

# **PART E - “ADVERTISING and SIGNAGE”**

## **E.1 PRELIMINARY NOTES**

### **E.1.1 Preface**

Outdoor advertising receives a mixed reaction in the community. Some people maintain that signs are the best way to inform people of directions, facilities and products, while others say there are too many signs and they can be unsightly and dangerous.

Clearly, there is middle ground in the management and control of outdoor advertising, whereby the vitality and economic importance of advertising can be balanced with visual amenity interests as well as quality of life issues. Outdoor advertising is more readily accepted if it is of good quality and appearance and is appropriately located.

Good advertising therefore focuses on sending a clear positive message about the advertised product or facility whilst avoiding negative responses due to poorly designed or inappropriately located advertisements.

As the authority responsible for outdoor advertising Oberon Council intends to guide the use of outdoor advertising to compliment the vision for the Oberon Council Area in creating progress, opportunities and quality lifestyle for our residents.

## **E.2 SEPP64 – ADVERTISING AND SIGNAGE REQUIREMENTS**

State Environmental Planning Policy 64 has recently been implemented and applies to the Oberon Council area. For the Council to grant consent to an application to display signage it must be consistent with the objectives of the SEPP 64 and has satisfied certain assessment criteria.