

Our ref: DA 25/11710 (PAN-558763)

Mr Ian Riley
Manboom Signage Partnership Pty Ltd
Level 11, 151 Macquarie Street
Sydney NSW 2000

16 September 2025

Subject: DA 25/11710 - Request for Information on public benefit– Continued use of existing signage on the Kent Street Overpass, M2 Motorway (PAN-558763)

Dear Mr Riley,

I refer to the above Part 4 development application for the continued use of two existing static advertising signs on the Kent Street Overpass, M2 Motorway, Cheltenham (PAN-558763).

After careful consideration, the Department requests that you provide the additional information on the public benefit of the advertisements as outlined in **Attachment A**. This request is made in accordance with section 36 of the *Environmental Planning and Assessment Regulation 2021* (the Regulation). At the date of this letter, twenty-five (25) days in the assessment period have elapsed.

The Department requests that you provide a response to the issues raised in **Attachment A** by **Tuesday 30 August 2025** via the NSW Planning Portal. The information must be provided before the application can be determined. If you are unable to provide the requested information within this timeframe, you are required to provide, and commit to, a timeframe detailing the provision of this information. In accordance with Part 4, Division 4, section 94 of the Regulation, the assessment period ceases to run from the date of this request until the information is provided.

If you have any questions, please contact Nathan Heath, A/Team Leader on 8289 6617, or via email at nathan.heath@planning.nsw.gov.au.

Yours sincerely



Mary Garland
Team Leader, Transport and Water Assessments

as delegate for the Minister for Planning and Public Spaces

Enclosed: Attachment A

ATTACHMENT A

1. Public benefit

- Section 3.11(2)(b) of the *State Environmental Planning Policy (Industry and Employment) 2021* (Industry and Employment SEPP) states that the consent authority must not grant consent to an application to display an advertisement unless the consent authority is satisfied that the proposal is acceptable in terms of (among other matters) the public benefits to be provided in connection with the display of the advertisement.
- The *Transport Corridor Outdoor Advertising and Signage Guidelines* (Department of Planning and Environment, 2017) (2017 Guidelines) reinforce the public benefit requirement noting that public benefits must be considered by a consent authority before approval can be given. Section 4.2.2 of the 2017 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]”*.
- Section 5.3 of the Statement of Environmental Effects for the development application states that *“negotiations between Manboom, Transurban and TfNSW regarding public benefits are currently in progress, with a formal agreement expected to be finalised prior to the granting of development consent.”*
- For the Minister’s delegate to determine the development application, you are required to provide details on the public benefit offer and signed documentation that it is agreed to by the relevant parties. This must include the monetary contribution amount and how it would be spent on public benefit works programs, and a commitment that it will be provided for the duration of the consent period. The Department notes that for other development applications for advertising signage on the M2 Motorway submitted by Manboom Signage Partnership, TfNSW has provided a letter to the Department outlining the public benefit offer that has been agreed to.