

Sent by email: [anna.nowland@dpie.nsw.gov.au](mailto:anna.nowland@dpie.nsw.gov.au)  
Sent by DPE Planning Portal

Planning Secretary  
Muick Cassel  
Department of Planning and Environment  
Locked Bag 5022, Parramatta NSW 2124

Attention: Anthony Witherdin, Director, Key Sites Assessments

---

**Re: Public Benefit Offer Advertising Signs Proposed along the M2**

9 May 2023

Dear Anthony,

I refer to the following March 2023 Development Applications submitted by Manboom Signage Partnership Pty Ltd:

- DA 23/2895 – Beecroft Road, Cheltenham – Hornsby Shire Council
- DA 23/2896 – Murray Farm Road, Cheltenham – Hornsby Shire Council
- DA 23/2901 – Windsor Road, Baulkham Hills - The Hills Shire Council
- DA 23/2902 – Lane Cove Road, Macquarie Park – Ryde Council
- DA 23/2904 – Eden Gardens, Macquarie Park – Ryde Council
- DA 23/2906 – Cropley Drive, Baulkham Hills - The Hills Shire Council
- DA 23/4396 – Ixion Street, Baulkham Hills - The Hills Shire Council

The Transport Corridor Outdoor Advertising and Signage Guidelines (November 2017) (Guidelines) and the State Environmental Planning Policy 64 Advertising and Signage Amendment 3 (SEPP 64) requires that public benefits are considered when assessing signs where the Minister is the consent authority. Section 4.2.2 of the Guidelines requires that *“The tollway operator must enter into satisfactory arrangements with RMS [TfNSW] to meet the public benefit requirements. The requirements may include payment of an annual or upfront fee negotiated with RMS [TfNSW]”*.

This letter outlines the Public Benefit Offer that has been agreed between the Motorway Operator, The Hills Motorway Limited (THML), and Transport for NSW (TfNSW) and how TfNSW Motorway Partnerships intends to collect and distribute public benefit monies from THML.

THML and TfNSW have agreed the following Public Benefit Offer:

- 22% of net THML receipts from advertising will be given to TfNSW.
- 5% of advertising shall be provided to TfNSW for safety awareness campaigns.

Public Benefit monies are dependent on advertising revenue, and the likely staging of the 7 advertising signs (if approved) is as follows:

- 1 November 2023 - DA Approval (6 months)
- 1 August 2024 - Delivery of new digital signs (9 months)
- 1 September 2024 - First sign operational, then one new sign operational every month as per table below:

Digital Sign	Commissioning Date
Murray Farm - Inbound	1/09/2024
Windsor Road Inbound	1/10/2024
Ixion Street Bridge	1/11/2024
Beecroft Road Outbound	1/12/2024
Lane Cove Bridge Inbound	1/01/2025
Cropley Drive - inbound	1/02/2025
Eden Gardens - outbound	1/03/2025

The Guidelines and SEPP 64 require us to consider how the public benefits are linked to improvements in local community services and facilities for each of the proposed signs.

TfNSW Motorway Partnerships considers that the most efficient way to deliver funds to the local community is to provide a direct pass through of the monies received by TfNSW from advertising directly to the relevant Local Authority Council that the advertising sign is located in. This will be done through direct consultation by TfNSW Motorway Partnerships with the relevant Local Authority Council and providing the Public Benefit monies, as detailed further below.

TfNSW Motorway Partnerships is already currently distributing the Public Benefit Offer monies for the existing 16 advertising signs on the M2 to three local councils annually since 2012: The Hills, Ryde and Hornsby Shire Councils (the Councils). We propose to continue this program (as outlined below) with any increased Public Benefit monies received by TfNSW from advertising.

To ensure that the Public Benefit monies are linked directly to improvements in local community services, TfNSW Motorway Partnerships annually requests the receiving Councils to submit a proposal of how they intend to spend Public Benefit monies in accordance with SEPP 64, that is projects related to:

- Improved traffic safety
- Improved public transport services
- Improved public amenity within or adjacent to the transport corridor; or
- Other community benefits.

Once a proposal is received by Motorway Partnerships, the Public Benefit money is provided directly to the Council. Each year, Motorway Partnerships requests an update on the proposal from the previous year, including evidence of its completion, and we will confirm funding and proposal submission for the coming year for the spend of Public Benefit monies.

We trust that this satisfies the SEPP 64 and Guidelines for advertising Public Benefit Offer. Should you have any queries, please do not hesitate to contact me on [Sonja.shand@transport.nsw.gov.au](mailto:Sonja.shand@transport.nsw.gov.au)

Yours sincerely

A handwritten signature in black ink, appearing to be "S. Shand".

Sonja Shand  
Senior Motorway Partnerships Manager