

## Annika Hather

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**To:** Simone Plummer  
**Subject:** RE: City West Link signage DA

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**From:** Simone Plummer <simone.plummer@innerwest.nsw.gov.au>  
**Sent:** Tuesday, 6 June 2023 10:34 AM  
**To:** Annika Hather <Annika.Hather@planning.nsw.gov.au>  
**Cc:** Athena Stefanopoulos <athena.stefanopoulos@innerwest.nsw.gov.au>  
**Subject:** RE: City West Link signage DA

Good morning Annika,

Further to the DA for City West link sign – Council acknowledges and appreciates the amendment to the proposal which does marginally moderate the amenity impact for nearby residents.

However there are iconic views of the harbour and the city scape from the public domain and the proposed signage does not enhance this. Rather it is entirely detrimental to this important view outlook.

The proliferation of signage in this space is not supported. The signage does not add to safety or wayfinding and as a consequence is strongly opposed.

While I apologise for the delay in this more detailed response Council officers have since spoken to the resident of Pretoria Street who strongly maintains her objection and seeks support from Council to advocate her position. Council staff have reviewed her position and support it.

The sign is not supported. Both as proposed and as a concept. Visual clutter does not add to the driver experience nor does it add to the enjoyment of the iconic views from the public domain.

Simone Plummer

Director Planning

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Council acknowledges the Traditional Custodians of these lands, the Gadigal-Wangal people of the Eora Nation.

