Part 3. This Policy (other than clause 16) will not override a prohibition on the display of signage that is contained in another environmental planning instrument. Because of some provisions, such as clauses 10 and 21, it may add prohibitions on advertising if the advertising is proposed to be displayed in certain circumstances, such as on environmentally sensitive or environmentally significant land or in the form of a roof or sky advertisement.

## **Part 2 Signage generally**

### **8 Granting of consent to signage**

A consent authority must not grant development consent to an application to display signage unless the consent authority is satisfied—

- (a) that the signage is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and
- (b) that the signage the subject of the application satisfies the assessment criteria specified in Schedule 1.

## **Part 3 Advertisements**

### **Division 1 General**

#### **9 Advertisements to which this Part applies**

- (1) This Part applies to all signage to which this Policy applies, other than the following—
  - (a) business identification signs,
  - (b) building identification signs,
  - (c) signage that, or the display of which, is exempt development under an environmental planning instrument that applies to it,
  - (d) signage on vehicles.
- (2) Despite subclause (1) (d), clause 27A applies to signage on a trailer (within the meaning of the [Road Transport Act 2013](#)).

## **10 Prohibited advertisements**

- (1) Despite the provisions of any other environmental planning instrument, the display of an advertisement is prohibited on land that, under an environmental planning instrument, is within any of the following zones or descriptions—
- environmentally sensitive area
  - heritage area (excluding railway stations)
  - natural or other conservation area
  - open space
  - waterway
  - residential (but not including a mixed residential and business zone, or similar zones)
  - scenic protection area
  - national park
  - nature reserve
- (2) This clause does not apply to the following—
- (a) the Mount Panorama Precinct,
  - (b) the display of an advertisement at a public sporting facility situated on land zoned public recreation under an environmental planning instrument, being an advertisement that provides information about the sponsors of the teams or organisations using the sporting facility or about the products of those sponsors.

## **Division 2 Control of advertisements**

### **11 Requirement for consent**

A person must not display an advertisement, except with the consent of the consent authority or except as otherwise provided by this Policy.

### **12 Consent authority**

For the purposes of this Policy, the consent authority is—

- (a) the council of a local government area in the case of an advertisement displayed in the local government area (unless paragraph (c), (d) or (e) applies), or
- (b) TfNSW in the case of an advertisement displayed on a vessel, or
- (c) the Minister for Planning in the case of an advertisement displayed by or on behalf of

- RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor, or
- (d) the Minister for Planning in the case of an advertisement displayed by or on behalf of RMS on—
- (i) a road that is a freeway or tollway (under the [Roads Act 1993](#)) or associated road use land that is adjacent to such a road, or
  - (ii) a bridge constructed by or on behalf of TfNSW on any road corridor, or
  - (iii) land that is owned, occupied or managed by TfNSW, or
- (e) the Minister for Planning in the case of an advertisement displayed on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.

### **13 Matters for consideration**

- (1) A consent authority (other than in a case to which subclause (2) applies) must not grant consent to an application to display an advertisement to which this Policy applies unless the advertisement or the advertising structure, as the case requires—
- (a) is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and
  - (b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 1 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and
  - (c) satisfies any other relevant requirements of this Policy.
- (2) If the Minister for Planning is the consent authority or clause 18 or 24 applies to the case, the consent authority must not grant consent to an application to display an advertisement to which this Policy applies unless the advertisement or the advertising structure, as the case requires—
- (a) is consistent with the objectives of this Policy as set out in clause 3 (1) (a), and
  - (b) has been assessed by the consent authority in accordance with the assessment criteria in Schedule 1 and in the Guidelines and the consent authority is satisfied that the proposal is acceptable in terms of—
    - (i) design, and
    - (ii) road safety, and
    - (iii) the public benefits to be provided in connection with the display of the advertisement, and

(c) satisfies any other relevant requirements of this Policy.

- (3) In addition, if clause 18 or 24 applies to the case, the consent authority must not grant consent unless arrangements that are consistent with the Guidelines have been entered into for the provision of the public benefits to be provided in connection with the display of the advertisement.

#### **14 Duration of consents**

- (1) A consent granted under this Part ceases to be in force—
- (a) on the expiration of 15 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or
  - (b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.
- (2) The consent authority may specify a period of less than 15 years only if—
- (a) before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or
  - (b) the area in which the advertisement is to be displayed is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed advertisement would be inconsistent with that change, or
  - (c) the specification of a lesser period is required by another provision of this Policy.

### **Division 3 Particular advertisements**

#### **15 Advertisements on rural or non-urban land**

- (1) This clause applies to land that, under an environmental planning instrument, is within a rural or non-urban zone and on which an advertisement may be displayed with the consent of the consent authority.
- (2) Except in a case to which subclause (3) applies, the consent authority must not grant consent to display an advertisement on land to which this clause applies—
- (a) unless a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct in consultation with—
    - (i) the advertising industry and any body that is representative of local businesses, such as a chamber of commerce, and

- (ii) if the land to which the development control plan relates is within 250 metres of a classified road, TfNSW,  
  
and the display of the advertisement is consistent with the development control plan, or
  - (b) if no such development control plan is in force, unless—
    - (i) the advertisement relates to the land on which the advertisement is to be displayed, or to premises situated on that land or adjacent land, and
    - (ii) specifies one or more of the following particulars—
      - (A) the purpose for which the land or premises is or are used,
      - (B) the identification of a person residing or carrying on an occupation or business on the land or premises,
      - (C) a description of an occupation or business referred to in sub-subparagraph (B),
      - (D) particulars of the goods or services dealt with or provided on the land or premises, or
      - (E) (Repealed)
  - (c) if no such development control plan is in force, unless the advertisement is a notice directing the travelling public to tourist facilities or activities or to places of scientific, historical or scenic interest.
- (3) In the case of an application to display an advertisement on transport corridor land when the Minister is the consent authority, the consent authority must not grant consent to display an advertisement on land to which this clause applies unless the consent authority is satisfied that the advertisement is consistent with the Guidelines.
- (4) Clause 15(2)(a)(ii) is repealed at the end of 30 June 2023.

## **16 Transport corridor land**

- (1) Despite clause 10 (1) and the provisions of any other environmental planning instrument, the display of an advertisement on transport corridor land is permissible with development consent in the following cases—
  - (a) the display of an advertisement by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW on a railway corridor,
  - (b) the display of an advertisement by or on behalf of TfNSW on—
    - (i) a road that is a freeway or tollway (under the *Roads Act 1993*) or associated

- road use land that is adjacent to such a road, or
  - (ii) a bridge constructed by or on behalf of TfNSW on any road corridor, or
  - (iii) land that is owned, occupied or managed by TfNSW and that is within 250 metres of a classified road,
- (c) the display of an advertisement on transport corridor land comprising a road known as the Sydney Harbour Tunnel, the Eastern Distributor, the M2 Motorway, the M4 Motorway, the M5 Motorway, the M7 Motorway, the Cross City Tunnel or the Lane Cove Tunnel, or associated road use land that is adjacent to such a road.
- (2) Before determining an application for consent to the display of an advertisement in such a case, the Minister for Planning may appoint a design review panel to provide advice to the Minister concerning the design quality of the proposed advertisement.
- (3) The Minister must not grant consent to the display of an advertisement in such a case unless—
- (a) (Repealed)
  - (b) the advice of any design review panel appointed by the Minister has been considered by the Minister, and
  - (c) the Minister is satisfied that the advertisement is consistent with the Guidelines.
- (4) This clause does not apply to the display of an advertisement if the Minister determines that display of the advertisement is not compatible with surrounding land use, taking into consideration any relevant provisions of the Guidelines.

**17 Advertisements with display area greater than 20 square metres or higher than 8 metres above ground**

- (1) This clause applies to an advertisement—
- (a) that has a display area greater than 20 square metres, or
  - (b) that is higher than 8 metres above the ground.
- (2) (Repealed)
- (3) The consent authority must not grant consent to an application to display an advertisement to which this clause applies unless—
- (a) the applicant has provided the consent authority with an impact statement that addresses the assessment criteria in Schedule 1 and the consent authority is satisfied that the proposal is acceptable in terms of its impacts, and
  - (b) (Repealed)

- (c) the consent authority gave a copy of the application to TfNSW before the application is exhibited if the application is an application for the display of an advertisement to which clause 18 applies.

**18 Advertisements greater than 20 square metres and within 250 metres of, and visible from, a classified road**

- (1) This clause applies to the display of an advertisement to which clause 17 applies, that is within 250 metres of a classified road any part of which is visible from the classified road.
- (2) The consent authority must not grant development consent to the display of an advertisement to which this clause applies without the concurrence of TfNSW.
- (3) In deciding whether or not concurrence should be granted, TfNSW must take into consideration—
  - (a) the impact of the display of the advertisement on traffic safety, and
  - (b) the Guidelines.
  - (c) (Repealed)
- (4) If TfNSW has not informed the consent authority within 21 days after the copy of the application is given to it under clause 17(3)(c) that it has granted, or has declined to grant, its concurrence, TfNSW is taken to have granted its concurrence.
- (5) Nothing in this clause affects clause 16.
- (6) This clause does not apply when the Minister for Planning is the consent authority.

**19 Advertising display area greater than 45 square metres**

The consent authority must not grant consent to the display of an advertisement with an advertising display area greater than 45 square metres unless—

- (a) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct, or
- (b) in the case of the display of an advertisement on transport corridor land, the consent authority is satisfied that the advertisement is consistent with the Guidelines.

**20 Location of certain names and logos**

- (1) The name or logo of the person who owns or leases an advertisement or advertising structure may appear only within the advertising display area.
- (2) If the advertising display area has no border or surrounds, any such name or logo is to be located—

- (a) within the advertisement, or
  - (b) within a strip below the advertisement that extends for the full width of the advertisement.
- (3) The area of any such name or logo must not be greater than 0.25 square metres.
- (4) The area of any such strip is to be included in calculating the size of the advertising display area.

## **21 Roof or sky advertisements**

- (1) The consent authority may grant consent to a roof or sky advertisement only if—
- (a) the consent authority is satisfied—
    - (i) that the advertisement replaces one or more existing roof or sky advertisements and that the advertisement improves the visual amenity of the locality in which it is displayed, or
    - (ii) that the advertisement improves the finish and appearance of the building and the streetscape, and
  - (b) the advertisement—
    - (i) is no higher than the highest point of any part of the building that is above the building parapet (including that part of the building (if any) that houses any plant but excluding flag poles, aerials, masts and the like), and
    - (ii) is no wider than any such part, and
  - (c) a development control plan is in force that has been prepared on the basis of an advertising design analysis for the relevant area or precinct and the display of the advertisement is consistent with the development control plan.
- (2) A consent granted under this clause ceases to be in force—
- (a) on the expiration of 10 years after the date on which the consent becomes effective and operates in accordance with section 83 of the Act, or
  - (b) if a lesser period is specified by the consent authority, on the expiration of the lesser period.
- (3) The consent authority may specify a period of less than 10 years only if—
- (a) before the commencement of this Part, the consent authority had adopted a policy of granting consents in relation to applications to display advertisements for a lesser period and the duration of the consent specified by the consent authority is consistent with that policy, or



- (b) the area is undergoing change in accordance with an environmental planning instrument that aims to change the nature and character of development and, in the opinion of the consent authority, the proposed roof or sky advertisement would be inconsistent with that change.

## 22 Wall advertisements

- (1) Only one wall advertisement may be displayed per building elevation.
- (2) The consent authority may grant consent to a wall advertisement only if—
  - (a) the consent authority is satisfied that the advertisement is integrated with the design of the building on which it is to be displayed, and
  - (b) for a building having—
    - (i) an above ground elevation of 200 square metres or more—the advertisement does not exceed 10% of the above ground elevation, and
    - (ii) an above ground elevation of more than 100 square metres but less than 200 square metres—the advertisement does not exceed 20 square metres, and
    - (iii) an above ground elevation of 100 square metres or less—the advertisement does not exceed 20% of the above ground elevation, and
  - (c) the advertisement does not protrude more than 300 millimetres from the wall, unless occupational health and safety standards require a greater protrusion, and
  - (d) the advertisement does not protrude above the parapet or eaves, and
  - (e) the advertisement does not extend over a window or other opening, and
  - (f) the advertisement does not obscure significant architectural elements of the building, and
  - (g) a building identification sign or business identification sign is not displayed on the building elevation.
- (2A) In the case of the display of a wall advertisement on transport corridor land, subclause (2) does not apply and the consent authority may grant consent only if satisfied that the advertisement is consistent with the Guidelines.
- (3) In this clause, **building elevation** means an elevation of a building as commonly shown on building plans.

## 23 Freestanding advertisements

- (1) The consent authority may grant consent to the display of a freestanding advertisement only if the advertising structure on which the advertisement is

displayed does not protrude above the dominant skyline, including any buildings, structures or tree canopies, when viewed from ground level within a visual catchment of 1 kilometre.

- (2) This clause does not prevent the consent authority, in the case of a freestanding advertisement on land within a rural or non-urban zone, from granting consent to the display of the advertisement under clause 15.

#### **24 Advertisements on bridges**

- (1) A person may, with the consent of the consent authority, display an advertisement on a bridge.
- (2) The consent authority may grant consent only if the consent authority is satisfied that the advertisement is consistent with the Guidelines.
- (3) (Repealed)

#### **25 Special promotional advertisements**

- (1) A person may, with the consent of the consent authority, display a special promotional advertisement on land zoned for business, commercial or industrial purposes.
- (2) The consent authority may grant consent only if—
  - (a) a development control plan applies to the land on which the special promotional advertisement is to be displayed that has been made having regard to a public art policy of the consent authority and the display of the advertisement is consistent with the development control plan, and
  - (b) the display of the advertisement is limited in time to a total of 3 months in any 12-month period, and
  - (c) any product image or corporate branding does not occupy more than 5% of the advertising display area and accords with the public art policy of the consent authority.
- (3) A special promotional advertisement may cover the entire facade or hoarding of a building or site, subject to this clause.

#### **26 Building wrap advertisements**

- (1) A person may, with the consent of the consent authority, display a building wrap advertisement on land zoned for business, commercial or industrial purposes.
- (2) The consent authority may grant consent only if—
  - (a) a development control plan applies to the land on which the building wrap

advertisement is to be displayed that has been made having regard to a public art policy of the consent authority and the display of the advertisement is consistent with the development control plan, and

- (b) the display of the advertisement is limited in time to a maximum of 12 months, and
- (c) any product image or corporate branding does not occupy more than 5% of the advertising display area and accords with the public art policy of the consent authority.

(2A) In the case of the display of a building wrap advertisement on transport corridor land, subclause (2) does not apply and the consent authority may grant consent only if satisfied that the advertisement is consistent with the Guidelines.

(3) A building wrap advertisement may cover the entire facade or hoarding of a building or site, subject to this clause.

## **27 Advertisements within navigable waters**

- (1) An advertisement within any navigable waters is prohibited, except an advertisement on a vessel that is ancillary to the dominant purpose of the vessel.
- (2) A person may, with the consent of the consent authority, display an advertisement on a vessel that is ancillary to the dominant purpose of the vessel.
- (3) In this clause, **vessel** means any ship, lighter, barge, boat, raft or craft, and any floating object or apparatus used wholly or in part for the conveyance of persons or things by water, of whatever description and however navigated, and includes amphibious vessels, seaplanes, hydroplanes, hydrofoils, hovercraft, sunken or stranded vessels, and the wreck or remains of any vessel.

## **27A Advertisements on trailers parked on (or visible from) roads or road related areas**

- (1) A person must not display an advertisement on a trailer parked on a road or road related area.
- (2) A person must not display an advertisement on a trailer parked on land other than a road or road related area, but visible from a road or road related area, except with the consent of the consent authority.
- (3) Subclauses (1) and (2) do not apply to—
  - (a) an advertisement that is ancillary to the dominant purpose of the trailer, or
  - (b) an advertisement on a trailer parked by or on behalf of a public authority in the exercise of its functions.
- (4) In this clause, **road**, **road related area** and **trailer** have the same meanings as in

the *Road Transport Act 2013*.

## **28 Application of provisions of this Division**

If more than one provision of this Division is capable of applying to the display of an advertisement, each such provision applies.

### **Note—**

It may be, for example, that clause 19 will apply to the display of an advertisement in addition to clauses 17 and 18, or that clause 23 will apply in addition to clause 17, 18 or 19.

## **Part 4 Miscellaneous**

### **29 Advertising design analysis**

- (1) A council, in preparing an advertising design analysis for an area or locality for the purposes of clause 15, 19 or 21, is to include an analysis of the following—
  - (a) the existing character of the area or locality, including built forms and landscapes,
  - (b) the key positive features of the existing character of the area or locality,
  - (c) the desired future character of the area or locality,
  - (d) the role of outdoor advertising.
- (2) In undertaking an advertising design analysis (not being an advertising design analysis referred to in clause 15 (2) (a)), the council must consult with the advertising industry and local businesses.

### **30 (Repealed)**

### **31 Consultation with TfNSW**

- (1) In the preparation of a draft local environmental plan under Division 4 of Part 3 of the Act that makes provision for or with respect to signage or advertising to which this Policy applies within 250 metres of a classified road, a council should consult with TfNSW.
- (2) This clause is repealed at the end of 30 June 2023.

### **32 Applications made before the commencement of this Policy**

An application made to a consent authority before the commencement of this Policy for consent to display an advertisement that has not been determined before that commencement is to be determined in accordance with this Policy.

### **32A Savings for development applications made before SEPP No 64—Advertising and Signage (Amendment No 2)**

An application made to a consent authority before the commencement of *State*

*Environmental Planning Policy No 64—Advertising and Signage (Amendment No 2)* for consent to display an advertisement that has not been determined before that commencement is to be determined as if that Policy had not been made.

### **33 Exempt development**

- (1) **Advertisements on transport corridor land** The following development on transport corridor land is exempt development when carried out by or on behalf of RailCorp, NSW Trains, Sydney Trains, Sydney Metro or TfNSW—
- (a) display of an advertisement in an underground railway station or railway tunnel,
  - (b) display of an advertisement at a railway station or bus station if the advertisement is visible primarily from within the railway corridor or bus station,
  - (c) removal of existing signage,
  - (d) modifications to existing signage on transport corridor land carried out to meet occupational health and safety requirements and that do not increase the advertising display area of the signage.
- (2), (3) (Repealed)

### **34 Review of Policy**

The Minister must ensure that the provisions of this Policy are reviewed—

- (a) as soon as practicable after the first anniversary of the commencement of *State Environmental Planning Policy No 64—Advertising and Signage (Amendment No 2)*, and
- (b) at least every 5 years thereafter.

### **35 Savings for draft local environmental plans not yet completed by 30 June 2023**

Clause 31, as in force at the beginning of 30 June 2023, continues to apply to a draft local environmental plan started but not completed by that date.

## **Schedule 1 Assessment criteria**

(Clauses 8, 13 and 17)

### **1 Character of the area**

- Is the proposal compatible with the existing or desired future character of the area or locality in which it is proposed to be located?
- Is the proposal consistent with a particular theme for outdoor advertising in the area or locality?

## **2 Special areas**

- Does the proposal detract from the amenity or visual quality of any environmentally sensitive areas, heritage areas, natural or other conservation areas, open space areas, waterways, rural landscapes or residential areas?

## **3 Views and vistas**

- Does the proposal obscure or compromise important views?
- Does the proposal dominate the skyline and reduce the quality of vistas?
- Does the proposal respect the viewing rights of other advertisers?

## **4 Streetscape, setting or landscape**

- Is the scale, proportion and form of the proposal appropriate for the streetscape, setting or landscape?
- Does the proposal contribute to the visual interest of the streetscape, setting or landscape?
- Does the proposal reduce clutter by rationalising and simplifying existing advertising?
- Does the proposal screen unsightliness?
- Does the proposal protrude above buildings, structures or tree canopies in the area or locality?
- Does the proposal require ongoing vegetation management?

## **5 Site and building**

- Is the proposal compatible with the scale, proportion and other characteristics of the site or building, or both, on which the proposed signage is to be located?
- Does the proposal respect important features of the site or building, or both?
- Does the proposal show innovation and imagination in its relationship to the site or building, or both?

## **6 Associated devices and logos with advertisements and advertising structures**

- Have any safety devices, platforms, lighting devices or logos been designed as an integral part of the signage or structure on which it is to be displayed?

## **7 Illumination**

- Would illumination result in unacceptable glare?
- Would illumination affect safety for pedestrians, vehicles or aircraft?

- Would illumination detract from the amenity of any residence or other form of accommodation?
- Can the intensity of the illumination be adjusted, if necessary?
- Is the illumination subject to a curfew?

## **8 Safety**

- Would the proposal reduce the safety for any public road?
- Would the proposal reduce the safety for pedestrians or bicyclists?
- Would the proposal reduce the safety for pedestrians, particularly children, by obscuring sightlines from public areas?