

Planning Proposal

Prohibit Advertising
Structures in the E4
General Industrial zone

Acknowledgement of Country

Dubbo Regional Council acknowledge the Wiradjuri People who are the Traditional Custodians of the Land. Council pay respect to all Elders past, present and emerging of the Wiradjuri Nation and extend that respect to other First Nations peoples who are present.

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Introduction

This Planning Proposal seeks to amend the Dubbo Regional Local Environmental Plan 2022 (Dubbo Regional LEP 2022) and make Advertising Structures prohibited in the E4 General Industrial zone.

Prior to the introduction of the NSW Government Employment Zone Reforms in April 2023, Advertising Structures were:

- permitted with consent in the IN1 General Industrial zone (located in Wellington); and
- prohibited in the IN2 Light Industrial zone (located in Dubbo).

When the NSW Government Employment Zone Reforms consolidated these zones into the E4 General Industrial Zone, Advertising Structures became permitted with consent in the Local Government Area.

This Planning Proposal is categorised as Basic in accordance with the NSW Government Local Environmental Plan Making Guideline – August 2023.

About this Planning Proposal

Part 1 Objectives and Intended Outcomes

The objective of this Planning Proposal is to make Advertising Structures prohibited in the E4 General Industrial zone. Land located in the E4 General Industrial zone is identified in **Figure 1** and **Figure 2** below. Advertising Structures are prohibited in all other zones in the Dubbo Regional LEP 2022.

An Advertising Structure is defined as *a structure used or to be used principally for the display of an advertisement*, and advertisement is defined as *a sign, notice, device or representation in the nature of an advertisement visible from any public place or public reserve or from any navigable water*.

Council considers advertising structures to be problematic as they allow for the display of an advertisement that doesn't relate to a business or occupation on land on which the structure is located. Council has historically been strong in controlling advertisements throughout the Local Government Area, and requires advertising and signage to relate to a business or occupation or matter on the same land.

It is important to note that some signage is permitted with consent in the Dubbo Regional LEP 2022 or exempt development under the State Environmental Planning Policy (Exempt and Complying Development Codes) 2008.

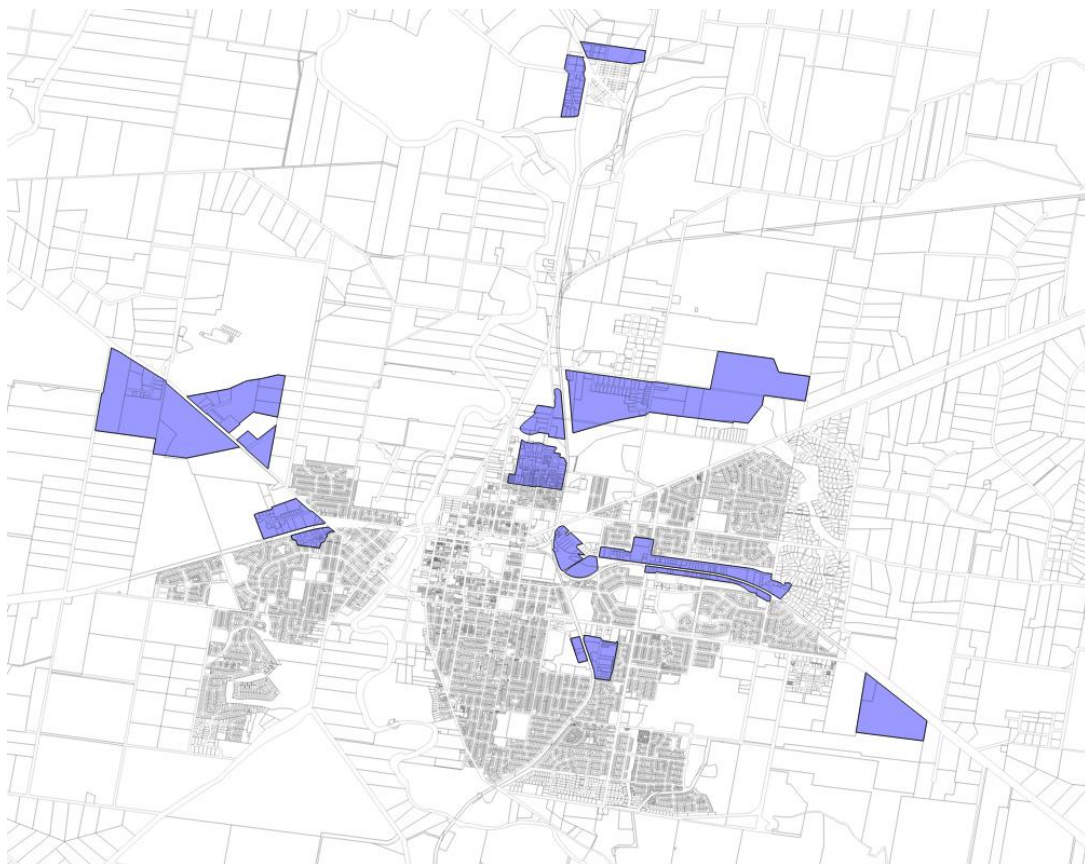


Figure 1 – Land in the E4 General Industrial zone: Dubbo

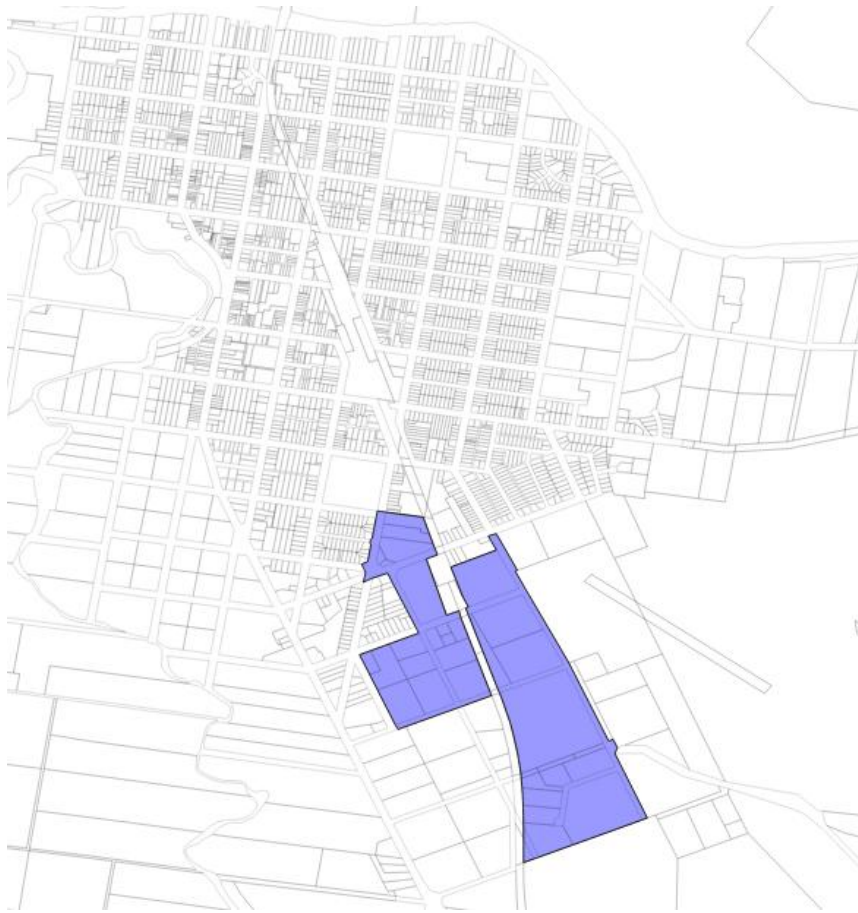


Figure 2 - Land in the E4 General Industrial zone: Wellington

Part 2 Explanation of Provisions

Advertising structure will be inserted in alphabetical order in Item 4 Prohibited in the E4 General Industrial zone.

Council is the relevant Planning Proposal Authority under section 3.32 of Environmental Planning and Assessment Act 1979 (the Act).

Council is seeking written authorisation to make the proposed plan and be delegated the plan making functions under section 3.36 of the Act.

Part 3 Justification of Strategic and Site-Specific Merit

The Planning Proposal has been assessed against Council strategies, policies and guidelines, the NSW Department of Planning, Housing and Infrastructure's Local Environmental Plan Making Guidelines, State Environmental Planning Policies, and Ministerial Directions.

Given the minor and local nature of the proposal, the assessment indicates the proposal has merit in this case and should be submitted to the NSW Department of Planning, Housing and Infrastructure for a Gateway Determination.

Section A – Need for the Planning Proposal

Question	Considerations
Is the planning proposal a result of an endorsed LSPS, strategic study or report?	This Planning Proposal is not a result of any strategic study or report. The proposed amendments to the Dubbo Regional LEP 2022 have been identified by Council officers and is minor and local in nature.
Is the planning proposal the best means of achieving the objectives or intended outcomes, or is there a better way?	The Planning Proposal to amend Item 4 Prohibited in the E4 General Industrial zone is the best means to achieve the objectives and intended outcomes. The proposed LEP amendment will ensure consistency across the Dubbo Regional Council area in terms of prohibiting advertising structures.

Section B – Relationship to the Strategic Planning Framework

Question	Considerations
Will the planning proposal give effect to the objectives and actions of the applicable regional or district plan or strategy (including any exhibited draft plans or strategies)?	<u>Central West and Orana Regional Plan 2041</u> While there are no specific objectives in the Regional Plan relating to advertising structures, the Planning Proposal is consistent with the Central-West and Orana Regional Plan 2041's (CWORP 2041) objectives. The relevant objectives are: • Objective 9: Ensure site selection and design embraces and respects the region's landscapes, character and cultural heritage. • Strategy 6.2 Strategic planning and local plans will strengthen the amenity in centres across the region. • Objective 18: Leverage existing industries and employment areas and support new and innovative economic enterprises. • Strategy 18.1 Use strategic planning and local plans to identify and protect employment lands from encroachment of incompatible development.
Is the planning proposal consistent with a council LSPS that has been endorsed by the Planning Secretary or GSC, or another endorsed local strategy or strategic plan?	<u>Dubbo Local Strategic Planning Statement</u> While there are no specific planning priorities relating to advertising structures, the Planning Proposal is a minor local planning matter generally consistent with the Planning Priorities of the Dubbo Local Strategic Planning Statement (LSPS) in that it is a result of the implementation and monitoring of the LEP and local planning provisions.
Is the planning proposal consistent with other local government strategies?	While there are no specific objectives relating to advertising structures, the Planning Proposal is a minor local planning matter consistent with the objectives of the Dubbo Regional Council Employment Lands Strategy in that it will assist in facilitating and promoting the orderly and sustainable provision and development of employment lands.

Question	Considerations
Is the planning proposal consistent with any other applicable State and regional studies or strategies?	<u>Other State or Regional Strategies</u> There are no other applicable State and regional studies or strategies relevant to this Planning Proposal.
Is the planning proposal consistent with applicable SEPPs?	<u>State Environmental Planning Policies</u> The Planning Proposal consistent with the following SEPPs: • State Environmental Planning Policy (Exempt and Complying Development Codes) 2008. • State Environmental Planning Policy (Transport and Infrastructure) 2021.
Is the planning proposal consistent with applicable Ministerial Directions (section 9.1 Directions)?	<u>Ministerial Directions</u> While there are no Ministerial Directions applicable to signage and advertising, the Planning Proposal is generally consistent with the following Ministerial Directions: • 1.1 Implementation of Regional Plans • 5.1 Integrating Land Use and Transport • 7.1 Employment Zones

Section C – Environmental, Social and Economic Impacts

Question	Considerations
Is there any likelihood that critical habitat or threatened species, populations or ecological communities, or their habitats, will be adversely affected because of the proposal?	This Planning Proposal will have no adverse effects on critical habitat, threatened species, populations, ecological communities, or their habitats.
Are there any other likely environmental effects of the planning proposal and how are they proposed to be managed?	Given the minor and local nature of the Planning Proposal it is unlikely that any other environmental effects would result.
Has the planning proposal adequately addressed any social and economic effects?	Given the minor and local nature of the Planning Proposal social and economic impacts are considered negligible.

Section D – Infrastructure

Question	Considerations
Is there adequate public infrastructure for the planning proposal?	This is not considered relevant as this Planning Proposal is minor in nature.

Section E – State and Commonwealth Interests

Question	Considerations
What are the views of state and federal public authorities and government agencies consulted in order to inform the Gateway determination?	Consultation with federal public authorities and government agencies is not considered relevant as this Planning Proposal is minor and local in nature. Preliminary consultation between Council's planning staff and officers of the Regional office of the Department of Planning, Housing and Infrastructure has been undertaken.

Part 4 Maps

The Planning Proposal applies to land within zone E4 General Industrial and no LEP map changes are required.

Part 5 Community Consultation

Community consultation will occur in accordance with the requirements of the Gateway Determination. The Planning Proposal will be placed on public exhibition for a minimum of 10 working days, and it will be notified in the following ways:

- NSW Planning Portal
- Council's Customer Experience Centres – Dubbo and Wellington
- Macquarie Regional Library – Dubbo and Wellington branches
- Council's website
- Local newspapers
- Email to development stakeholders

Part 6 Project Timeline

The below estimated timeline provides a mechanism to monitor and resource the various steps required to progress the Planning Proposal:

Key date	Explanation
11 November 2025	Consideration by Infrastructure, Planning and Environment Committee
25 November 2025	Consideration by Council
January 2026	Gateway determination issued
February 2026	Planning Proposal updated in response to Gateway Determination conditions
February 2026	Public exhibition period
March 2026	Consideration of submissions
April 2026	Consideration by Council
May 2026	Submit the Planning Proposal to the Department of Planning, Housing and Infrastructure for finalisation
June 2026	Notification of the LEP amendment