

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 advertising sign at Princes Highway Heathcote

18 July 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 oOh! media. 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) the Transport Corridor Outdoor Advertising and Signage Guidelines November 2017 (Guidelines).

Advertising on transport corridors generates 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.

The advertising signs provide affordable advertising space for road safety messages in prime locations.

NSW road safety advertising 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 supports this proposal

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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