

Notice of decision

Section 2.22 and clause 20 of Schedule 1 of the *Environmental Planning and Assessment Act 1979*

Application type	Development Application
Application number and project name	DA 25/11710 Continued use (for a period of 15 years) of two existing static advertising signs on the Kent Street Overpass, M2 Motorway, Cheltenham.
Applicant	Manboom Signage Partnership Pty Limited
Consent Authority	Minister for Planning and Public Spaces

Decision

The Director, Transport and Water Assessments, under delegation from the Minister for Planning and Public Spaces has, under s.4.16 of the *Environmental Planning and Assessment Act 1979* (**the Act**) granted consent to the development application subject to the recommended conditions.

A copy of the development consent and conditions is available [here](#).

A copy of the Department of Planning, Housing and Infrastructure's Assessment Report is available [here](#).

Date of decision

24 October 2025

Reasons for decision

The following matters were taken into consideration in making this decision:

- the relevant matters listed in section 4.15 of the Act and the additional matters listed in the statutory context section of the Department's Assessment Report;
- the prescribed matters under the *Environmental Planning and Assessment Regulation 2021*;
- the objects of the Act;
- the relevant matters set out in s7.13 of the *Biodiversity Conservation Act 2016*;
- all information submitted to the Department during the assessment of the development application and any additional information considered in the Department's Assessment Report; and
- the findings and recommendations in the Department's Assessment Report.

The findings and recommendations set out in the Department's Assessment Report were accepted and adopted as the reasons for making this decision.

The key reasons for granting consent to the development application are as follows:

- the project is permissible with development consent under the *State Environmental Planning Policy (Industry and Employment) 2021* and is consistent with NSW Government policies including the *Transport Corridor Outdoor Advertising and Signage Guidelines 2017* (Department of Planning and Environment, 2017);
- the impacts on the community and the environment can be appropriately minimised, managed or offset to an acceptable level, in accordance with applicable NSW Government policies and standards. The consent authority has imposed conditions relating to compliance with applicable Australian Standards, construction standards and certification, environmental considerations and maintenance requirements;
- no issues were raised by the community, Hornsby Shire Council, or City of Parramatta Council during the public exhibition of the application; and
- weighing all relevant considerations, the project is in the public interest.

Attachment 1 – Consideration of Community Views

The Department exhibited the development application for the project, including the Statement of Environmental Effects, from 26 August 2025 to 8 September 2025 (14 days) on the NSW Planning Portal. The Department also notified surrounding landholders in writing, Hornsby Shire Council, and City of Parramatta Council.

No submissions were received from the community, Hornsby Shire Council, or City of Parramatta Council.