



## COMMERCIAL IN CONFIDENCE

### DIGITAL SIGNAGE ON THE M2 MOTORWAY

By email: [hsc@hornsby.nsw.gov.au](mailto:hsc@hornsby.nsw.gov.au)

March 1, 2023  
Mr. Steven Head  
General Manager  
Hornsby Shire Council  
PO Box 37  
Hornsby NSW 1630  
[hsc@hornsby.nsw.gov.au](mailto:hsc@hornsby.nsw.gov.au)

cc: [George.BARDAS@transport.nsw.gov.au](mailto:George.BARDAS@transport.nsw.gov.au)

Dear Mr. Head

#### TWO NEW PROPOSED DIGITAL SIGNS ON THE M2 MOTORWAY (M2) IN HORNSBY LGA

I am writing on behalf of Manboom Signage Partnership Limited (hereafter referred to as Manboom) to advise Council that Manboom intends to lodge a Development Application for two new digital signs located along the M2 within your Council LGA in this calendar year. Pursuant to state planning legislation (Chapter 3 of Industry and Employment SEPP 2021 (IESEPP 2021)) the NSW Minister for Planning will be the consent authority for these Development Applications (DA).

While Council is not the consent authority, we would like to meet with the relevant Council officers to discuss the DAs and answer any queries you may have.

Detailed below is a summary of the DA proposal and information which I believe you will find relevant.

#### BACKGROUND

In 1999, The Hills Motorway entered into an agreement (1999 Agreement) with the former NSW Roads and Traffic Authority (RTA) to display advertising along the Motorway. In the same year, The Hills Motorway (THML), with consent from the RTA, licenced to Manboom the advertising rights for the M2.

Fundamental to the 1999 agreement was the ability to display up to 45 advertising faces along the length of the Motorway (M2) over the duration of the agreement.

In accordance with the 1999 agreement, between 2010 and 2013 Manboom secured development approval from the NSW Minister for Planning for an initial 16 static lightbox advertising signs along the Motorway.

Between 2016 and 2017, development approval was received from the NSW Minister for Planning for the conversion of all 16 of the static faces to digital screens.

Currently, there are 16 advertising signs along the length of the M2. Of these signs, 9 are digital screens, and 7 are static lightbox signs. All are bridge signs, and all are illuminated 24 hours. The digital signs operate at a 25 second dwell time in accordance with the Transport Corridor Advertising and Signage Guidelines 2017 (The Guidelines).

## **THE DIGITAL SIGN STRATEGY**

THML and Manboom regularly review the adequacy and appropriateness of advertising signage on the M2 as part of their Digital Signage Strategy discussions. An outworking of these discussions is the decision to lodge several development applications for additional digital advertising signs to address four key considerations:

### **1. To Provide A balance between inbound and outbound signage locations.**

Along the M2, at the present time, existing signage sites are concentrated in that part of the Motorway that traverses the Hills Shire Local Government Area. This is the result of Manboom previously excluding sections of the Motorway because of future Motorway modifications and improvements. These modifications and improvements are now largely complete, and it is logical to review signage locations along the entire Motorway.

In addition, the geo-positioning imbalance that currently exists has implications on out of home media sales growth as advertisers wish to be able to capture both short and long journey viewing audiences which is not currently available.

### **2. To increase audience reach arising from the expansion of the Sydney Orbital Road Network.**

The M2 was constructed in 1997, and since that time, its importance as a carriageway linking the north-west corridor of Sydney's orbital network, Westlink M7, Lane Cove Tunnel and NorthConnex has increased. The expanded orbital road network is servicing the north-western and southwestern growth corridors. The Motorway is now carrying significantly more traffic.

### **3. To cater for the growth in the out of home media (OOH) sector.**

The OOH sector has grown significantly since 2015 through industry cohesion, audience validation metrics and, importantly, the uptake of digital display technology. Digital has created 'New OOH' attracting brands, products, and campaigns the 'Old OOH' could not service with static faces. There are no market signals that OOH will stop growing or become less important to clients. Indeed, the latest research post Covid has revealed continued strong growth in the DOOH segment.

### **4. To provide Manboom the ability to realise further advertising rights as provided for under the 1999 agreement.**

The 1999 agreement provided THML and Manboom with the ability to display up to 45 advertising faces along the 22-kilometre length of the M2. At the current time, 16 signage faces have been developed, representing a 35% uptake of the number proposed within the 1999 Agreement. Manboom did not seek additional advertising in the past due to the road improvements which are now complete enabling the continuation of the Sign Strategy.

## **NEW ADVERTISING SITES BEING PROPOSED ALONG THE M2**

Over the past 8 months, detailed planning and safety investigations have been undertaken across various locations along the length of the M2. THML and Manboom have identified seven (7) potential digital signage locations for this development phase.

The new signage locations under consideration within your LGA are detailed in Table 1. Should the new digital signs be approved, the total number of signage faces within your LGA along the M2 will increase from three to five signs, of which three would be digital formats. On completion two signs will be visible travelling inbound (towards the city) and three signs will be visible when travelling outbound (east to west).

All the proposed sites have been supported by independent traffic safety, lighting impact and heritage investigations (where appropriate). The two proposed sites are bridge signs. All signs will be of landscape orientation and will be of supersite dimensions with a total advertising area per site of 42.2 square metres.

**TABLE 1 NEW DIGITAL SIGNAGE LOCATIONS**

NEW LOCATION	DIRECTION OF TRAVEL	LGA	TfNSW Landowner Consent Status
Beecroft Road Viaduct, Beecroft	Outbound	Hornsby	Yes
Murray Farm Road Bridge, Cheltenham	Inbound	Hornsby	Yes

## COMMUNITY BENEFITS TO COUNCILS

There is an existing public benefit agreement (PBA) in place for Stages 1 and 2 of the M2 Signage Strategy that were approved by the NSW Minister for Planning in 2010 and 2017. A component of the current PBA requires Manboom (acting through THML), to pay to TfNSW (formerly the NSW Roads and Traffic Authority) a monetary contribution that is indexed annually to the consumer price index (CPI).

TfNSW currently shares this monetary contribution equally between three Council's— City of Ryde Council, Hornsby Shire Council and Hills Shire Council.

Subject to and part of the approval of the new DAs by the NSW Minister for Planning, TfNSW is required under the Transport Corridor Outdoor Advertising and Signage Guidelines (November 2017) (Guidelines) as set out in section 4.2.1: "RMS is responsible for the collection, distribution and expenditure of public benefit monies from tollway operators. Public benefit monies received by RMS must be recorded in their financial accounts and Annual Report. RMS must consult with the relevant council to identify and prioritise activities to be included in the public benefit work program to be delivered through the program."

## THE PLANNING AND DEVELOPMENT PATHWAY

The M2 Corridor is zoned SP2 Special Infrastructure (Classified Road) under the respective environmental planning instruments of each of the LGA's through which it traverses (City of Ryde, Hornsby, City of Paramatta and Hills Shire). Signage is a prohibited land use in the SP2 Zone. The development applications for the new sites will be advanced under the provisions of Clause 3.14(1) (c) of Chapter 3 of IESEPP 2021 which enables an advertisement to be displayed on M2 Corridor land notwithstanding it is prohibited in the land use zone that applies to the site under another environmental planning instrument. Manboom has obtained legal advice to confirm that the provisions of Clause 3.14(1)(c) can be relied upon for these applications, consistent with the existing signs.

## IN CONCLUSION

Manboom's intends to lodge development applications for seven (7) new digital sites in 2022. Manboom has engaged the planning and communications consultancy Urban Concepts to manage the planning matters for these applications. **If you would like a briefing about the project or would like to discuss any matters I ask that you contact Belinda Barnett, Managing Director, Urban Concepts on 0438 233 022 or via email [belinda@urbanconcepts.net.au](mailto:belinda@urbanconcepts.net.au) to arrange a convenient time. It would be appreciated if we could meet at your earliest convenience but in any event not later than March 31, 2023. The meeting can be held either face to face or online should that be more convenient.**

We look forward to meeting with you.

Yours Faithfully,



Ian D Riley  
Director  
Manboom Signage Partnership Pty Limited