

The Secretary
Department of Planning, Housing, and Infrastructure
4 Parramatta Square
Parramatta NSW 2150

Statement of Public benefit for Development application for continued use of the existing advertising signs - TfNSW Pedestrian bridge Hume Highway Strathfield

29 August 2024

To whom it may concern

Transport for NSW is submitting a development application for the continued use of the existing static advertising assets at the above location to be operated under a formal advertising concession agreement with JCDecaux. The continued use of this existing assets 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 the advertising signs 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, 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

Level 10, 231 Elizabeth St, Sydney NSW 2000
PO Box K659, Haymarket NSW 1240
W transport.nsw.gov.au

OFFICIAL