

RELEVANT INFORMATION FOR COUNCIL

FILE: S126407 **DATE:** 18 November 2016
TO: Lord Mayor and Councillors
FROM: Graham Jahn, Director City Planning, Development and Transport
SUBJECT: Information Relevant To Item 9.3 - Post Exhibition: Sydney Development Control Plan - Signs and Advertisements 2015 - At Council - 16 November 2016

Alternative Recommendation

It is resolved that:

- (A) Council note the matters raised in response to the public exhibition of Draft Development Control Plan – Signs and Advertisements 2015, as shown at Attachment B to the subject report, and which are the subject of the report;
- (B) Council approve the Draft Development Control Plan – Signs and Advertisements 2015, as amended, in response to submissions made following public exhibition, shown at Attachment A to the subject report;
- (C) authority be delegated to the Chief Executive Officer to make any minor changes to Draft Development Control Plan – Signs and Advertisements 2015 to correct drafting errors prior to finalisation of the development control plan; ~~and~~
- (D) Council note the further investigation into the potential relocation of advertising signs from heritage buildings and heritage conservation areas to new signage sites and a coordinated approach to building lighting and signage to encourage diverse night time street life in the City centre.; **and**
- (E) ***authority be delegated to the Chief Executive Officer to prepare a Public Benefit Advertising Guideline in accordance with the following principles:***
 - (i) ***the guideline relates only to advertising time provided as a public benefit under clause 3.16.7.2(9) of the Development Control Plan and not Council’s use of any other advertising time or advertising structure;***
 - (ii) ***the advertising time will be used for the promotion of Council events, initiatives and programs and not for commercial purposes;***
 - (iii) ***there is flexibility for the distribution of advertising time over a period by request to the Council and at Council’s discretion;***
 - (iv) ***the advertising time is made available for emergency messaging related to an event that poses a threat to life or serious injury in the Council area; and***
 - (v) ***the Council will enter into arrangements with a sign owner to establish operational procedures.***

Purpose

This memo responds to Councillors' request for a guideline on how Council will use advertising time provided as a public benefit in association with the approval of an advertising sign.

Background

Council's Planning and Development Committee on 14 November 2016 recommended Council adopt revised planning controls for signs and advertising. The recommended planning controls include a requirement for 10 per cent of a sign's advertising time to be provided to Council as a public benefit. The provision of a public benefit in association with the approval of an advertising sign is enabled by State Environmental Planning Policy No. 64—Signs and Advertisements. It is intended that this advertising time is used for public information, community messages and promotion of Council events and initiatives. The existing digital sign at 169 Darlinghurst Road provides advertising time as a public benefit.

Guideline for use of advertising time

At the Committee meeting, Councillors asked for guidelines on how the City will use advertising time that is provided as a public benefit in association with the approval of a third party commercial advertising sign.

A guideline will be developed in accordance with the principles outlined in clause (E) of the recommendation above, and set out how Council will manage the advertising time to provide certainty for the community and the sign owner.

Currently, the City uses the advertising time at 169 Darlinghurst Road for the promotion of programs and events, such as the Green Villages program, White Ribbon Day, What's On and Chinese New Year Festival. It is proposed to retain this approach in the guideline. Typically, the City's Marketing Team will develop a marketing campaign for a program or event and the use of advertising time will be incorporated if appropriate for the campaign. The City commonly uses all advertising time available at the 169 Darlinghurst Road sign.

It is recommended Council delegate authority to the Chief Executive Officer to prepare a guideline consistent with recommended principles that set out how Council will use the advertising time.

Public interest signs in Martin Place

Staff received correspondence from a submitter who could not attend the Committee meeting seeking clarification on an issue raised. The original submission and subsequent correspondence relates to the tickertape sign on the Channel 7 premises in Martin Place. Clarification was sought on how that sign would be treated under the proposed controls.

Staff have advised the submitter that clause 3.16.12.7 (4a) allows for digital signs "associated with an approved civic, curatorial, institutional or public interest land use where the signage is integral to convey community information related to the approved use".

The draft clause was used to support the approval in June 2016 of a development application (D/2004/659/A) for the replacement of the sign and an extension of its period of consent. The planner's report stated:

'The tickertape will continue to convey community information, namely news, weather and stock information to the community. In this regard, it has been assessed that the continued use of the tickertape sign is acceptable in terms of the draft signage controls.'

This demonstrates there is capacity under the controls to support such a sign. No further changes are recommended to the planning controls.

Prepared by: Ben Pechey, Manager Planning Policy

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Approved

A handwritten signature in black ink, appearing to read 'GJahn', written over a vertical line.

**Graham Jahn, Director City Planning,
Development and Transport**