

The Secretary
Department of Planning, Industry and Environment
4 Parramatta Square
Parramatta NSW 2150

Re: Statement of Public benefit for Development application for continued use of the existing advertising sign on the motorway overpass at M4 Homebush Bay Drive, Homebush West

25 October 2023

To whom it may concern

Transport for NSW is submitting a development application for the continued use of an existing static advertising asset at the above location to be operated under a formal advertising concession agreement with JCDecaux. The continued use of this existing asset is proposed in accordance with the provisions of State Environmental Planning Policy (Industry and Employment) 2021 (Industry and Employment SEPP) and the Transport Corridor Outdoor Advertising and Signage Guidelines November 2017 (Guidelines).

The continued use of this advertising sign on a transport corridor will generate revenue which Transport for NSW allocates to contribute to funding to support road infrastructure maintenance, network management, road user compliance activities and road safety programs across the whole of NSW.

In addition to the above, the advertising signs provide affordable advertising space for road safety messages in prime locations. These campaigns have played an important role in helping to address key road safety problems across NSW and have contributed to the significant reductions achieved over recent decades in the number of deaths on NSW roads.

Transport for NSW strongly supports this proposal as it will result in considerable public benefits and assist Transport for NSW in continuing to provide core services across the whole of NSW.

If you require any further information on this proposed Development Application or public benefits, please do not hesitate to contact Ana-Marie Pose, Planning and Assets Lead, Advertising and Revenue via email ana-marie.pose@transport.nsw.gov.au.

Sincerely,

Greg Attewell

Senior Manager – Advertising and Revenue

Transport for NSW

Transport for NSW

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