



ABN 59 004 233 489

1 May 2009

Ms Monica Barone  
Chief Executive Officer  
City of Sydney Council  
GPO Box 1591  
SYDNEY NSW 2001

Dear Ms Barone

Thank you for inviting the Outdoor Media Association (OMA), as the national industry body representing members involved in the outdoor media industry, to comment on the City of Sydney Council's draft *Hoardings and Scaffolding Local Approvals Policy* (the Policy).

The OMA is pleased that Council will consider allowing an advertisement component on scaffolding wraps, subject to development consent being granted for the advertisement (as outlined in clause 3.4.5). The OMA also acknowledges that any proposed advertising panels on fascias, site fencing or scaffolding are to be in accordance with Council's *Signage and Advertising Structures Development Control Plan 2005* (DCP) and the *State Environmental Planning Policy No.64 - Advertising and Signage* (SEPP 64) (as outlined in clause 3.12.5).

As you may be aware, the NSW Department of Planning is currently reviewing the provisions contained within SEPP 64. In regards to the provisions for building wrap advertisements contained in Clause 26 this legislation, the OMA, in its submission to this review, has recommended removing Clause 26(2)(a) relating to the consistency of the advertisement with the relevant DCP and removing Clause 26(2)(c) relating to the size of the permitted advertisement (currently 5% of the display area). The OMA has also recommended that building wraps be included as permissible use for outdoor advertising if they meet the assessment criteria outlined in Schedule 1 of SEPP 64.

Building wraps are becoming increasingly common in international jurisdictions to temporarily screen exposed and unsightly building sites until construction has been completed. In addition, some international councils are also permitting third party advertisements to be included on the scaffolding to assist in offsetting the costs of these wraps. For example, Glasgow, Leeds and Brighton and Hove City Councils in the United Kingdom permit an advertising component on these wraps so long as the advertising space

covers no more than 50% of the elevation and the wrap also contains an image of the completed building.

In discussions with our members, it has been indicated that to achieve a cost neutral display for developers and to encourage the use of wraps that contain high quality graphics and images, the building wrap would need to incorporate at least 50% of third party advertising with 60-70% being the preferred amount in order to ensure that the advertising is commercially viable.

Depending upon the outcomes of the review of SEPP 64 in relation to Clause 26, the OMA therefore recommends that Council consider allowing at least 60-70% of the building wrap to contain an advertising component, which would assist not only in making the wrap cost-neutral for developers but would encourage the use of high quality graphics and images in order to enrich and vitalise the public domain, in line with the aims and objectives of Council's draft policy.

The OMA thanks you for your time in considering our submission to Council's draft *Hoardings and Scaffolding Local Approvals Policy*. Please contact me on (02) 8356 9000 if you would like more information.

Yours sincerely,



Carolyn Samsa  
Senior Policy Adviser