

6 September 2022

Andrew Watson  
DA Coordinator  
Key Sites & Regional Assessments  
NSW Department of Planning and Environment  
Parramatta NSW 2150

<https://www.planning.nsw.gov.au/daexhibitions>.

Attention: Jennie Yuan, Andrew Watson

Dear Andrew,

**RE: Public Exhibition of Digital Advertising Signage – City West Link, Lilyfield (DA22/9255)**

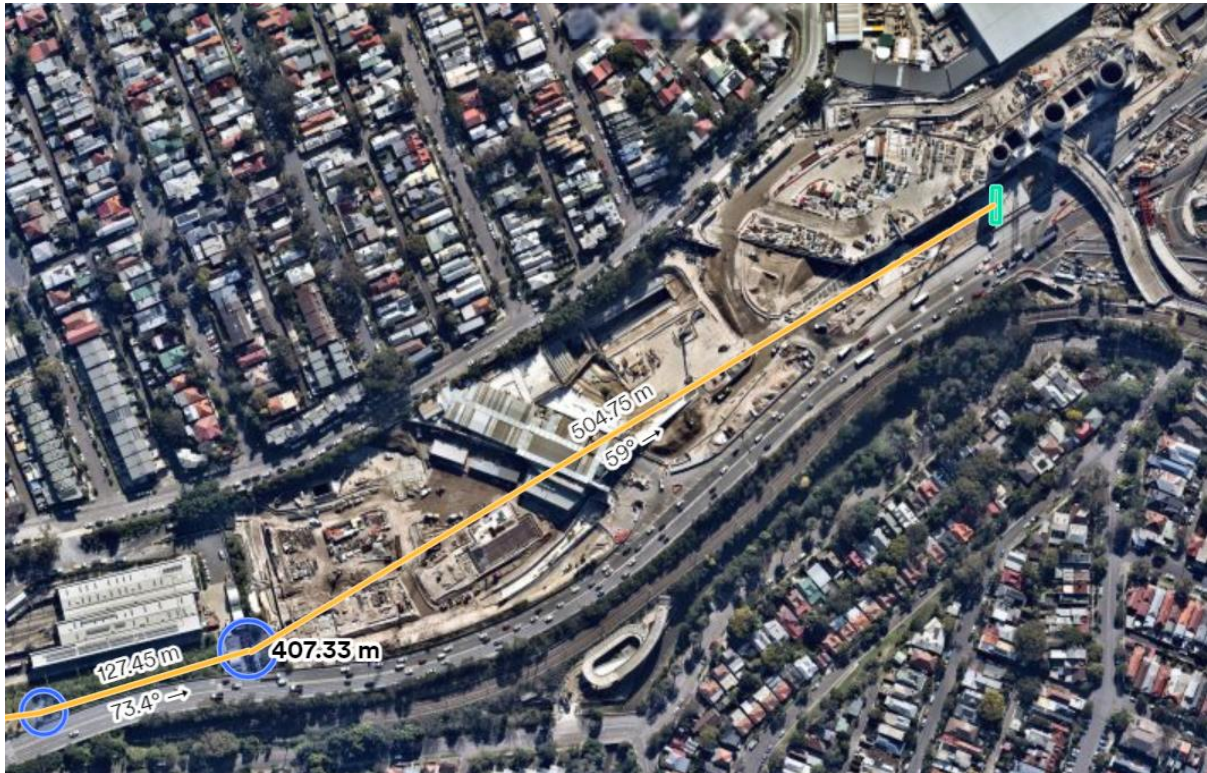
Inner West Council is writing in response to the NSW Department of Planning and Environment's (DPE's) public exhibition of the Development Application in relation to the proposed Digital Advertising Signage – City West Link, Lilyfield (DA22/9255)

Concerns are raised in relation to the light spillage from the proposed signage and together with two already currently existing advertising signs within approximately 400 metres from the proposed location, will result in accumulative amenity impacts to the surrounding properties. (see Diagram below, blue circle indicating existing signages and red rectangle representing an approximate location of the proposed signage).



As the proposal will result in three digital advertising signs within approximately 400 metres, this is a proliferation of signage within a relatively short distance and represents an unfair amenity impost upon the nearby residences.

Relocation of the new sign approximately 500 metres to the east of the existing sign (as indicated by a green rectangle on the diagram below) assists in overcoming the cumulative impacts created by the proliferation of signage along this stretch of road. This is more suitable as it is located well away from residential properties, overcoming the adverse amenity impacts of the proposed location.



I hope the points raised in this submission can be considered in the assessment of this application. For further discussion you may contact Athena Stefanopoulos on 9392 5258 or [athena.stefanopoulos@innerwest.nsw.gov.au](mailto:athena.stefanopoulos@innerwest.nsw.gov.au)

Regards

A handwritten signature in black ink, appearing to read 'Simone Plummer'.

Simone Plummer

**Director Planning**