

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

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**Statement of Public benefit for Development application for continued use of the existing advertising sign – Warringah Road Forestville**

29 May 2025

To whom it may concern

Transport for NSW is submitting a development application for the continued use of the 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 the 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 sign will 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](mailto:ana-marie.pose@transport.nsw.gov).

Sincerely,

Greg Attewell  
Senior Manager – Advertising and Revenue  
Transport for NSW

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**Transport for NSW**

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